

XPACE Digital Media Proposal

Advertising Consulting

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Introduction to XPACE

Introduction to XPACE



Xperience

the Essence Of Engagement

Seoul’s top tourist spot, COEX(150K daily visitors)’s
large-scale media platform,
designed for immersive brand experiences.



Xplore

New Possibility

Utilize data-driven insights and diverse creative
formats to optimize ad performance
and audience engagement.



Xpand

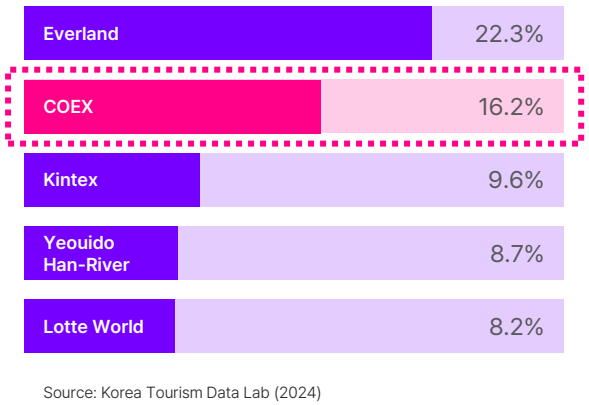
Your Space

Increase brand visibility and customer interaction with
strategic media placements and
tailored marketing solutions.

Introduction to XPACE

Xperience the Essence of Engagement | Xplore New Possibility | Xpand Your Space

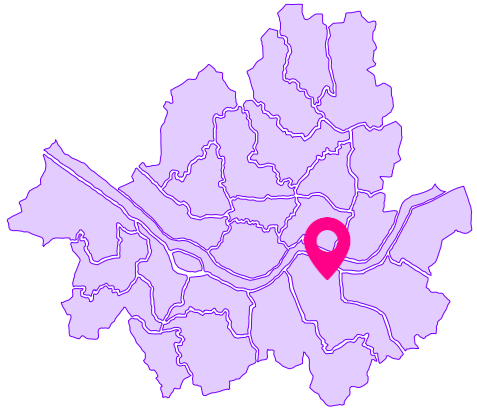
2024 South Korea's 2nd most popular tourist spot(1st in Seoul)
COEX with an average of 150K daily visitors



Source: Korea Tourism Data Lab (2024)

No.2 Tourist Spot
in Korea

A top destination to a vibrant mix of global professionals, shoppers, and tourists every day.



150K People Visit
Coex Daily

A central hub in Gangnam, Seoul offering seamless access to transport, hotels, and shopping.

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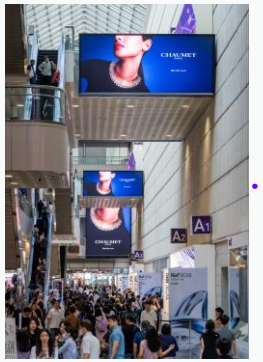
Xperience the Essence of Engagement | Xplore New Possibility | Xpand Your Space

XPACE: A high-visibility media at **COEX's main pathways**

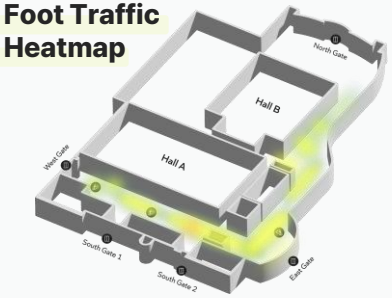
XPACE Location Map

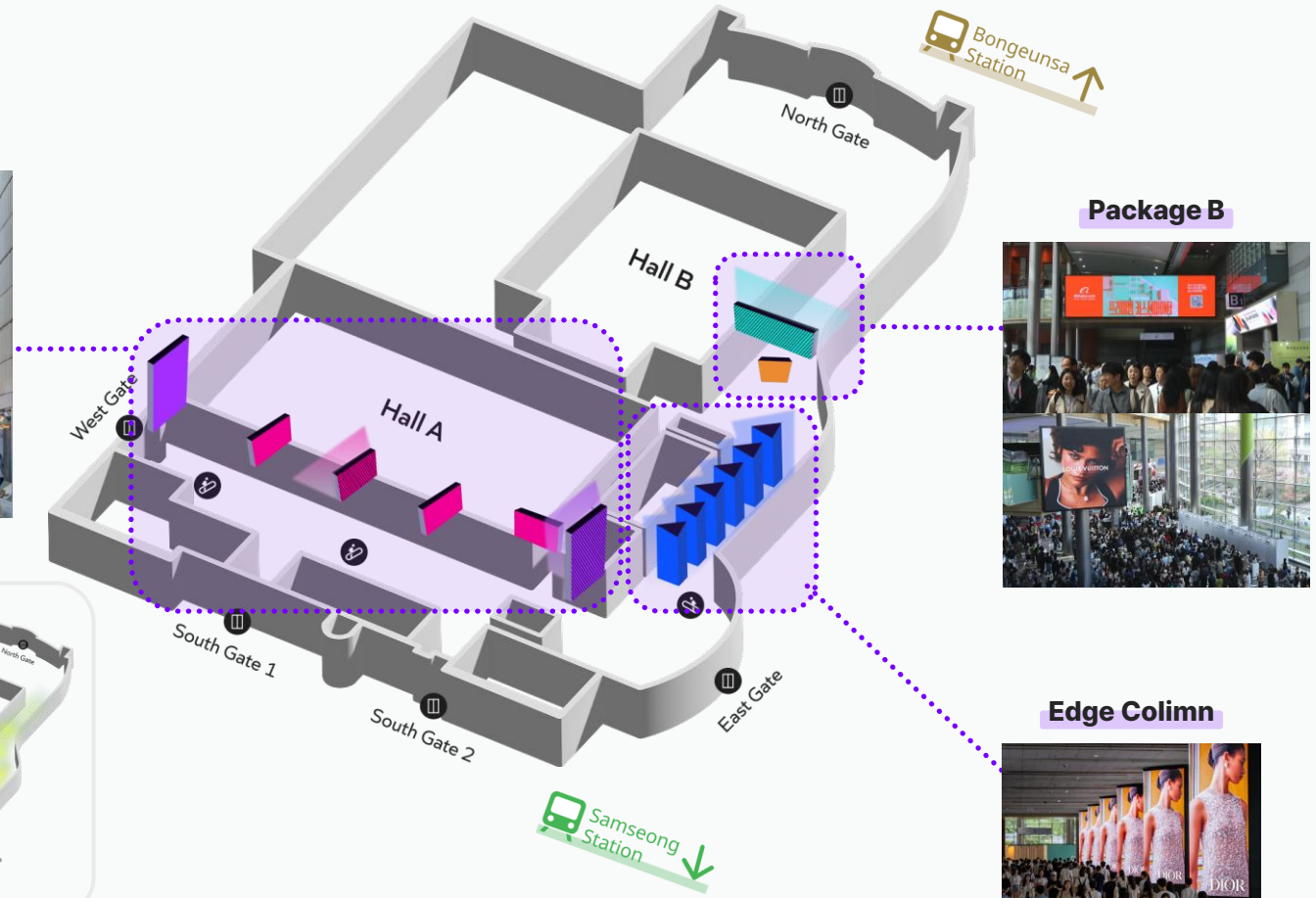
- Wide Bridge
- Big Bridge
- Bridge
- Edge Column
- Square Bridge

Package A



Foot Traffic Heatmap





Package B

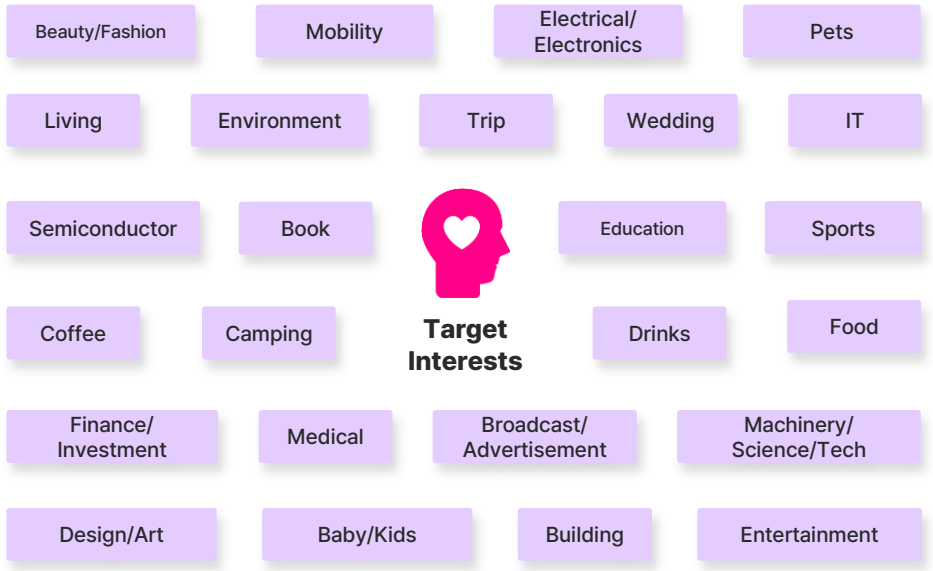
Edge Colimn

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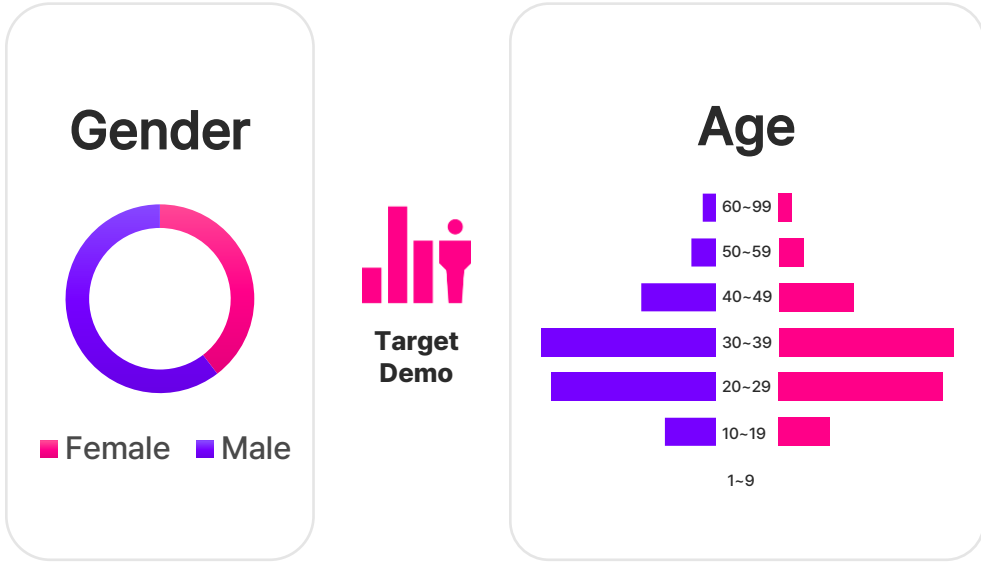
Xperience the Essence of Engagement | **Xplore New Possibility** | Xpand Your Space

A highly targetable media, with purpose-driven visitors segmented by event and industry — enhanced by AI-powered audience analytics.

Prediction of visitor interests for each Coex exhibitions and conventions



Estimate foot traffic demographics, including gender and age group, for specific periods

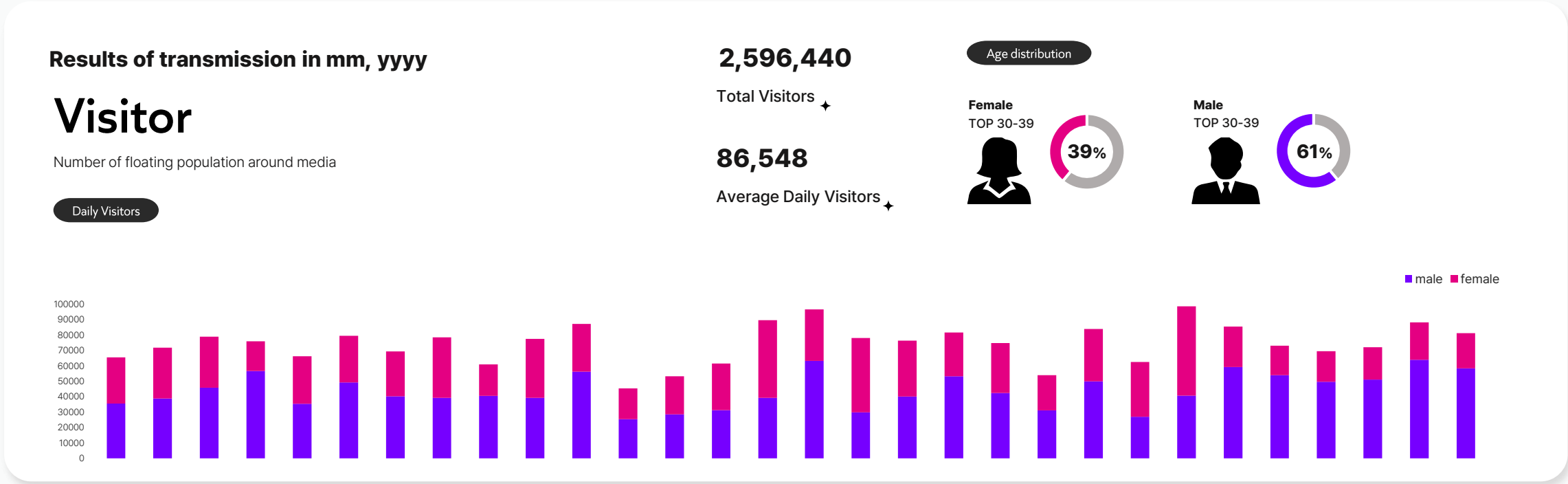


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Providing **reports** based on data
such as **traffic, impressions, play count and foot traffic insights**

* This is an example image unrelated to actual data.



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Versatile media formats for creative flexibility

















Horizontal | Vertical | Square | Triangular prism

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Xperience the Essence of Engagement | Xplore New Possibility | **Xpand Your Space**

Optimal advertising consulting

tailored to brand, budget, target, etc.

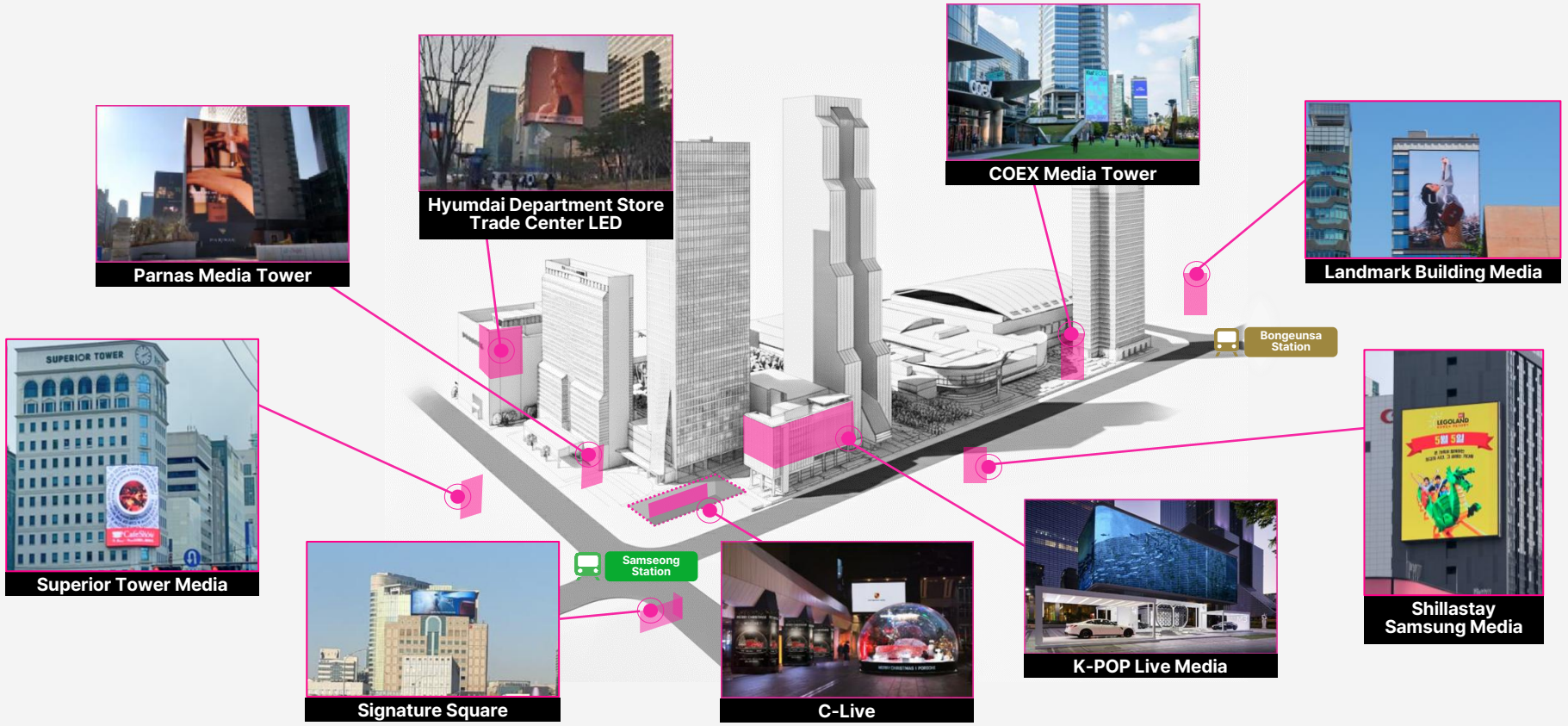


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Coex Outdoor Media

Expansive ad campaigns, including **Seoul-wide OOH** at a **reasonable price**

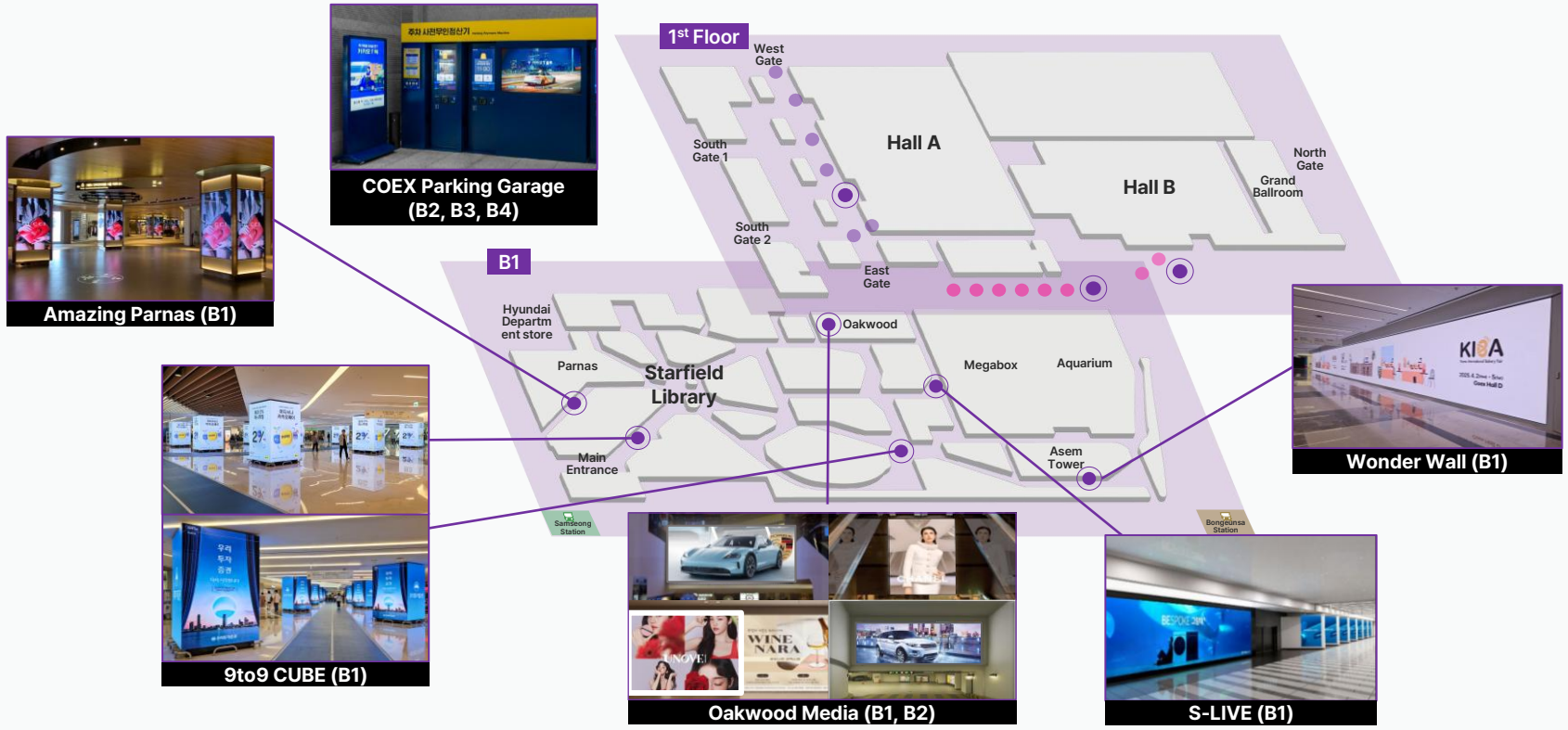


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Coex Indoor Media

Expansive ad campaigns, including **Seoul-wide OOH** at a **reasonable price**





XPACE Advertising Products

XPACE Advertising Products

XPACE Advertising Packages | XPACE Add-On Options

Package A

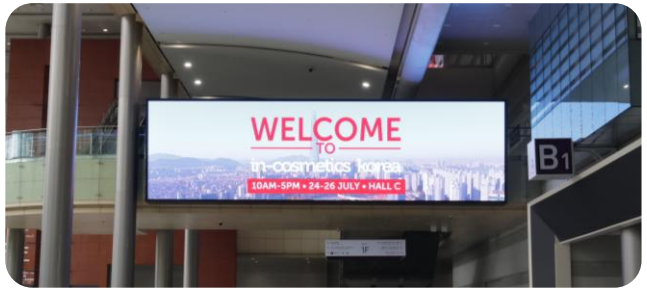


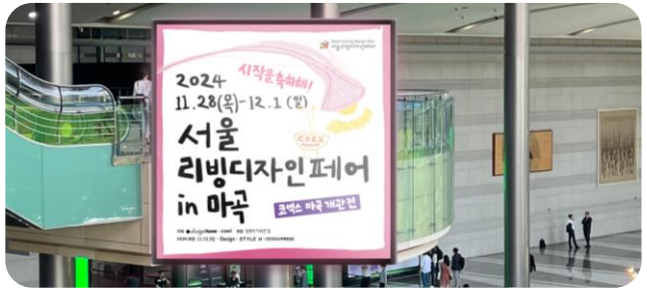


Bridge | Big Bridge

- Product covering the vicinity of Exhibition Hall A
- Composed of 4 Bridges and 2 Big Bridges

Package B





Wide Bridge | Square Bridge

- Product covering the vicinity of Exhibition Hall B
- Composed of 1 Wide Bridge and 1 Square Bridge

Edge Column



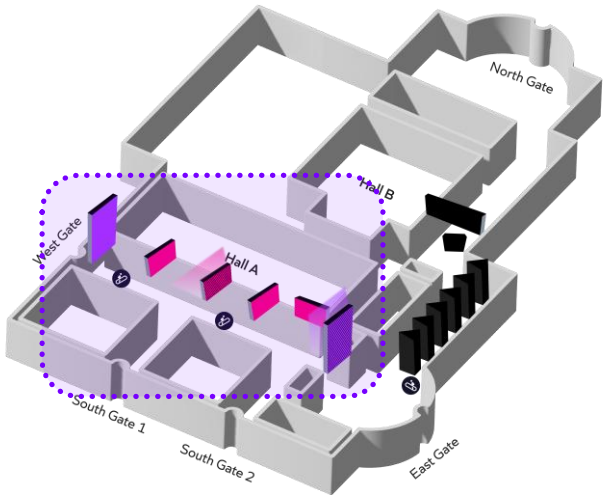
Edge Column

- Media along the path between Halls A and B
- Composed of 6 triangular Edge Columns

XPACE Advertising Products

XPACE Advertising Packages | XPACE Add-On Options

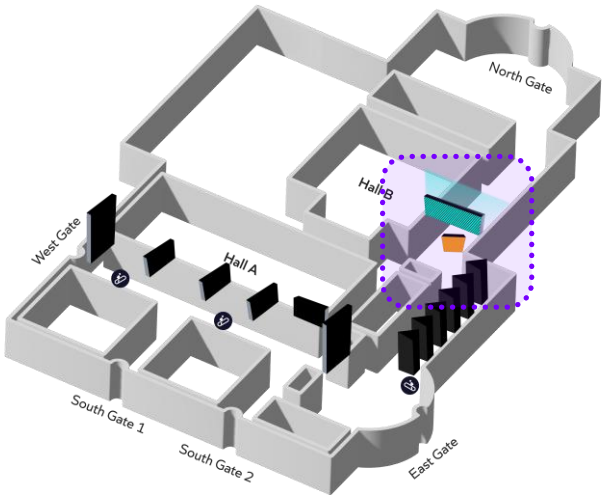
Package A



Bridge | Big Bridge

- Product covering the vicinity of Exhibition Hall A
- Composed of 4 Bridges and 2 Big Bridges

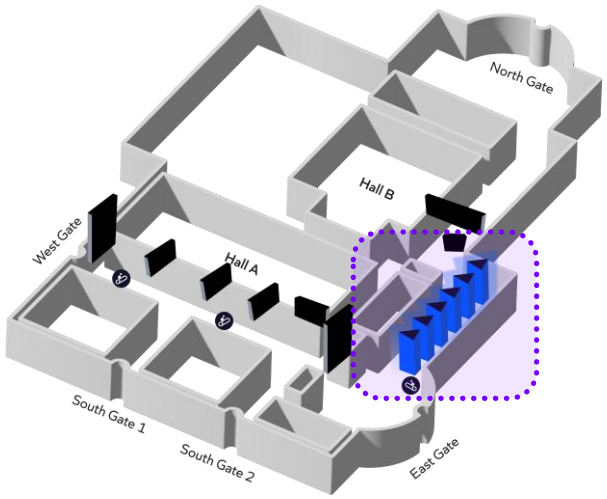
Package B



Wide Bridge | Square Bridge

- Product covering the vicinity of Exhibition Hall B
- Composed of 1 Wide Bridge and 1 Square Bridge

Edge Column



Edge Column

- Media along the path between Halls A and B
- Composed of 6 triangular Edge Columns

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XPACE Advertising Packages | XPACE Add-On Options

Package A

Product covering the vicinity of Exhibition Hall A | **23 million KRW/month**

Bridge



Location	4 units in front of Hall A and C	**Impression**	90 times a day 18 slot (30s per slot)
Screen Size	6.7 x 2.9(m)	**Screening Time**	08:00 - 22:00

Big Bridge



Location	2 units in front of Hall A and C	**Impression**	90 times a day 18 slot (30s per slot)
Screen Size	6.4 x 11.2(m)	**Screening Time**	08:00 - 22:00

XPACE Advertising Products

XPACE Advertising Packages | XPACE Add-On Options

Package B

Product covering the vicinity of Exhibition Hall B | **7 million KRW/month**

Wide Bridge



Location	1 unit in front of Hall B and D	**Impression**	90 times a day 18 slot (30s per slot)
Screen Size	13.4 x 2.9(m)	**Screening Time**	08:00 - 22:00

Square Bridge



Location	1 unit in front of Hall B and D	**Impression**	90 times a day 18 slot (30s per slot)
Screen Size	4.16 x 4.16(m)	**Screening Time**	08:00 - 22:00

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XPACE Advertising Packages | XPACE Add-On Options

Edge Column

Media located along the pathway connecting Exhibition Hall A and B | **20 million KRW/month**

Edge Column



Location Route from Hall A to Hall B (in front of Devil's Door) 6 units

Screen Size Front side 3.8 x 4.3(m) (2 sides)
Back side 2.2 x 4.3(m) (1 side)

Impression 90 times a day
18 slot (30s per slot)

Screening Time 08:00 - 22:00

XPACE Advertising Products

XPACE Advertising Packages | XPACE Add-On Options

Unit Price Guide

Unit: KRW, VAT(10%) not included

		Package A	Package B	Edge Column
1 SLOT(30s) / MONTHLY PRICE	MEDIA	Bridge Big Bridge	Wide Bridge Square Bridge	Edge Column
	UNIT PRICE	**23M**	**7M**	**20M**
	FULL PACKAGE	~~50M~~ **48M**		

* **15-second ads** get a **50% discount**.
* **Additional discounts** for **bulk purchases** (inquire for rates).
* Package A and B are only available as packages (individual media purchase not allowed).
* Displayed at least 90 times per day.

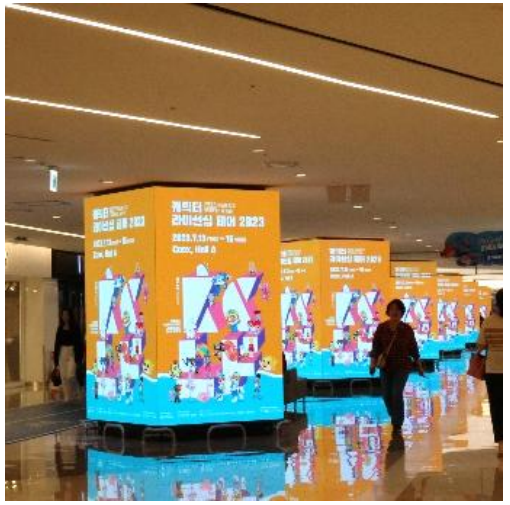
XPACE Advertising Products

XPACE Advertising Packages | **XPACE Add-On Options**

Samsung-dong OOH Advertising Product

Special pricing available when combining XPACE media

* For short-term ads and XPACE package pricing, please inquire separately, VAT not included

				
	COEX Media Tower	**Parnas Media Tower**	**9to9 Cube**	**Amazing Parnas**
Location	Yeongdong-daero	Yeongdong-daero	COEX Starfield mall	Parnas mall
Screen Size	10.7 x 29.6m	12.3 x 26.0m	1.7 x 2.7m	1.26 x 3.1m / 1.43 x 3m
Exposure Time	80 times per day (06:00~24:00)	80 times per day (06:00~24:00)	66 times per day (06:00~24:00)	100 times per day (07:00~23:00)
Price	30s · 40 million KRW/month	30s · 50 million KRW/month	30s · 25 million KRW/month	30s · 30 million KRW/month

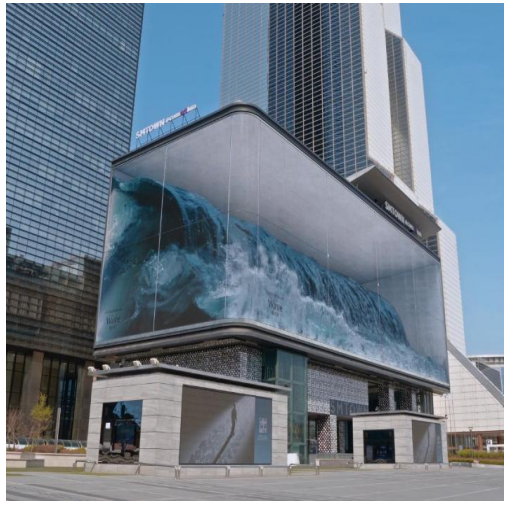
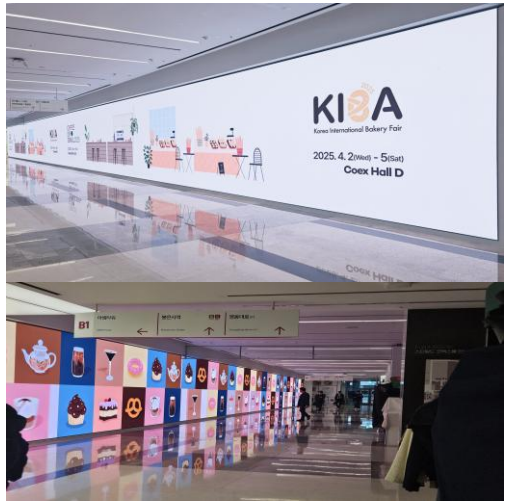
XPACE Advertising Products

XPACE Advertising Packages | **XPACE Add-On Options**

Samsung-dong OOH Advertising Product

Special pricing available when combining XPACE media

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	K-POP Live Media	**Wonder Wall**	**C-LIVE**	**COEX Parking Garage**
Location	Samseong Station Exit 6 direction	Bongeunsa Station Exit 7 direction	Samseong Station Exit 5	COEX Parking Garage
Screen Size	81 x 20m	40 x 3m	1.5 x 2.5m	parking entry/exit (varies by location)
Exposure Time	70 times per day (06:00~24:00)	100 times per day (06:00~24:00)	100 times per day (06:00~24:00)	100 times per day (08:00~22:00)
Price	30s · 100 million KRW/month	30s · 15 million KRW/month	30s · 30 million KRW/month	15s · 5 million KRW/month

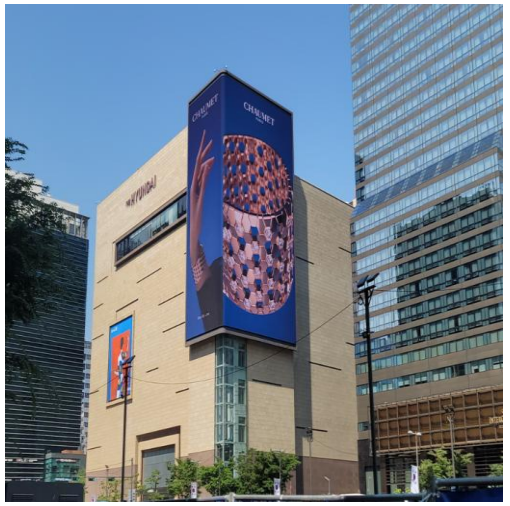
XPACE Advertising Products

XPACE Advertising Packages | **XPACE Add-On Options**

Samsung-dong OOH Advertising Product

Special pricing available when combining XPACE media

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	Superior Tower Media	**Landmark Building Media**	**Shillastay Samsung Media**	**Hyundai Department Store Trade Center LED**
Location	Samsung Station Exit 4	Bongeunsa-ro	Yeongdong-daero	Teheran-ro
Screen Size	12.5 x 17m	12.36 x 18.17m	12.2 x 16.94m	37.4 x 36.1m
Exposure Time	100 times per day (06:00~24:00)	100 times per day (06:00~24:00)	100 times per day (07:00~23:00)	70 times per day (06:00~24:00)
Price	30s · 15 million KRW/month	30s · 15 million KRW/month	30s · 15 million KRW/month	30s · 50 million KRW/month

Contact us

We provide advertising and marketing solutions for COEX and the surrounding Samsung-dong area.

Space Marketing Team, COEX | 02-6000-1126, 1127, 1156
xpace@coex.co.kr

Ad Quote Request

Ad Material Production Guide

We offer a design template that allows for easy creation of advertising materials through the XPACE advertising platform.
(Including standard layout guidelines)

*Material submission deadline: 7 days before the scheduled launch date
(Delays may occur if not submitted within the deadline)

Download **Material Production Guide**