

**KOREAN BERGEN NEWS**

# 2023 MEDIA KIT

ADVERTISING SOLUTION  
SNEAK PEEK  
PRINT RATES & SPECS  
DISTRIBUTION  
READERSHIP



# OUR REACH

## OBJECTIVES OF KOREAN BERGEN NEWS

- Our primary aim is to enrich the lives of Korean residents in New Jersey by providing fresh and useful information on a variety of topics, including local news, politics, real estate, education, travel, restaurants, health, and law.
- We strive to invigorate the local Korean community and present readers with a multitude of opportunities to engage with businesses and services in their local area.

## ADVERTISING IMPACT

- With content specifically targeted towards Korean residents in New Jersey, Korean Bergen News can effectively increase interest in advertisers' products and services, potentially driving purchases.
- We assist advertisers in enhancing their brand recognition and credibility, contributing to the establishment of long-term customer relationships.

## CUSTOMIZED ADVERTISING SOLUTIONS

- Korean Bergen News offers various ad sizes and types tailored to advertisers' needs and objectives, providing support for the construction of effective marketing strategies.
- We provide assistance with ad design and planning, helping advertisers deliver their messages more powerfully to their target audience.

## CUSTOMER SATISFACTION

- Through close cooperation with advertisers, Korean Bergen News proposes and supports measures to maximize advertising performance.
- We actively welcome feedback from advertisers and strive to increase customer satisfaction through continuous service improvements.



# FREQUENCY / AREAS / RATES

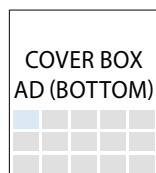
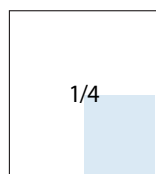
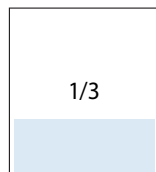
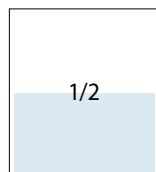
## PUBLICATION FREQUENCY

- Publish 48 times a year
- Publish every Friday (except 5th week)
- Publish 8,000 copies

## AREAS

- **Eastern Bergen County** (Old Tappan, Northvale, Rockleigh, Harrington Park, Norwood, Closter, Hawthorn, Demarest, Dumont, Creskill, Bergenfield, Tenafly, Teaneck, Englewood, Englewood Cliffs, Bogota, Leonia, Fort Lee, Palisades Park, Ridgefield Park, Ridgefield) and **Middlesex County**

## SIZE & RATES



SIZE	DIMENSIONS <sub>(W X H)</sub>	RATES
<b>Back Page Full Page</b>	10" X 11"	\$10,000/M \$2500 a time
<b>Back of the First Page Full Page</b>	10" X 11"	\$8,000/M \$2000 a time
<b>Second Page Full Page</b>	10" X 11"	\$8,000/M \$2000 a time
<b>3,4,5th Pages Full Page</b>	10" X 11"	\$4,000/M \$1000 a time
<b>General Pages Full Page</b>	10" X 11"	\$4,000/M \$1000 a time
<b>1/2 Page</b>	10" X 5.5"	\$2,100/M \$700 a time
<b>1/3 Page</b>	10" X 3.6"	\$1,800/M \$450 a time
<b>1/4 Page</b>	5" X 5.5"	\$1,600/M \$400 a time
<b>Cover Box Ad (Top)</b>	1.46" X 1.4"	\$4,000/M \$1000 a time
<b>Cover Box Ad (Bottom)</b>	1.93" X 1.3"	\$1,500/M \$500 a time

# SNEAK PEEK

Korean Bergen News offers various local information for the Korean community in New Jersey. Here are the main features of our magazine:

## LOCAL NEWS & MAP

- We provide detailed local news in New Jersey, offering the latest information in various fields such as society, politics, economy, and culture.
- We provide a map including Korean communities, cultural centers, schools, and Korean businesses in New Jersey.



## EDUCATION & CULTURE

- We provide educational information in the New Jersey area. We offer comparative analysis of various schools' education programs, tuition, and admission procedures.
- Through information on various cultural events and interviews with Korean authors and artists, we help understand Korean culture.



## REAL ESTATE & RESTAURANT ADS

- You can check advertisements of various industries such as real estate, restaurants, travel, health, etc. Don't miss special discounts and promotion information for our readers!



## HEALTH & TRAVEL INFORMATION

- We provide health-related information in the New Jersey area. We offer services, pricing, and reviews of various hospitals and medical institutions.
- We offer diverse travel information including tips, restaurant recommendations, and more.



## EXPERT COLUMNS & INTERVIEWS

- Through columns and interviews from experts in various fields, our readers can gain professional knowledge on the topics they are interested in.



# DISTRIBUTION & READERSHIP

The Korean Bergen News provides Korean language New for Korean community in New Jersey. It is packed with local New Jersey news, as well as business, education, health, art, and real estate news. It is cost effective and effective way to advertize your products and services to the New Jersey Korean community. The Korean Bergen News is freely distributed to more than 120 stores, restaurants, supermarkets, banks and other public location. It is the best way to reach New Jersey Korean community.

## TARGET AUDIENCE

- Korean community residing in New Jersey
- Individuals interested in local information and news in New Jersey
- People interested in various topics such as real estate, education, travel, restaurants, and health
- Readers interested in politics and social issues
- Those who want to gain knowledge through various expert columns

## DIGITAL DISTRIBUTION

Korean Bergen News is provided in electronic version through the website [www.kbergennews.com](http://www.kbergennews.com). Through this, Koreans around the world can easily access and obtain various information and materials regardless of their location. Also, if you sign up on the website, you can conveniently receive newsletters via email. The website is designed to be mobile-friendly, so you can easily find information anytime, anywhere.



## PRINT DISTRIBUTION

In New Jersey, the printed version of Korean Bergen News is distributed. This newspaper is distributed in major Korean-dense areas and markets in New Jersey, and is also provided to companies located in the center of the Korean community. Through this, we can introduce the newspaper to a wider range of readers and strengthen the connection with the local Korean community.





# YOUR PARTNER



ADJOA is a media advertising agency targeting Korean markets in New Jersey, with 15 years of know-how and a young and innovative sense.

We manage to expose our customers' media as much as possible through various methods such as paper advertisements in media outlets, paper advertisements in self-published magazines, and online advertisements. And we are always researching various ways to get the effect that advertisers want by constantly discovering ways that fit the current trend. We propose and carry out marketing that customers want with New Jersey's best design and service that differentiates them from other companies through advertisements for magazines and press releases.

- GOOGLE&YOUTUBE BUSINESS
- SETUP
- NEWSPAPER ADS
- MAGAZINE ADS
- FLYER/BROCHURE
- DIRECT MAIL (EDDM, DM)
- BUS STOP ADS
- BUILDING ROOFTOP ADS
- VIDEO CREATION
- PROFILE PHOTO SHOOTS
- MLS PHOTOS







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