
AKEI

Advertising and Promotion Services

Today's Fair, Tomorrow's Success

Exhibition Infrastructure Development Div
Association of Korean Exhibition Industry (AKEI)

Tel.: +82-2-415-2082
Email: leesb@akei.or.kr

Table of Contents

01

About AKEI

- Overview

02

Advertising & Promotion Services

- AKEI Exhibition Journal Advertising
- Online Banner Advertising

03

Promotional Packages

- All-in-One Advertising Packages

01.

About AKEI



The Association of Korea Exhibition Industry (AKEI) is the national organization for the development of Korea's exhibition industry.

01



02



AKEI serves as the driving force behind the continued growth of the exhibition sector by **shaping industry policies, executing government-commissioned projects, and providing comprehensive support** throughout the entire exhibition ecosystem.

AKEI aligns government strategies with stakeholders' business needs, bridging policy and practice. AKEI strengthens the event industry by fostering collaboration among venue operators, event organizers, design firms, and service providers.

AKEI is officially designated by the Ministry of Trade, Industry and Energy under the Exhibition Industry Development Act.

03



As a core pillar of the MICE industry and a key driver of national economic growth, AKEI is committed to positioning Korea as one of the world's premier exhibition destinations through innovation and strategic global partnerships.

04



To advance the exhibition industry, AKEI supports the sector through a comprehensive range of initiatives, including policy development, strategic programs, and exclusive services for its members.

02.

Advertising & Promotion Services

- AKEI Exhibition Journal Advertising
- Online Banner Advertising: SHOWALA & AKEI Websites



01. AKEI Exhibition Journal Advertising

전시저널

The industry's Only Specialized Publication -
Trusted and Influential, Published Bi-monthly



Physical print copies are delivered to a wide range of stakeholders within the exhibition industry, positioning the Journal as a medium with unmatched authority and reach, and helping companies and organizations convey their brands and key messages effectively.

전시저널
2025 November + December VOL.127

SPECIAL VIEW CULTURE AKEI+ 지난호 보기

[이슈] 글로벌 전시산업의 경제적 효과 II

[테마 1] 트럼프발 관세 전쟁-이민 단속, '열린 미국'이 전시산업을 흔들다

[테마 2] 탄소 중립에서 윤리적 공급망까지, 지속 가능한 전시, 산업 회복의 새...

AKEI+ [AKEI 뉴스 1] 2025 제5회 전시산업의 날 기념식: 전시산업을 읊...
[AKEI 뉴스 2] 전시회 인증제, 지속 가능한 전시 생활문화 넓げる...
[AKEI 뉴스 3] 전시회 인증제, 전시 생활문화 넓げる...
[AKEI 뉴스 4] 전시회 인증제, 전시 생활문화 넓げる...
[AKEI 뉴스 5] 전시회 인증제, 전시 생활문화 넓げる...
[AKEI 뉴스 6] 전시회 인증제, 전시 생활문화 넓げる...
[AKEI 뉴스 7] 전시회 인증제, 전시 생활문화 넓げる...
[AKEI 뉴스 8] 전시회 인증제, 전시 생활문화 넓げる...
[AKEI 뉴스 9] 전시회 인증제, 전시 생활문화 넓げる...
[AKEI 뉴스 10] 전시회 인증제, 전시 생활문화 넓げる...

01. AKEI Exhibition Journal Advertising

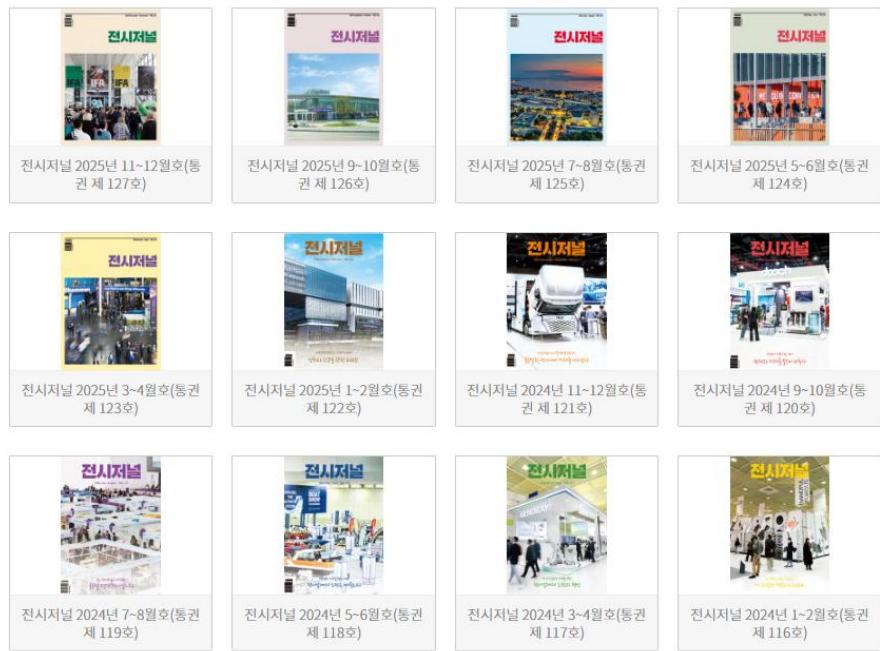
Distributed in both print and digital formats to readers interested in the exhibition industry, the AKEI Exhibition Journal serves as an effective channel for information sharing and targeted promotion.

전시저널

e-Book ISSN 1976-3174(Online)



Total 126건 1 페이지



- **Type:** Free magazine (public edition)
- **Frequency:** Bi-monthly
(issued in odd-numbered months)
- **Distribution:**
 - 1,300 printed copies (Korean language) mailed to 1,000 readers (industry employees)
 - Web magazine & newsletters reaching 4,500 subscribers
- **Readership:** Venue operators, event organizers, builders & service providers, foreign diplomatic missions in Korea, and related industry organizations
- **Advertising:** Trim size 205 mm × 275 mm
(full-page color advertisement)

01. AKEI Exhibition Journal Advertising

Advertising Rate Card

(VAT excluded)

| SPECIFICATION | PLACEMENT | STANDARD RATE | REMARK |
|-----------------------------------------------------------------------|---------------------------------------------------------|---------------|----------------------------------------------------------------------|
| | Inside Front Cover Facing Page to Inside Front Cover | \$ 2,300 | |
| Trim size 205 mm x 275 mm & Full-page color advertisement | Inside Back Cover Facing Page to Inside Back Cover | \$ 1,900 | |
| | Back Cover | \$ 3,000 | Cheongju OSCO has secured the back cover until the end of 2026 |
| | General Inside Page | \$ 750 | |

- ❖ Final rates are subject to negotiation.
- ❖ Advertising materials must be submitted at least two weeks before the publication.
- ❖ Preferred file formats: JPG or PNG.

02. Online Banner Advertising

Effective Brand Visibility Through Korea's Leading Exhibition Platforms

Reach of verified industry professionals through SHOWALA –Korea's comprehensive exhibition information portal– and the official AKEI website

⋮

High Reach

Targeted exposure to verified exhibition industry professionals, enabling high levels of engagement



Cost Efficiency

Lower than traditional print media, ensuring sustained visibility



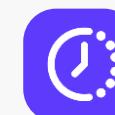
Authority & Credibility

Enhanced credibility through promotional exposure on official digital platforms operated by AKEI, Korea's leading exhibition industry association



Latest News Updates

Update banners throughout the campaign period to deliver fresh and relevant content



SHOWALA

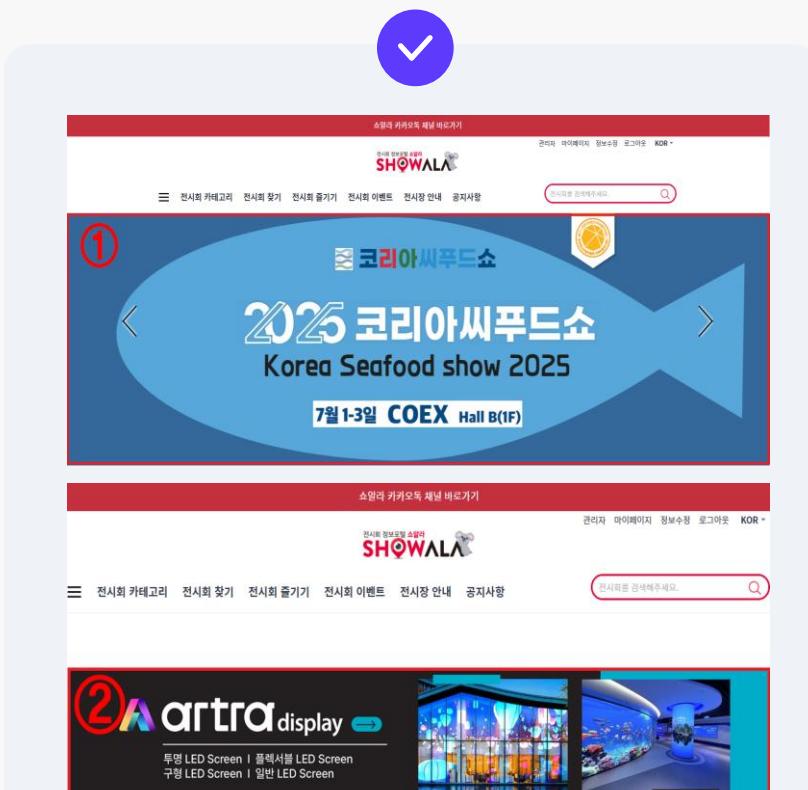
www.showala.com

AKEI

www.akei.or.kr

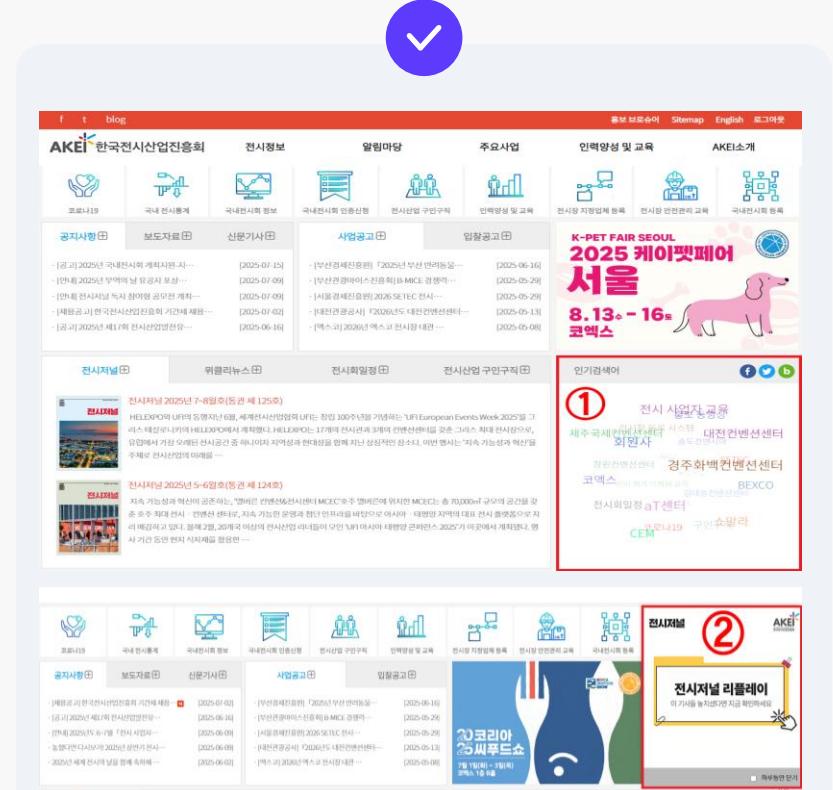
02. Online Banner Advertising

Banner Placement by Platform



SHOWALA – Exhibition Information Portal
(www.showala.com)

- ① Homepage Carousel Banner (Top Placement)
- ② Homepage Carousel Banner (Bottom Placement)



AKEI Official Website
(www.akei.or.kr)

- ① Homepage Carousel Banner (Mid-Page Placement)
- ② Pop-up Window

02. Online Banner Advertising

Banner Placement by Platform

전시장 온라인 등록 시스템

전시장 등록신청

마이페이지

공지사항

시스템 소개

사업자등록번호 -제 비밀번호

로그인

전시장 지정업체 온라인등록 시스템

전국 각 전문전시장은 안전관리 및 효율적 운영을 위하여
전시디자인설치/전시서비스업 부문 **지정업체를 선정하여 운영**하고 있습니다.

분야별 등록신청
등록서류 준비

»

안전관리교육 이수
등록비 및 보험료 납부

»

최종 승인
계약 체결

등록업체 신청
바로가기

전시장별 등록신청

aT센터

경주화백컨벤션센터

구미코

군산새만금컨벤션센터

김대중컨벤션센터

대전컨벤션센터

동대문디자인플라자

벡스코

세텍

송도컨벤시아

TOP

Exhibition Venue Registration System
(www.kedsa.or.kr)

Homepage Carousel Banner (Top Placement)

02. Online Banner Advertising

Advertising Rate Card

(VAT excluded)

| PLACEMENT | SPECIFICATION | STANDARD RATE | REMARK |
|------------------------------------------------------------------------------------|-------------------------------|---------------|-----------|
| SHOWALA Homepage Carousel Banner: Top Placement | 1920 x 520 px (JPG or PNG) | \$ 700 | |
| SHOWALA Homepage Carousel Banner: Bottom Placement | 1200 x 206 px (JPG or PNG) | \$ 550 | |
| AKEI Homepage Carousel Banner: Mid-Page Placement | 400 x 415 px (JPG or PNG) | \$ 700 | Per Month |
| AKEI Homepage Pop-up Window | 330 x 330 px (JPG or PNG) | \$ 500 | |
| Exhibition Venue Registration System Homepage Carousel Banner: Top Placement | 1920 x 396 px (JPG or PNG) | \$ 700 | |

❖ Banner ads are sold in two-week units, with final rates subject to negotiation.

❖ Advertising materials must be submitted at least two weeks before the publication.

❖ Preferred file formats: JPG or PNG.

03.

Promotional Packages



03. Promotional Packages

All-in-One Advertising Packages (VAT excluded)

| PER ISSUE RATE | ANNUAL TOTAL | PLACEMENT | ADDITIONAL BENEFITS |
|----------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| \$ 2,000 | \$ 10,000 | <ul style="list-style-type: none">Inside page in the AKEI Exhibition Journal (one-page rate)Two banner placements on the online platform | |
| \$ 2,500 | \$ 13,500 | <ul style="list-style-type: none">Inside front cover/facing page in the AKEI Exhibition Journal (one-page rate)Two banner placements on the online platform | <ul style="list-style-type: none">Two-page advertorial service upon advertiser's request |
| \$ 3,500 | \$ 20,500 | <ul style="list-style-type: none">Inside back cover & full inside page in the AKEI Exhibition Journal (one-page rate)Three banner placements on the online platform | <ul style="list-style-type: none">Four-page advertorial service upon advertiser's request |
| \$ 4,000 | \$ 24,000 | <ul style="list-style-type: none">Inside front cover & facing page in the AKEI Exhibition Journal (one-page rate)Top & bottom banner placements on SHOWALA | <ul style="list-style-type: none">Four-page advertorial service upon advertiser's requestPlacement of the advertiser's selected event image on the cover of the AKEI Exhibition Journal |

❖ Online platform banner ads run for two months.
❖ **Package rates apply exclusively to AKEI members;** separate quotations will be provided for non-members and other stakeholders.

03. Promotional Packages

Comprehensive Advertising Package – Value Propositions

Cost Effective

Save up to 20% compared to purchasing individual placements separately



Multi-Channel Exposure

Gain visibility across print journal, digital editions, and AKEI online platforms

Targeted Reach

Targeted exposure to professionals within the exhibition industry



Unrestricted and Continuous Presence

Reach broader and more diverse audiences through seamless online & offline channel integration

Partnership Inquiries:

Subin Lee, Manager
Exhibition Infrastructure Development Div

Tel.: +82-2-415-2082
Email: leesb@akei.or.kr

