The Korea Daily

2020 | Media Kit

By Joins America | The Korea Daily
We are the largest Korean media group in the U.S., comprised of newspapers, internet, and mobile.

THE KOREA DAILY IS THE ONLY KOREAN MEDIA GROUP THAT RUNS SUCH A DIVERSE PORTFOLIO IN THE UNITED STATES.

As a one-stop media powerhouse, we have partnered with the Korean community advancements in the Korean and American market, while providing American corporations a vital gateway into the North American & Global markets.
The Korea Daily

CIRCULATION

270,000 (Nationwide)

- Weekly and annual special sections
- Local and international news, sports, entertainment, business, and economy

CIRCULATION

35,000 (Greater L.A. area)

- Sports & Entertainment
Koreadaily.com is an online platform committee to providing Korean American residing in U.S. with current and consistent local, national, and worldwide news.
Website

Koreadaily.com

**Users/Pageviews**
- 2M Users/Month
- 20M Pageviews/Month

**Region**
- 15% of pageviews from the USA
- 43% of pageviews from California
DEVICES

56%
MOBILE

44%
DESKTOP

OS

ANDROID
40%

iOS
60%
GENDER

66% MALE

34% FEMALE

AGE (YEARS)

- 2% 18-24
- 5% 25-34
- 12% 35-44
- 38% 45-54
- 36% 55-64
- 8% 65+

Koreadaily.com
Website
College Inside is a special section catered for topics regarding various U.S life tips for Korean American Millennials.

Most of the content is created by Korean American college students, enabling them to share live-updates and accurate information related to their location and current discussion topics. This includes travel, current trends, hot food spots, college tips, and life hacks, and more.

The two main platforms are koreadaily.com special section (desktop & mobile) and Facebook page.
On The Road is a special section catering various contents related to automobiles and its’ industry.

On the Road is home and hub to our most updated auto industry and travel news. With card news and articles, OTR shares all things from best places to stargaze to the best automotive deals and more.

Its’ two main platforms include the koreadaily.com special section (desktop & mobile) and a separate Facebook page. The Koreadaily.com platform showcases most of the content in a readable manner which takes you to external articles, while Facebook allows us to interact and engage online with our customers.

www.autos.koreadaily.com
ASKimuk | ASK U.S.

Ask U.S is an e-online counseling service provided by koreadaily.com.

Users, compiled of mostly Koreans residing in the United States, are able to freely post, share, and converse their concern as immigrants, receive feedback, and feel a sense of comfort through the advice from other platform users as well as externally hired professionals of the education, entertainment, auto, real estate, college industries and communities.

www.ask.koreadaily.com
Hot Deal is an exclusive e-commerce website catering to Korean American consumers who wield a significant spending power.

Through Korea Daily's hosted platform, local businesses and major companies can showcase their inventories, promote products and services, and participate in a burgeoning online marketplace, trusted by its growing users. Businesses will also have the opportunity to generate e-newsletters and send out push alerts to koreadaily.com subscribers and app-users to develop a higher call to action and increase product visibility.

www.hotdeal.koreadaily.com
Mobile App is the go-to directory app where members can access more than 60,000 different businesses, mobile news, local updates, and relevant listings.
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J-App is the ideal place to promote local brands on a national and local scale.
The Korea Daily sends push notifications directly to J-APP users even when they are not on our website onto their locked devices.

With the Push Alert functionality, The Korea Daily can remind their users regarding new deals, locations, as well as national and local news to further bring our app-downloaders to our platforms.
For future inquiries, PLEASE CONTACT

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