



e t t v d i g i t a l

2024 MEDIA KIT

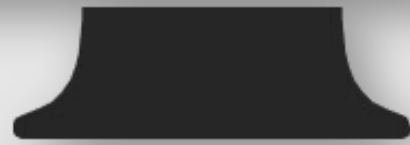
ET • NEWS TOTAL Digital Reach



- pc
- mobile
- APP



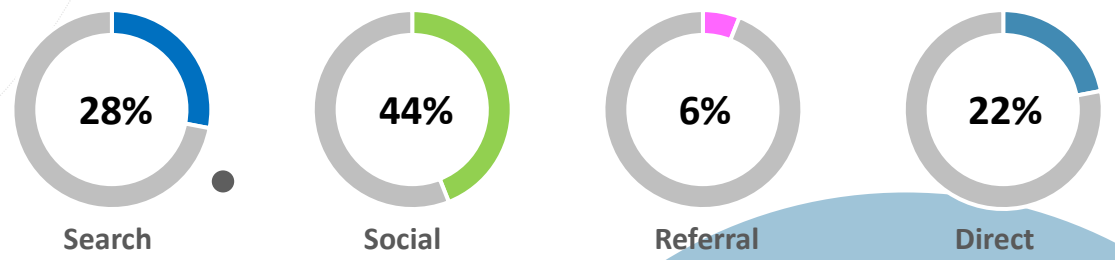
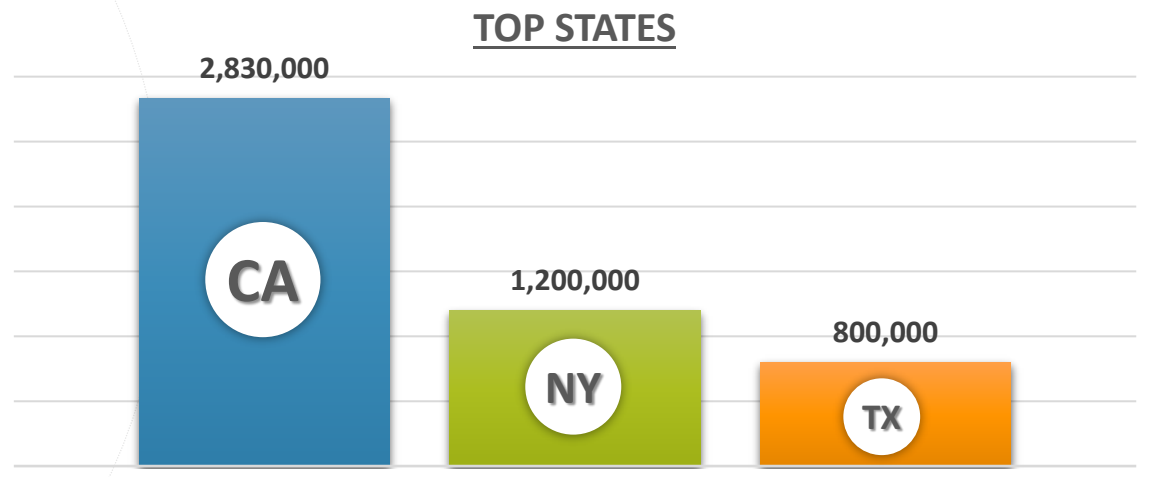
秘
陸、
花肉
防非洲豬
機訂防檢
華碩「ZenF
益為？他爆





/US TRAFFIC

Impression	7,000,000+
Unique Visitor	950,000+



/Demographic

Age25-34 Active Sharers
with high interests on various trends

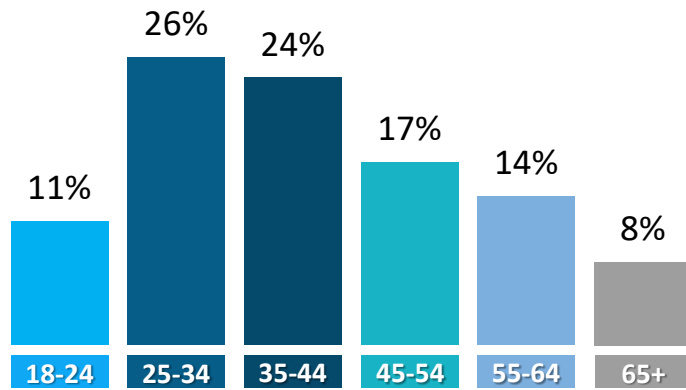
Age35-54 Dynamic Consumers
with high household incomes



62% **38%**

GENDER

AGE



PC+Mobile 

• DFP System Real Data



One AD Reaches All
 ■ pc ■ mobile ■ APP

Exclusive Premium Banner

- Size : 300x600 for both PC & Mobile
- Spec: jpg, gif <60k
- Run of Site

PC+Mobile

• DFP System Real Data



Headline Exposure

- pc
- mobile
- APP

Flagship Position Banner

- Size : PC/970x90 or 728x90
Mobile/300x250
- Spec: jpg, gif <60k
- Homepage / Run of Site