



# THE KOREA HERALD MEDIA KIT

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# 01\_Introduction

## The Korea Herald,

founded in 1953 as The Korean Republic, is  
the largest circulation English-language newspaper  
in the domestic market.

It also represents Korean media internationally  
as **Korea's only member of the Asia News Network.**



Operating specialized online media including  
**The Investor** and **K-POP Herald**, The Korea Herald is  
a global content platform providing information  
about Korea's economy and culture.

THE  
INVESTOR

 **The Korea Herald**

KPOP HERALD

# 02\_History



Herald Corp.  
acquired by Jungheung Group

2019



Launched online English economic news site **'The Investor'**

2016

Launched online English K-pop news site **'K-POP Herald'**

2015

Completed refurbishment of Herald Square building

2014



1980

Company name changed to The Korea Herald

1965

The Korean Republic changes its name to **'The Korea Herald'**



Published the official gazette of the Republic of Korea

Published overseas weekly edition **'Weekly'**

1962

First issue of **'The Korean Republic'**

1953



## 03\_Media Brands

### The Korea Herald

As a **global media outlet**, The Korea Herald is an English-language daily newspaper that distributes Korean news content to around 80 countries across the world, as well as Google and the nation's leading portals.

### THE INVESTOR

The Investor is a **specialist online media outlet** that delivers news about Korean companies and the local economy to global investors.

### KPOP HERALD

Quickly delivering K-pop news in English, K-POP Herald is **an online media outlet loved by K-pop fans all over the world.**

## 04\_Forums

# Herald Design Forum

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Launched in 2011 under the theme **“Design Changes the World,”** the Herald Design Forum is **Asia's leading design festival** that shares innovative cases and success stories of world design leaders and presents a global design agenda every year.



## 04\_Forums

# The Korea Herald Biz Forum

The Korea Herald Biz Forum is **a venue for global business communication** that looks at major issues in the world industry and invites domestic and foreign experts to discuss the direction of Korean industry.

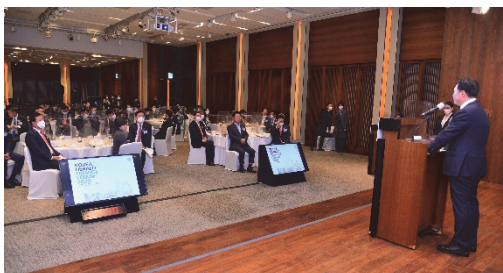


## 04\_Forums

# The Korea Herald Finance Forum

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The Korea Herald Finance Forum explores the future and potential of Korea's financial industry amid rapid changes in the global financial market, along with IT, and is joined by experts from various countries.



# 05\_Platform Overview

## Newspaper



The Korea Herald **general edition**  
(Front page)



The Korea Herald **weekend edition**  
(Pull-out section)

## Newspaper Layout History



# 05\_Platform Overview

## Online

### The Korea Herald



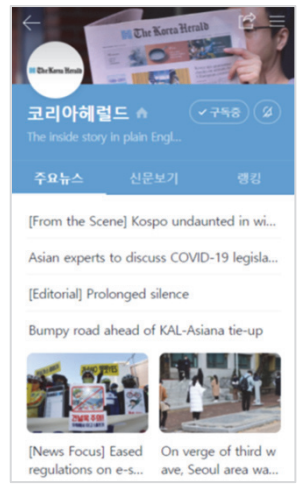
Website



Mobile



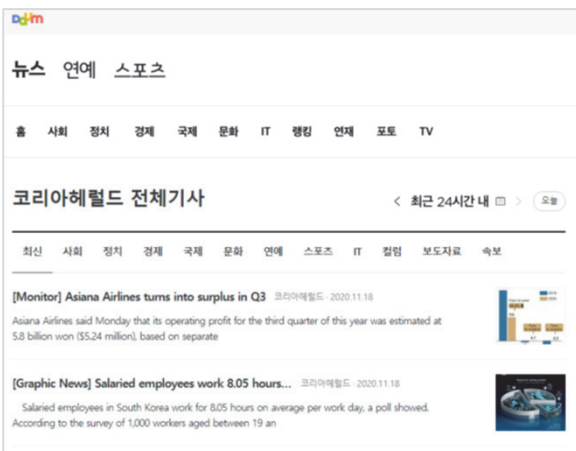
e-Newsletter



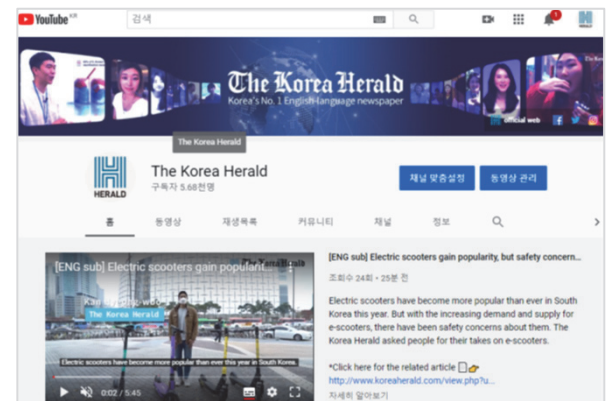
Naver Mobile News Channel



Naver News Channel 'Newsstand'



Daum News Channel



YouTube Channel

# 05\_Platform Overview

## Online

### The Investor

The screenshot shows the desktop version of the Investor website. At the top, there's a navigation bar with 'INVESTOR' and 'November 16, 2020'. Below that, a market overview section displays 'MARKET NOW' with various indices like KOSPI, KOSDAQ, and USD/KRW. The main headline is 'KCGI Korea Corporate Governance Improvement Fund' with a sub-headline 'KCGI criticizes Hanjin KAL chief over merger plan'. Below this, there are several 'EDITOR'S PICKS' sections, each featuring a small image and a brief article snippet. The layout is dense with text and images, typical of a news website.

Website

The screenshot shows the mobile app version of the Investor website. The layout is more compact, with a 'SUBSCRIBE NOW' button at the top left and 'LOG IN MY PAGE' at the top right. The main headline is 'Kakao sets new standards for digital wallet' with a sub-headline 'Kakao said on Nov. 18 that it would add a digital wallet feature to South Korea's largest messenger application KakaoTalk. The compa...'. Below this, there's a 'KOSPI' section with a table of market data: KOSPI (2545.64), KOSDAQ (851.74), and USD/KRW (1084.49). The 'EDITOR'S PICKS' section is also present, featuring articles like 'Netmarble seeks turnaround with newly released Seven Knights 2' and 'Bitcoin price hits almost 3-year high as investors seek low-risk assets'. The mobile app uses a clean, modern design with clear typography and high-quality images.

Mobile

The screenshot shows the e-newsletter version of the Investor website. It features a clean, professional layout with a 'toss securities' logo at the top right. The main headline is 'USITC postpones final ruling on Medytox, Daewoong's BTX trade secret suit'. Below this, there are several featured articles with images and titles, such as 'FSC to ease regulations on 5 innovative financial services', 'Kakao sets new standards for digital wallet', and 'Netmarble seeks turnaround with newly released Seven Knights 2'. The newsletter also includes a 'KCGI' section and a 'North Korea: Buy or Sell' section. The overall design is visually appealing and easy to read.

e-Newsletter

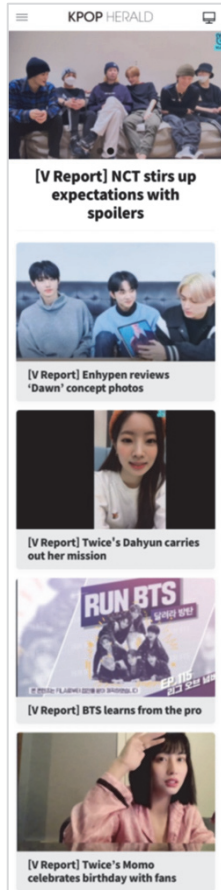
# 05\_Platform Overview

## Online

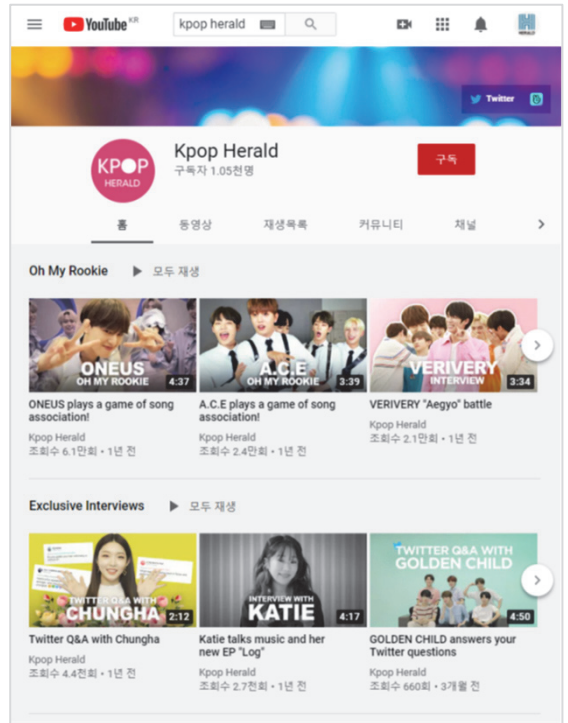
### K-POP Herald



Website



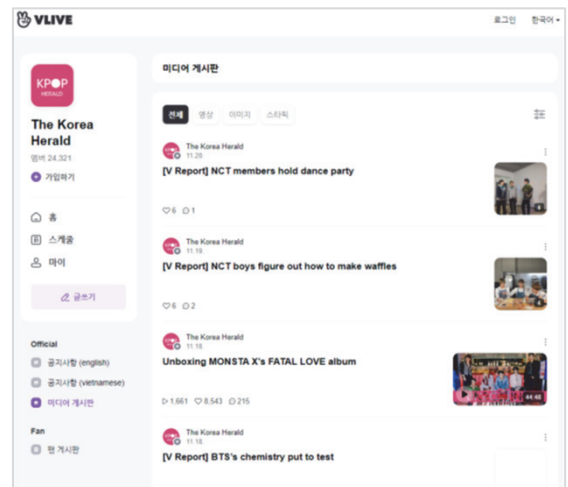
Mobile



YouTube Channel



Twitter Account



Naver Video Channel 'V Live'

## 05\_Platform Overview

# Herald Studio

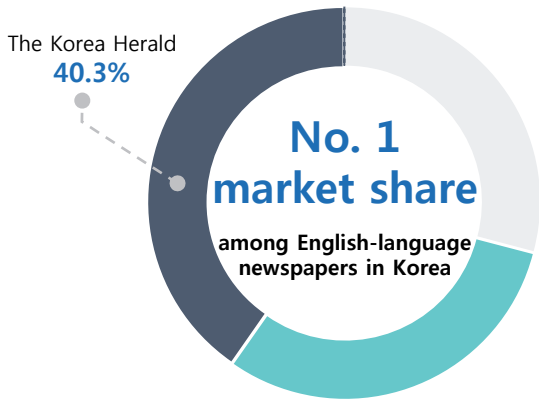
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# 06\_Readership Overview

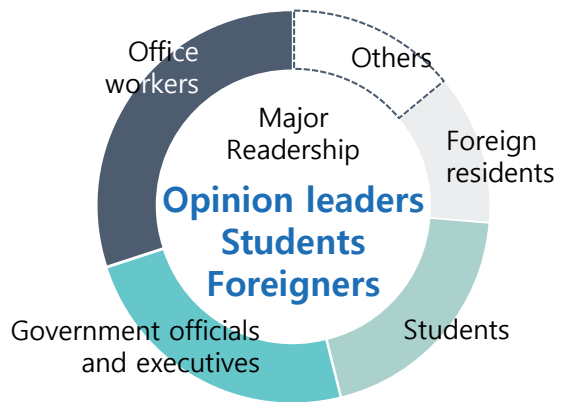
## Offline

Market Share in Korea



\* Source : 2018 paid circulations of English-language newspapers in the Korea Audit Bureau of Certification

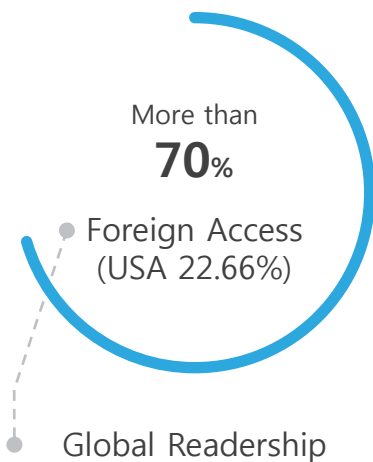
Types of Readers



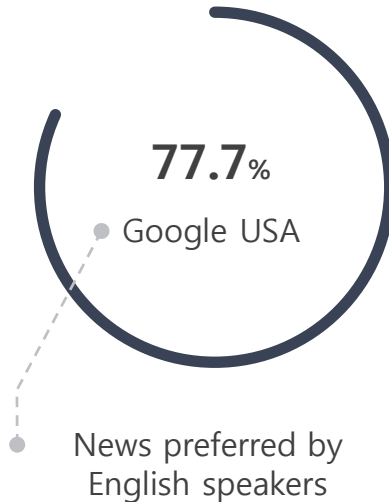
\* Source : The Korea Herald newspaper readership (2019 data)

## Online

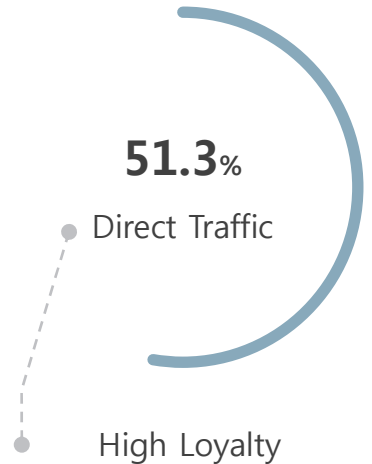
By country



By search engine



By source



\* Source : Herald online system (2019 log data)

# 06\_Readership Overview

## Naver

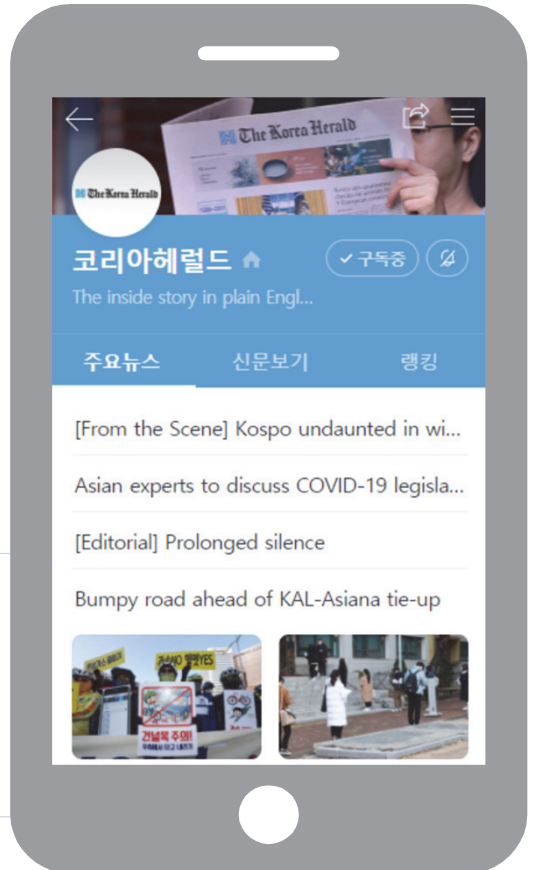


Naver News Stand Subscribers

Over 400,000

### Korean readers' go-to source for news in English

The Korea Herald is well-liked by Korean netizens, as can be seen on Naver, one of the nation's top portal sites. The Korea Herald supplies English news to Naver, securing a large number of readers within the news portal.



Naver Mobile News subscribers

Over 400,000

\*Based on December 2020 Naver Newsstand Admin Analysis Data

# 07\_ANN Partnership



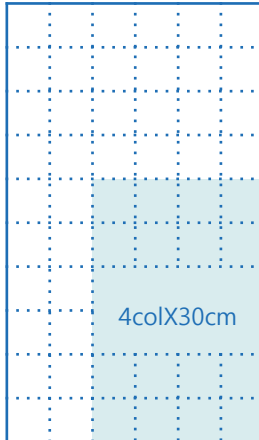
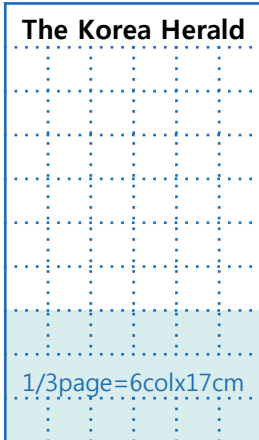
The Korea Herald is  
**Asia News Network's exclusive partner in Korea.**  
 Asia News Network is one of the world's largest media associations,  
 providing English news to more than 2 billion readers  
 in 21 countries with 23 member companies.



The screenshot shows the ANN website interface. The main article features a photo of a man in a suit and the headline "China pledges international pandemic aid". The sidebar on the left includes an "About Asia News Network" section and a photo of the "Our Team". The top navigation bar lists categories like HOME, POLITICS, LOCAL AFFAIRS, FOREIGN AFFAIRS, BUSINESS, OPINION, CULTURE AND SOCIETY.

# 08\_Advertising

## Advertising Sizes & Rates

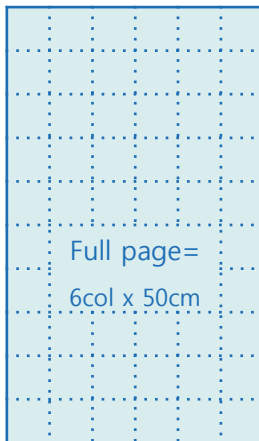
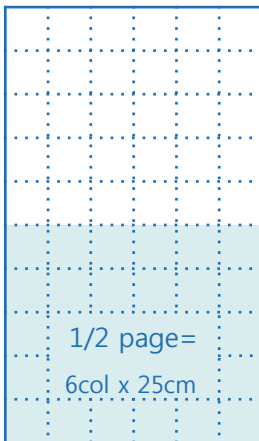


- **General marketing ad (B/W)**
  - 1col x 1 cm.... 50
  - 6col x 17cm... 5,100
  - 6col x 25cm... 7,500
  - 3col x 25cm... 3,750
  - 4col x 30cm... 6,000
  - 6col x 50cm... 15,000
  - Front page: 6col x 14cm...15,000

- **Announcement or employment (B/W)**
  - 1col x 1cm.....70

Full Size: 6 Columns (33.3cm width) x 50cm(height)

1col=5.0cm/ 2col=10.4cm/ 3col=15.9cm/  
4col=21.3cm/ 5col=26.7cm/ 6col=33.3cm



- **General marketing ad (4 color)**
  - 1col x 1cm.... 70
  - 6col x 17cm... 7,140
  - 3col x 25cm... 5,250
  - 4col x 30cm... 8,400
  - 6col x 50cm... 21,000
  - 6col x 25cm... 10,500
  - Front page: 6col x 14cm...15,000

\* Currency : US\$

## Contact Information

### General Inquiries

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