

Korean Today

Multi-platform media to reach
Korean communities around Australia

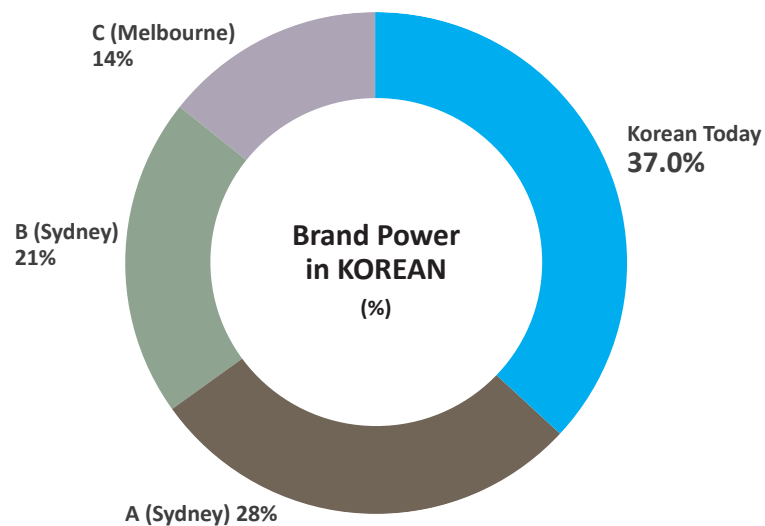
2021 MEDIA KIT



Why Korean Today?

What is your favourite Korean media? *

(multiple choice)



*based on the survey conducted by Korean Today between 16 Sep and 8 Oct 2016, supported by Korea Press Foundation

Media Power

- Only Korean community news media with national presence in Melbourne, Brisbane# and Perth.
- As Australian edition of Ilyo Newspaper, Korean Today brings in-depth news, entertainment, and sports contents straight from Seoul.
- With print, website, social media and weekly e-newsletter, Korean speakers in Australia can read Korean Today anywhere, anytime.

For Advertisers

- Targeted reach to Korean market based on evidence-based research on Korean community.
- Your multi-platform reach to Korean speakers - only 32% are fluent in English@. Reach them in the language they're comfortable with, Korean.
- Multi-platform content marketing or native advertising with stories written by experienced editorial team to engage Korean readers.
- Integrated print and digital platforms.

Readership

- 94% live or holiday in metropolitan areas in NSW, Victoria, Queensland and WA.
- Parents with school-aged kids looking for information about parenting and education.
- Business people seeking new opportunities and local business information.
- Young backpackers and students.

Korean Today provides editorial contents to Sunday Weekly Queensland, our sister publication covering Brisbane and Gold Coast. @ ABS Census 2016

Digital Specs



The Korean Today Website with WEBSITE MREC.



The Korean Today eNewsletter with a ENEWS BANNER on PC



The Korean Today eNewsletter with a ENEWS BANNER on mobile

	Size	File Size	DPI	Format
Website MREC	300px x 250px	150 kb	72	JPG, PNG
Enewsletter Banner	600px x 74 px			

Display Advertising Requirements

- Assets with a white background must have a 1px black border.
- Make sure to include clear call to action with link.
- Assets exceeding the file size limit will be automatically resized without notice.

Digital Deadline

	Booking	Material
Website	One week prior	2 working days prior
eNewsletter	Mondays	Tuesdays

- Database 4000+
- Average Open Rate 33.7%
- Average CTR 18.4 %

Digital Rate Card

CONTACTS

YONGSEOK CHOI

Publisher

Email sunnews1@gmail.com

Mobile 0425 794 711

EUNJIN SUSANNA PARK

Editor

Email susan@ilyo.com.au

Mobile 0404 113 446

JACK KIM

Managing Director, QLD

Email sundayweekly@live.com.au

Mobile 0433 992 494

Native Contents	\$800
Syndicated Contents	\$400
Website MREC 25% SOV	\$100
eNews Banner	\$300

All digital rates are based on 1 week run.

Native Contents

Let one of our experienced editorial staff to create a feature article for you.

We'll share this article on our facebook (including a Boosted Facebook Post), twitter and our weekly e-newsletter.

Syndicated Contents

You can reach the targeted Korean audience through syndication.

Your pre-written contents (in Korean) will be published on our website and shared on our social media channels and our e-newsletter.

Separate translation fee applies if you have contents only in English.

SOV

We sell our website's digital display adverts using a Share of Voice model. Bookings run Monday through Sunday and are available in 25% share.

Korean Translation

By our own in-house professional NAATI translator with extensive experience in journalism and PR in Korean.

Standard Rate for general texts: \$100+GST/100 words

Section

Circulation

Melbourne...fortnightly 3000

Brisbane...weekly 3000

Perth... monthly 3000

News

Weekly Australian news and current affairs in politics and business from Korea.

Entertainment Sports

Latest in-depth stories on K-pop, K-drama and Sports from Korea and around the world.

Real Estate

Latest news and information on the local property market.

Lifestyle

Information and tips from experts for our Korean readers to lead a healthier and better life with topics ranging from parenting, education, health and beauty to relationship and car.

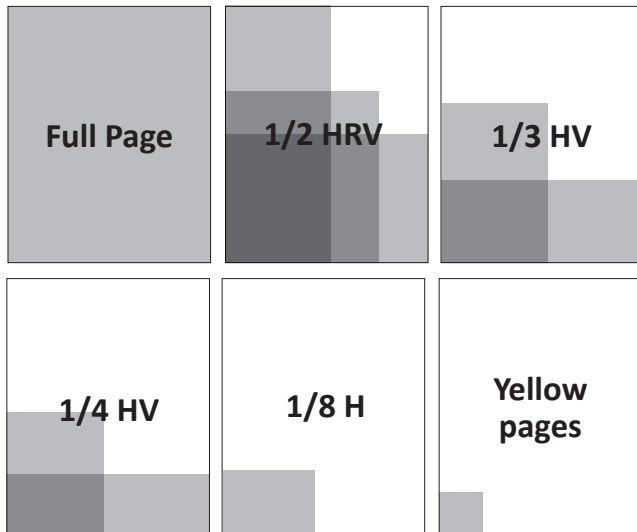
Special Features

Interviews with community leaders and groups and feature stories.



Print Rate Card and Specs

for each local edition
Multiple state rates are available on request.



Please deliver your advertisement to ad@ilyo.com.au by the booking deadline on your contract.

	Dimensions	Print + MREC Packages*	24 x (per issue)
Front Cover	255 x 86.5 84 x 82 84 x 40	N/A	\$450 \$180 \$100
Back Cover	260 x 370		\$700
Full page	260 x 370	\$500	\$350
1/2 Horizontal	260 x 182	\$350	\$245
1/2 Rectangle	192 x 270		
1/2 Vertical	127 x 370		
1/3 Horizontal	260 x 120	\$250	\$175
1/3 Vertical	127 x 252		
1/4 Horizontal	260 x 90	\$228	\$159
1/4 Vertical	127 x 182		
1/8 Horizontal	127 x 90	\$148	\$105
Yellow Pages	45 x 45	Upfront \$400 for 12 weeks min Online Classified listing with an image included	
Insert (CPM)		Upfront \$300/thousand	

*Casual print display ad and website MREC. Included MREC will run for 1 week, Monday through Sunday, at 25% SOV. MREC packages not applicable to Yellow Pages and Insert.

20% loading inside back cover and inside front cover.
All rates are full-colour and GST exclusive.

Material : press ready PDF | 300 DPI and CMYK | Ink Limit 300% | all fonts embedded

Deadline

	Booking	Artwork	Published on
Melbourne (fortnightly)	Friday prior 10am	Monday, 12pm	Fridays fortnightly
Brisbane (weekly)	Thursday prior 10am	Monday, 5pm	Fridays weekly
Perth (monthly)	Friday prior 10am	Wednesday, 5pm	Fridays monthly

Advertising terms and conditions

General conditions

- The publisher reserves the right to refuse any advertisement considered unsuitable for inclusion in the publication.
- No responsibility will be accepted where the publication is delayed or prevented by factors beyond the control of the publisher; such factors include but not exceed printing, shipping and local delivery.
- When copy for a space booking fails to meet the deadline, or when a client under a contract cancels an advertisement, the publisher reserves the right to repeat the previous advertisement at full cost to the client, or to render a charge for the full space cost. The publisher is not liable to accept cancellations or alterations to space bookings after the artwork deadline. Where advertising copy is communicated by telephone, no responsibility is accepted for errors.

Positioning of advertisements

Other than the stated preferred positions, the positioning of advertisements will be at the discretion of the publisher, who, whilst having due regard for the client's wishes, will take into account the newspaper's design requirements, technical necessities and the need to present the entire contents to the reader in a form deemed suitable and appropriate.

Approval of advertisements

Colour PDF's or print proofs are supplied, where possible, to the client for all advertisements designed by the publisher. It is the client's responsibility to advise on any required corrections by the date stipulated. A correct proof will otherwise be assumed.

Accuracy of colour reproductions

Whilst the publisher endeavors to produce the newspaper to a very high standard, there are commercial reproduction and colour printing limitations. As such no guarantee of precise and accurate colour reproduction is given or implied by the publisher. It is the client's responsibility to satisfy their artist's requirements or transparency accuracy. Similarly this applies to reproductions from digital scans and images supplied to the publisher. When in doubt please seek our advice on such matters.

Artwork

The client has the option to supply complete artwork for reproduction or to use the publisher's services to produce artwork for advertisements. When artwork/ materials supplied by the client are deemed to be unsatisfactory for reproduction the publisher reserves the right to correct, redesign or refuse the artwork. Our redesign fee is \$100 .

Payment terms

All approved advertising accounts are strictly 14 days from invoice date.

Information supplied

All information, images and content supplied by the client to the publisher are expected to be correct and accurate. The customer warrants that he/she has obtained all necessary consents, licenses or authorisations from all and any third party who has the capacity to give same in relation to any photograph, image or other representation of a living individual or any facsimile signature or any photograph, image or other representation of a living animal or any inanimate object or for the engagement of any person as artist, model, actor ("collectively referred to as the artist") or otherwise used for the purposes

of providing the services under this agreement . The customer undertakes to indemnify the publisher against all crimes, actions, demands, costs, charges, and expenses which the publisher may incur by reason of:

- (a) any breach by the customer of any term or condition of this agreement;
- (b) any alleged :
 - (i) libel, slander, defamation, product disparagement or in decent, false, misleading or deceptive conduct ;
 - (ii) infringement of trade mark ,copyright, title, slogan, trade indicia or other proprietary rights;
 - (iii) piracy, counterfeiting, plagiarism, unfair competition or idea misappropriation; or
 - (iv) invasion of right of privacy in connection with advertising or other materials covered by this agreement .

The indemnities contemplated by this agreement shall survive the termination or expiration of this agreement.

Goods and Services Tax (GST)

If GST is payable on any supply under this agreement, the fee payable for the supply will be considered exclusive of GST unless stated otherwise.

*I have read and understood
the above terms and conditions.*

Print name: _____

Signed: Date: _____