

THE KOREA DAILY

MEDIA KIT

2026

The JoongAng

The Korea Daily

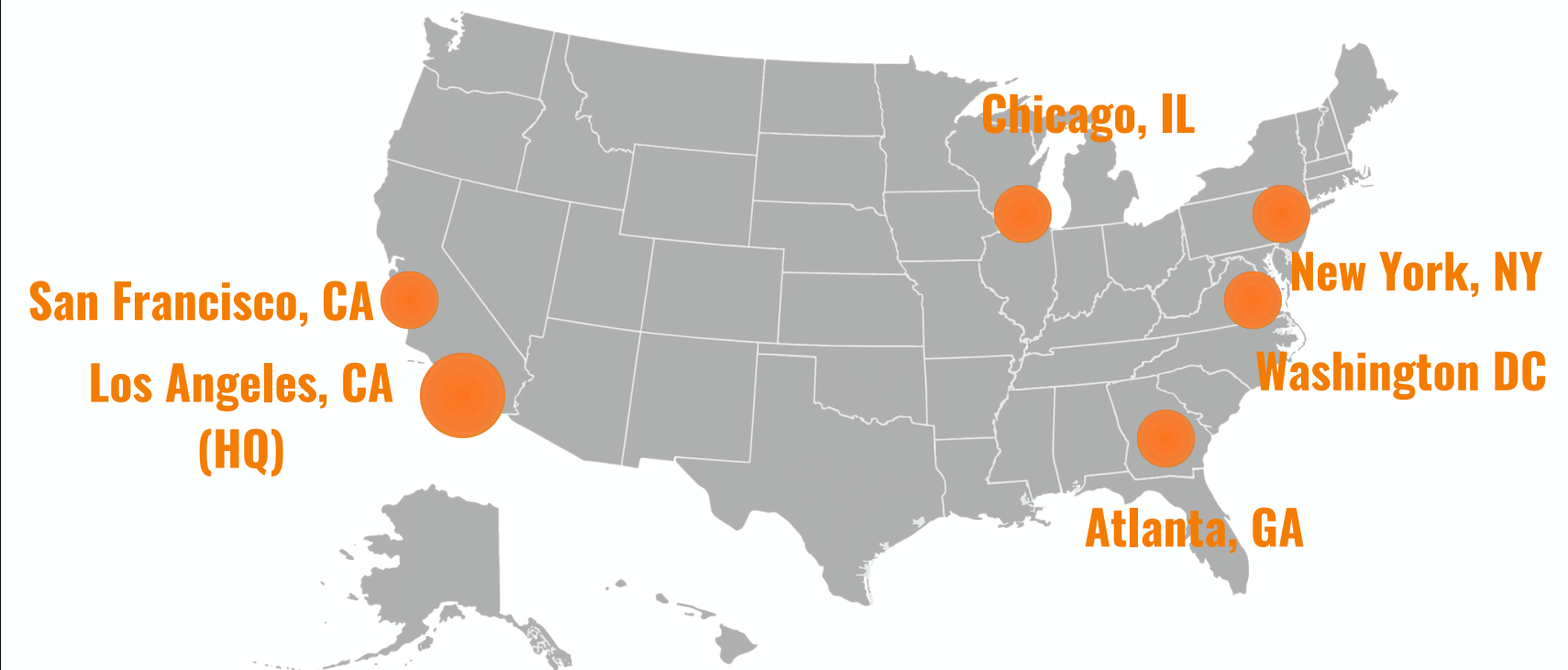
ABOUT US

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.

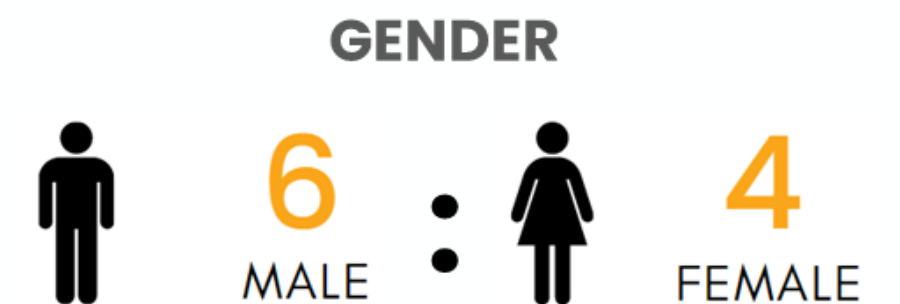
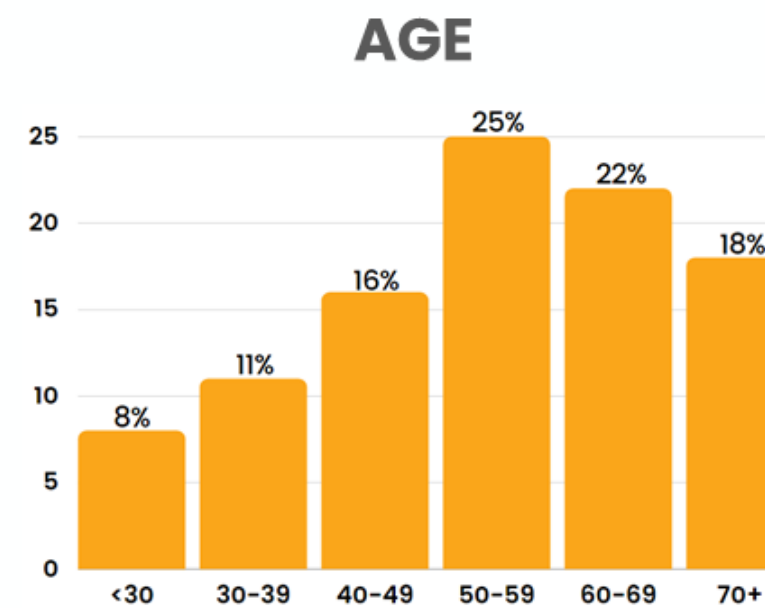
As the premier news outlet, **we are dedicated to bridging communities and fostering mutual understanding**, upholding a longstanding tradition of journalistic excellence.



PRINT AUDIENCE OVERVIEW

**NATIONWIDE
CIRCULATION**
190,000

- **LOS ANGELES (60K)**
- NEW YORK (45K)
- CHICAGO (20K)
- WASHINGTON (20K)
- ATLANTA (20K)
- SAN FRANCISCO (15K)
- CANADA (10K)



DAILY SECTION



LOCAL NEWS

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



KOREA & INTERNATIONAL NEWS

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



ECONOMY BUSINESS

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

DIGITAL AUDIENCE OVERVIEW

USERS & PAGEVIEWS



2M
USERS/MO



21M
PAGEVIEWS/MO

DEVICES



58%
MOBILE



42%
DESKTOP

GENDER

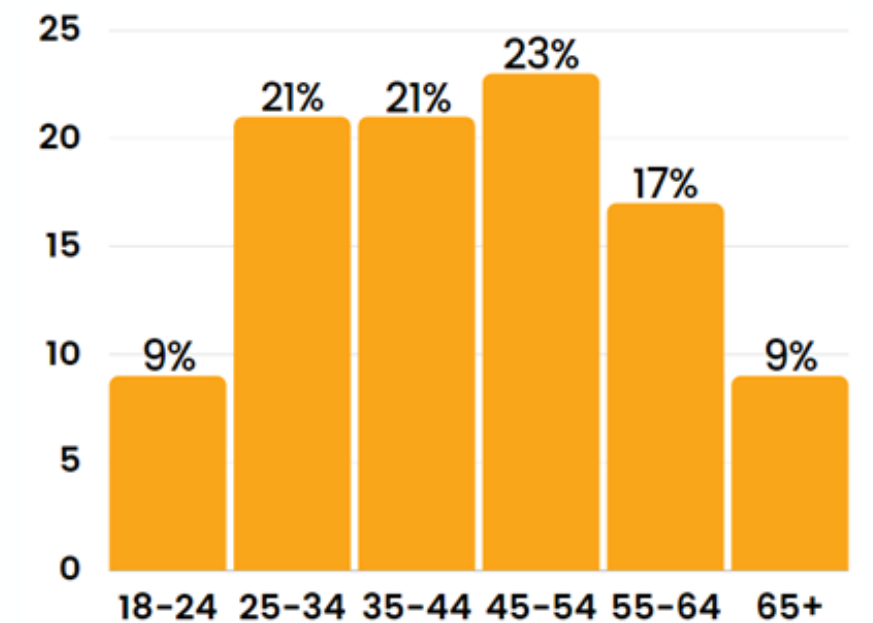


53%
MALE

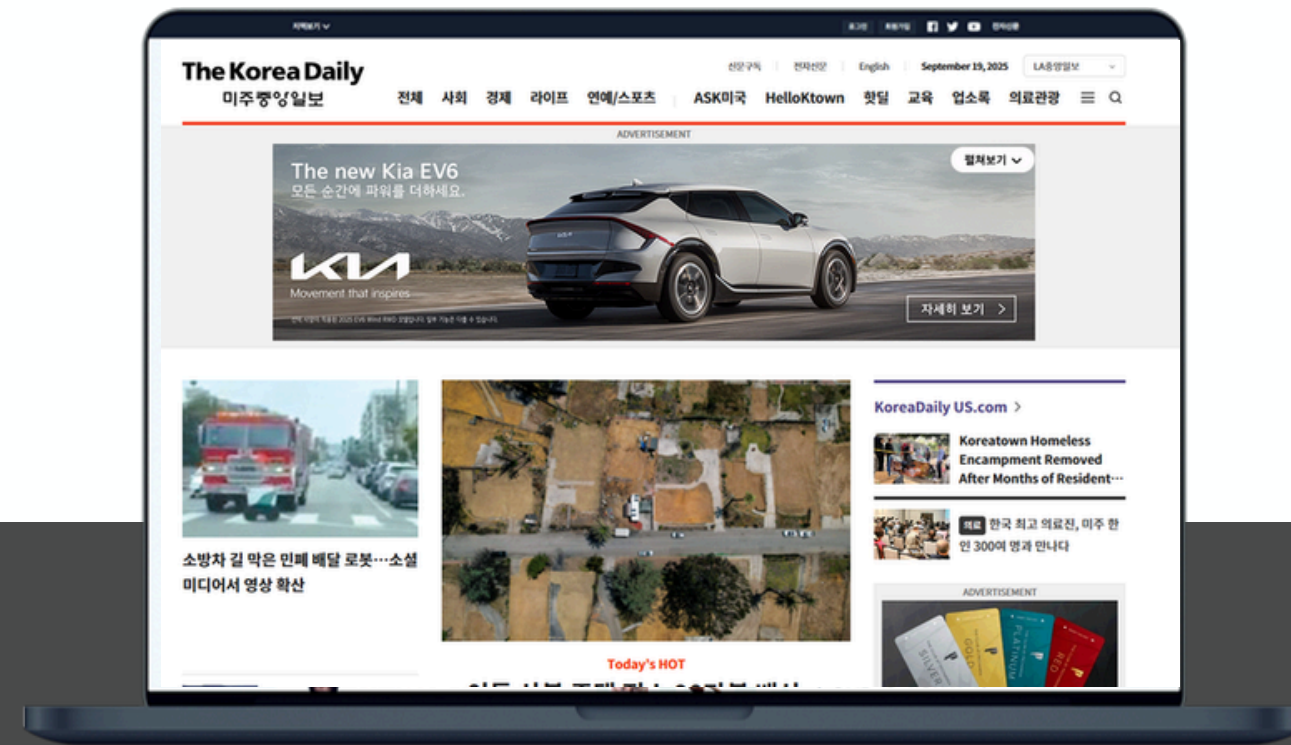


47%
FEMALE

AGE



WEBSITE



Latest & Breaking News you can rely on

MOBILE APP



Mobile App is the go-to
Korea Daily News + Directory App

0.5M
DOWNLOADS

300K
PAGEVIEWS
PER MO

WEBSITE



Latest & Breaking News you can rely on

MOBILE APP

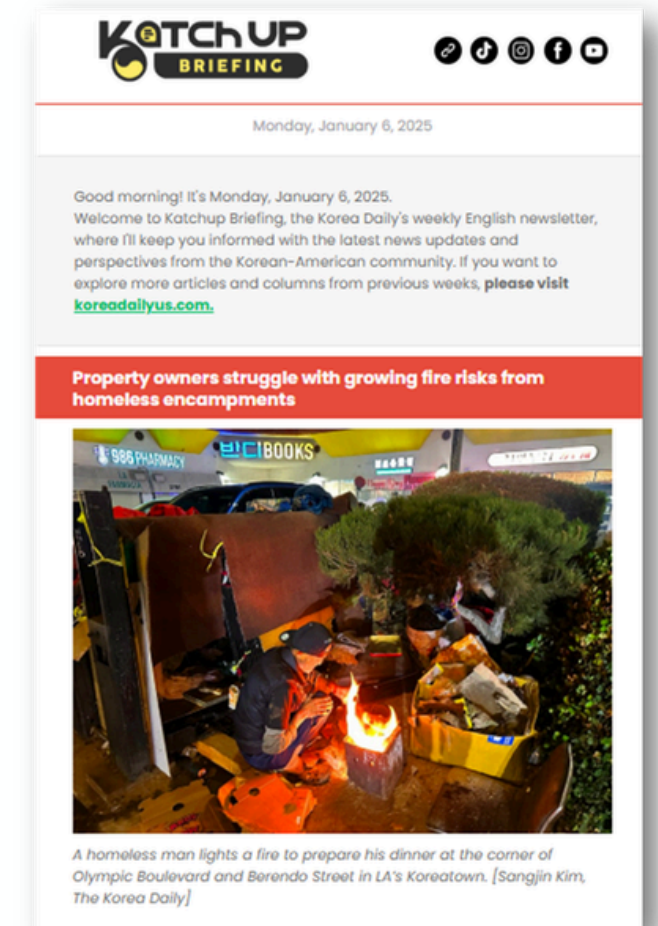


Mobile App is the go-to
Korea Daily News + Directory App



THE KOREA DAILY US

<ENGLISH SITE>



PAGE VIEW

500,000

UNIT VIEW

350,000

GENDER

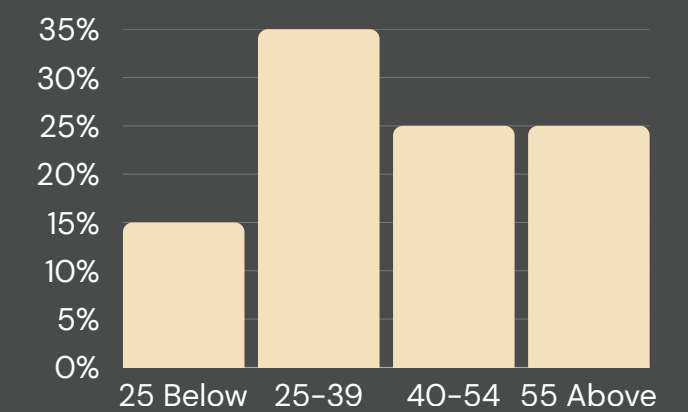


Male 55%



Female 45%

AGE

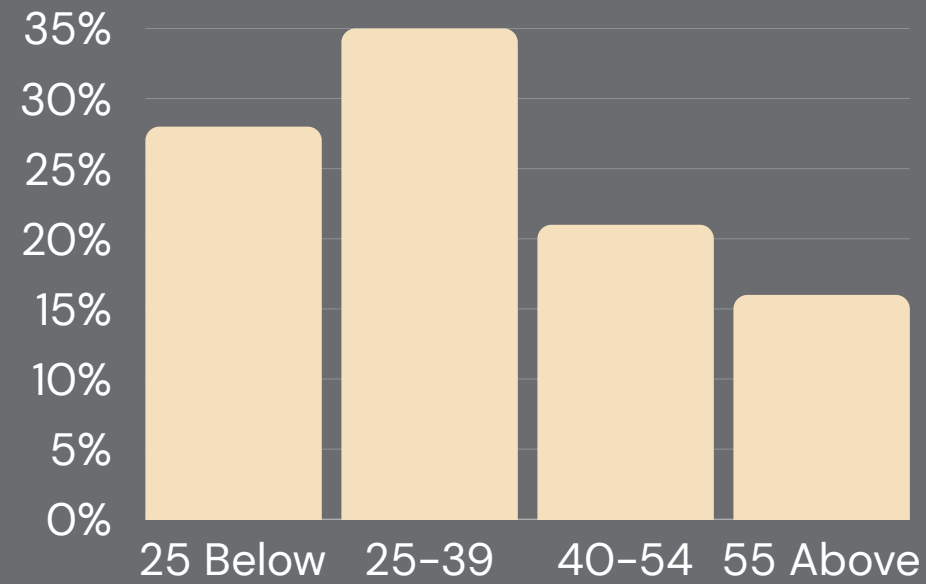


SOCIAL MEDIA ENGAGEMENT

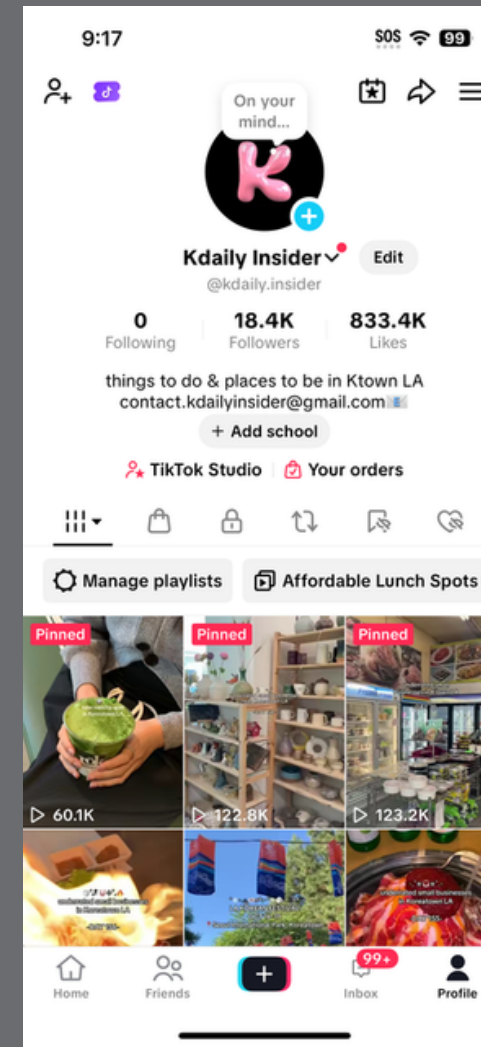
GENDER



AGE

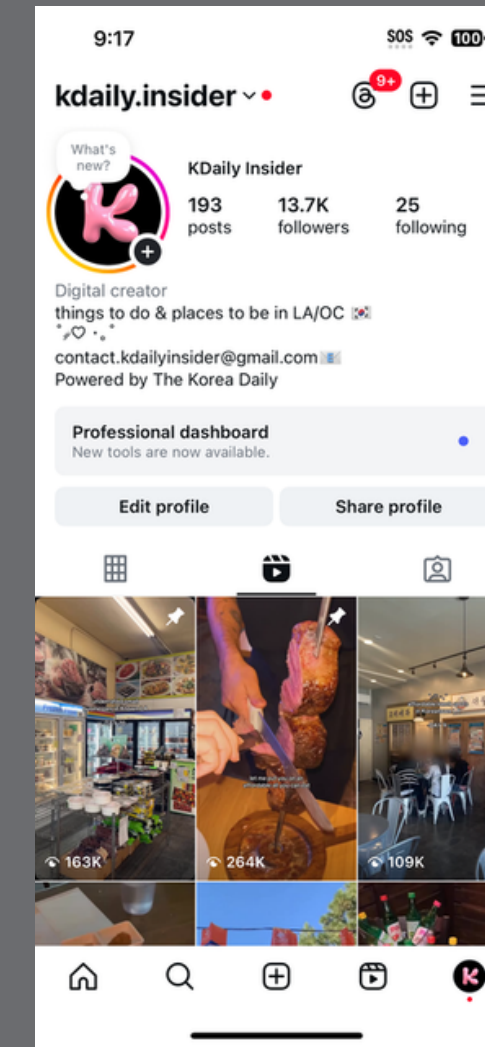


GEO



TIKTOK

[@kdaily.insider](#)
18.4K Followers



INSTAGRAM

[@kdaily.insider](#)
14K Followers



YOUTUBE

[@korea daily](#)
90K Followers

EVENT EXECUTION



Example ([Link](#))

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!

**FURTHER INQUIRIES?
PLEASE REACH OUT TO US!**

TEAM SB_IMC

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