

중앙일보

# The Korea Daily

2021 I Media Kit





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

## Introduction

For **over 45 years**, 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*.

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# The Korea Daily Group

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## **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

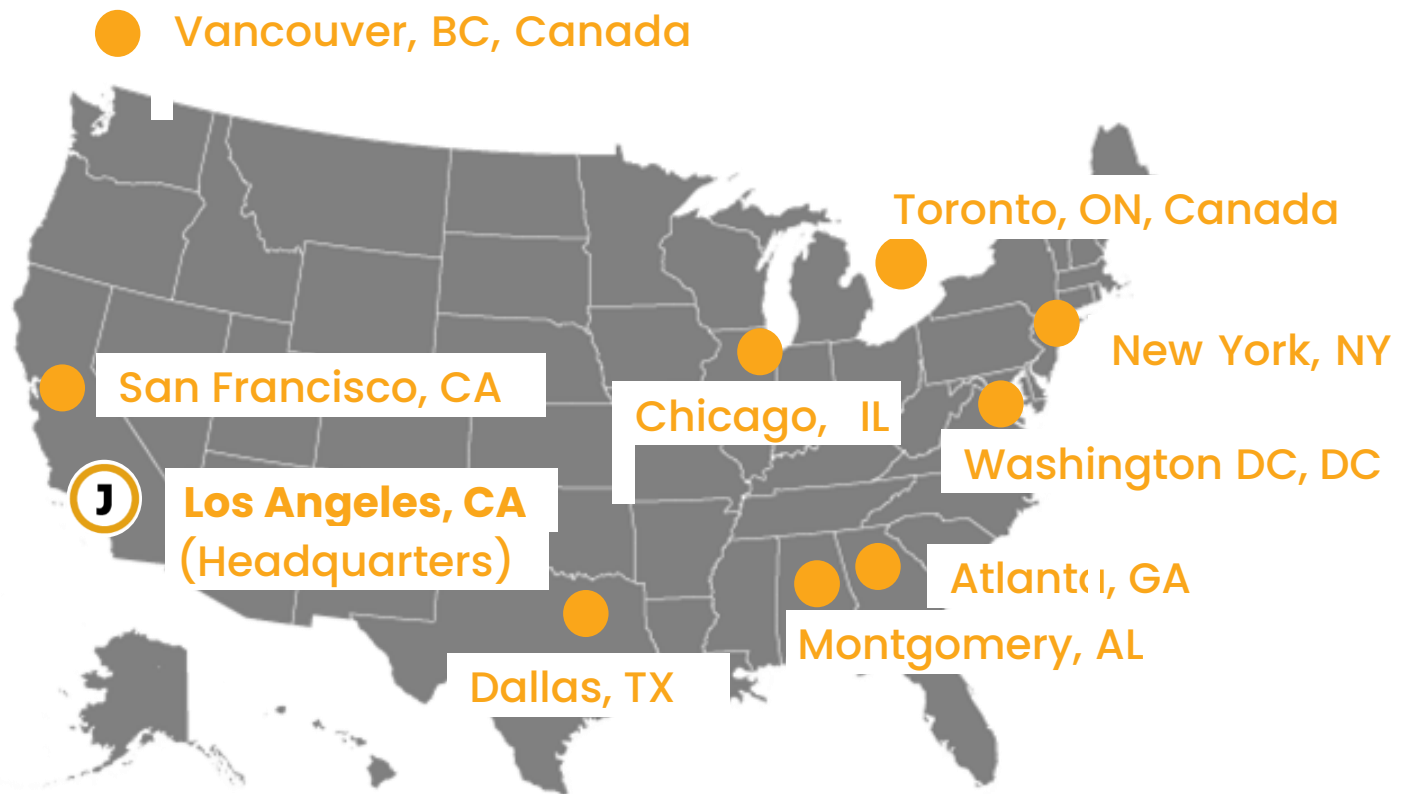
## **Los Angeles Love Share Marathon**

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

Dallas  
Atlanta  
Montgomery  
Washington D.C.

## Northeast

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

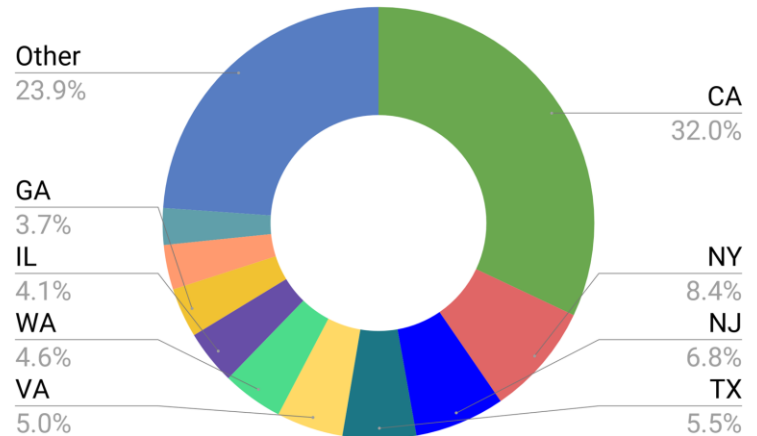
95% of households have computers

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.

The Korea Daily

# Newspaper



Tangible news you can trust.

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



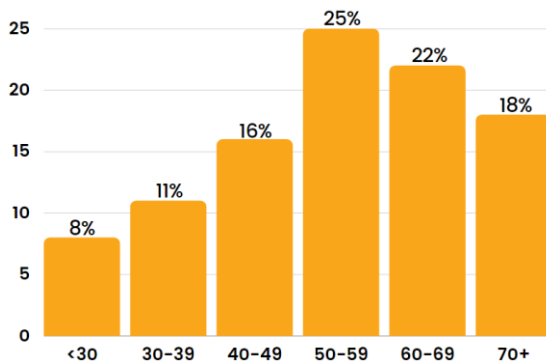


NATIONWIDE  
CIRCULATION  
**205,000**

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

## PRINT AUDIENCE OVERVIEW

### AGE



### GENDER



**6**  
MALE

:



**4**  
FEMALE

# Newspaper Daily Sections



## 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.



## 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.



## 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

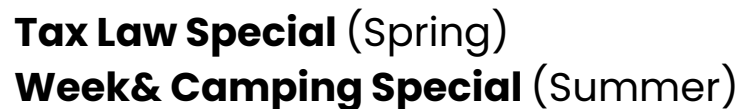
Various listings of jobs, businesses, rent/leases, CPAs, home sales, car sales and professional services in Southern California. Listed for our readers to become involved.



*Every Thursday*

**Real Estate & Investment**

## Special Feature Sections

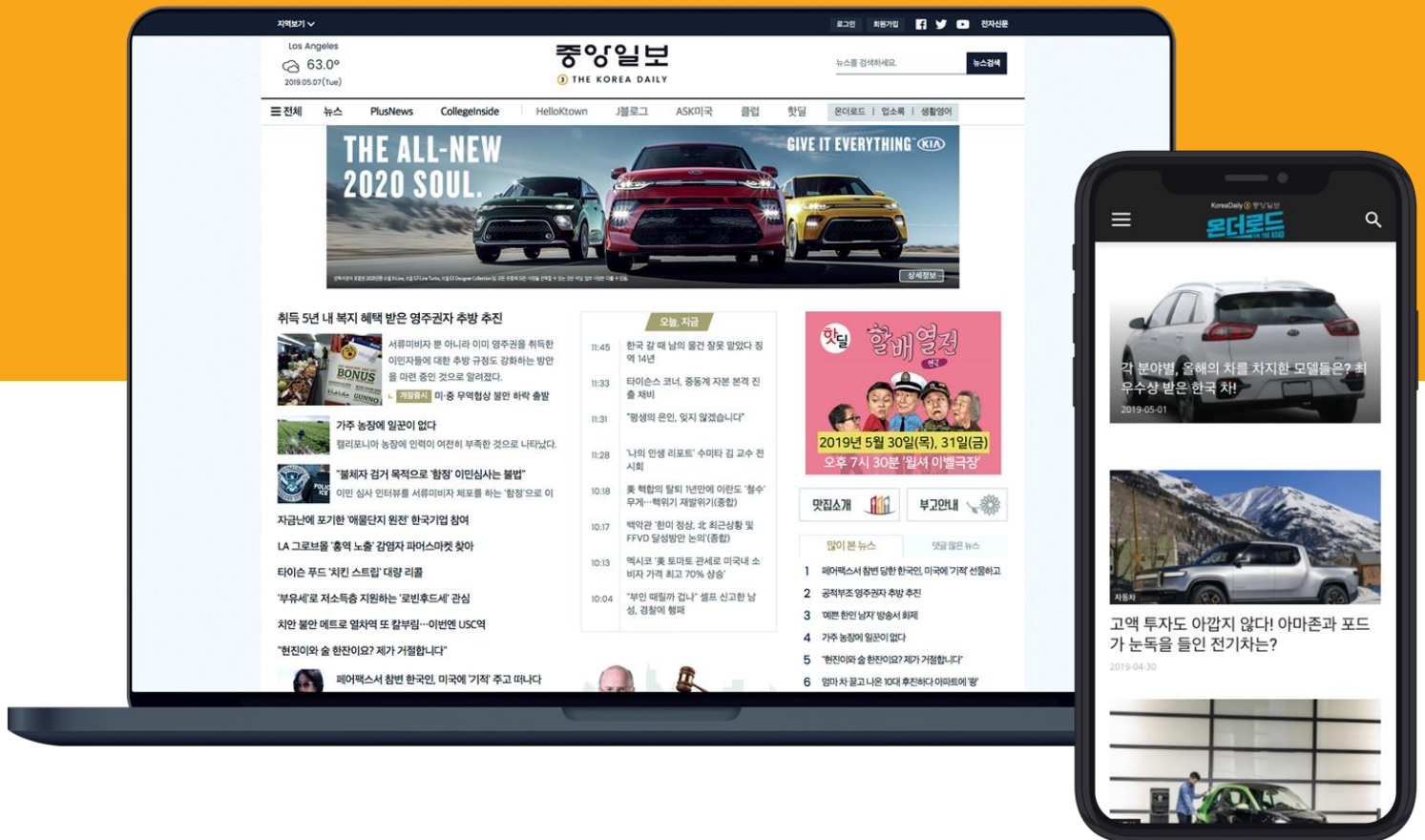


[Others include: Food/Health/Leisure Specials]



www.koreadaily.com

# Digital

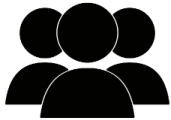


**Latest & breaking news you can rely on.**

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%**

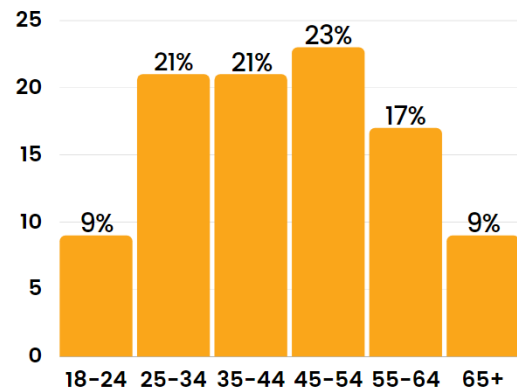
MALE



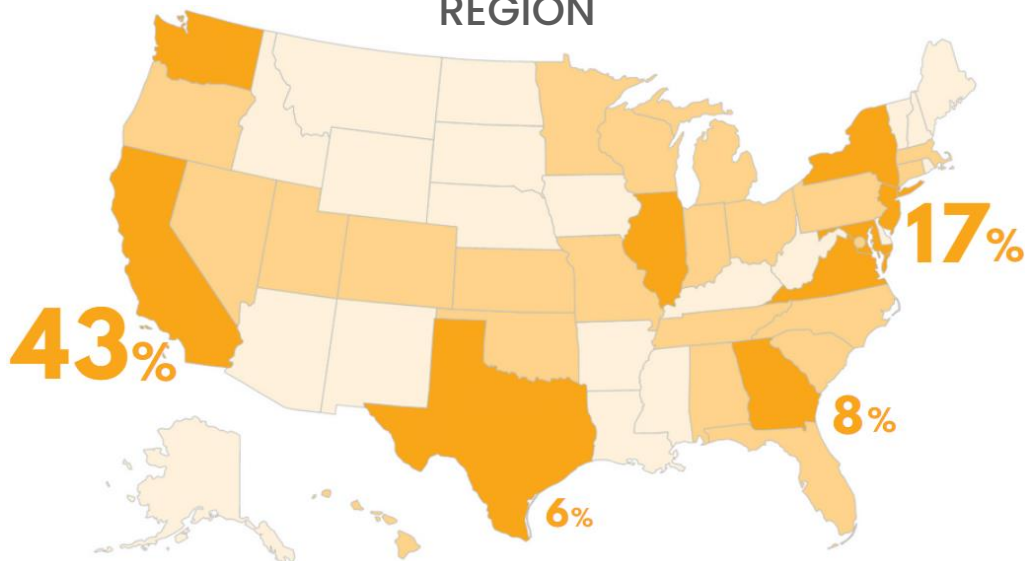
**47%**

FEMALE

## AGE

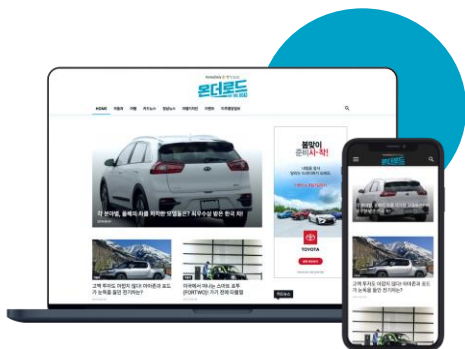


## REGION





# Pages

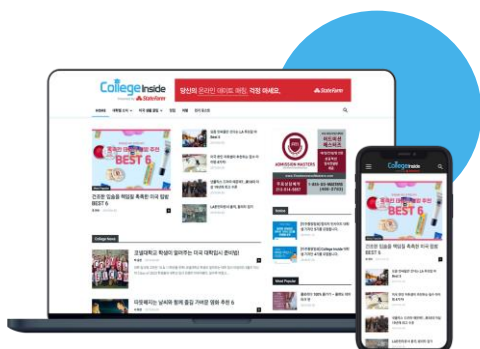


## On The Road

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](http://www.autos.koreadaily.com)  
[facebook.com/KDontheroad](https://facebook.com/KDontheroad)

Previously sponsored by: Toyota & KIA Motors America

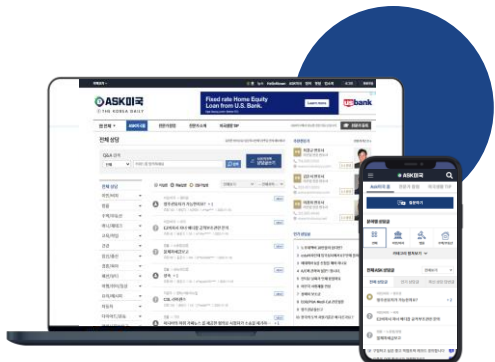


## CollegeInside

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](http://www.college.koreadaily.com)  
[facebook.com/KDcollegeinside](https://facebook.com/KDcollegeinside)

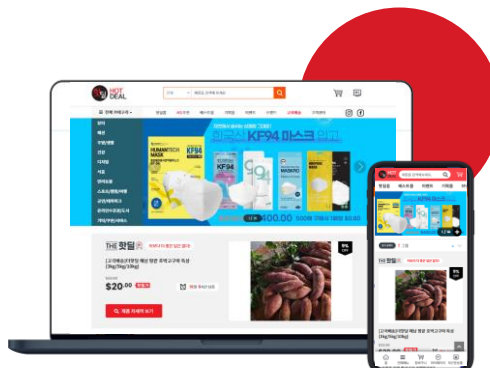
Previously sponsored by:  
Statefarm



## 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](http://www.ask.koreadaily.com)



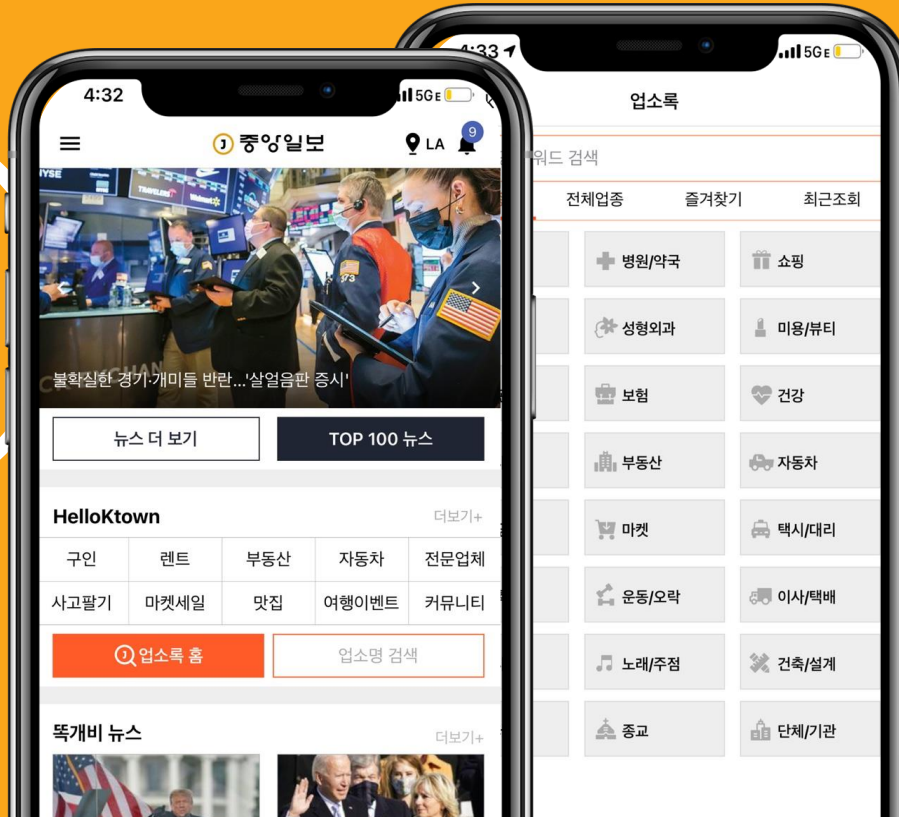
## Hot Deal

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

[www.hotdeal.koreadaily.com](http://www.hotdeal.koreadaily.com)  
[facebook.com/HotDealJoins](https://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



**Thank you.**