Reach over 120 million visitors monthly

#1 worldwide network for learners of English

dictionary.cambridge.org
collinsdictionary.com
macmillandictionary.com
oxfordlearnersdictionaries.com
ldoceonline.com
pons.com
bab.la

Students, teachers & young professionals

Our partners are prestigious publishing houses such as Cambridge University Press, Oxford University Press, HarperCollins Publishers, Macmillan Education, PONS and Pearson Education.
Traffic Insights

A large inventory

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

Monthly volume

- 120M users
- +38% users YoY
- 550M page views
- 2B ad requests

Source: Google Analytics & Ad Server

Locations

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

Source: Google Analytics

Users per month

- North America: 17M
- UK: 8M
- Europe: 40M
- Asia: 35M
- Latam: 10M
- MEA: 8M
- Oceania: 2M
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.

Gender

57% Women
43% Men

Source: Google Analytics

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

Devices

55% Smartphone
41% Desktop
4% Tablet

% in sessions

Age Groups

18 - 24 25 - 34 35 - 44 45 - 54 55 +

25% 40% 16% 9% 10%

Source: Google Analytics
Audience Profiling

Know our visitors better

LOVERS
32 pages / m.
10M
40%

ENGAGED
9 pages / m.
15M
25%

PICKERS
3 pages / m.
35M
20%

FLYBYS
1 page / m.
60M
15%

Impact
Users
Ad Revenue

Marketing Conversion Potential

10M+ 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), SWF
- **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

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

Contact us
Any question about sales, design or creatives? Get in touch with us at ads@idmgroup.com

USA
8470 Enterprise Circle
Suite 300
Lakewood Ranch, FL 34202

France
27, rue Albert Einstein
BP 117 - 77421
Champs-sur-Marne

China
Sc. & Tech. Innov. Institute
High-Tech South Road 10
Nanshan, Shenzhen

www.idmgroup.com