

# KOREA TIMES U.S.A. MEDIA KIT



**한국일보**  
THE KOREA TIMES



The Korea Times U.S. Headquarters in Los Angeles.



The Korea Times Music Festival at the Hollywood Bowl.

## *Introduction*

When the Korea Times printed its first U.S. edition in 1969, the Korean population in Southern California stood at ten thousand.

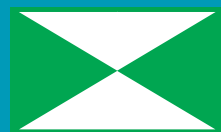
Now, as we celebrate the centennial anniversary of immigration to the United States, the number is over two million and continues to grow.

In all 50 states, Korean Americans have been working on fulfilling their dreams, and for more than 40 years, The Korea Times continues to be the eyes and the voice for these hardworking Koreans. We've shared joys and pains with the community, and this tradition is one of the assets that has enabled us to come this far.

As we look ahead another 100 years, we continue to stand firm to our commitment to provide the community with quality journalism, while displaying dedication to community services.



# KOREA TIMES U.S.A. MEDIA KIT



**한국일보**  
THE KOREA TIMES

## *Index*

- 06** Korea Times Media Group Introduction
  - Company
  - Media
  
- 08** Korean American Market Analysis
  
- 13** Korea Times Media Segment
  - Korea Times Newspaper
  - Koreatimes.com
  - KTOWN1st.com
  - Radio Seoul 1650 AM
  - Korea Times Media Booth
  
- 22** Korean Business Directory / H Magazine
  - The most comprehensive Korean Business Directory
  - H Magazine, our Korean language Weekly magazine
  
- 26** Global Network / Contact Information



# Korea Times Media Groups Media Mix

## Korea Times

No. 1 Daily newspaper since 1969

## Korea Times Website

Where the Korean American community gets their news online

## Radio Seoul 1650 AM

Highest-rated and widest coverage of any radio station in Korean community

## H Magazine

Weekly fashion & entertainment magazine

## Woman Sense

Monthly home and variety magazine

## Korean Business Directory

No. 1 business directory for the Korean American Community

## Hollywood Bowl Music Festival

The most successful and largest Korean pop cultural festival in the U.S., 16 years running

## Miss Queen Korea

An internationally recognized beauty pageant for the Korean community

## KTOWN 1st

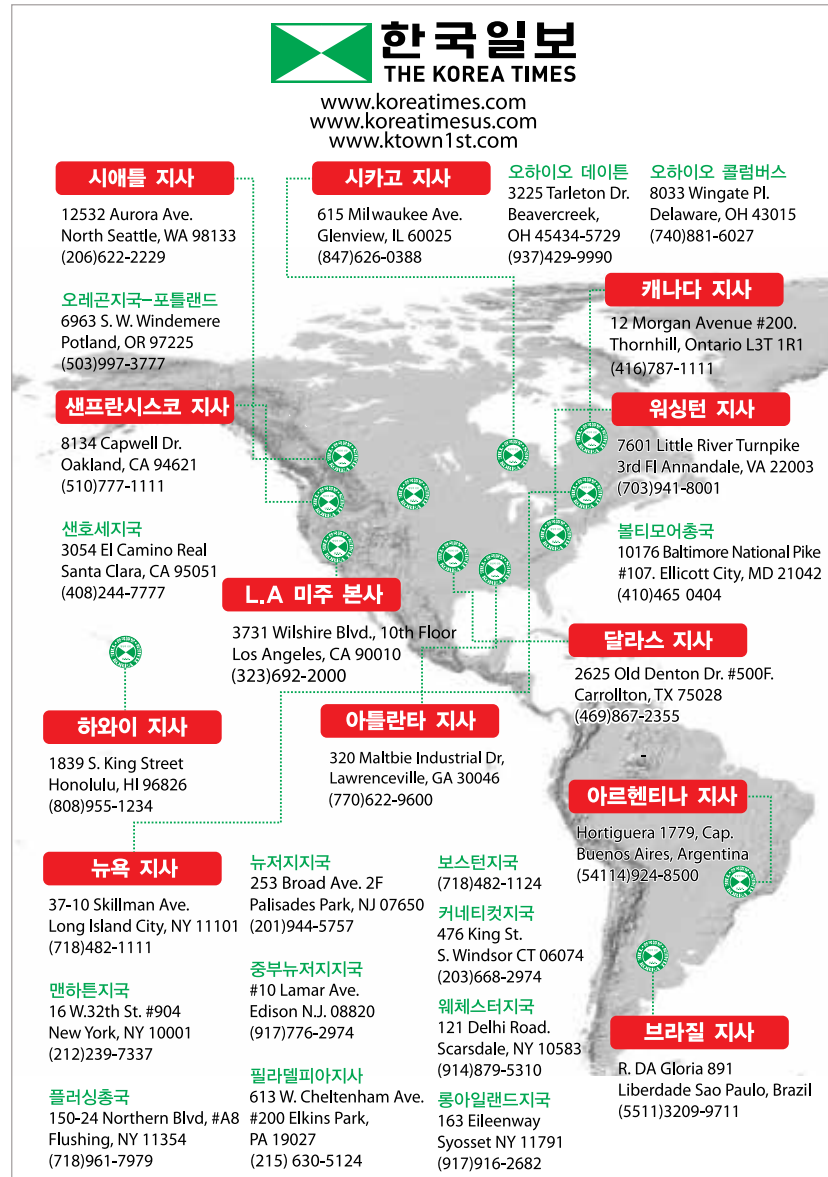
KTOWN 1st is the Digital Korea Times' online community.



# Korea Times Media Group Organization

## U.S.A. Headquarters in Los Angeles

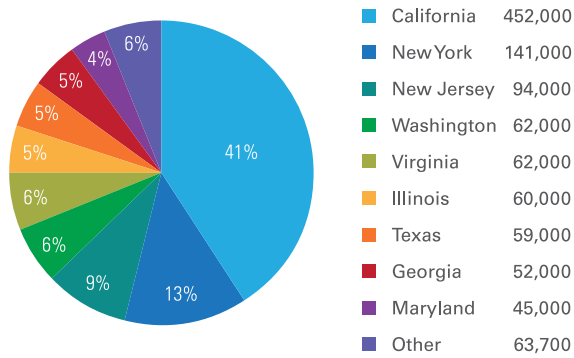
Los Angeles (Main Office)  
Orange County Bureau  
Hacienda Heights Bureau  
San Diego Bureau  
  
New York  
  
Washington, D.C.  
  
San Francisco  
  
Seattle  
  
Chicago  
  
Hawaii  
  
Atlanta



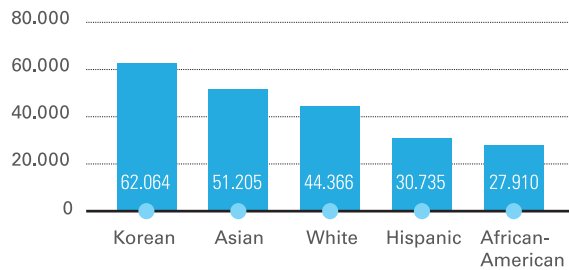




# Korean American Demographics in the U.S.



Korean-American Population



Median Yearly Household Income

## Language

More than 75% Speak Korean as their main language

## Education

35% possess bachelor's degree or higher

## Buying Preference

Korean Americans tend to favor brand name products in a variety of consumer areas. A majority of Korean Americans also live in metropolitan areas in the U.S.

## Koreatowns across the U.S.

There are popular Koreatowns in major cities that include :

Los Angeles, CA (Mid-Wilshire Area)

New York, NY (Sixth Ave., 32nd St. in Flushing)

Annandale, VA (Little River Turnpike)

Chicago, IL (Lawrence Ave.)

Atlanta, GA (Doraville, Duluth)

## Cultural Orientation

Korean Americans in the U.S. identify with both Korean and American cultural customs.

Source : 2010 Census and 2009 American Community Survey

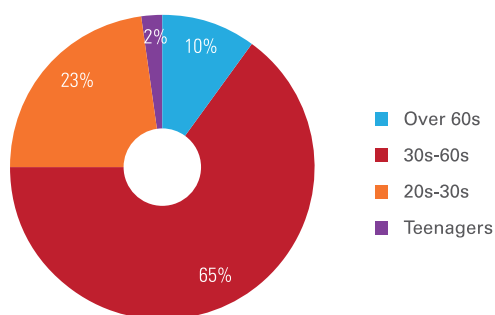


# Korea Times Media Group Customer Review

Korea Times, Radio Seoul 1650 AM

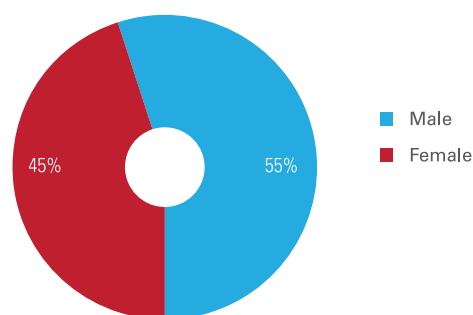
## Age

Korea Times subscribers are mostly in their 30s to 60s.



Age

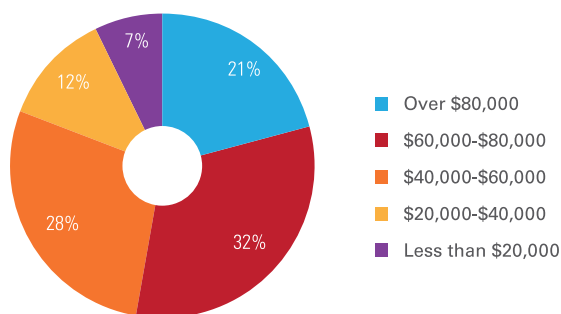
## Gender



Gender

## Income

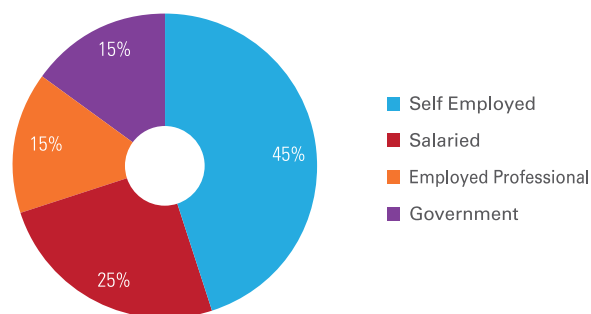
60% of Korea Times subscribers earn more than \$60,000 annually.



Income

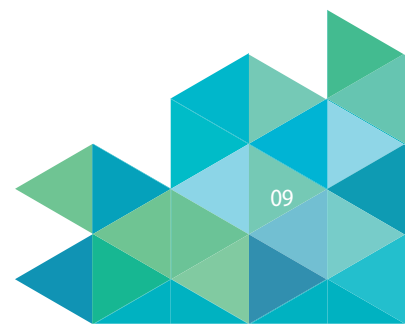
## Occupation

45% of Korea Times subscribers are self-employed.



Occupation

Source : 2010 Census and 2009 American Community Survey





## **How** does The Korea Times effectively reach the Korean American Community through various media?

Local editions of our newspaper reach homes all across Southern California and in major markets such as Oakland and San Francisco, Seattle, Hawaii, Washington, D.C. and the New York City area.



Radio Seoul 1650 AM's strong signal coverage reaches approximately 100,000 Korean American listeners every day.



For younger Korean Americans, Korea Times Media Group offers H Magazine, koreatimes.com and The Korea Times Music Festival at the Hollywood Bowl.



**Why** is the Korea Times Media Group the solution for Korean and Asian Market Advertising?



The Korean American population has been increasing rapidly and the growth rate will continue to increase in the future.

The Korean American population has grown to 1,423,784 in 2010 from 1,076,872 in 2000, a 32% increase. In 2009, the United States and South Korea exempted tourists from having to apply for visas for short-term stays, which has helped spur Korean American community growth.

The Korea Times has the most influential brand name among Korean media.

The Korea Times Media Group (KTMG) is one of the leading minority-owned media companies in the U.S. with businesses in publishing, broadcasting and the Internet.

KTMG is a pioneer of K-POP cultural events and concert promotions in the U.S.

# **KOREA TIMES U.S.A. MEDIA KIT**



**한국일보**  
THE KOREA TIMES

# KOREA TIMES NEWSPAPER

***The No. 1*** Korean American  
Community Newspaper for  
accomplished, motivated readers.



## **Dedicated to the Korean American Community**

Korean American,s are educated, affluent and engaged members of their communities who have a wide range of hobbies and interests. According to 2010 Census data, more than 70% of Korean community members speak Korean in their homes.

They depend on Korean language media for local community and national news, as well as for their cultural and financial information needs.

## **Loyal Readership**

While a new wave of readership gradually increases, approximately 55% of our readers have been subscribing to The Korea Times for more than 10 years.

## **For All Generations**

The Korea Times is the most-read Korean language newspaper and is subscribed to by all generations, regardless of the subscriber's gender and age.



# Korea Times Newspaper

## Special Features of The Korea Times



Prints mainly in Korean language with special English language sections including content from the New York Times Content.

Publishes daily, Monday through Saturday

Daily Sections include :

Local Community News, Sports & Entertainment, Korea News from Seoul, Money & Business, and Classified

Special sections each day of the week :

Monday (Education & Parenting), Tuesday (Health), Wednesday (Life section), Thursday (Real Estate in two sections), Friday (Weekend & Leisure and H Magazine in Los Angeles and New York), Saturday (The Korea Times Weekend Tabloid)

Korea Times covers 10 major U.S. cities (Los Angeles, New York, New Jersey, Washington, D.C., Chicago, San Francisco, Atlanta, Dallas, Seattle, and Hawaii)

Direct Partnerships with the Los Angeles Times and New York Times



# Korea Times Newspaper Sections



Section A Local News



Section B  
Money & Business



Section C Korea News



Section D  
Sport & Entertainment



Section C Classified



Section B  
Education & Parenting



Section B Health



Section B Life



Section S Real Estate-I



Section G Real Estate-II



Section B  
Travel



Weekend Tabloid





# Korea Times Newspaper AD Rate Card

## Retail Advertising Rate Card



Display

(inch)

Size			Rate	
Col x Row	Column	Depth	B/W	Color
2 x 3	3.98	3.7	\$319.00	\$638.00
2 x 5	3.35	6.5	\$488.00	\$977.00
3 x 5	5.06	6.5	\$614.00	\$1,228.00
3 x 7	5.06	9.57	\$867.00	\$1,734.00
6 x 5	10.3	6.5	\$1,161.00	\$2,321.00
6 x 7	10.3	9.5	\$1,619.00	\$3,098.00
6 x 10	10.3	13.2	\$2,215.00	\$4,431.00
6 x 15	10.3	20.5	\$3,315.00	\$6,631.00
12 x 15	21.3	20.5	\$6,171.00	\$12,342.00

- Unit = Column x Depth (Inch), Under 17.5 Unit = \$30 / Over 17.5 Unit = \$2
- 100 % extra charge for Front Page placement
- 50% extra charge for Back Cover Page placement
- 50% extra charge for Color
- 30% extra charge on all other special placement
- 30% extra charge for special designs
- Discount rate will not become applicable when a contract is cancelled
- Deadline : Three (3) working days prior to the desired insertion date

Weekly

(inch)

Size			Rate
Col x Row	Column	Depth	B/W
Full (4 x 15)	9.8	10.07	\$1,180.00
1/2 page H	9.8	4.96	\$630.00
1/2 page V	4.6	10.07	\$709.00
1/3 page H	9.8	3.24	\$420.00

- Unit = Column x Depth (Inch), Total unit = 46, Unit price = \$24.45
- There are surcharge for special size and placement.
- Deadline : Tuesday 12:00 noon

Classified Box Display

Size		Rate
2 x 1	2" x 1"	\$45 One Time \$243 One Week 10% DC
2 x 2	2" x 2"	\$90 One Time \$486 one Week 10% DC

E-mail : classified@koreatimes.com

Classified

Size	Line	6 Times	1 Month
1H	3 Lines	\$46.00	\$138.00
2H	6 Lines	\$66.00	\$198.00
3H	9 Lines	\$91.00	\$273.00
4H	12 Lines	\$116.00	\$348.00
5H	15 Lines	\$141.00	\$423.00
6H	18 Lines	\$166.00	\$498.00

***www.koreatimes.com***

## Koreatimes.com



## Korea Times e-Newspaper



## KoreatimesUS.com



Since 1998, Koreatimes.com has been a leader for online ethnic media. Our website provides users with daily reporting and in-depth analysis of the latest news from Korean American communities, Korea, and also provides content from national and international wires.

The Korea Times recently added e-newspaper services for our core website visitors and print subscribers so that they can read the latest news and analysis on the web every day. The Korea Times also offers separate mobile smartphone applications for iPhone and Android users.



## 한국일보 웹사이트 Koreatimes.com (Main)



Placement	Dimension	Size	Rotation	Monthly Rate
T_1	240×70	50KB	6	\$3,150.00
T_2				
M_L1	728×90	50KB	3	\$5,250.00
M_L2				\$4,200.00
M_L3				\$3,150.00
M_W1	160×600	50KB	3	\$5,250.00
M_W2				
M_S1	300×250	50KB	3	\$4,200.00
M_S2				\$3,150.00
M_S3				\$2,100.00
M_F1	468×60	50KB	3	\$2,756.25
M_X1	300×68			TBD
M_X2	300×250			TBD
M_Pop-up	300×250	50KB	3	TBD

## 한국일보 웹사이트 Koreatimes.com (Article)

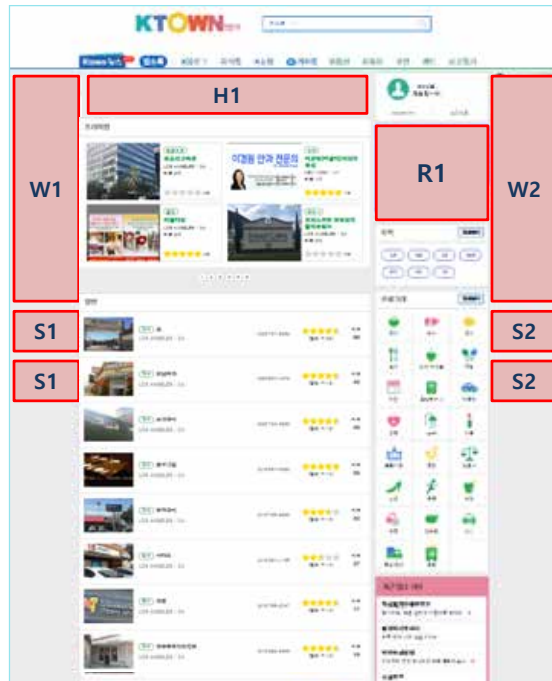


Placement	Dimension	Size	Rotation	Monthly Rate
A_L1	728x90	50KB	3	\$3,937.50
A_L2				\$3,150.00
A_W1	160x600	50KB	3	\$3,937.50
A_W2				\$3,937.50
A_S1	300x250	50KB	3	\$3,150.00
A_S2				\$2,625.00
A_F1	468x60	50KB	3	\$2,625.00
A_F2				\$2,625.00



www.ktown1st.com

## Web banner



NAME	DIMENSION	RATE
W1	160 * 600	\$400
W2	160 * 600	\$400
S1	160 * 100	\$100
S2	160 * 100	\$100
H1	728 * 90	\$400
R1	300 * 250	\$400
R2	300 * 250	\$200



NAME	DIMENSION	RATE
W1	160 * 600	\$400
W2	160 * 600	\$400
S1	160 * 100	\$100
S2	160 * 100	\$100
H1	770 * 130	\$400
H1	1080 * 90	\$400

# Radio Seoul 1650AM

## Features the strongest, wide-streaching AM signal among Korean American broadcasters

Radio Seoul provides Korean language programming 24 hours a day, 7 days week.

Radio Seoul covers more than 85% of the Korean Community in Southern California. Authorized and licensed by the FCC, Radio Seoul's 60,000 watt AM signal covers Southern California. The Korea Times Media Group also operates radio stations in San Francisco, San Diego, Las Vegas, North Virginia (WPWC), Maryland (WTRI) and Hawaii (KREA).



## Retail Advertising Rate Card

Commercial Ment(CM)				
Zone	Type	Time	30"	60"
A	Local News	06:00am - 09:00am	\$120	\$220
B	Local News & Variety Show	09:00am - 12:00pm	\$100	\$180
C	Local News & Variety Show	12:00pm - 03:00pm	\$100	\$180
D	Variety Show	03:00pm - 05:00pm	\$100	\$180
E	Local News	05:00pm - 08:00am	\$120	\$220
F	Variety Show	08:00pm - 11:00pm	\$80	\$120
Informative		30"	\$200	
Notice		News	\$3,000 / Month	
		Variety Show	\$1,500 / Month	
Interviewer		15" / Interview	\$2,000	







## Korea Times Media Booths

In the heart of Koreatown in Los Angeles, The Korea Times owns and operates a media retail kiosk that helps Korea Times Advertisers directly promote their products and services.



Koreatown Plaza

## Korea Times Directory & Magazines

**The Korea Times Business Directory is** the No.1 business directory for the Korean community in the U.S. For more than 40 years, The Korea Times has grown with the Korean community and continues to develop trust and recognition for the best service from its Korean community business partners.





The Korea Times annually produces the Business Directory and distributes it to high-density and high-traffic areas in Korean American communities and retail centers that include shopping malls, supermarkets, banks, and restaurants.

## H Magazine : weekly fashion and culture

The Korea Times created our weekly magazine in order to cater to our younger readers.

H Magazine focuses on fashion, entertainment, and pop culture content for the Korean American community in the United States. If an advertiser is specifically targeting younger Korean American readers, The Korea Times recommends placements in H Magazine.

## Woman Sense Magazine

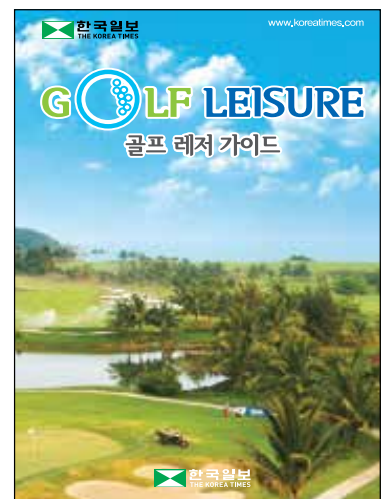
Woman Sense is a monthly women's magazine that is circulated throughout each Korean American community in North America.

The publication contains the latest news and stories written about contemporary fashion, cooking and fine dining, emerging cultural and design trends, and health-related topics.

## Leisure & Golf Guide

The Leisure & Golf Guide publication, which is circulated throughout California, is intended for our readers of all ages and genders.

The comprehensive directory covers golf course and resort in California in great detail every, and provides the most up-to-date information on family destinations, including Disneyland and Sea World.





# Korea Times Directory & H Magazine AD Rates

## Korea Times Business Directory

Korean Business Directory Ad Rate & Specs.			Los Angeles & orange County
Special Ad Type	Ad Size (width x height)	Rate	Complimentary Ad
Full page Ad	7.4" x 10.12"	\$25,000.00	Full Pg 4C x Half Pg BW
	7.4" x 10.12"	\$15,000.00	Full Pg 4C
	7.4" x 10.12"	\$15,000.00	Full Pg 4C
Full page Ad	7.4" x 10.12"	\$8,000.00	Half Pg Bw
Full page Ad	6.3" x 9.25"	\$6,000.00	Full Pg BW
Section Index Ad (2/3page)	4.18" x 9.25"	\$6,000.00	Half Pg Bw
Cover Box Ad	1.93" x 1.2"	\$3,500.00	Spot Ad Bw
Binder Box Ad	1" x 1.35"	\$3,500.00	Spot Ad Bw
Index Special (1/3page Vertical)	2" x 9.25"	\$3,000.00	-
(1/6 page Vertical)	2" x 4.5"	\$2,000.00	-

- Complimentary Ads in Related Section  
(e.g Restaurant/Bar Section for food related business)

Ad Type (In Section)	Ad Size (width x height)	4C Rate	BW Rate
Full page Ad	6.3" x 9.25"	\$5,000.00	\$3,600.00
2/3Page (Vertical)	4.18" x 9.25"	\$4,300.00	\$3,000.00
Half Page (Horizontal)	6.3" x 4.5"	\$3,300.00	\$2,000.00
1/3Page (Horizontal)	6.3" x 2.64"	\$2,500.00	\$1,500.00
Spot Ad (Box)	1.97" x 1.6"	\$1,200.00	\$700.00

- Ad copy can be placed in KT Korean Directory Website (www.koreatimes.com) if desired

### Layout Order (편집순서)

- Korean alphabetical order according to size (Registered Business Name)
- Color Ads have priority

<p>Mechanical Requirements</p> <p>File : Mac PC</p> <p>- Include All Images &amp; Create Outline Fonts</p> <p>- 50% over solid background are not acceptable</p> <p>- Proof: Matchprint, Colokkey or Colorprint</p>	<p>File Resolution : 2400dpi</p> <p>Screen Ruling : 150lpi</p> <p>Emulsion Side Down, Right-reading, 4/C separated Composite positive</p> <p>Design Inquiries (디자인문의) : (323) 692-2126</p>
---	--

## H Magazine

Category	Size	Price
Color Full Page	<p>Trim : 8.375" x 10.875"</p> <p>212.725 mm x 276.225mm</p> <p>Bleed : 8.865" x 11.375"</p> <p>225.171mm x 288.925mm</p>	\$1,200
Color Full Page (Special Section/ 50% extra charge)	<p>Trim : 8.375" x 10.875"</p> <p>212.725 mm x 276.225mm</p> <p>Bleed : 8.865" x 11.375"</p> <p>225.171mm x 288.925mm</p>	\$1,800
1/2 page color page	<p>Horizontal : 7.175" x 4.798"</p> <p>182.251mm x 121.889mm</p> <p>Vertical : 3.62" x 10.875"</p> <p>91.948mm x 276.225mm</p>	\$600
Cover Special (Side Box)	<p>1.885" x 1.584"</p> <p>47.88mm x 40.235mm</p>	\$300

- Back page : 100% extra charge for color full page price
- Type of artwork : Adobe Illustrator 10.0, CS, CS2, CS3 eps file (Create outline fonts) PDF file
- Artwork Deadline : Two weeks in advance (ex. Due 06/03/11 for 06/17/11 insertion)

Ads design File upload  
ftp://ktma@12.146.192.24 ID : ktma  
Password : Please contact KoreaTimes Ads Sales person.

- Ads Sales : (323) 692-2131
- Artwork Questions : (323) 692-2161

- The minimum frequency of at least 12 insertions within a 6-month period is applied to all advertising contracts.
- Any changes in design or content and/or cancellation of advertising contract must be provided in writing at least 2 months prior to applicable month (of ad insertion).
- Contracts can not be canceled before minimum frequency is performed.
- Closing date is two weeks prior to insertion date.

## *Special Events by The Korea Times*

The Korea Times is the leader in events marketing for the Korean American community.

### **The Korea Times, Center of Hallyu : 韓流 in LA**

The Korean wave, also known as Hallyu, refers to the spread of South Korean pop culture around the world. The term was coined in China around 1999 by Beijing journalists surprised by the fast-growing popularity of Korean-produced entertainment and culture in China. The Korean wave is responsible for achieving over \$1B in annual revenue for South Korea through cultural exports. The Korean wave continues to be a significant force in Asia and is making strong gains across North America, Latin America, Europe, Middle East and North Africa.

Source : "Korean Wave, of pop culture sweeps across Asia" CNN. Turner Broadcasting System, Inc. March 2010

### **Hollywood Bowl Korean Music Festival**

The annual Korean Music Festival at the Hollywood Bowl is the most popular and widely attended Korean cultural and music festival in North America.



### **Miss Queen Korea Pageant**

Every year, The Korea Times supports and promote regional Miss Queen Korea pageants around the world and the national Miss Queen Korea pageant in Seoul.





## ***The Korea Times Media Group Network Worldwide***



### **U.S.A. Headquarters**

3731 Wilshire Blvd., 10th Floor  
Los Angeles, CA 90010  
Advertising  
Korean  
Tel : (323) 692-2131  
Fax : (323) 692-2111  
English  
Tel : (323) 692-2191  
Classified  
Tel : (323) 692-2100



### **RADIO SEOUL**

Corporate Offices  
3731 Wilshire Blvd., 10th Floor  
Los Angeles, CA 90010  
  
Advertising  
Tel : (323) 935-0606



## Korea Times Events

Corporate Offices  
 3731 Wilshire Blvd., 10th Floor  
 Los Angeles, CA 90010

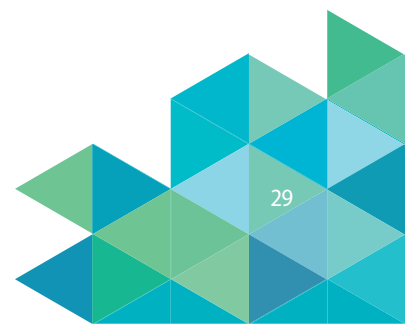
### Special Events

Tel : (323) 692-2068  
 Tel : (323) 692-2070  
 Fax : (323) 692-2137

## Seoul, Korea

6, Yulgok-ro, Twin Tree Tower 14~16th floor  
 Jongno-gu, Seoul

Tel : (02) 724-8600  
 Fax : (02) 730-9092





한국일보  
THE KOREA TIMES