

kore
ASIAN MEDIA
a london**trust**media company

2019 MEDIA KIT



The New KORE

With 10 issues a year, KORE reaches a mix of industry people, celebrities and digital influencers from coast to coast.



MONTHLY MAGAZINE

A unique cultural perspective on trends and movements affecting Asian Americans in the entertainment industry, this oversized glossy comes in a design-forward package.

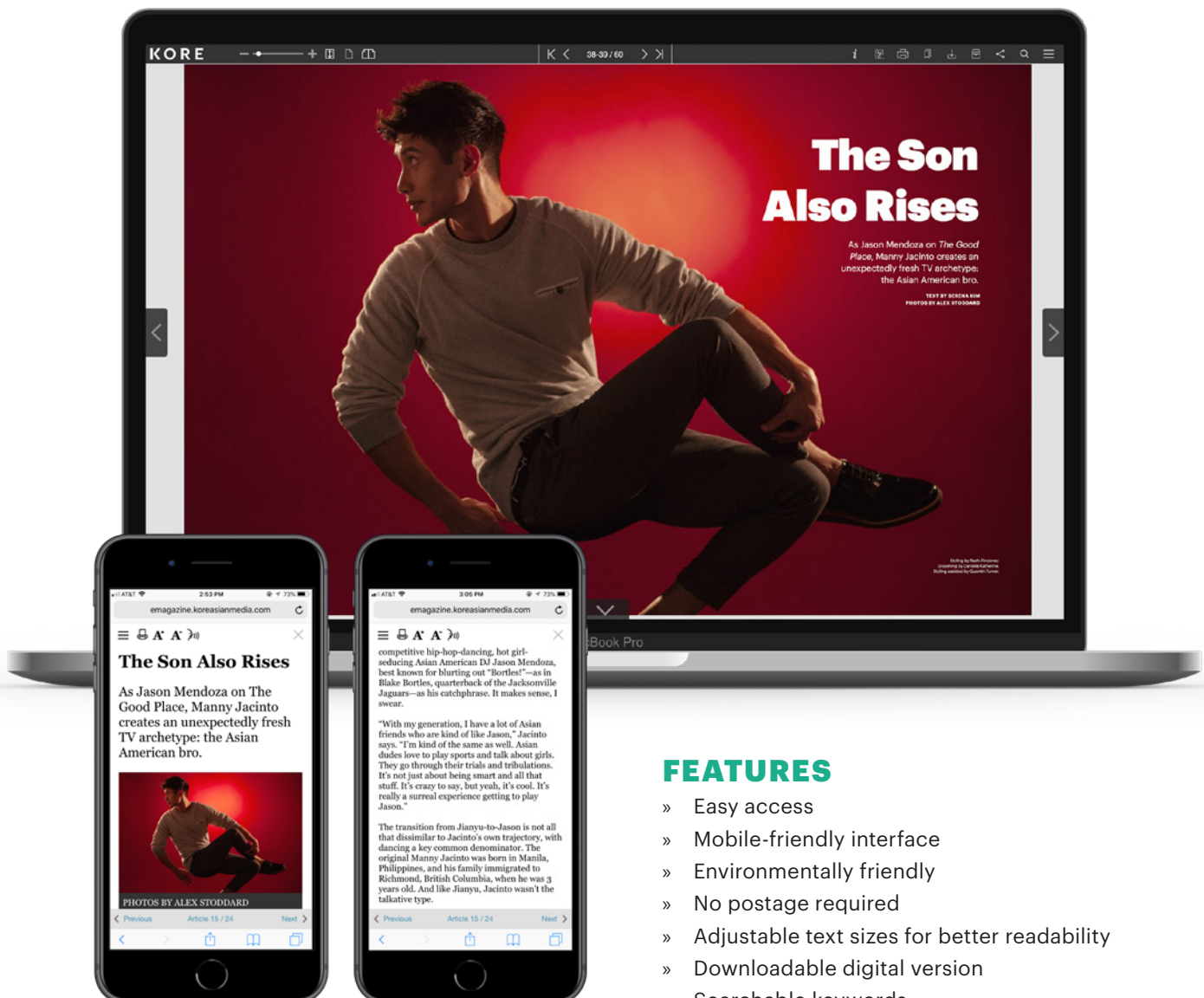


CIRCULATION	DIMENSIONS	REGION	FREQUENCY
50K	10"x13"	U.S.	10 / yr.

KORE E-Magazine

LINK >> emagazine.koreasianmedia.com

Flip through the publication on your mobile device or desktop. Read articles with the ease of a paper magazine and share it with your friends.



FEATURES

- » Easy access
- » Mobile-friendly interface
- » Environmentally friendly
- » No postage required
- » Adjustable text sizes for better readability
- » Downloadable digital version
- » Searchable keywords

KORE Content

KORE documents Asian Americans who are telling their own stories in the entertainment space.



FEATURES

In-depth interviews with Asian American celebrities who are transforming Hollywood and digital culture. News and insights from industry insiders.

- » TV watchlists
- » Rising stars
- » Trend pieces
- » Q&As with directors, writers and celebrity chefs & more



Reviews

- » Films
- » TV
- » Music
- » Books



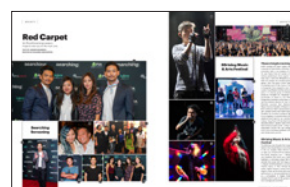
Industry News

- » Who's who in the entertainment biz
- » Power moves up and down the corporate ladder
- » Casting news and signing deals



Masala

- » A mix of the coolest new releases
- » Serendipitous discoveries in the culture
- » Talking points for dinner conversation



Society Pages

- » Red carpet & event photos
- » Galas and fundraisers
- » Industry Conferences

KORE Audience

Reach a thriving, dynamic and influential readership, with diverse cultural backgrounds.

DEMOGRAPHIC

Asian Americans are the fastest growing demographic in the U.S. And they have the highest average income of any other ethnic group.

AGE

The average age of our reader is 28. We speak to college students who care about social justice to young creative professionals who impact and industry.

GENDER

52% - Female
48% - Male

EDUCATION

77% - College graduates
19% - Advanced degrees

ASIAN AMERICAN INCOME

75K - 120K



KORE

Editorial Calendar

MONTH	ISSUE
FEBRUARY	Chinese New Year, Chinese Astrology Issue, Love and Romance
MARCH	The Women's Issue, Spring Fling
APRIL	The Digital Issue, End of Pilot Season Roundup, Indie films
MAY	Asian Pacific American Heritage Month, TV Upfronts
JUNE	Summer, LGBT, Preview for Summer Blockbusters
JULY	Preview for Music Festivals, Music
AUGUST	TV Fall Premiere Previews
SEPTEMBER	Kore Power Issue 100 most influential APIs in Entertainment, Fashion
OCTOBER	Fall, Food, Preview for Prestige Film Season
NOVEMBER	Lead-up to Unforgettable Gala (Award nominees), TV/Film Award Season

Editorial calendar subject to change. Updated as of 07/2018.

KORE

AD specs

SPACE	NON BLEED	BLEED	LIVE AREA	TRIM	RATE	LOCATION
Full Page #1	8"x11"	10.25"x13.25"	8"x11"	10"x13"	\$5000	Back cover
Full Page #2	8"x11"	10.25"x13.25"	8"x11"	10"x13"	\$3000	Inside front/back cover
Full Page #3	8"x11"	10.25"x13.25"	8"x11"	10"x13"	\$2000	Inside
2-Page Spread	18"x11"	20.25"x13.25"	18"x11"	20"x13"	\$5000	Inside front cover

PRINTING

Web offset(SWOP)

Saddle Stiche

Publication trim size: 10" x 13"

FILE SUBMISSION

Ads must be submitted on press-ready PDF, fonts outlined, 300 dpi, including a .25" bleed on all 4 sides and trim indications on all 4 corners. KORE also offers ad design services.

***FILE NAME SHOULD INCLUDE NAME OF ADVERTISER AND ISSUE DATE.**

AD DEADLINE

All ads must be in by the following dates:

FEB 2019 - Jan 10

MAR 2019 - Feb 10

APR 2019 - Mar 10

MAY 2019 - Apr 10

JUN 2019 - May 10

JUL 2019 - Jun 10

AUG 2019 - Jul 10

SEP 2019 - Aug 10

OCT 2019 - Sep 10

NOV 2019 - Oct 10

koreasianmedia.com

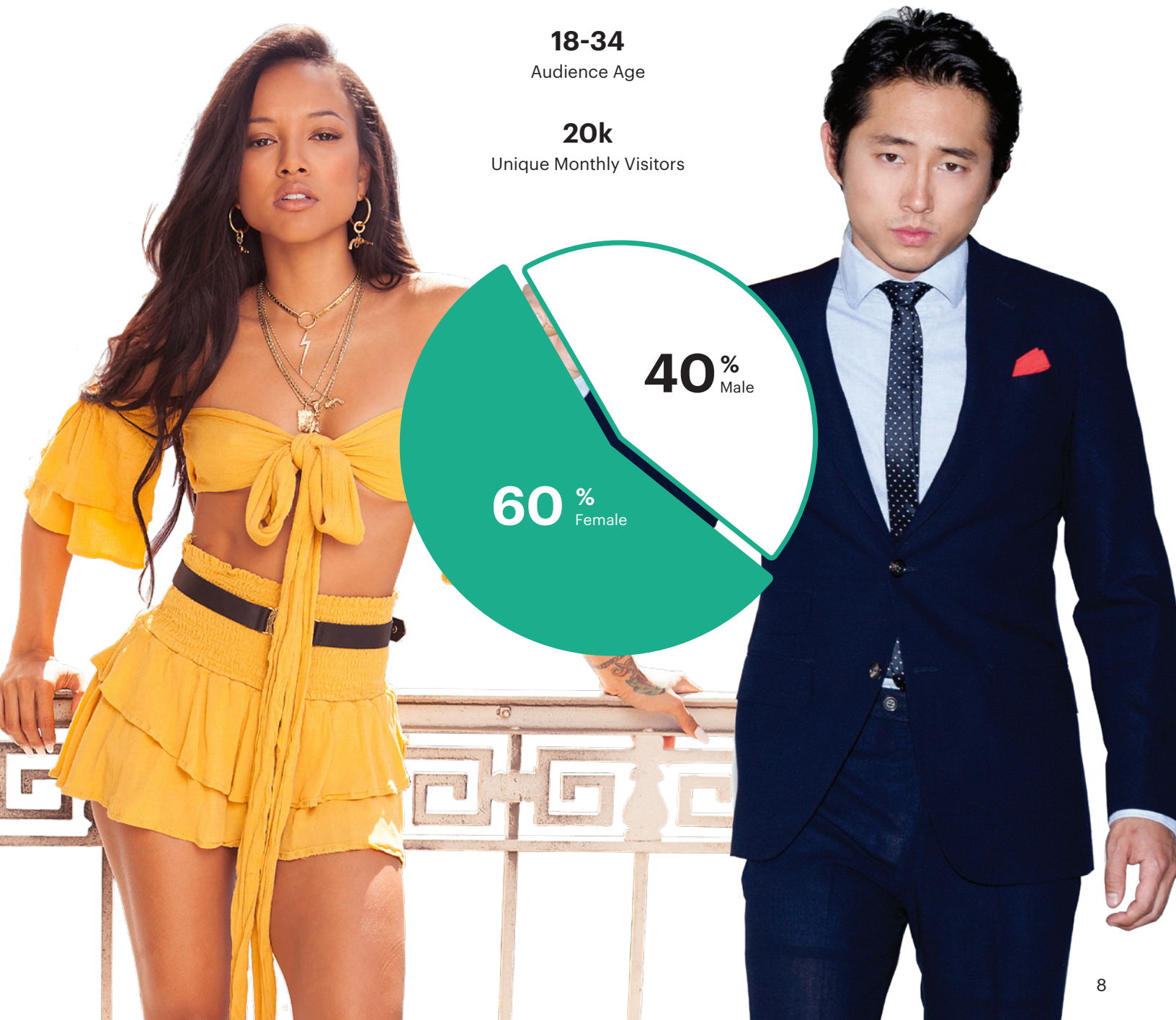
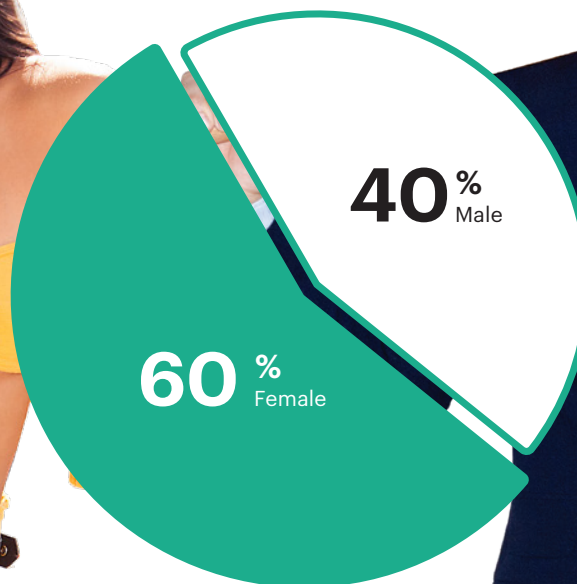
Audience

18-34

Audience Age

20k

Unique Monthly Visitors



koreasianmedia.com

Social Media

Kore tailors and targets social media content for each platform. On Facebook, we focus on great photos and compelling stories. On Instagram, we're capturing moments as they happen. And on Twitter, we're a key part of a vibrant conversation about diversity and representation.

**65.4k****11.4k****11.8k**

Events

U N F R G E T T A B L E

Kore proudly presents the annual Unforgettable Gala, now in its 17th year. This black-tie event awards and celebrates Asian Pacific American celebrities, influencers and leaders who have contributed to arts, entertainment and culture. More than 650 APA professionals and high-profile names gathered inside the Beverly Hilton last year for an Unforgettable night to recognize the successes of the past year. The night's live entertainment and special performances will be covered by prominent print, radio and online media outlets. Tickets include a gourmet three-course dinner, live entertainment, a hosted bar and the after-party.



TBD

The Beverly Hilton

unforgettablegala.com

Events

KORE PRO-AM

The tournament will be held at Journey at Pechanga in Temecula, CA, ranked fourth by GOLF Magazine as the new best course you can play. This prestigious annual event, which is committed to serving the Los Angeles Asian American community, gives participants the unique opportunity to partner with top professionals and rising stars from the LPGA Tour.



4/2019

Pechanga Resort & Casino

koreproam.com

Advertising & Sponsorship

Contact

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