

중앙일보

The Korea Daily

2023 | Media Kit





The Korea Daily Joongang Ilbo Square in the heart of Los Angeles on Wilshire Blvd.

Introduction

For **a half-century**, The Korea Daily has been dedicated to serving the Korean & Korean-American communities as a bridge to understanding & flourishing in North America.

The Korea Daily printed its **first U.S. edition in 1974**, when the Korean population stood at 300,000. Today, we celebrate the 5th largest Asian-American group in the U.S. at **2 million** and still growing.

Throughout this advancement, The Korea Daily has been devoted to representing & acting as the **voice, eyes, and strength** of the community; in American politics, economy, education, social and cultural aspects of daily lives.

As we continue to look ahead into the future, The Korea Daily commits to serving the community, nationwide with **quality & accurate journalism**, *across all generations*.

Index

Korea Daily (JoongAng) Group	03
Korea Daily (JoongAng) Group of North America	04
Korean American Demographics in U.S.	05
About The Korea Daily	06
Newspaper	07
Digital	11
JoongAng App	14
Clients	16

The Korea Daily Group

The Korea Daily

No. 1 Mon-Sat Newspaper since 1974

The Korea Daily Digital

Most current & updated news across all digital platforms

Korean Business Directory

No.1 All-inclusive Business Directory for the Korean-American Community

JTBC

Broadcasting branch; reporting top video news daily

Annual Guidebooklets

Medical, Senior, Taxes, Travel, Law, specific Guidebooklets printed annually

Korean Education & Culture Center

Topic specific professional classes & community groups for all ages

HotDeal

Online Store for all K-Goods & K-Foods

Happy Village

Non-profit organization branch, giving back to the LA community through campaigns

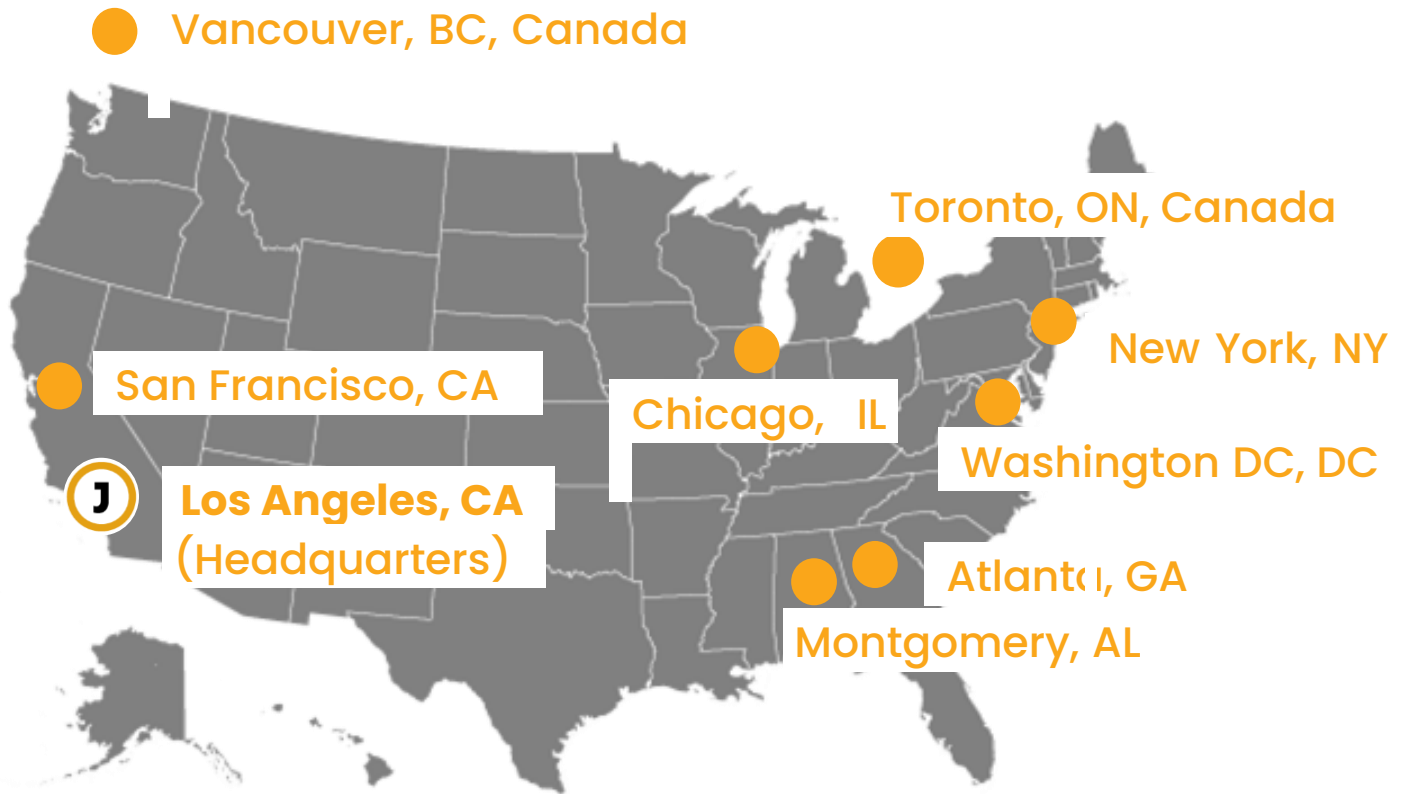
Los Angeles Love Share Marathon

Hosting the annual Marathon in the heart of K-Town across Wilshire Blvd to raise awareness for various causes

College Fair

16 years & running - Annual College Fair for the Korean academic community

The Korea Daily Group of North America



West

Los Angeles (Main HQ)
Orange County Bureau
San Diego Bureau

San Francisco

Midwest

Chicago

South

Atlanta
Montgomery
Washington D.C.

North-east

New York

Canada

Vancouver

Korean American Demographics in the U.S.

Korean American Population

1.5M Koreans in the US

- 42% Foreign born
- 51% Native born

Language

73%+ speak Korean in their homes

Educational Attainment

59% attained BA degree or higher

93% attained HS Diploma or higher

Household Income

Median HHI is \$72,074

Internet Use

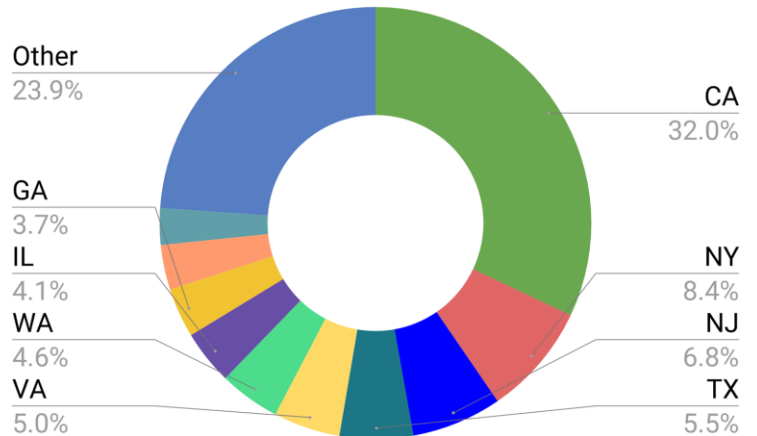
95% of households have computers

90% of households have internet access

Top 10 Metropolitan Areas

(in order of most to least)

Los Angeles, New York, Washington D.C., Seattle, Chicago, San Francisco, Atlanta, Philadelphia, Fort Worth



Purchasing

Power & Preference

Korean Americans & Koreans gear *towards brand names* & are *often price-sensitive*.

As Korean Americans are of high context culture & are *community-based*, *word of mouth* holds strong power.

Cultural Orientation

Korean Americans often carry bicultural identities, identifying with both Korean and American cultural customs/practices.

Source: United States Census Bureau

About The Korea Daily

The Korea Daily is the **largest** Korean media group in the U.S., serving local, national, international news through newspaper & online.



Bringing Truth to Power to & for the Korean-American and Korean Community

For generations, Korean Americans & Koreans residing in the US have been **active & engaged members** of their communities.

With **over 1.1 million people who speak Korean** in their homes, the demand for in-language content has never been greater, for decision-making & understanding the mainstream American politics, economy, social & cultural life.

The Korea Daily, as a **one-stop media powerhouse**, serves as a gateway for this key way of life. The Korean-language media becomes essential for any & all advancements in the Korean and American market for our communities in the U.S. The Korea Daily recognizes this **value, demand & importance of the in-language content** to stay updated & informed with reliable and credible journalism.

Newspaper



Tangible news you can trust.

Since the first edition in 1974,
 committed to delivering quality journalism;
 local, national, & international news.
 Every day.

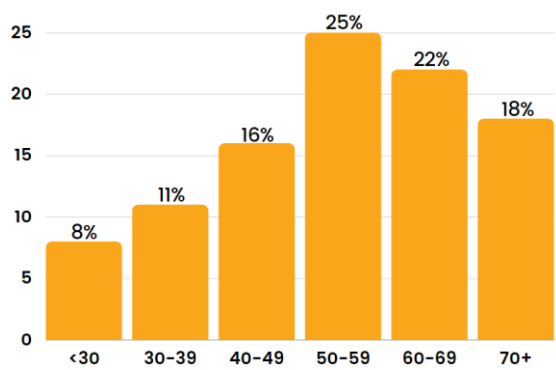


NATIONWIDE
CIRCULATION
190,000

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

PRINT AUDIENCE OVERVIEW

AGE



GENDER



Daily Sections

중앙일보
트럼프 하원서 두번째 탄핵
 실업수당 사기 80억 불 추산
 주정부 발지체되며 보
 공화당 10명 탄핵
 상원서는 린든 본
 박스틸 영 김앤파트

U.S. News

Covering the daily U.S. news & issues for the Korean community, here abroad, **in Korean**.
 Dedicated to helping readers, consumers, business decision-makers, and policy officials make important decisions through expert journalism, in-language.
Delivering trustworthy, accurate and current facts of the U.S.

중앙경제
한인은행들 2차 PPP 접수 시작 문의 쇄도
 포스트 박스 '비대면 서비스'...
 SBA LOAN

Economics Business

Every life event has a financial component.
 This section provides the upcoming & current financial news/advice. Covering not just the US, but international; shortened for an easy read.

중앙일보
9세 아동 참극의 반성
 영국, 감정학대도 징역
 김학의 출구, 당시 출입국단장은 끝까지 거부

South Korea & International News

Directly from our editors in HQ from Seoul, South Korea.
 Each article is carefully curated & chosen out of the newspaper in South Korea regarding global & news from the home country.

Hello K-Town
 중앙인내랑고 HelloKtown.com
 12-24시간 내 편답 가능! bmm, 바비뉴스, 카바, 시지 전문...
 \$5당일금... 금환전금...
 4개 카운터... 시애틀 상주동행 대행 & 서비스

Hello K-Town

Various listings of jobs, businesses, rent/leases, CPAs, home sales, car sales and professional services in Southern California.
 Listed for our readers to become involved.

Weekly Sections

Every Thursday

Real Estate & Investment

Weekly updates on the real estate news (both South Korea and the U.S.), including listings, rent, mortgage rates, agents, alongside breaking news, industry trends, investment, and more.

부동산 Real Estate & Investment

중영일보 Jeongyoung Ilbo www.jeongyoungilbo.com Thursday, January 14, 2021 F

“올해 주택 거래 지난해보다 활발할 것”

7대 부동산거래 업체 2021년 전망

2020년 부동산 시장의 속도는 전년 주택거래량 2% 이하 정체하는 2020년에도 크게 차이를 보일 것으로 전망된다. 그러나 주택거래는 물론, 다른 부동산 관련 시장도 활기를 띠면서 부동산 시장 전체가 좀 더 나은 모습을 보여줄 것으로 기대된다. 부동산전문가들은 올해 시장 전망을 다음과 같이 전망했다.

수모 폭증 최대 22% 증가 예상
“임금 상승률 3~10.8% 달할 것”
모기지 규모 지난해보다 감소 전망



지난해에 이어 올해도 주택시장이 큰 인기를 끌었다. 다만 주택거래량 증감폭은 줄어들며, 임대 시장도 활기를 띠었다. (사진: NPI)

부동산전문가협회(KAERI)는 올해 주택거래량 증감폭은 지난해와 비슷하거나 약간 증가할 것으로 전망했다. 그러나 주택거래량 증감폭은 지난해와 비슷하거나 약간 증가할 것으로 전망했다. 그러나 주택거래량 증감폭은 지난해와 비슷하거나 약간 증가할 것으로 전망했다.

주택거래량 증감폭은 지난해와 비슷하거나 약간 증가할 것으로 전망했다. 그러나 주택거래량 증감폭은 지난해와 비슷하거나 약간 증가할 것으로 전망했다.

Special Feature Sections

중영일보 Tuesday, March 3, 2021

마케팅 서비스를 이용하는 신규 비즈니스 고객을 위한 특별 프로모션

\$1,500 최대

올해 세금보고 이렇게 준비하세요

세금보고 특징

week& 나들이 특집

자, 떠나자... 코로나 없는 그곳으로

여행을 준비 중이라면 이번에는 자연 속에서 힐링을 즐기며 떠나세요. 이번에는 자연 속에서 힐링을 즐기며 떠나세요.

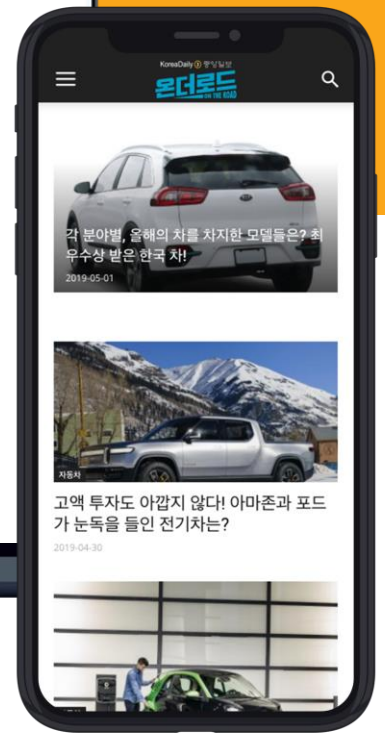
목차 2~3 국산 4 우산 5~8 10~13 14 15~17 18~21 22~23 24~25

Tax Law Special (Spring) Week & Camping Special (Summer)

A guide to your tax season. With our sponsors, editors & tax specialists, we publish a Tax Returns Special with how-to's and tips. Camping special when the Summer rolls around. Covering the national parks & top places for camping, car-camping & glamping!

[Others include: Food/Health/Leisure Specials]

Digital



Latest & breaking news you can rely on.

With the **constant speed & updates of news**,
our online platform enables access
to current & consistent news every minute.

Audience Overview

USERS & PAGEVIEWS



2M

USERS/MO



21M

PAGEVIEWS/MO

DEVICES



58%

MOBILE



42%

DESKTOP

GENDER



53%

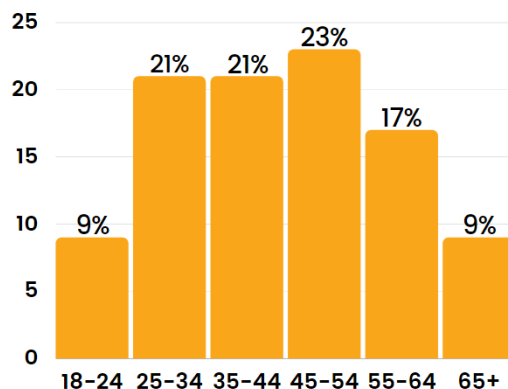
MALE



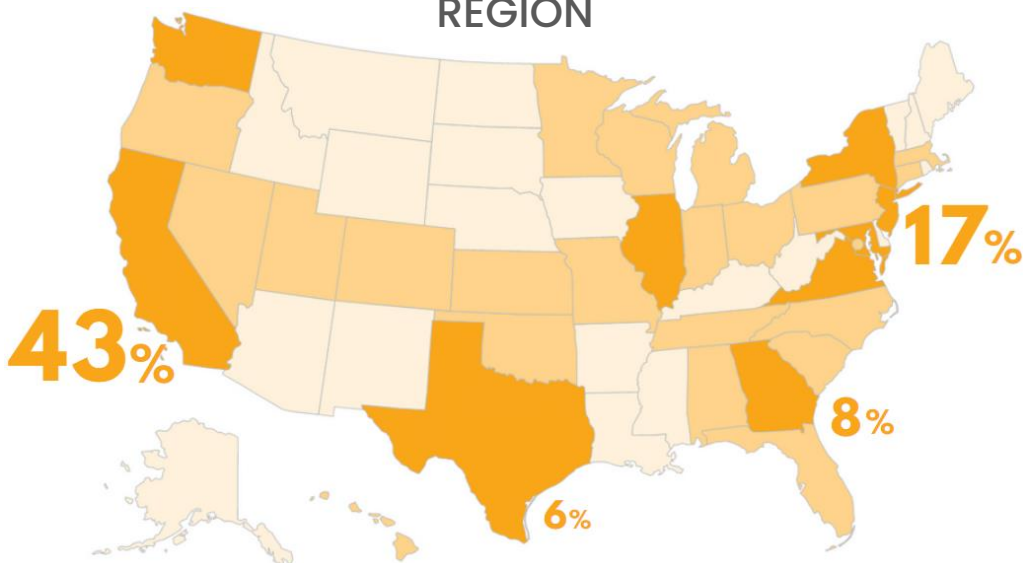
47%

FEMALE

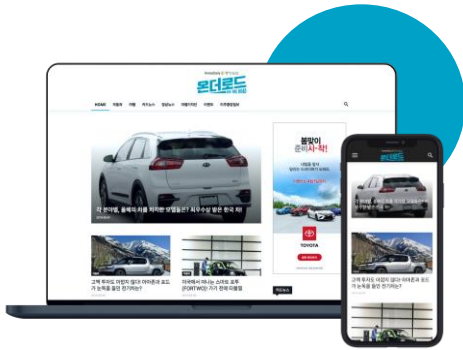
AGE



REGION



Pages



온더로드 ON THE ROAD | On The Road

On The Road is an exclusive **auto-section** on our site as well as Facebook, sharing various auto industry trends & contents all year round.

www.autos.koreadaily.com
facebook.com/KDontheroad

Previously sponsored by: Toyota & KIA Motors America

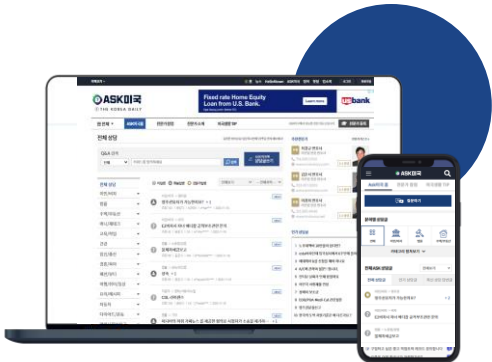


CollegeInside .koreadaily.com | CollegeInside

CollegeInside is a special college section catered for college students, with current topics regarding various U.S life tips for **Korean-American & Korean Millennials**.

www.college.koreadaily.com
facebook.com/KDcollegeinside

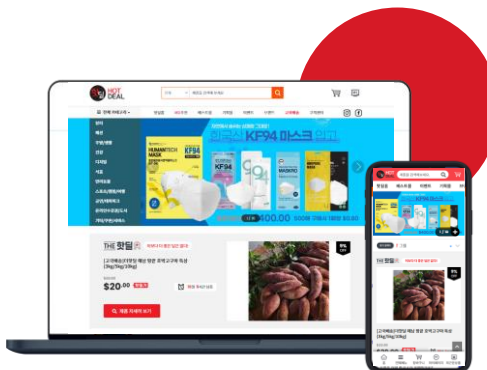
Previously sponsored by:
Statefarm



ASK미국 | ASK U.S.

ASK U.S. is an **online chat community with counseling services** in a multitude of topics, provided by our handpicked advisors & lawyers.

www.ask.koreadaily.com

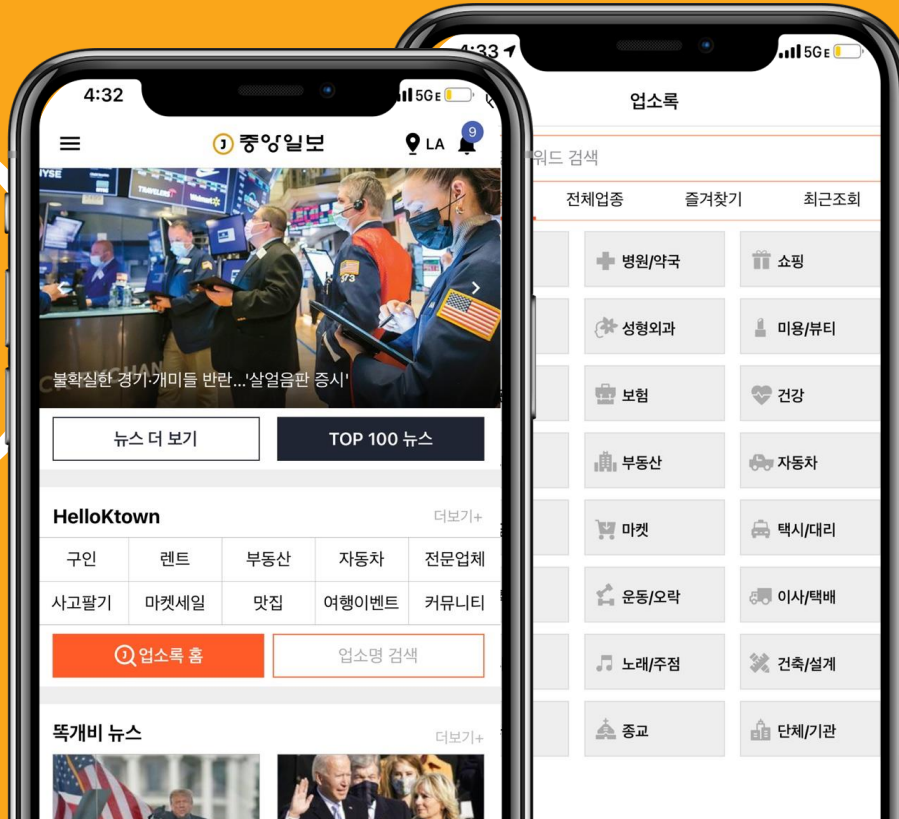


핫딜 HOT DEAL | Hot Deal

HotDeal is an **exclusive online store**, catered to consumers who wish to purchase Korean goods, foods, beauty products, and more.

www.hotdeal.koreadaily.com
facebook.com/HotDealJoins
[@hotdeal.official](https://instagram.com/hotdeal.official)

Mobile App J-App



0.5M
DOWNLOADS

300K
PAGEVIEWS
PER MO

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

Users can access more than **60,000 different businesses**, local updates, and relevant listings along with our most-read & most-current news of the day.



AVAILABLE FOR FREE
DOWNLOAD IN BOTH
ANDROID AND IOS

Clients



For further inquiries and/or questions,

PLEASE CONTACT

YUN SOO KIM,
Director of Marketing

kim.yunsoo@koreadaily.com
213.368.2723

HANEARL CHOI,
Account Executive

choi.hanearl@koreadaily.com
213.368.2614

HYUNGWON JEON,
Account Executive

Jeon.hyungwon@koreadaily.com
213.368.2617



Thank you.