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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     Media

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     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  

[Map and contact information for various locations]
**Korean American Demographics in the U.S.**

### 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.

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**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.

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

Occupation
45% of Korea Times subscribers are self-employed.

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.
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 AD Rate Card

## Retail Advertising Rate Card

### Display

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Col × Row</td>
<td>Column</td>
</tr>
<tr>
<td>2 × 3</td>
<td>3.98</td>
</tr>
<tr>
<td>2 × 5</td>
<td>3.35</td>
</tr>
<tr>
<td>3 × 5</td>
<td>5.06</td>
</tr>
<tr>
<td>3 × 7</td>
<td>5.06</td>
</tr>
<tr>
<td>6 × 5</td>
<td>10.3</td>
</tr>
<tr>
<td>6 × 7</td>
<td>10.3</td>
</tr>
<tr>
<td>6 × 10</td>
<td>10.3</td>
</tr>
<tr>
<td>6 × 15</td>
<td>10.3</td>
</tr>
<tr>
<td>12 × 15</td>
<td>21.3</td>
</tr>
</tbody>
</table>

- Unit = Column × 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

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Col × Row</td>
<td>Column</td>
</tr>
<tr>
<td>Full (4 × 15)</td>
<td>9.8</td>
</tr>
<tr>
<td>1/2 page H</td>
<td>9.8</td>
</tr>
<tr>
<td>1/2 page V</td>
<td>4.6</td>
</tr>
<tr>
<td>1/3 page H</td>
<td>9.8</td>
</tr>
</tbody>
</table>

- Unit = Column × 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

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 × 1</td>
<td>2&quot; × 1&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>2 × 2</td>
<td>2&quot; × 2&quot;</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

E-mail: classified@koreatimes.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

**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.

### Table 1: KoreaTimes.com

<table>
<thead>
<tr>
<th>Name</th>
<th>Section</th>
<th>Technical Specifications</th>
<th>Monthly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>M_T1</td>
<td>Main/Article</td>
<td>240 * 10</td>
<td>$3,000</td>
</tr>
<tr>
<td>M_T2</td>
<td>Main/Article</td>
<td>240 * 10</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

### Table 2: KoreaTimesUS.com

<table>
<thead>
<tr>
<th>Name</th>
<th>Section</th>
<th>Technical Specifications</th>
<th>Monthly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>USM1</td>
<td>Main</td>
<td>728 * 90</td>
<td>$1,000</td>
</tr>
<tr>
<td>USM2</td>
<td>Main</td>
<td>728 * 90</td>
<td>$1,000</td>
</tr>
<tr>
<td>USM3</td>
<td>Main</td>
<td>300 * 250</td>
<td>$1,000</td>
</tr>
<tr>
<td>USA1</td>
<td>Article</td>
<td>728 * 90</td>
<td>$1,000</td>
</tr>
<tr>
<td>USA2</td>
<td>Article</td>
<td>728 * 90</td>
<td>$1,000</td>
</tr>
<tr>
<td>USA3</td>
<td>Article</td>
<td>300 * 250</td>
<td>$1,000</td>
</tr>
<tr>
<td>USA4</td>
<td>Article</td>
<td>300 * 250</td>
<td>$1,000</td>
</tr>
<tr>
<td>USA5</td>
<td>Article</td>
<td>160 * 600</td>
<td>$1,000</td>
</tr>
<tr>
<td>USA6</td>
<td>Article</td>
<td>160 * 600</td>
<td>$1,000</td>
</tr>
<tr>
<td>USA7</td>
<td>Article</td>
<td>160 * 600</td>
<td>$1,000</td>
</tr>
<tr>
<td>USA8</td>
<td>Article</td>
<td>160 * 600</td>
<td>$1,000</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Zone</th>
<th>Type</th>
<th>Time</th>
<th>30&quot;</th>
<th>60&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Local News</td>
<td>06:00am - 09:00am</td>
<td>$120</td>
<td>$220</td>
</tr>
<tr>
<td>B</td>
<td>Local News &amp; Variety Show</td>
<td>09:00am - 12:00pm</td>
<td>$100</td>
<td>$180</td>
</tr>
<tr>
<td>C</td>
<td>Local News &amp; Variety Show</td>
<td>12:00pm - 03:00pm</td>
<td>$100</td>
<td>$180</td>
</tr>
<tr>
<td>D</td>
<td>Variety Show</td>
<td>03:00pm - 05:00pm</td>
<td>$100</td>
<td>$180</td>
</tr>
<tr>
<td>E</td>
<td>Local News</td>
<td>05:00pm - 08:00am</td>
<td>$120</td>
<td>$220</td>
</tr>
<tr>
<td>F</td>
<td>Variety Show</td>
<td>08:00pm - 11:00pm</td>
<td>$ 80</td>
<td>$120</td>
</tr>
</tbody>
</table>

Informative

<table>
<thead>
<tr>
<th>Type</th>
<th>Time</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>30&quot;</td>
<td></td>
<td>$200</td>
</tr>
</tbody>
</table>

Notice

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>$3,000 / Month</td>
</tr>
<tr>
<td>Variety Show</td>
<td>$1,500 / Month</td>
</tr>
</tbody>
</table>

Interviewer

<table>
<thead>
<tr>
<th>Time / Interview</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>15&quot;</td>
<td>$2,000</td>
</tr>
</tbody>
</table>
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.

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

<table>
<thead>
<tr>
<th>Special Ad Type</th>
<th>Ad Size (width x height)</th>
<th>Rate</th>
<th>Complimentary Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page Ad</td>
<td>7.4&quot; x 10.12&quot;</td>
<td>$25,000.00</td>
<td>Full Pg 4C x Half Pg BW</td>
</tr>
<tr>
<td></td>
<td>4.18&quot; x 9.25&quot;</td>
<td>$6,000.00</td>
<td>Half Pg BW</td>
</tr>
<tr>
<td>Full page Ad</td>
<td>7.4&quot; x 10.12&quot;</td>
<td>$15,000.00</td>
<td>Full Pg 4C</td>
</tr>
<tr>
<td>Full page Ad</td>
<td>6.3&quot; x 9.25&quot;</td>
<td>$8,000.00</td>
<td>Half Pg BW</td>
</tr>
<tr>
<td>Section Index Ad (2/2 page)</td>
<td>4.18&quot; x 9.25&quot;</td>
<td>$6,000.00</td>
<td>Half Pg BW</td>
</tr>
<tr>
<td>Cover Box Ad</td>
<td>1.93&quot; x 1.2&quot;</td>
<td>$3,500.00</td>
<td>Spot Ad Bw</td>
</tr>
<tr>
<td>Binder Box Ad</td>
<td>1&quot; x 1.35&quot;</td>
<td>$3,500.00</td>
<td>Spot Ad Bw</td>
</tr>
<tr>
<td>Box Ad Special (1/3 page Vertical)</td>
<td>2&quot; x 9.25&quot;</td>
<td>$3,000.00</td>
<td>-</td>
</tr>
<tr>
<td>(1/6 page Vertical)</td>
<td>2&quot; x 4.5&quot;</td>
<td>$2,000.00</td>
<td>-</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Ad Type (in Section)</th>
<th>Ad Size (width x height)</th>
<th>4C Rate</th>
<th>BW Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page Ad</td>
<td>6.3&quot; x 9.25&quot;</td>
<td>$5,000.00</td>
<td>$3,600.00</td>
</tr>
<tr>
<td>2/3Page (Vertical)</td>
<td>4.18&quot; x 9.25&quot;</td>
<td>$4,300.00</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Half Page (Horizontal)</td>
<td>6.3&quot; x 4.5&quot;</td>
<td>$3,300.00</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>1/3Page (Horizontal)</td>
<td>6.3&quot; x 2.64&quot;</td>
<td>$2,500.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Spot Ad (Box)</td>
<td>1.97&quot; x 1.6&quot;</td>
<td>$1,200.00</td>
<td>$700.00</td>
</tr>
</tbody>
</table>

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

## H Magazine

<table>
<thead>
<tr>
<th>Category</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Full Page</td>
<td>Trim : 225.4mm x 300mm 8.7&quot; x 11.81&quot;</td>
<td>$1,200</td>
</tr>
<tr>
<td></td>
<td>Bleed : 235.4mm x 310mm 9.26&quot; x 12.2&quot;</td>
<td></td>
</tr>
<tr>
<td>Color Full Page (Special Section/50% extra charge)</td>
<td>Trim : 225.4mm x 300mm 8.7&quot; x 11.81&quot;</td>
<td>$1,800</td>
</tr>
<tr>
<td></td>
<td>Bleed : 235.4mm x 310mm 9.26&quot; x 12.2&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 page color page</td>
<td>Horizontal : 195.4mm x 53mm 7.692&quot; x 2.08&quot;</td>
<td>$600</td>
</tr>
<tr>
<td></td>
<td>Vertical : 98mm x 300mm 3.83&quot; x 11.81&quot;</td>
<td></td>
</tr>
<tr>
<td>Cover Special (Side Box)</td>
<td>50.85mm x 40.5mm 2.0&quot; x 1.595&quot;</td>
<td>$300</td>
</tr>
</tbody>
</table>

- 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 cannot be canceled before minimum frequency is performed.
- Closing date is two weeks prior to insertion date.

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**Mechanical Requirements**
- File : Mac PC
- Include All Images & Create Outline Fonts
- 50% over solid background are not acceptable
- Proof : Matchprint, Colorkey or Colorprint

**File Resolution** : 2400dpi
- Screen Ruling : 150dpi
- Emulsion Side Down, Right-reading, 4/C separated Composite positive

**Design Inquiries**
- (디자인문의) : (323) 692-2126
**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.
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