

중앙일보

THE KOREA DAILY

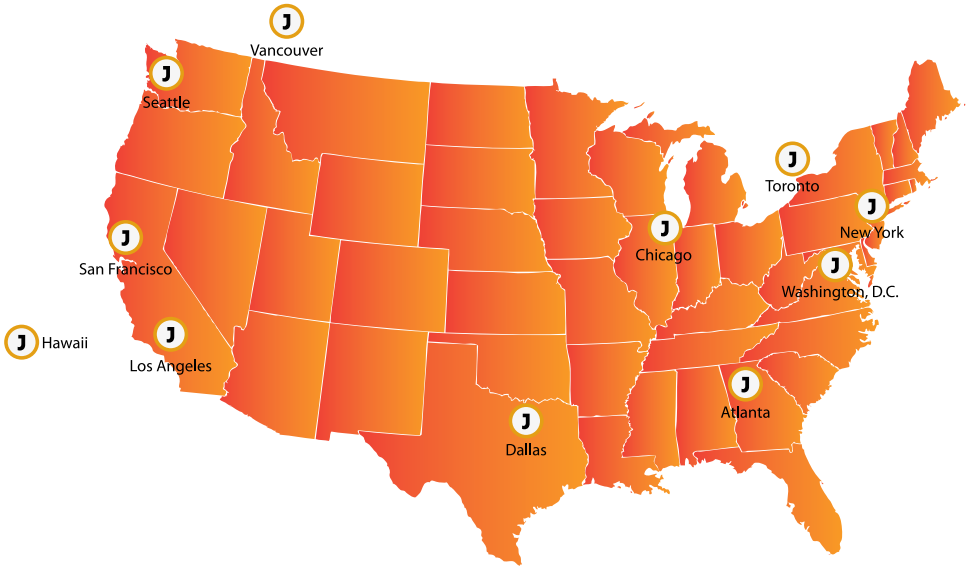
SAN FRANCISCO - SILICON VALLEY

Last Updated: January 1. 2026

The Largest Readership in Korean-American Community

Contents

중앙일보
JoongAng Ilbo – The Korea Daily



1. The Korea Daily (JoongAng Ilbo)
2. Newspaper
3. Magazine & Book
4. Internet & Mobile
5. Korean American Market Overview
6. Korean Consumer Profile
7. Cover Area
8. Reader's Profile
9. List of Main Advertisers
10. Advertisement Sizes & Prices
11. General Specification
12. Contact Information

J The Korea Daily (JoongAng Ilbo)

1. The Korea Daily (JoongAng Ilbo)

South Korea :

In September 1965, The Korea Daily (JoongAng Ilbo) was first established in Seoul, South Korean, by Lee Byung-Chul, the founder of SAMSUNG Group, and has been one of the three biggest newspapers in South Korea over the last few decades.

The U.S. & Canada :

The Korea Daily established the first U.S. Bureau in Los Angeles in 1974, and has launched 11 local bureaus in metropolitan areas on North America, including San Francisco, New York, Chicago, Seattle and two largest Canadian cities - Vancouver and Toronto.

2. The Korea Daily San Francisco

San Francisco :

- The Korea Daily SF (KDSF) was established in 2001 to bridge for Korean Community and American society and promote greater cross-cultural exposures and experiences.
- Since its foundation, KDSF has been the most read and outstanding Korean-American daily newspaper, covering a variety of Korean communities and residents in Northern California.
- Currently, KDSF has nearly 25,000 Korean-American subscribers throughout the San Francisco Bay Area including San Jose, Sacramento an Monterey areas, and provided them with local, U.S., international news, events, politics, economy, business, sports and entertainment as well as Korean news.

J Newspaper

1. The U.S. & Korean News

Section A : Local News

(San Francisco, California, and the U.S.)

Section A covers various local and state news, events, information, politics, economy, business, sports, and entertainments in San Francisco and Northern California areas, as well as national breaking news and events all over the U.S., and successfully plays a liaison role between Korean and American communities.



Section A

Section B : Homeland News (South Korea)

Section B delivers homeland-related news to 25,000 Korean-American subscribers, covering social, political and economic news and event happening in contemporary Korean society.



Section B

2. Daily Themes

Section C : Daily Section Themes

Section C covers various relevant news and pertinent information for six topics:
Family, Culture, Education, Religion, Real Estate, and Well-Being, by day of the week.

MON / Family



TUE / Culture



WED / Education



THU / Religion



FRI / Real Estate



SAT / Well-being



J Internet & Mobile / Book

1. www.koreadaily.com

The most visited Korean Website in the United States

koreadaily.com is an online one-stop resource center for 2.5 million Korean Americans.The most visited Korean website provides a wide range of pertinent information and relevant resources including “ASK USA”, a free online consulting service for various discussion topics: a directory of more than 100,000 Korean business nationwide: travel and business guide, as well as up-to-date local, national, and world news.



www.koreadaily.com

2. Mobile App

The Korea Daily Yellow Page App + Mobile News Portal Service

The Korea Daily Yellow Page App is the first Korean language mobile directory application, developed and distributed in 2010 by The Korea Daily’s online business bureau. This exciting, free of charge application provides detailed information, phone numbers, addresses, directions and user reviews for 150,000+businesses nationwide, allowing users to easily navigate based on their current locations. Moreover, optimizing www.koreadaily.com for mobile viewing, the app allows Korean-American users to easily, and timely, check up-to-date news contents and top 50 news selections tailored to their interests in a more mobile friendly setting anywhere, anytime.



Mobile App

3. Annual Business Directory

Korean language directory with the most business and community listings

The Korea Daily produces an annual business directory in each of its regions, plus nearby areas. For example, The Korea Daily SF produces a San Francisco edition that includes Bay Area, Sacramento and Monterey, totaling 50,000 copies, which are available for free. More than 100,000 directories are distributed nationwide with 55,000 listings total. The annual business directory is very popular with the Korean community, and copies frequently run out.New San Francisco editions are available beginning of the year.



Annual Business Directory

WHY

THE KOREA DAILY SF?

Korean American Market Overview

A growing market presents a wealth of opportunities

The Korean-American market is not only increasing at an exponential rate, it is also multiplying in buying power. Powered by a new generation of Korean-American entrepreneurs and professionals, this growth in the marketplace means abundant opportunities for our partnership.

Strong Spending Power :

- Korean- American average family income is $61,383, which is 18% more than the U.S. average income.
- Korean owned business revenue grew by 67% from 2000-2007

Promising Market :

- 47.7% are in management, professional, and related fields while 36.4% of the general population are in these fields.
- Highest self-employment rate, at least twice the rate of any other group.
- 96.8% of Korean-Americans live in metropolitan areas.

Brand Conscious :

- Korean have a tendency to follow trends and are very competitive. Shopping has become more common and accepted among Korean males, reinforced by pervasive messages on television over the internet, and in print media.

High Dependency on Native Language :

- 3 in 5 Koreans read U.S. published Korean news-papers regularly.
- 44.2% are bilingual in Korean and English.

Growing Population :

- Over 2million Koreans in the United States.
- 32.2% growth in Korean population in the U.S. from 2000-2010

Highly Educated :

- 48.1% hold a Bachelor's degree or higher versus 27.9% of the U.S. population.
- Twice as many college degree holders as the general population.

(Sources: U.S. Census 2010 / 2011 American Community Survey / U.S. Bureau of Labor Statistics / Current population Survey / Multicultural America Bayor 2011 / McKinsey and Company / The Economist 2012)

J Korean Cconsumer Profile - I

WHY SF?

Silicon Valley

Silicon Valley is the Heart of San Francisco Bay Area and the primary circulation area of the Korea Daily. Silicon Valley is home to three-quarters of all the Bay Area households and is the urban / suburban nucleus of the Bay Area.

150 THOUSAND POPULATION

100 THOUSAND ADULTS

51 THOUSAND HOUSEHOLDS

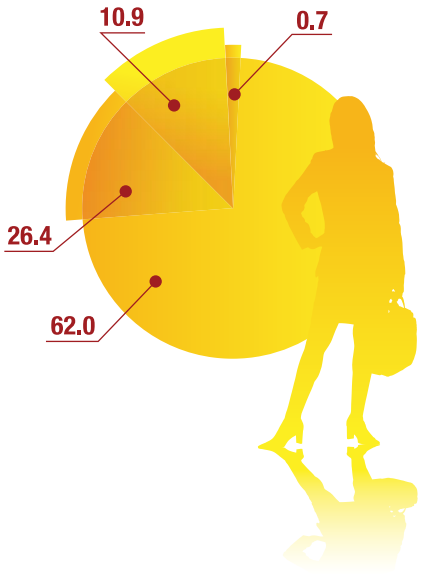
PROFESSIONALS

Among the Top 10 Metropolitan Areas, the proportion of professionals and managers in the Silicon Valley is the 4th largest.

No.3

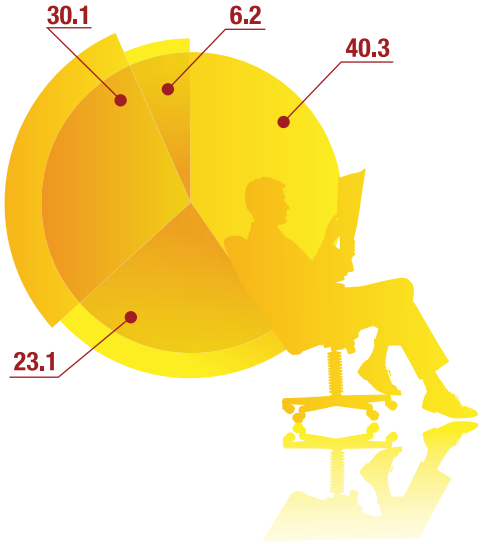
Average After-Tax Household Income of

$79,483



Class of Worker

62.0%	Private wage and salary workers
26.4%	Self-employed
10.9%	Government workers
0.7%	Unpaid family workers



Occupation

40.3%	Management, professional
23.1%	Service
30.1%	Sales and office
6.2%	Production, transportation, and material moving

US Census Bureau (2010)

J Korean Consumer Profile - II

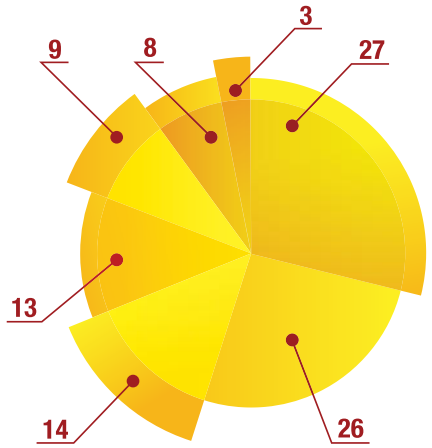
A lot of American retailers often believe that Korean-Americans are likely to shop at Korean Supermarket stores that specialize in Korean foods and retail products (26%). However, over 50 percent of Korean-Americans more likely shop elsewhere, such as at large retail stores like Wal-Mart, Safeway, and Target.

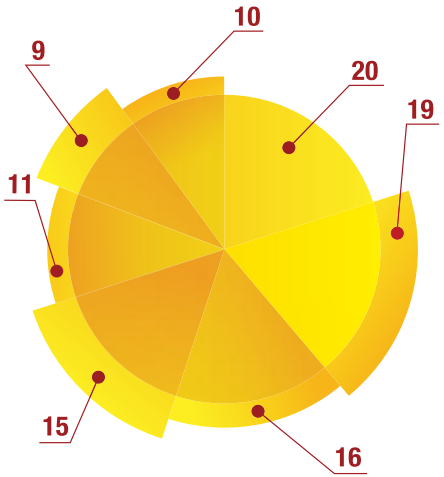
These consumers also like to shop at mall or department stores like Macy's or Bloomingdale's. Discount warehouses like Costco (14%) are also popular retailers for Korean-Americans who have their own business such as restaurant, delis and small convenience stores.

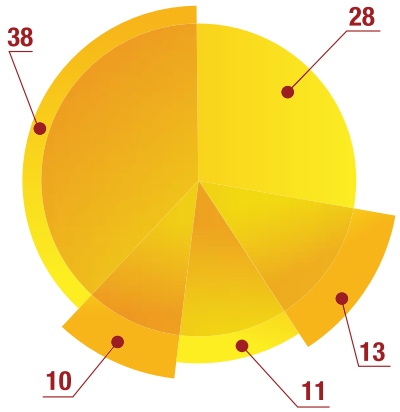
BMW, Mercedes Benz Audi, and Toyota are the most recognized car brands among Korean-American shoppers. "Safety" and "Brand" are the most important reasons to make them buy cars. The average monthly payment for an automobile is $440 which is high compared to Americans. Interestingly, many Korean-American consumers prefer to buy new cars because of warranties and service quality.

Wells Fargo is the most trusted financial institution among Korean-Americans. Wells Fargo provides its consumer commercial, and private banking services through and extensive nation-wide network, and Korean customers are very satisfied with the translation services that Wells Fargo provides. Many of them also feel safe with branches-nationwide in convenient places.









Food and Grocery shopping locations by Korean-American

27% Mass merchandiser like Wal-Mart or Safeway
26% Korean Supermarkets
14% Discount warehouse like Costco
13% Department store
9% Mall
8% Online
3% General ethnic market

Drive Purchases



20.0% BMW
19.0% TOYOTA
16.0% HONDA
15.0% HYUNDAI
11.0% MERCEDES
10.0% LEXUS
9.0% ACURA

Retail Bank Rating



28.0% WELLS FARGO
13.0% BANK OF AMERICA
11.0% BBCN
10.0% CHASE
38.0% Other

The Korea Daily Readership Survey (2012)

J Cover Area

The Korea Daily SF covers the Fastest-Growing Korean-American Market

Cover Areas:

- Alameda County
- Contra Costa County
- Marin County
- Monterey County
- Sacramento County
- San Francisco County
- San Mateo County
- Santa Clara County
- Santa Cruz County
- Solano County
- Stanislaus County



Copies : 12,000

The Korea Daily is the #1 source of information for Korean-Americans in Bay Area.

80%

The Korea Daily SF reaches more than 73 percent of Korean-American businesses and households within its distribution area.

J Reader's Profile

Users :

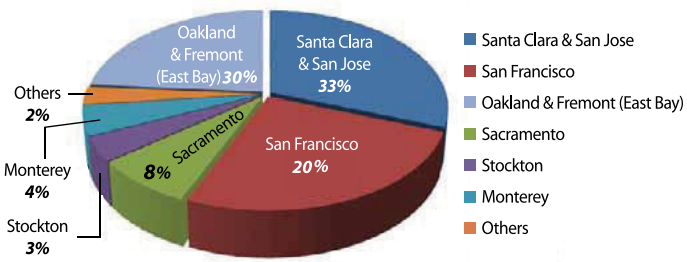
Total Number Exposed Users: 15,000

80% Permanent residents or citizenships

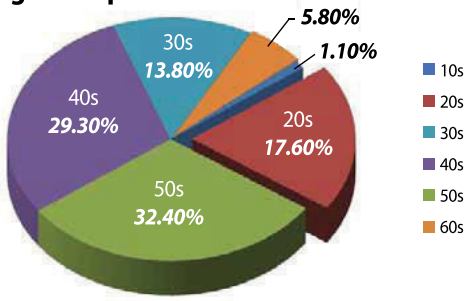
Male 57%, Female 43%

80% are age 30-60s

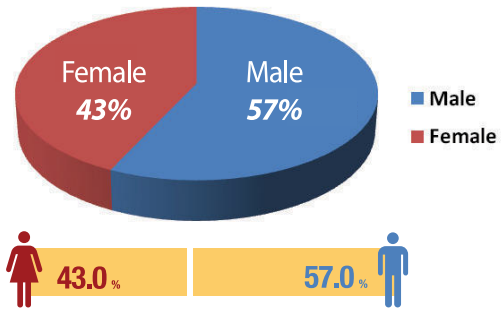
Users by Cities



Age Group



Gender



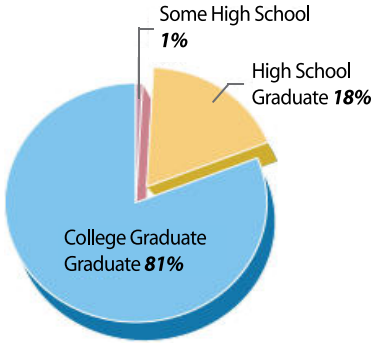
48% have household income of $80,000 or more

81% have college or higher education

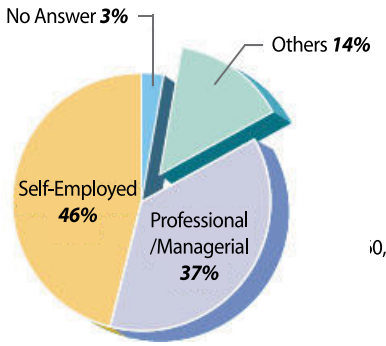
46% are business owners

68% are home owners

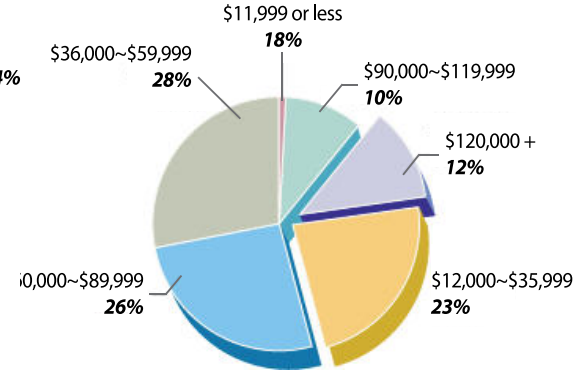
1. Lady Central



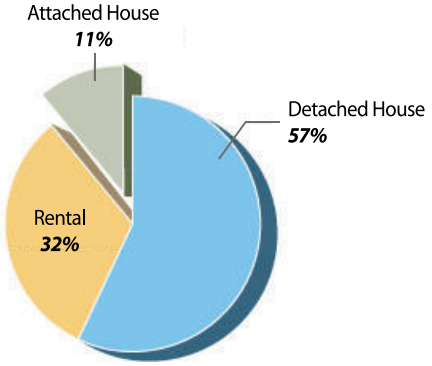
Education



Occupation



Household Income



Home Ownership

Self-report Survey by KDSF

J List of Main Advertiser

The List of Main Advertisers

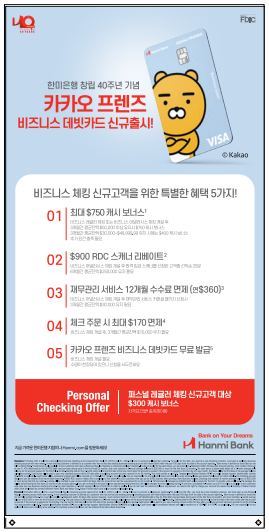
Because of these outstanding advantages of high rate of subscribers, wide coverage and distribution ranges, diverse media resources, and great popularity and impacts of The Korea Daily on competitive and lucrative Korean communities and market, many of the world's largest multinational corporations have long advertised their brands, products and services in The Korea Daily SF newspapers and other media resources.



J Reference of Main Advertiser - I

The Reference of Main Advertisers













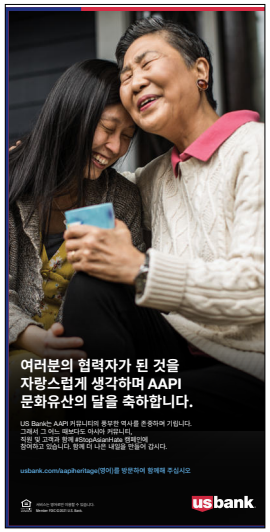




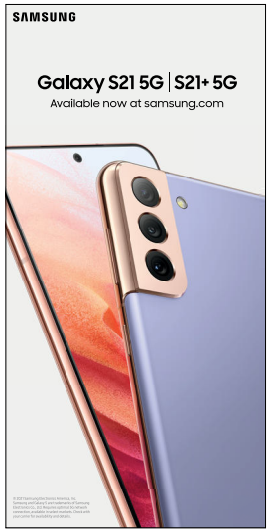














J Reference of Main Advertiser - II

The Reference of Main Advertisers















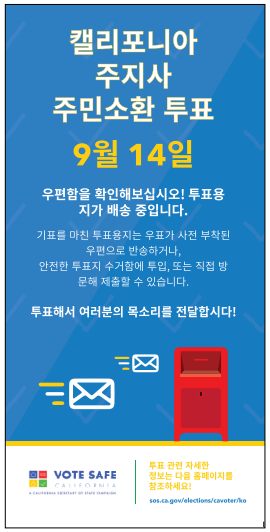










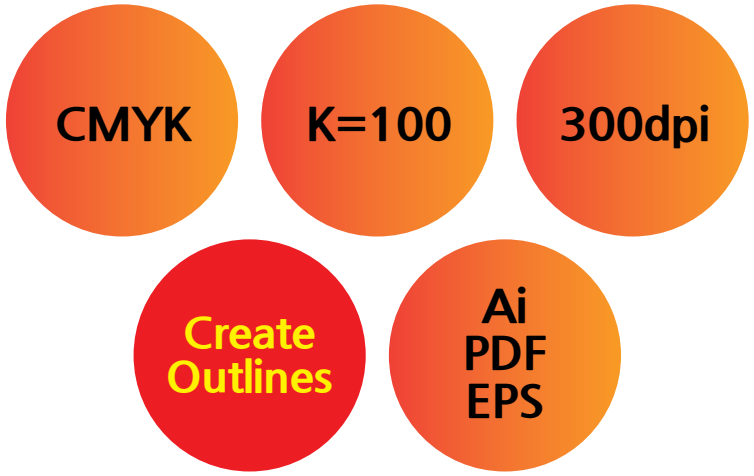




J General Specifications

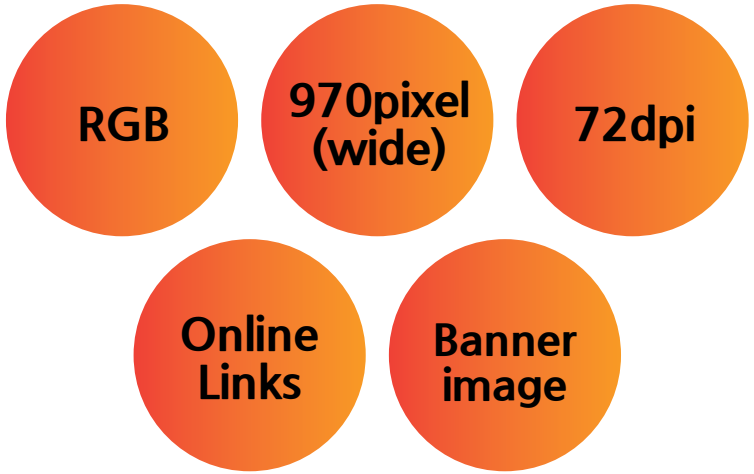
Print (PC format Only)

- Color : CMYK (K=100) Process mode only
  RGB is not accepted
- Resolution : 300 dpi
- Size : the exact size of the ad
- Pictures need to be embeded
- Fonts : Create outlines for all fonts
- File format : Adobe Illustrator CS 5 (or lower)
  PDF (Created outlines for all fonts)
  EPS, PC format only



Online (PC format Only)

- JPEG, GIF, SWF
- Maximum 50 Killobytes
- Size: 970 pixel(wide)
  no limit (height)



Contact Information

Language Service

We provide language services including English to Korean translation and copywriting.
Please ask one of our media consultants.

Marketing Consulting Services

We bridge your business to Korean community.
We provide full marketing services helping your business succeed in one of the most affluent Asian markets:

- Korean market research
- marketing planning
- communication planning and execution
- advertising creative production
- media planning & buying
- Business partnership building
- Event & co-promotions

For details, please consult with our media consultants:

Jong Kun Kim, Publisher

joongang@gmail.com