

Reach over
125 million
visitors monthly



#1
worldwide
network for
learners of
English

bab.la
collinsdictionary.com
dictionary.**cambridge**.org
dictionnaire.**lerobert**.com
ldoceonline.com
macmillandictionary.com
oxfordlearnersdictionaries.com
pons.com
universalis.fr

Students,
teachers & young
professionals

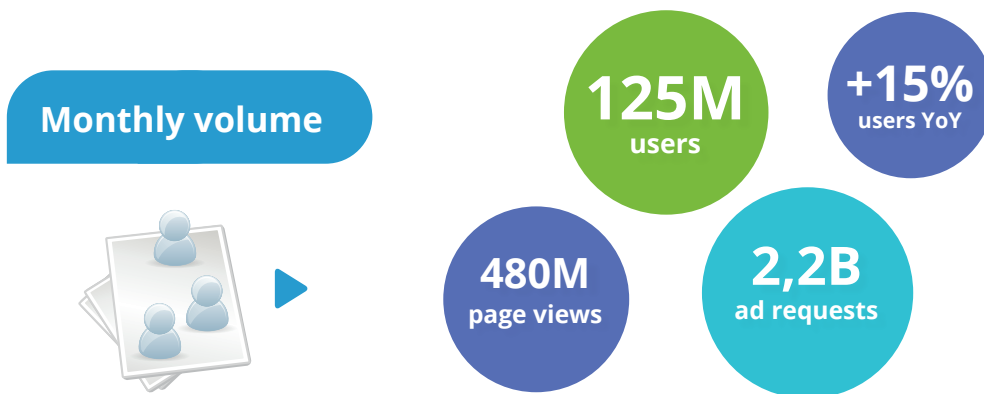


idm media kit • 2022

Traffic Insights

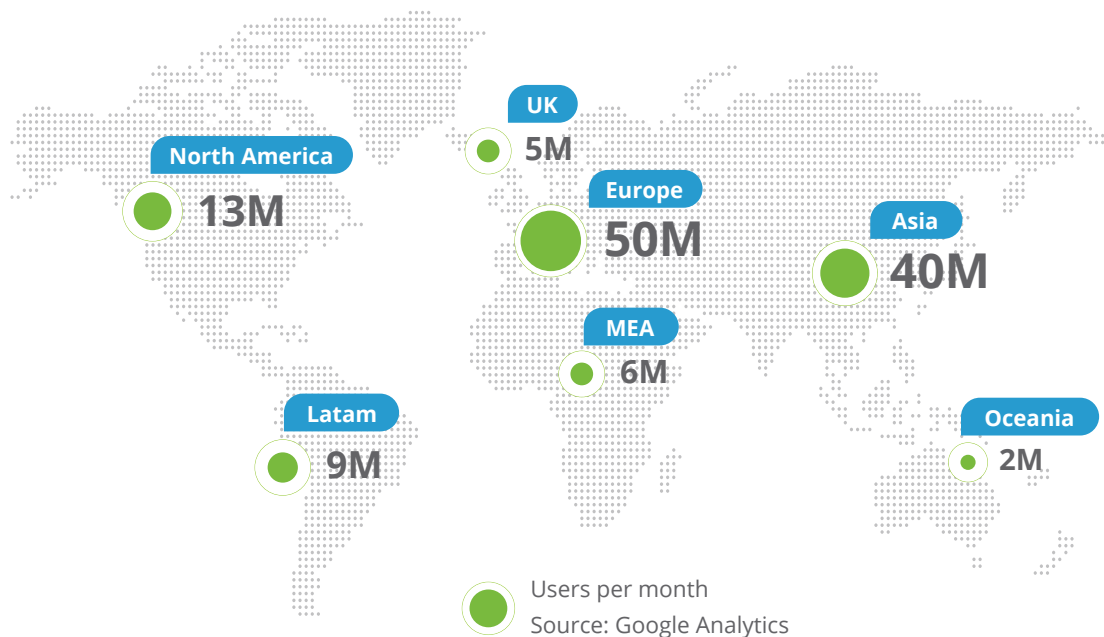
A large inventory

Our traffic allows running campaigns to display up to 18 billion ads per year.



Locations

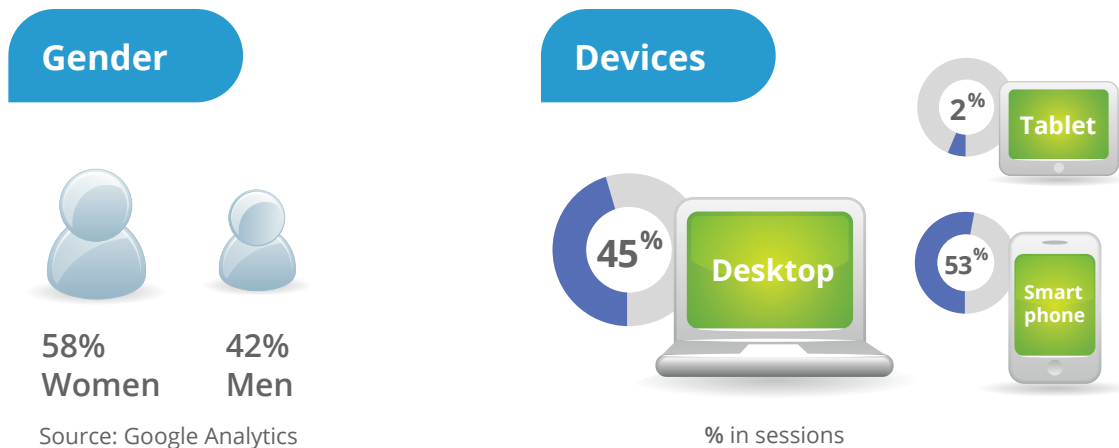
Our audience is global, with top regions being Europe, Asia and Northern America.



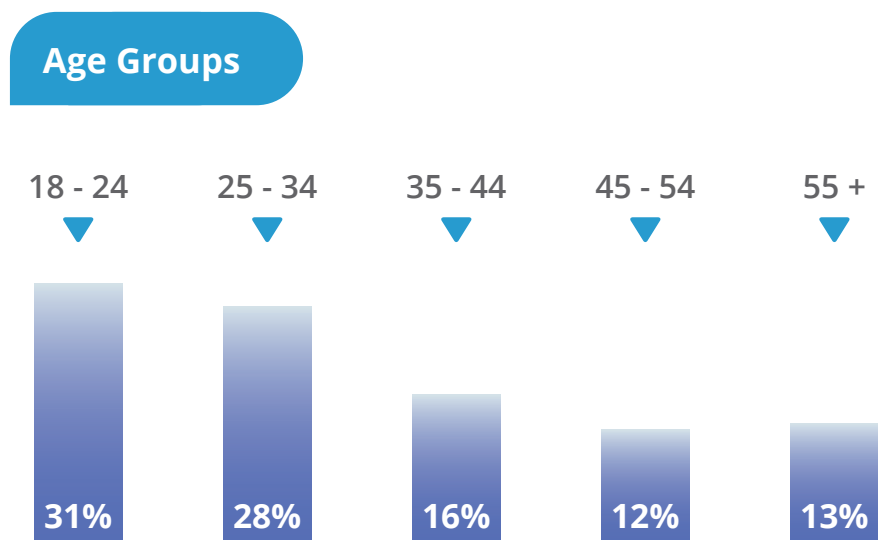
Users Insights

Our Audience

The proportion between women and men is balanced and stable over time. More than half of our audience is below 35, mostly students, teachers and young professionals.



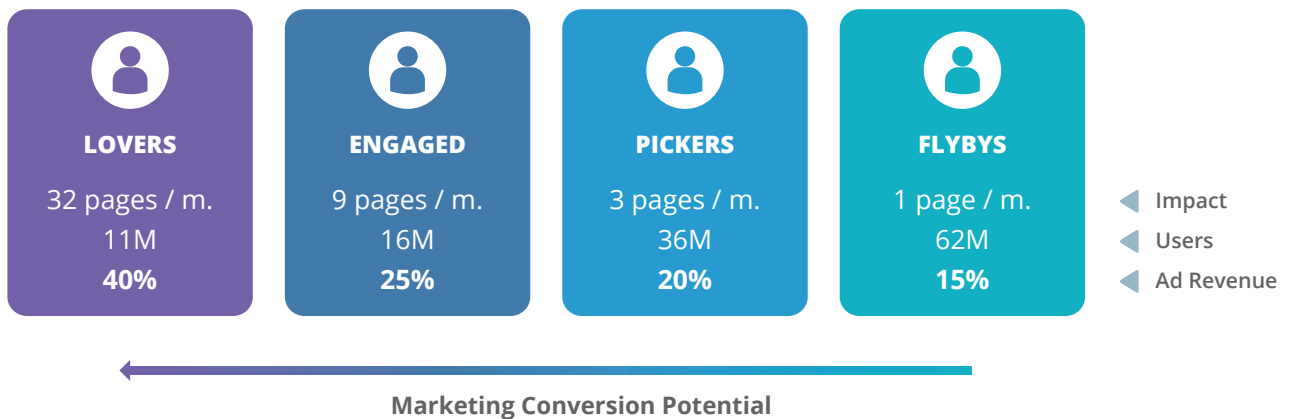
Our digital-savvy audience, mostly urban, benefits from a high level of connectivity, and is already very mobile through smartphones and tablets.



Source: Google Analytics

Audience Profiling

Know our visitors better

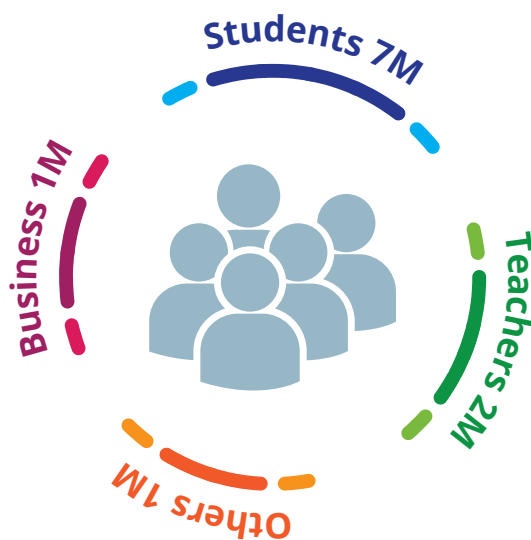


11M+ LOVERS / month

IDM Audience enables publishers to target LOVERS and take real-time marketing actions: website personalization, promotion, couponing, questionnaires.

A LOVER is a returning user visiting at least 4 pages per session.

Source: **idm** Audience Profiling



Advertising Formats

Creative sizes

Classic Leaderboard

728x90
expandable to
728x180

Wide & Large Skyscraper

160x600 / 300x600
expandable to
300x600 and 600x600

Medium Rectangle

300x250
expandable to
600x250

Mobile Leaderboard

320x50
320x100

Billboard

970x250
970x90

Wallpaper

depending
upon site

Natives & country specific

(like 750x200 in Poland)

Creative properties

Allowed file types:

GIF, JPG, PNG, HTML5 (css, js, video)

Image creatives:

Max file size: 40Kb

Destination/click-through URL:

To be provided

Video & animation:

Max video & animation frame rate: 24fps

Max animation length: 15 seconds

Max animation loops: 3

Only user-initiated sound allowed

HTML5 creatives :

Suggested tool: Google Web Designer

Initial Load: Max 150Kb for Desktop/Tablet,

Max 40kb for Mobile

Politely Loaded: Max 2MB for Desktop/Tablet,

Max 300kb for Mobile

Advertising Partnerships

Our partners are prestigious publishing houses such as

BAB.LA

Cambridge University Press

Encyclopédie Universalis

Editions Le Robert

HarperCollins Publishers

Macmillan Education

Oxford University Press

Pearson Education

PONS

Display options

Run advertising campaigns that maximize the reach and impact of your marketing efforts.



**desktop
& mobile**



**website /
mobile app section**



**geo-
targeting**



**user
language**



**time
of day**

Contact us

Any question about sales, design or creatives?
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