

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.

Jae Min Chang
Publisher and C.E.O.



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Index

- 06 Korea Times Media Group Introduction
 - Company
 - Media
- 08 Korean American Market Analysis
- 10 Korea Times Media Segment
 - Korea Times Newspaper
 - Koreatimes.com
 - Radio Seoul 1650 AM
 - Korea Times Media Booth
- 24 Korean Business Directory / H Magazine
 - Most comprehensive Korean Business Directory
 - H Magazine, 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

Most successful and largest Korean pop cultural festival in the U.S., thirteen years running

Miss Korea

An internationally recognized beauty pageant for the Korean community



Korea Times Media Group Organization

U.S.A. Headquarters in Los Angeles

Los Angeles

Orange County Bureau

Hacienda Heights Bureau

San Diego Bureau

New York

Washington, D.C.

San Francisco

Seattle

Chicago

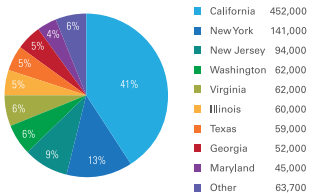
Hawaii

Atlanta

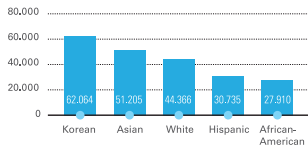




Korean American Demographics in the U.S.



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.

Korea Towns across the U.S.

There are popular 'Korea Towns' in major cities that include :

Los Angeles, CA (Mid-Wilshire Blvd.)

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.

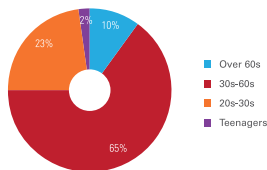
Source : 2010 Census and 2009 American Community Survey

Korea Times Media Group Customer Review

Korea Times, Radio Seoul 1650 AM

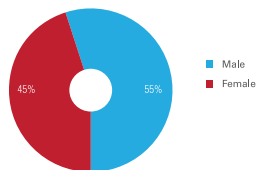
Age

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



Age

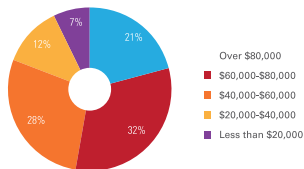
Gender



Gender

Income

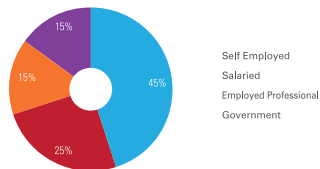
60% of Korea Times subscribers earn more than \$60,000 annually.



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?

We deliver print newspaper editions to 200,000 homes and 5,000 business retail stores.



Radio Seoul 1650 AM's strong signal coverage reaches 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.



Korea Times Digital runs a full-motion L.E.D. video billboard advertising at the top of the Aroma Wilshire Center.



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 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. Our research found that almost 53.7% of our readers are in their 30s and 40s.

Korea Times Newspaper

Special Features of The Korea Times



Nationwide Circulation : 300,000

Prints Daily Monday through Saturday

Prints mainly in Korean language with special English language sections (including The New York Times International Weekly)

Publishes more than 100 pages 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 (The New York Times International Weekly, the 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
Sport & Entertainment



Section C Korea News



Section D
Money & Business



Section E Classified



Section S
Education & Parenting



Section S Health



Section S Life



Section S Real Estate-I



Section G Real Estate-II



Weekend & Leisure



Weekend Tabloid



Korea Times Newspaper AD Rate Card

Retail Advertising Rate Card



assified

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

Display

(inch)

Size			Rate	
Col x Row	Column	Depth	B/W	Color
2 x 3	3.98	3.7	\$221.00	\$311.00
2 x 5	3.35	6.5	\$315.00	\$630.00
3 x 5	5.06	6.5	\$475.00	\$950.00
3 x 7	5.06	9.5	\$640.00	\$1,280.00
6 x 5	10.3	6.5	\$914.00	\$1,828.00
6 x 7	10.3	9.5	\$1,280.00	\$2,560.00
6 x 10	10.3	13.2	\$1,827.00	\$3,654.00
6 x 15	10.3	20.5	\$2,740.00	\$5,480.00
12 x 15	21.3	20.5	\$5,100.00	\$10,200.00

- 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	Color
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

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.



2016 Media Rates

2016 Media Rates

Effective January 1, 2016

All rates are Net (Figures are subject to change based on actual market delivery)

Ad Unit Specifications and Media Guide

We are capable of delivering Standard (.jpg, .gif, and .swf) Media formats. Maximum size for any ad unit is 50k for initial load. These are some basic ad types we serve, and if you have another ad size or type in your campaign please contact us to discuss implementation and pricing.

Any audio/video stream file cannot be used.

- Floating or pop-up window ads must include a prominently visible close button and may not run more than 12 seconds.
- Freeform overlay ads must include a prominently visible close button and run a maximum of 10 seconds.
- Click-through landing page must open into a new browser window.
- Changes to an existing campaign must be received at least three business days prior to the change.

Any additional questions or comments related to advertising specifications can be directed to
michael@koreatimesus.com.

Koreatimes.com

Name	Section	Technical Specifications		Monthly Rate
		Size (pixel)	Format	
M_T1	Main+Article	240 * 70	[img, gif, png, swf, script (Max.size 50k)]	\$ 3,000
M_T2	Main+Article			\$ 3,000

Name	Section	Technical Specifications		Monthly Rate
		Size (pixel)	Format	
M_U_1	Main Top			\$ 5,000
M_U_2	Main Middle	728 * 90		\$ 4,000
M_U_3	Main Bottom			\$ 3,000
M_W1	Main Left			\$ 5,000
M_W2	Main Right	160 * 600		\$ 5,000
M_S1	Main Top		[img, gif, png, swf, script (Max.size 50k)]	\$ 4,000
M_S2	Main Middle	300 * 250 / 250 * 250		\$ 3,000
M_S3	Main Bottom			\$ 2,000
M_F1	Main Middle	468 * 60		\$ 2,500
M_X1	Main Middle	260 * 68		TBD
M_X2	Main Bottom	300 * 148		TBD

Name	Section	Technical Specifications		Monthly Rate
		Size (pixel)	Format	
A_U_1	Article Top			\$ 3,750
A_U_2	Article Bottom	728 * 90		\$ 3,000
A_W1	Article Left	160 * 600		\$ 3,750
A_W2	Article Right		[img, gif, png, swf, script (Max.size 50k)]	\$ 3,750
A_S1	Article Top	300 * 250 / 250 * 250		\$ 3,000
A_S2	Article Middle			\$ 2,500
A_F1	Article Middle	468 * 60		\$ 2,500
A_F2	Article Middle			\$ 2,500

Name	Technical Specifications		Monthly Rate	Name	Technical Specifications		Monthly Rate
	Size (pixel)	Format			Size (pixel)	Format	
Classified 1-2	240 * 70		\$ 750	E-Newspaper	728 * 90		\$ 500
Classified 3-7	230 * 53	[img, gif, png, swf, script (Max.size 50k)]	\$ 600	HL-Magazine 1-2	113 * 134	[img, gif, png, swf, script (Max.size 50k)]	\$ 500
Classified S1	728 * 90		TBD	HL-Magazine 3	250 * 250		\$ 500
Classified S2	240 * 90		TBD	Log In	300 * 250		\$ 500

KoreatimesUS.com

Name	Section	Technical Specifications		Monthly Rate
		Size (pixel)	Format	
USM1	Main	728 * 90		\$ 1,000
USM2	Main	300 * 250		\$ 1,000
USM1	Main	160 * 600		\$ 1,000
USM2	Main	160 * 600		\$ 1,000
USM2	Article	728 * 90	[img, gif, png, swf, script (Max.size 50k)]	\$ 1,000
USM2	Article	300 * 250		\$ 1,000
USM1	Article	160 * 600		\$ 1,000
USM2	Article	160 * 600		\$ 1,000



Koreatimes.com - Main page



Koreatimes.com - Article page



KoreatimesUS.com - Main page



Radio Seoul 1650AM

Features the strongest, widest-reaching 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	



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Korea Times Media Booths

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



Koreatown Galleria



Koreatown Plaza



City Center

Korea Times Directory & Magazines

Korea Times Business Directory

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 this 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 in great detail every golf courses and resorts in California, 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> <ul style="list-style-type: none"> - Include All Images & Create Outline Fonts - 50% over solid background are not acceptable - Proof: Matchprint, Colorkey or Colorprint 	<p>File Resolution : 2400dpi Screen Ruling : 150lpi Emulsion Side Down, Right-reading, 4/C separated Composite positive</p> <p>Design Inquiries (디자인문의) : (323) 692-2126</p>
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H Magazine

Category	Size	Price
Color Full Page	<p>Trim : 225.4mm x 300mm 8.7" x 11.81"</p> <p>Bleed : 235.4mm x 310mm 9.26" x 12.2"</p>	\$1,200
Color Full Page (Special Section/ 50% extra charge)	<p>Trim : 225.4mm x 300mm 8.7" x 11.81"</p> <p>Bleed : 235.4mm x 310mm 9.26" x 12.2"</p>	\$1,800
1/2 page color page	<p>Horizontal : 195.4mm x 53mm 7.692" x 2.08"</p> <p>Vertical : 98mm x 300mm 3.85" x 11.81"</p>	\$600
Cover Special (Side Box)	<p>50.85mm x 40.5mm 2.0" x 1.595"</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 K-POP music festival in North America.



Miss Korea Pageant

Every year, The Korea Times hosts regional Miss Korea pageants around the world (including in Southern California and in cities across the U.S.) and the national Miss Korea pageant in Seoul.





The Korea Times Media Group Network Worldwide



U.S.A. Headquarters

4525 Wilshire Blvd. 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

4525 Wilshire Blvd. Los Angeles, CA 90010

Advertising

Tel : (323) 935-0606



Korea Times Events

Corporate Offices
4525 Wilshire Blvd. Los Angeles, CA 90010

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

Seoul, Korea

17, Sejong-daero, Jung-gu, Seoul, Korea
100-998

Tel : (02) 724-2114
Fax : (02) 724-2244



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