

THE KOREA DAILY

MEDIA KIT

2024





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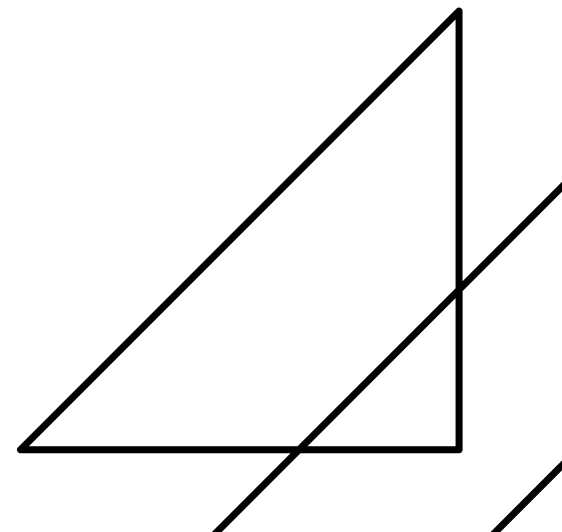
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ABOUT US

The Korea Daily is the premier Korean media group in the US, anchored by our mothership in South Korea.

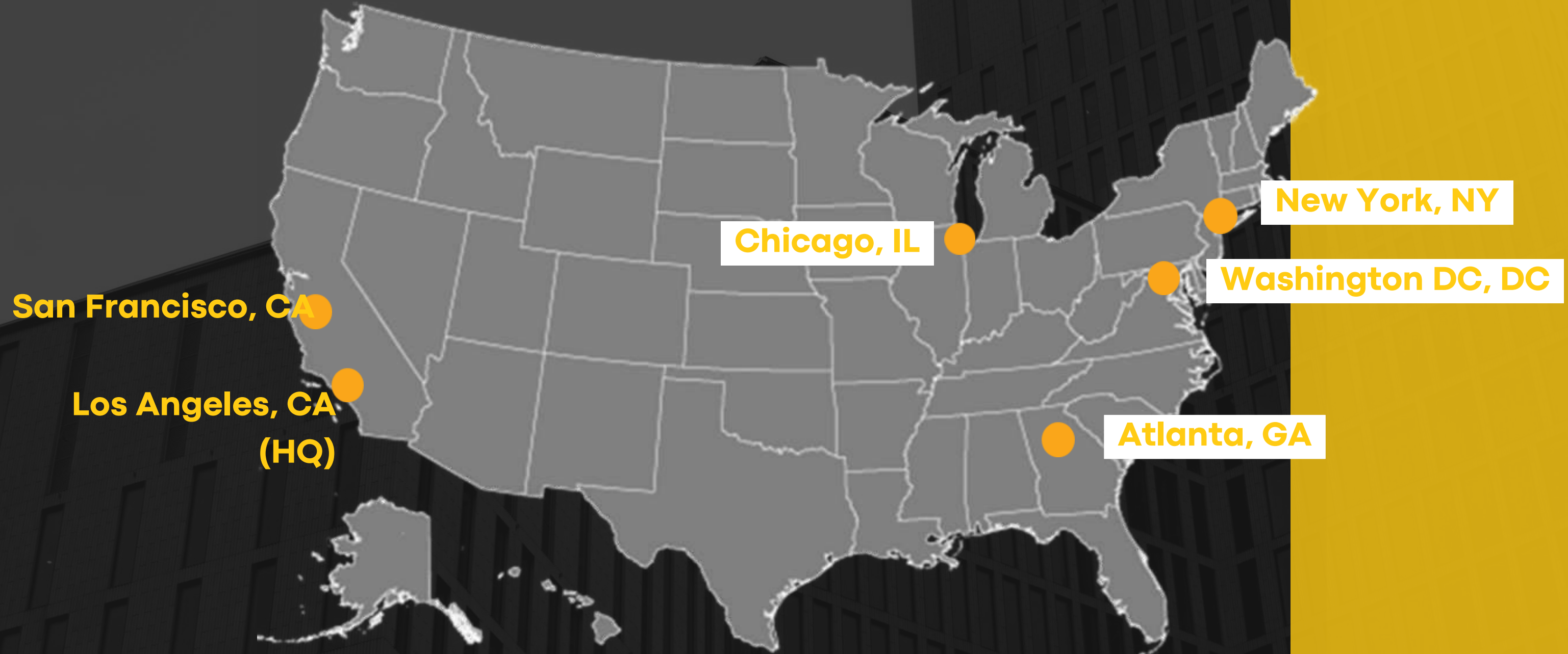
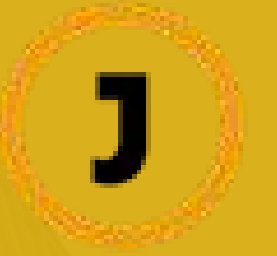
This central hub ensures the seamless integration of our news coverage, editorial processes, and business strategies, exemplifying our commitment to excellence in journalism.

We pride ourselves on offering a rich variety of news content that spans local happenings and global developments.

As the premier news outlet, we are dedicated to bridging communities and fostering mutual understanding, upholding a longstanding tradition of journalistic excellence.



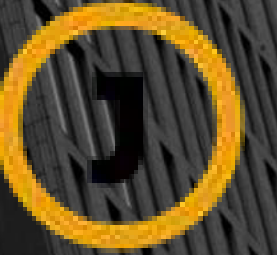
THE KOREA DAILY GROUP IN N. AMERICA





THE KOREA DAILY PRINT 2024

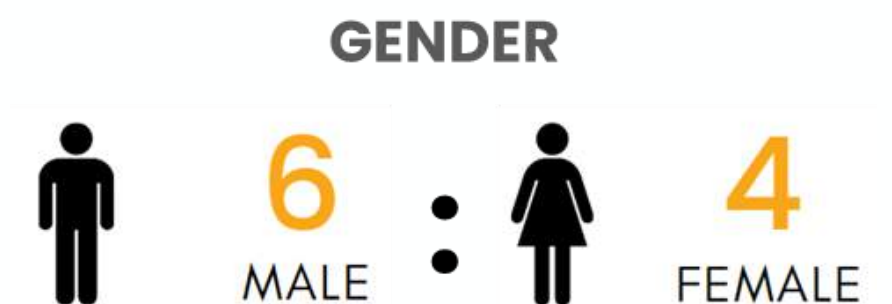
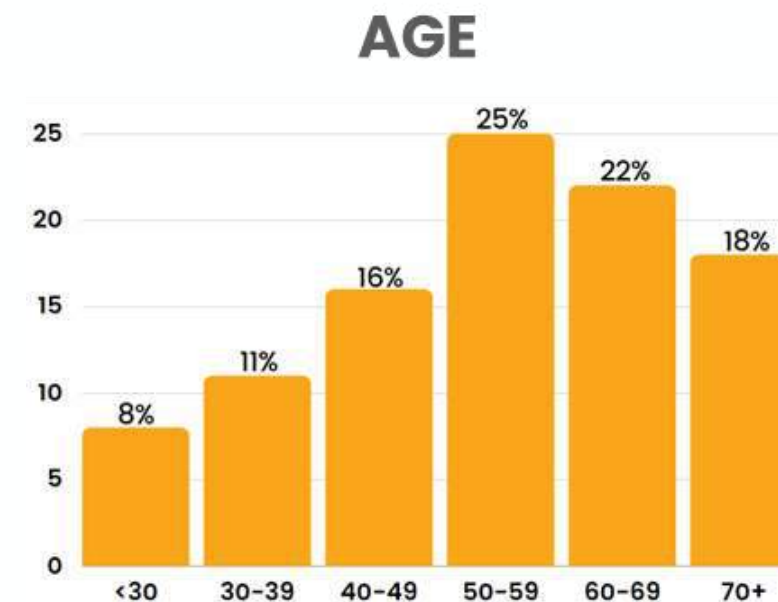




PRINT AUDIENCE OVERVIEW

NATIONWIDE
CIRCULATION
190,000

- Los Angeles (60K)
- New York (45K)
- Chicago (20K)
- Washington DC (20K)
- Atlanta (20K)
- San Francisco (15K)
- Vancouver & Toronto (10K)



DAILY SECTION



US NEWS

Delivering daily U.S. news and addressing pertinent issues for the Korean community residing in both the United States and Korea.



ECONOMY BUSINESS

Delivering timely financial news and advice encompassing both domestic and international markets.



KOREA & INTERNATIONAL NEWS

Each article is carefully curated and selected from South Korean newspapers, focusing on global & South Korea news

SPECS & REQUIREMENTS



Creative Size

SIZE		WIDTH	HEIGHT
Full Page	inch	10.079	19.764
	mm	256	502
1/2 Page	inch	10.079	9.055
	mm	256	230
1/3 Page	inch	10.079	6.417
	mm	256	163
1/4 Page	inch	4.921	9.055
	mm	125	230



1. For Front Page Cover ads, please inquire about the special sizes.
2. CMYK Color Ads only; RGB files are not accepted.
3. Resolution MUST BE AT LEAST 300DPI.
4. File format: PDF, Adobe Illustrator.
5. Artwork Deadline- at least 3 business days prior to the date of run.
6. Artwork Deadline for Translation - at least 5 business days prior to the date of run.
7. Space Reservation Deadline- at least 10 business days prior; please inquire about available dates & spaces.

RATE



ROP: Full Color

ROP FULL COLOR [4/C]			
SECTION	A	B	G
Full Page	\$4,800	\$3,400	\$4,000
1/2 Page	\$2,500	\$1,800	\$2,200
1/3 Page	\$1,800	\$1,400	\$1,600
1/4 Page	\$1,400	\$1,000	\$1,200

ROP: B/W

ROP BLACK & WHITE [B/W]			
SECTION	A	B	G
Full Page	\$3,200	\$2,600	\$2,900
1/2 Page	\$1,900	\$1,400	\$1,600
1/3 Page	\$1,500	\$1,000	\$1,200
1/4 Page	\$1,200	\$800	\$900

Front Page
: Full Color

FRONT PAGE [4/C]			
SECTION	A	B	G
Full Page	\$15,000	\$10,000	\$12,500
1/2 Page	N/A	N/A	N/A
1/3 Page	\$6,000	\$4,000	\$5,000
1/4 Page	N/A	N/A	N/A

Back Page
: Full Color

BACK PAGE [4/C]			
SECTION	A	B	G
Full Page	\$6,000	\$4,000	\$5,000
1/2 Page	N/A	N/A	N/A
1/3 Page	N/A	N/A	N/A
1/4 Page	N/A	N/A	N/A

Sections: A = Local News, B = Korea & International News, G = Business & Economics

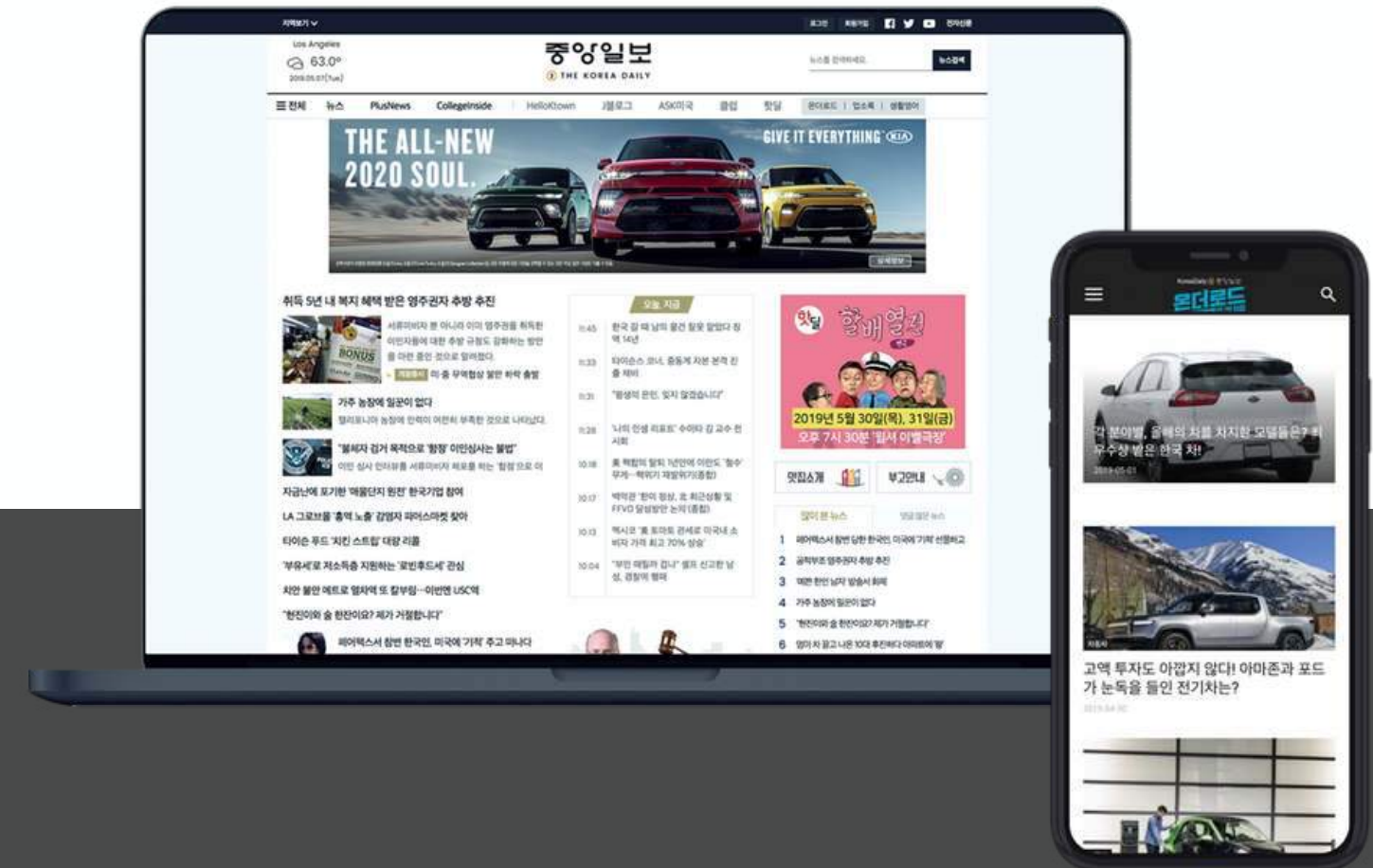
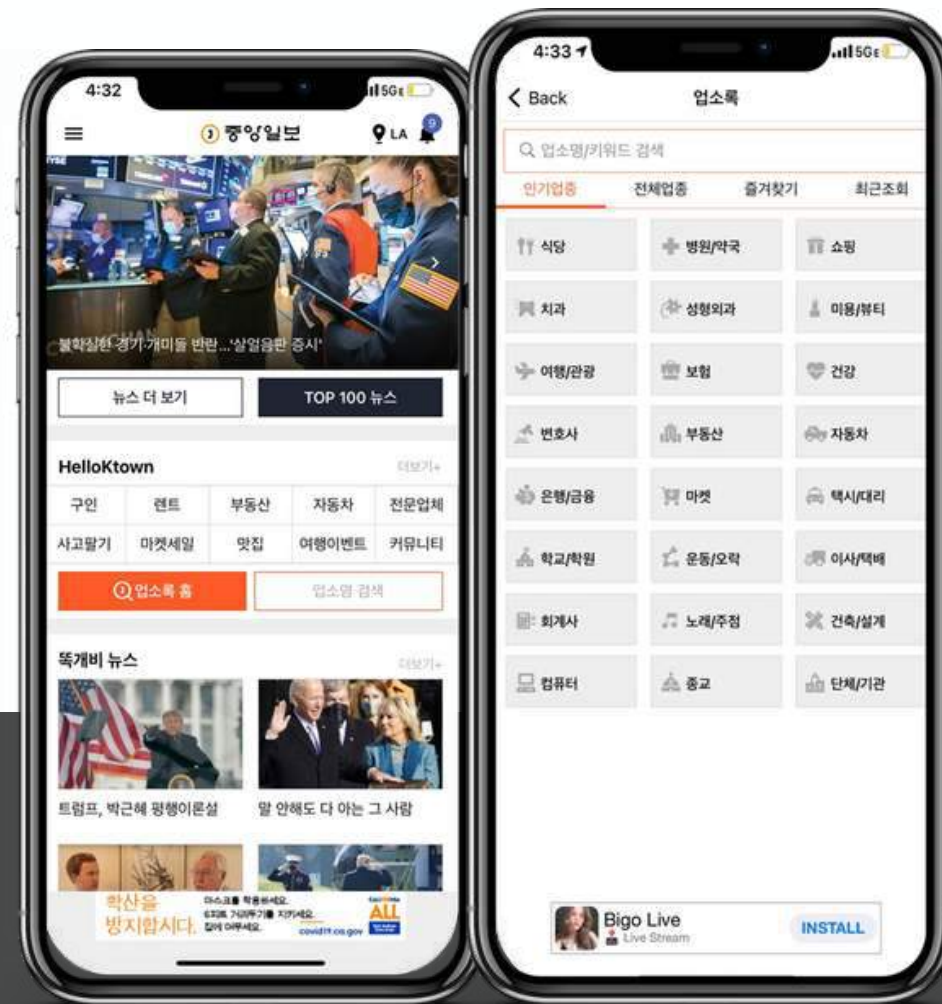


THE KOREA DAILY DIGITAL

WWW.KOREADAILY.COM / M.KOREADAILY.COM

Mobile App J-APP

www.koreadaily.com
DIGITAL



0.5M
DOWNLOADS

300K
PAGEVIEWS
PER MO

**Mobile J- App is the go-to
Korea Daily news + directory app**

Latest & breaking news you can rely on.



DIGITAL AUDIENCE OVERVIEW

USERS & PAGEVIEWS



2M
USERS/MO



21M
PAGEVIEWS/MO

DEVICES



58%
MOBILE



42%
DESKTOP

GENDER

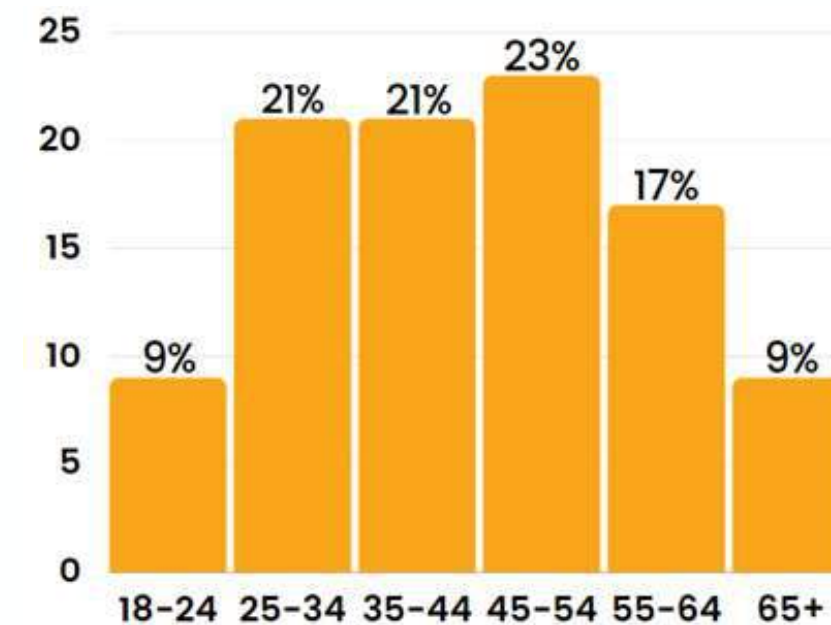


53%
MALE



47%
FEMALE

AGE



DESKTOP EXCLUSIVE
IMAGE BIG DAY



FLAT: \$3,000/day

POP-UP IMAGE	
SIZE	1170x550 px
FORMAT	STATIC IMAGE, HTML5
FILE SIZE	500~700KB
THIRD PARTY	1x1 Tag



DESKTOP EXCLUSIVE

VIDEO BILLBOARD EXPANDABLE

CPM 35.00

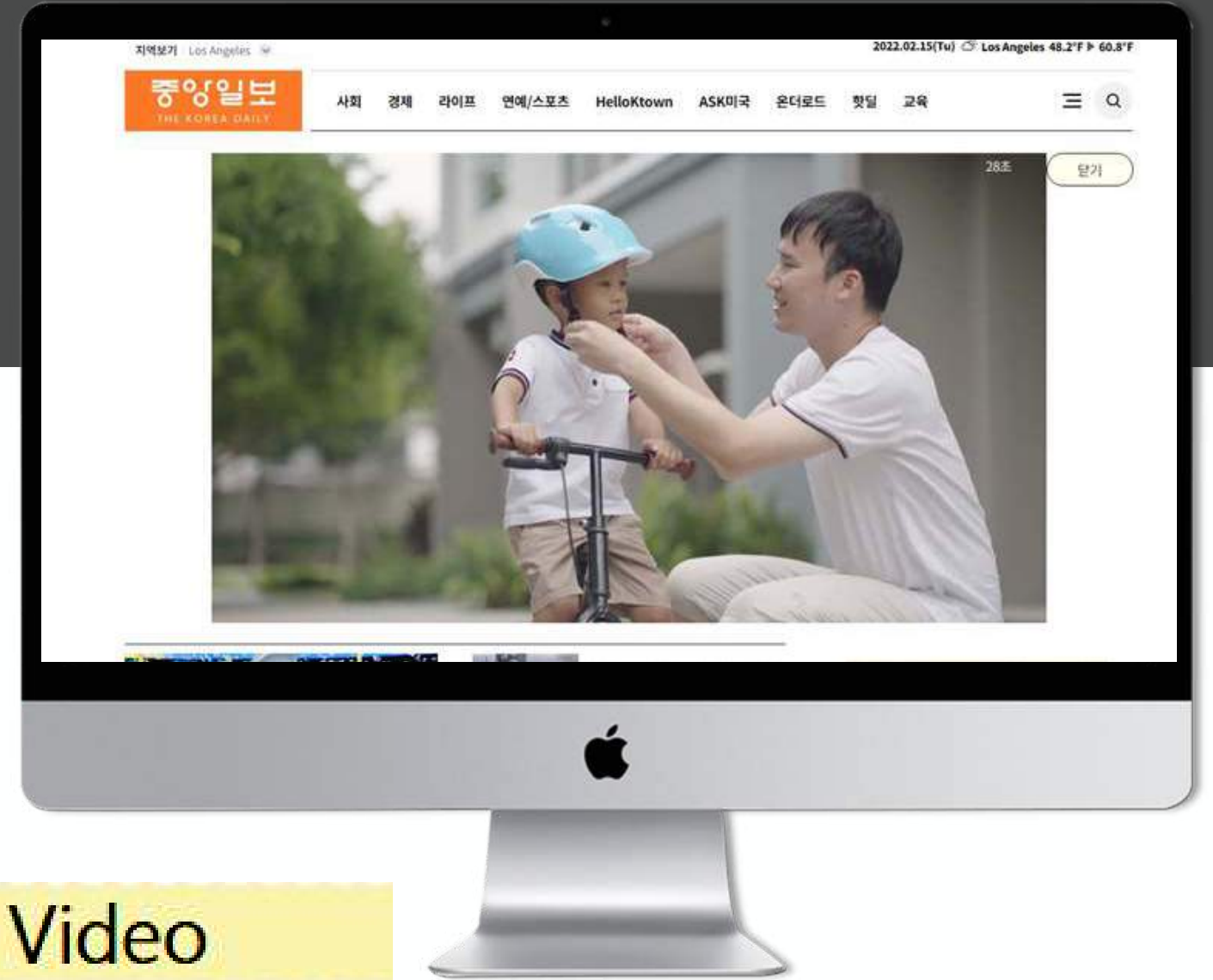


VIDEO BILLBOARD



Banner	
Size	970x250 px
Format	Static Image, MP4

VIDEO EXPANDABLE

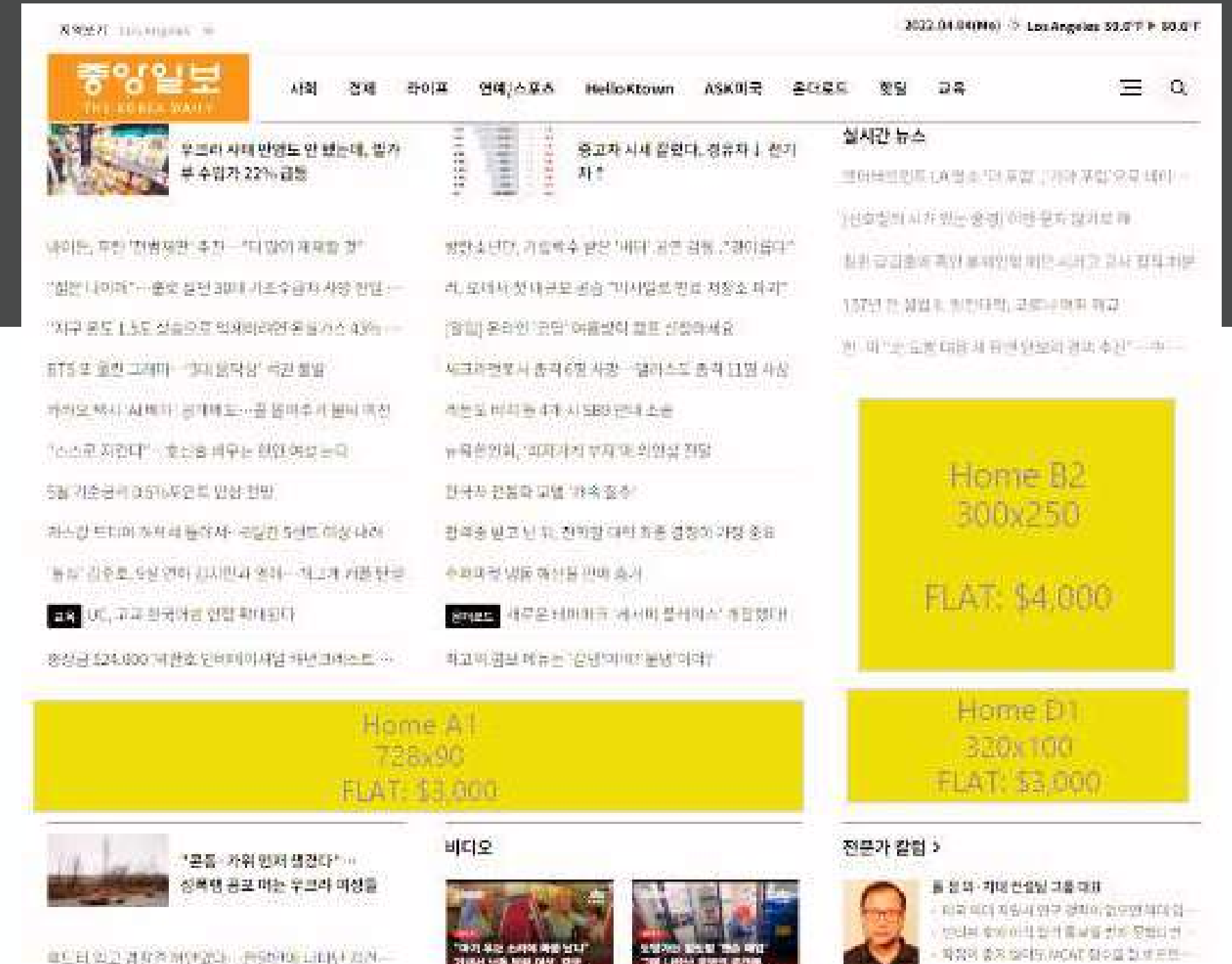
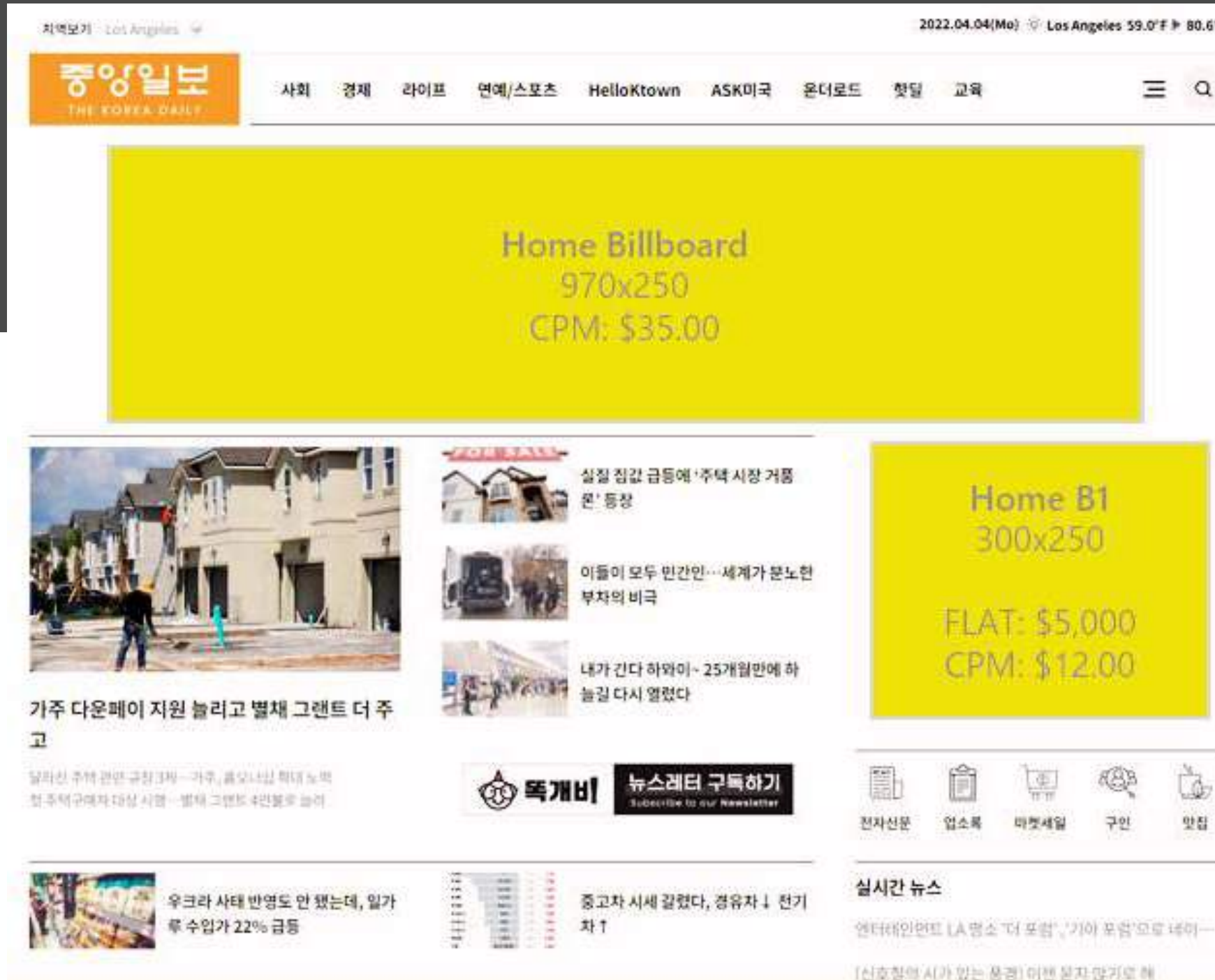


Video	
Size	<1MB
Format	MP4

DESKTOP DIGITAL BANNERS MAIN HOME



1. File Type: Static Image (JPEG, PNG, GIF), HTML5, DoubleClick Tag
2. Geo Targeting Available at an additional \$1 CPM per targeting level
3. Creative services are available at additional cost



MOBILE EXCLUSIVE

MOBILE HOME TOP VIDEO

CPM: \$35.00



TOP BANNER

VIDEO



TOP BANNER	
SIZE	800x200 px or 1600x400 px
FORMAT	JPG/PNG ONLY
FILE SIZE	<30KB

VIDEO	
VIDEO LENGTH	MAX. 15 SEC
FORMAT	MP4 ONLY
FILE SIZE	<1.5 MB

MOBILE EXCLUSIVE

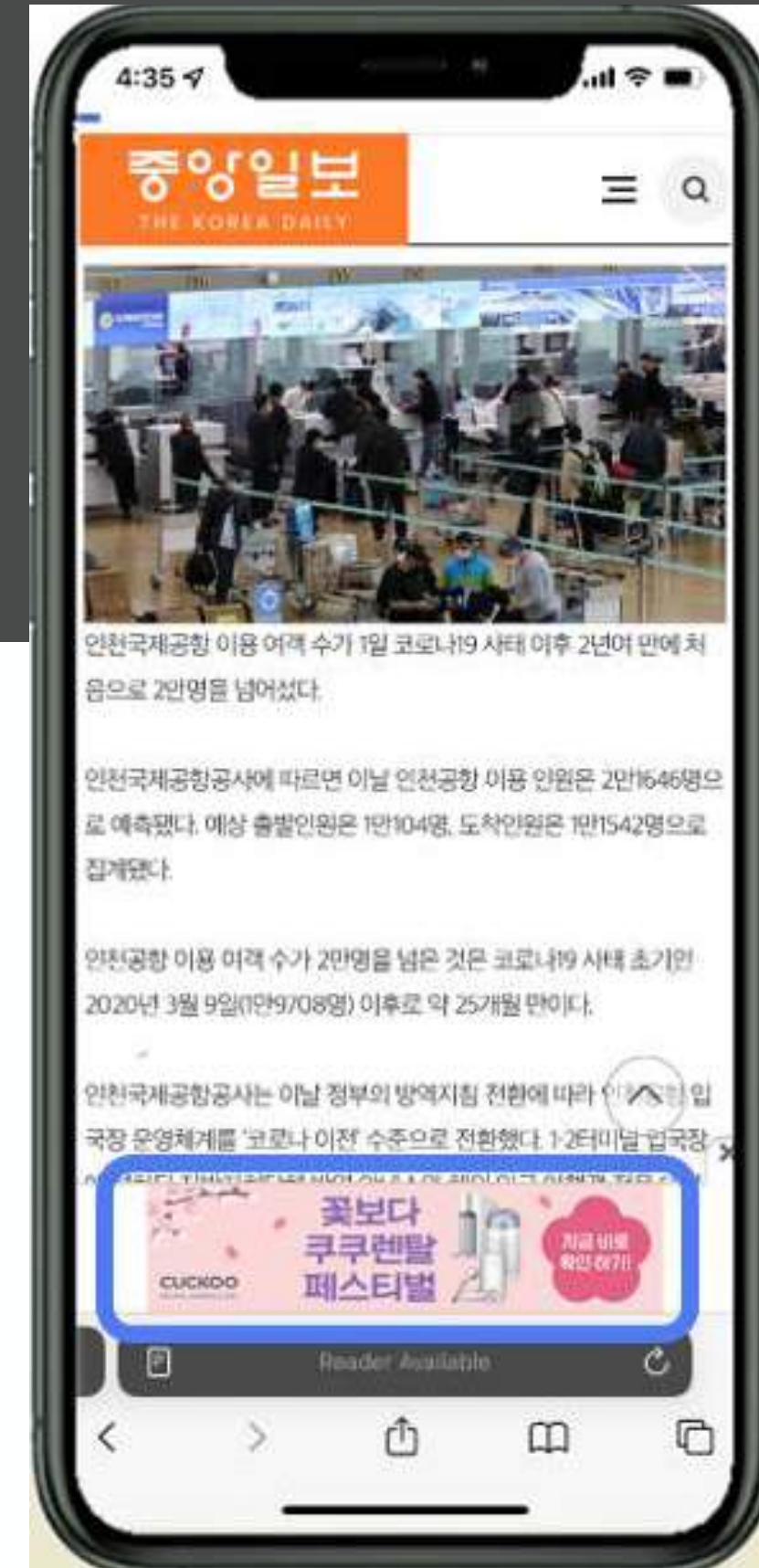
MOBILE FLOATING

CPM: \$35.00



OVERLAY

MOBILE FLOATING	
SIZE	320x80 px
FORMAT	STATIC IMAGE
FILE SIZE	<60KB
THIRD PARTY	1X1 TAG ONLY



EXCLUSIVE
MOBILE INTERSCROLLER

CPM: \$20.00



INTERACTIVE

INTERACTIVE

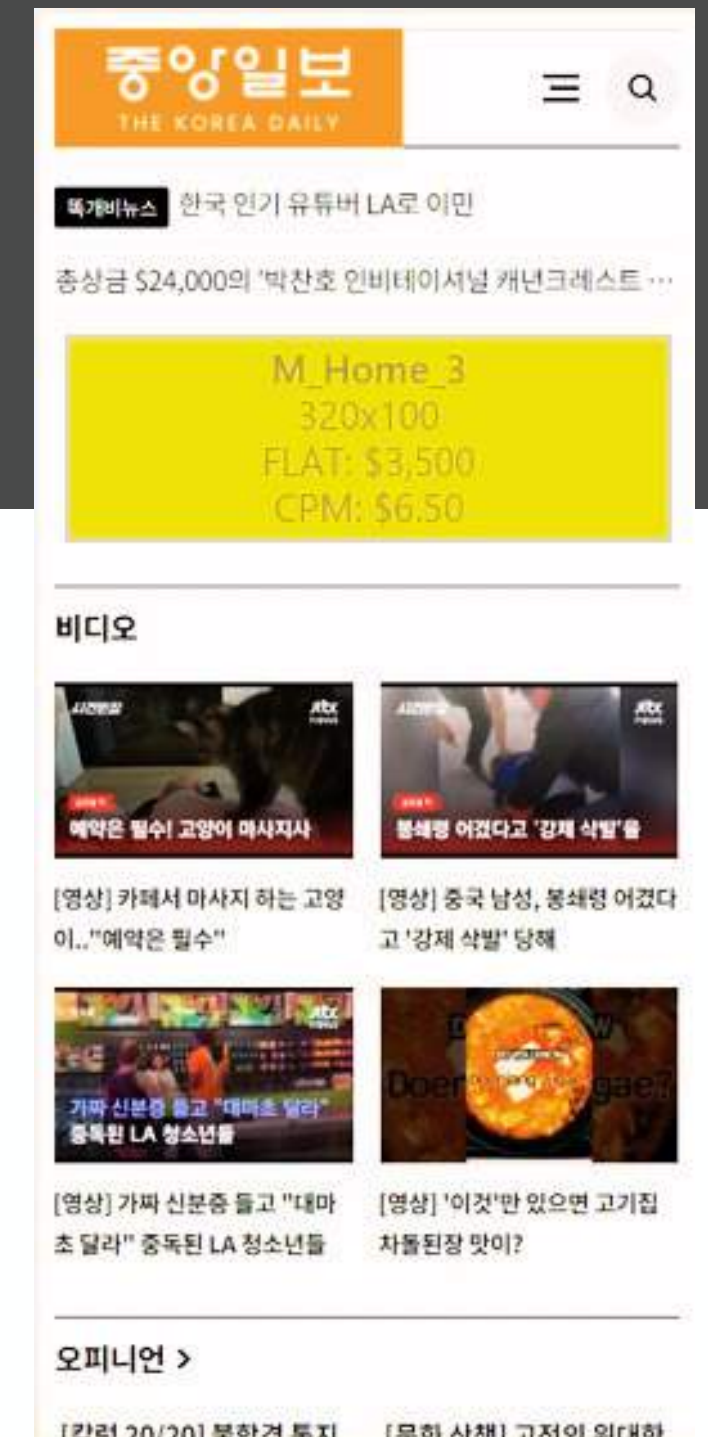
MOBILE INTERSCROLLER	
SIZE	720x1280 px
FORMAT	STATIC IMAGE
THIRD PARTY	1X1 TAG ONLY



MOBILE DIGITAL BANNERS MOBILE HOME



1. File Type: Static Image (JPEG, PNG, GIF), HTML5, DoubleClick Tag
2. Geo Targeting Available at an additional \$1 CPM per targeting level
3. Creative services are available at additional cost



J-APP LOADING BANNER

FLAT: \$4,000/month



LOADING BANNER	
SIZE	320x480 px
FORMAT	STATIC IMAGE
FILE SIZE	60KB
THIRD PARTY	1X1 TAG ONLY



EMAIL BLAST

FLAT: \$1,000/month



OVERLAY

OVERLAY

E-MAIL BLAST	
TOTAL RECIPIENTS	50K
ACTUAL RESPONDENTS	25K

7PM, SAT, JUN 10

'영원한 오빠' 남진 콘서트 개최



Namjin concert

한국의 발라드 프레스리 '국민가수' '영원한 젊은 오빠' '원조 가수왕' 중 수많은 수석으로 불리며 대한민국 가요계 역사에 한 페이지를 장식한 가수 남진이 콘서트로 돌아온다. 인디오에 위치한 '판타지 스프링스 리조트 카지노(FANTASY SPRINGS RESORT CASINO)'에서는 오는 6월 10일(토), 가수 남진을 초청해 콘서트를 개최한다고 밝혔다.

이번 콘서트에서 가수 남진은 '남과함께' '미워도 다시 한번' '그대여 변치마오' '빈자' '당신이 좋아' 등 주옥 같은 히트곡들을 선보인다. 남진만이 가진 감미로운 목소리와 화려한 무대매너, 열정적인 에너지로 공연장을 감동과 환희의 드가니르 만들 예정이다.

팬들로부터 꾸준한 인기가 쇠하고 있는 남진 콘서트 티켓은 '핫딜 웹사이트' (hotdeal.koreadaily.com)를 통해 구입할 수 있다. 티켓 가격은 A석 39달러, S석 69달러, VIP 석 139달러이며, 티켓 구입 순서대로 좌석이 지정된다.

선착순 한정 판매되는 상품으로 판매 기간이 남아 있어도 조기 마감될 수 있다.

한편 판타지 스프링스 는 최고급 호텔과 챔피언 클럽을 합친 이글로스 클럽을 할 수 운영, 아시안 레스토랑 등이 병의 부대시설을 갖춘 리조트 & 카지노다.

7PM, SAT, APR 29

'트로트 황태자' 박현빈 콘서트 '커밍순'



박현빈 콘서트

인디오에 위치한 '판타지 스프링스 리조트 카지노(FANTASY SPRINGS RESORT CASINO, 84-245 Indio Springs Pkwy, Indio, CA 92203)'에서는 오는 4월 29일(토) 저녁 7시, 가수 박현빈을 초청해 콘서트를 개최한다.

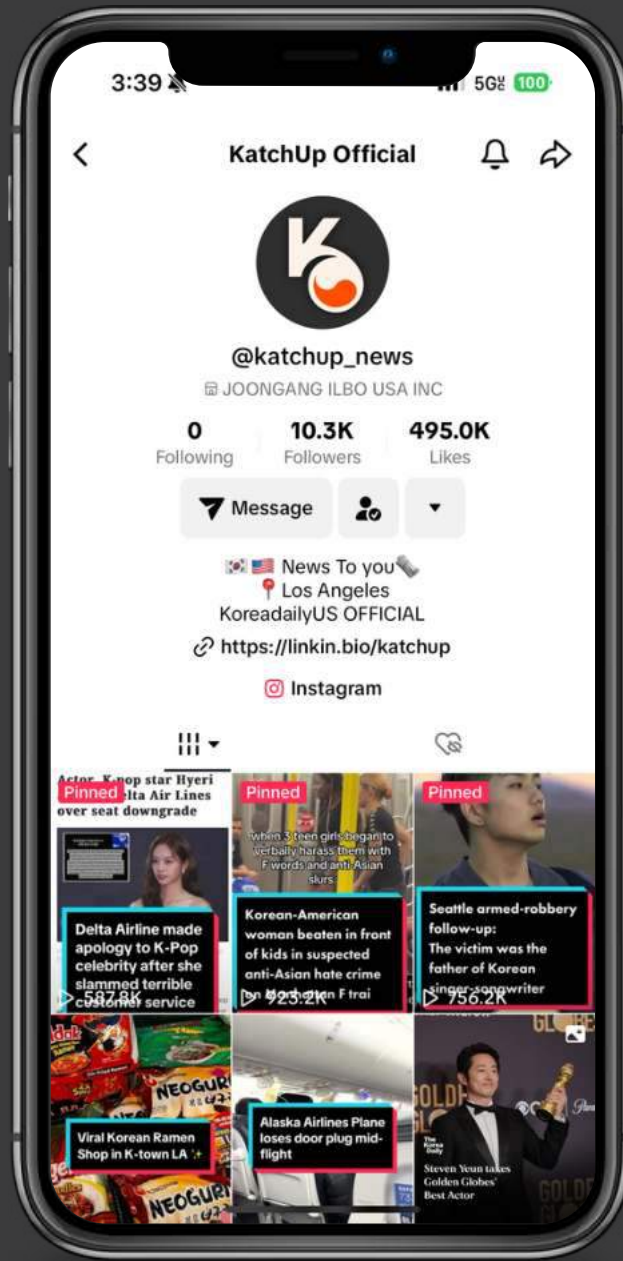
가수 박현빈은 지난 2006년 싱글 앨범 '빠라빠라'로 데뷔한 이후 '근드레 만드레' '사방사방'



THE KOREA
DAILY
SOCIAL MEDIA

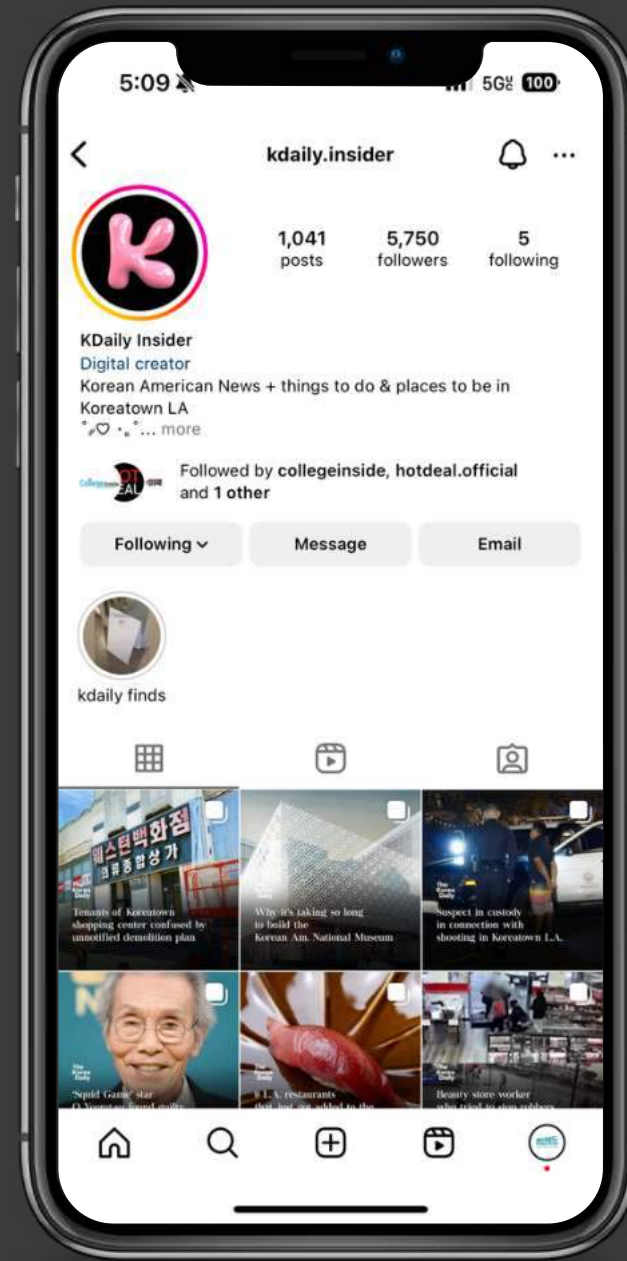
TIKTOK INSTAGRAM YOUTUBE

SOCIAL MEDIA ENGAGEMENT



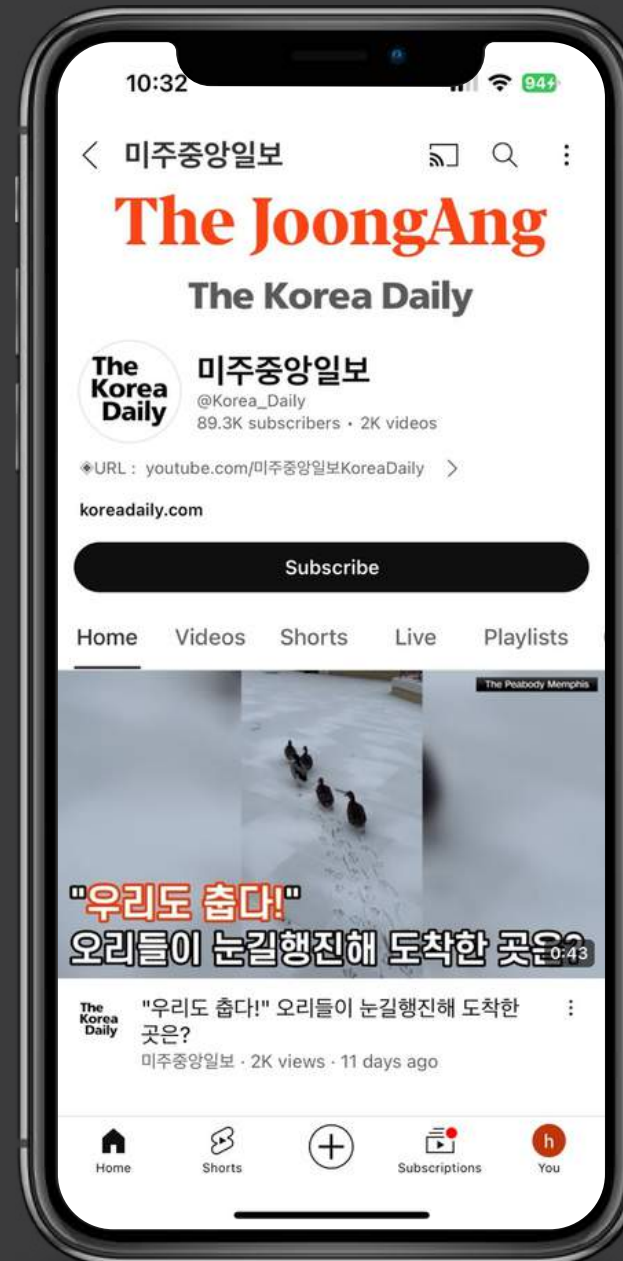
TIKTOK

@katchup_news
10.3K Followers



INSTAGRAM

@kdaily.insider
6K Followers



YOUTUBE

@korea_daily
90K Followers

GENDER

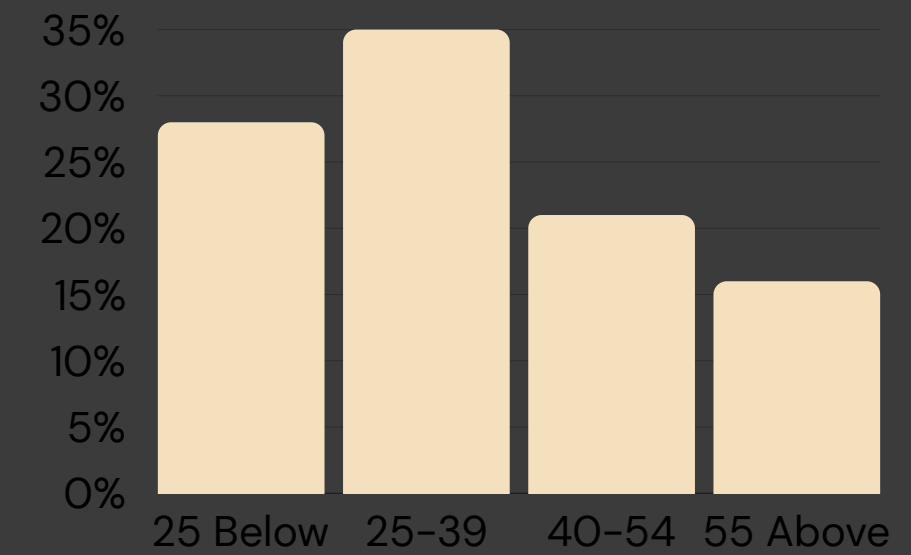


Male
54%



Female
46%

AGE



US
88.5%



LA
56%



THE KOREA DAILY MODIFIED AD



ADVERTORIAL - MICROSITES - MODIFIED DESIGN/ CAMPAIGN - NEWSLETTER
EXCLUSIVE SPONSORSHIP - EVENT EXECUTION

ADVERTORIAL SAMPLES



12 **13**

도심 속에서 즐기는 여름과 휴가 '홀리데이 인 롱비치 에어포트 호텔'

WE

환상적인 펜트하우스 '뷰'에서 보는 볼꽃놀이

도시 속에서도 즐기는 여름과 휴가 '홀리데이 인 롱비치 에어포트 호텔'의 다양한 객실과 레스토랑을 소개합니다. 특히, 도심 속에서도 즐길 수 있는 여름과 휴가를 위한 '홀리데이 인 롱비치 에어포트 호텔'의 펜트하우스 객실과 레스토랑을 소개합니다.

WE (Holiday Inn Long Beach Airport)의 다양한 객실과 레스토랑을 소개합니다. 특히, 도심 속에서도 즐길 수 있는 여름과 휴가를 위한 '홀리데이 인 롱비치 에어포트 호텔'의 펜트하우스 객실과 레스토랑을 소개합니다.

10 **11**

"메디케어 HMO는 시니어만 누릴 수 있는 최고의 특권"

한인 최고·최대 메디칼 그룹 '서울 메디칼 그룹(SMG)'

5 ★★★★★

서울 메디칼 그룹(SMG)은 한인 최고·최대 메디칼 그룹으로, 메디케어 HMO 서비스를 제공하는 최고의 특권을 누릴 수 있습니다. SMG는 400명 이상의 의료진과 4000명 이상의 환자를 진료하고 있으며, 최상의 의료 서비스를 제공합니다.

서울 메디칼 그룹
SEOUL MEDICAL GROUP

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LA **OC** **SB** **SFV** **SGV**

메디케어 HMO는 시니어만 누릴 수 있는 최고의 특권입니다. SMG는 한인 최고·최대 메디칼 그룹으로, 메디케어 HMO 서비스를 제공하는 최고의 특권을 누릴 수 있습니다.

THIS FORM OF ADVERTISEMENT ENABLES COMPANIES TO PRESENT THEIR BRAND AND PRODUCTS IN A SUBTLE YET INFORMATIVE MANNER, SURPASSING THE LIMITATIONS OF TRADITIONAL PRINT ADS OR PRESS RELEASES.

MICROSITE EXCLUSIVE SPONSORSHIP



HELLO KTOWN IS DEDICATED TO SHOWCASING THE KOREA TOWN LOCAL COMMUNITY, PROMOTING BUSINESSES, SHARING LIFESTYLE INSIGHTS, AND PROVIDING VALUABLE COMMUNITY INFORMATION SUCH AS RENTAL OPPORTUNITIES, MARKET SALES UPDATES, AND RECRUITMENT NOTICES.



"ON THE ROAD" IS AN EXCLUSIVE AUTOMOTIVE SECTION CATERING TO CAR ENTHUSIASTS, OFFERING INSIGHTS INTO VARIOUS TRENDS WITHIN THE AUTO INDUSTRY THROUGHOUT THE YEAR. IT SERVES AS A COMPREHENSIVE RESOURCE FOR INFORMATION ON CARS, TRAVEL, CAMPING, AND FOOD.



COLLEGE INSIDE IS A DISTINCT SECTION TAILORED FOR COLLEGE STUDENTS, OFFERING UP-TO-DATE DISCUSSIONS ON A RANGE OF TOPICS PERTAINING TO LIFE TIPS FOR KOREAN AMERICANS AND YOUNGER GENERATIONS IN THE U.S.

EVENT EXECUTION



NONGSHIM[®]
PRO/AM
SLOPESTYLE EVENT

Sat. Feb. 6
8:30am-4pm
*Registration starts at 7:30

Total \$2,500 cash prizes
and free giveaways
by **Nongshim**

NONGSHIM[®] **JOINS AMERICA**

mountainhigh \$2,500 Nongshim Pro/Am Slopestyle at Mountain High

Share

Watch on YouTube



A well-executed event has the potential to generate substantial buzz and exposure for the brand or organization, thereby positively impacting its reputation. We got you covered!



**FOR MORE INFO, PLEASE
CONTACT US.**

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Hyemin Kim (Account Executive)

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koreadailyimc@gmail.com