

IMPERIAL FAMILY COMPANIES



2020 MEDIA KIT

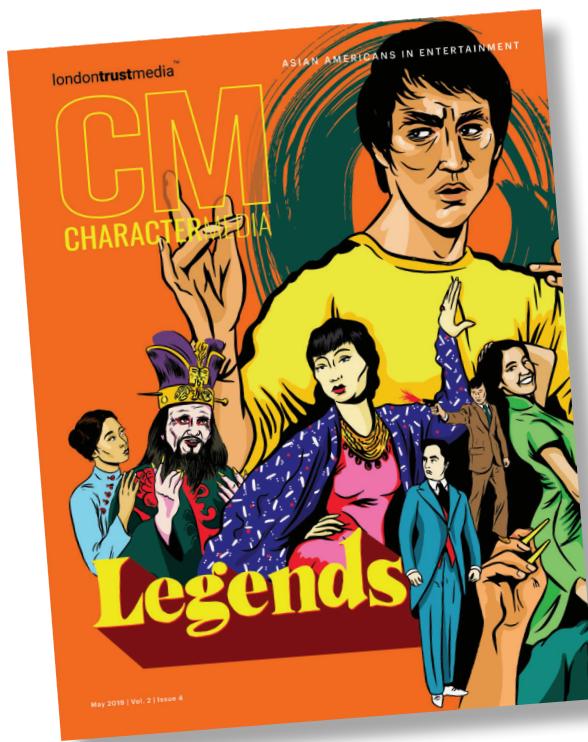
FORMERLY KNOWN AS:



The New

CHARACTERMEDIA

With 9 issues a year, CM reaches a mix of industry professionals, 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.

DIGITAL CIRCULATION

100K per month

PRINT CIRCULATION

1K per month

DIMENSIONS

9"x12"

REGION

U.S.

FREQUENCY

9 / yr.

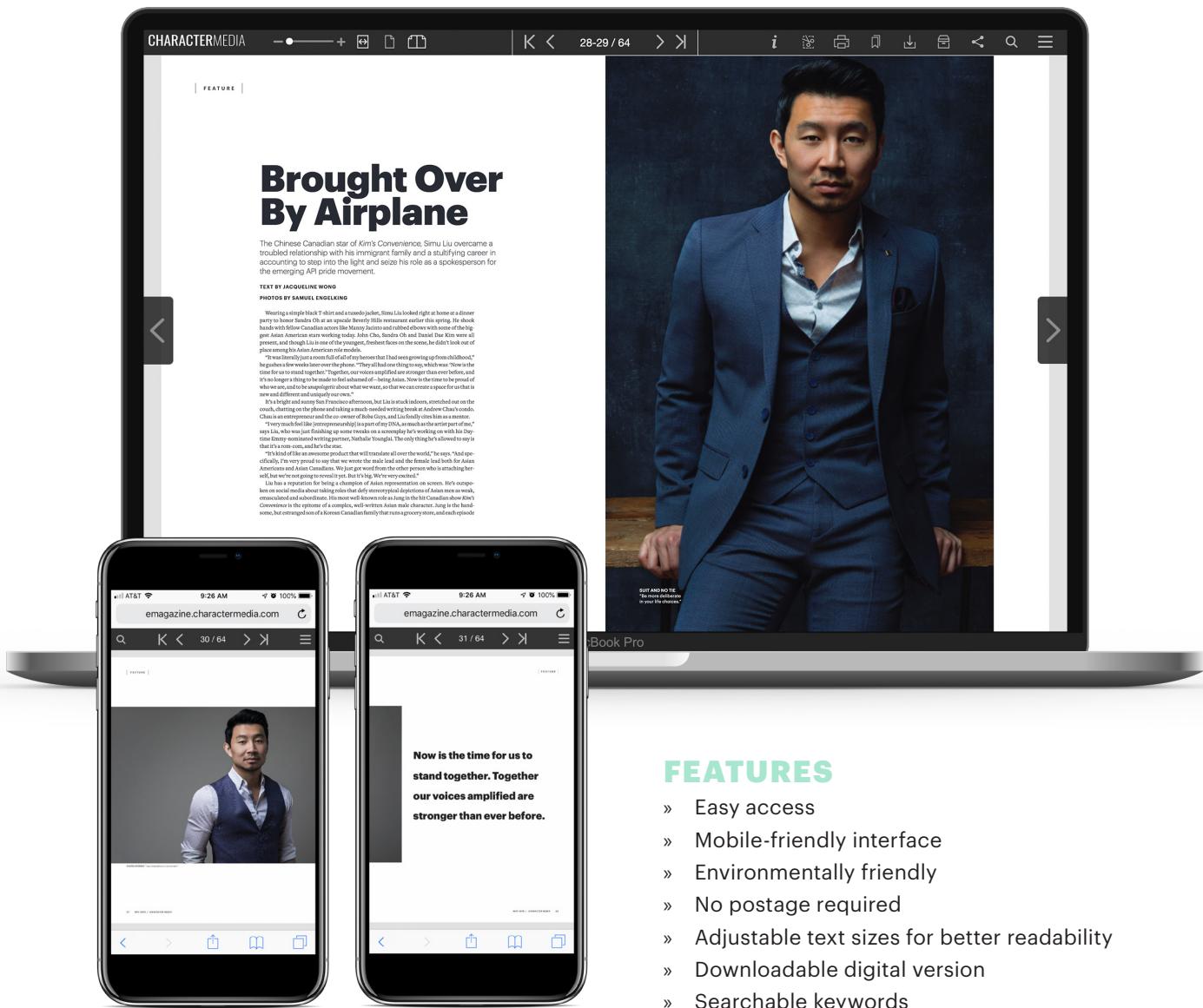
CHARACTERMEDIA E-Magazine

LINK >> emagazine.charactermedia.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.

MONTHLY CIRCULATION

» 100K



FEATURES

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

CHARACTERMEDIA **Content**

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

MONTHLY CIRCULATION FOR PRINT

» 1K

FEATURES

In-depth interviews with diverse 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
celebrity chefs & more

Reviews

- » Films
 - » TV
 - » Music
 - » Books



Thinkin' About Tomorrow

BY HARRY SHUM JR.

THE ACTOR ON HOW HE'S CHANGING HIS APPROACH TO WORK AND LIFE

BY JEFFREY D. STONE

PHOTOGRAPH BY JEFFREY D. STONE

Brand Integration

- » Seamless campaign integration into editorial
- » Noteworthy AAPI community leaders
- » Client satisfaction with published article

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Rocking and Rolling

Interview with Sumeet Dholakia, drummer for the band The Shins, about his love for Indian music.

BY RAVI SHANKAR

PHOTOGRAPH BY JONATHAN MCKEE



Masala

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

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A collage of numerous small photographs arranged in a grid, showing various student activities and events. The images include group shots of students at parties, formal events, and outdoor gatherings.

Society Pages

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

CHARACTERMEDIA Audience

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

DEMOGRAPHIC

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

AGE

The average age of our reader is 24. We speak to college students who care about social justice and to young creatives who impact the entertainment industry.

GENDER

56% - Female
43% - Male

EDUCATION

77% - College graduates
19% - Advanced degrees

ASIAN AMERICAN INCOME

\$75K - 120K



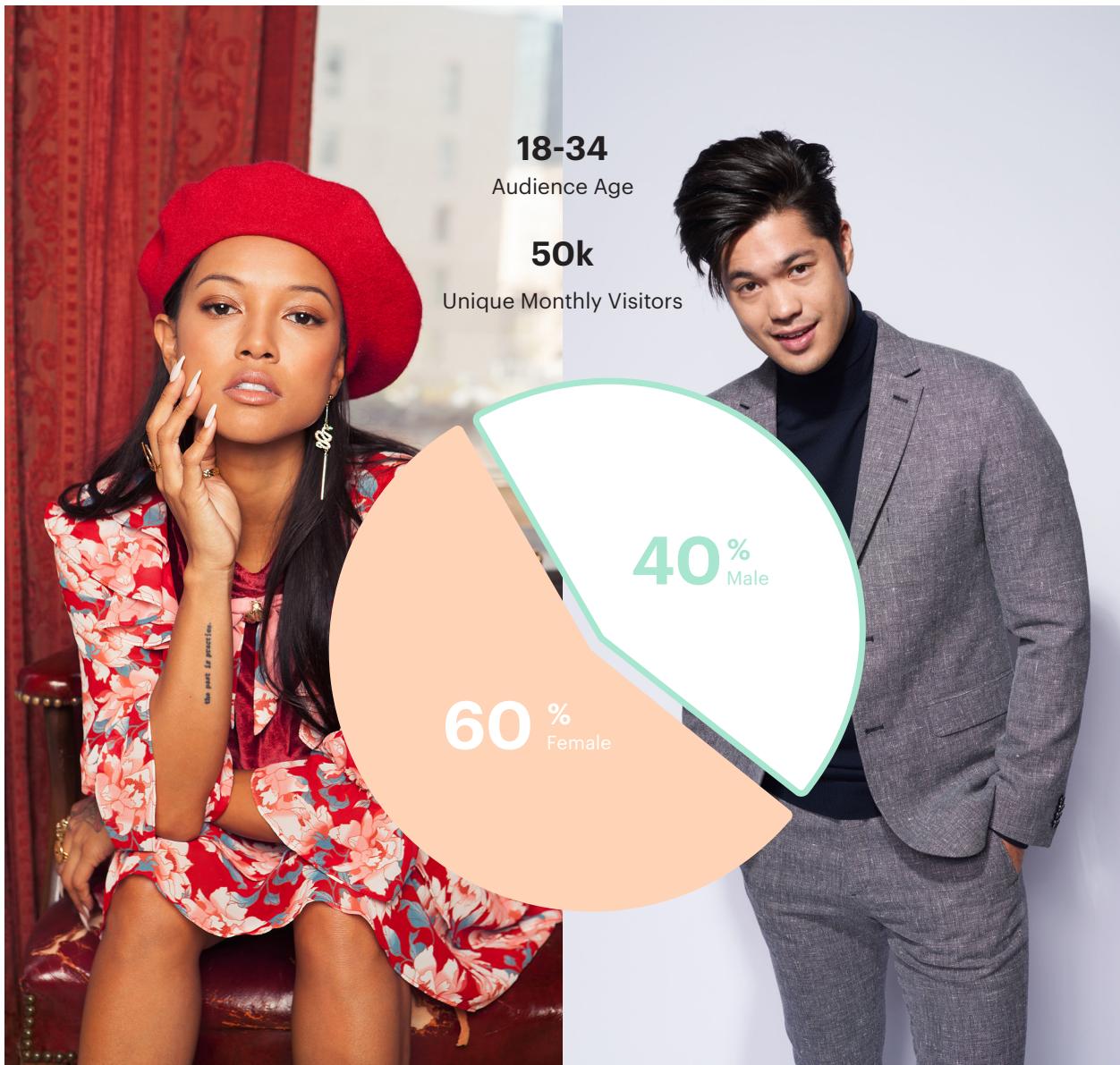
CHARACTERMEDIA

Editorial Calendar

MONTH	ISSUE	ARTICLE SUBMISSION	AD DEADLINE	ONLINE PUBLISH DATE
JAN/FEB	Lunar New Year Issue	1/10	1/20	2/1
MAR	The Food Issue	2/10	2/20	3/1
APR	The Action Issue	3/10	3/20	4/1
MAY	Asian Pacific American Heritage Month Issue	4/10	4/20	5/1
JUN/JUL (SUMMER)	The Dance Issue	6/10	6/20	7/1
AUG	The Fashion Issue	7/10	7/20	8/1
SEPT	The Music Issue	8/10	8/20	9/1
OCT	The Thriller Issue	9/10	9/20	10/1
NOV/DEC (WINTER)	Unforgettable Issue	11/10	11/20	12/1

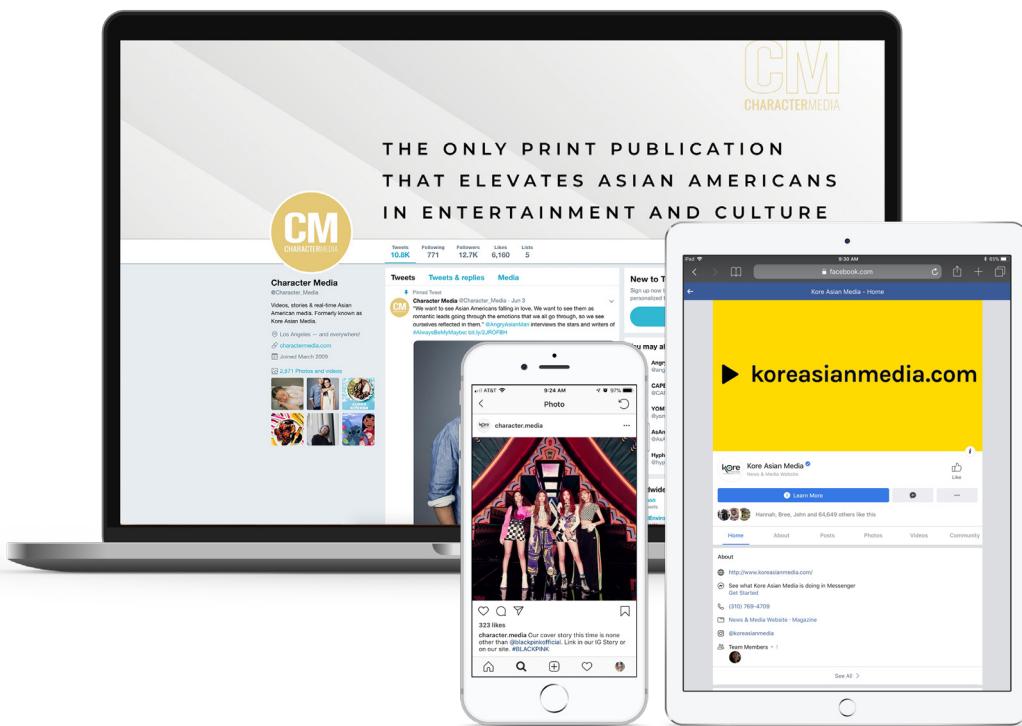
Editorial calendar subject to change. Updated as of 03/2020.

CHARACTERMEDIA **Audience**



CHARACTERMEDIA Social Media

CM 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.



63k



18.7k



12.6k

CHARACTERMEDIA

Character Images

A digital marketplace to buy and sell high quality images of Asian American celebrities. Launched on 12/2019 at images.charactermedia.com.



Events

UNFORGETTABLE

Character Media proudly presents the annual Unforgettable Gala, now in its 19th 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 700 AAPI 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.



12/2020
unforgettablegala.com

Events



The golf 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.



4/5 - 4/6/2020
Pechanga Resort & Casino
cmproam.com

Events

CHARACTERSCREENINGS

Producers, major studios and indie filmmakers come to Character Media to host targeted movie screenings before the premiere. The event can be a celebrity-focused event with a red carpet and step-and-repeat, or a simple, intimate screening. Let us know, so we can tailor the right screening experience for your next movie.



CHARACTERMEDIA AD Specs

SPACE	NON BLEED	BLEED	LIVE AREA	TRIM	RATE	LOCATION
Full Page #1	8"x11"	9.25"x12.25"	8"x11"	9"x12"	\$5000	Back cover
Full Page #2	8"x11"	9.25"x12.25"	8"x11"	9"x12"	\$3000	Inside front/back cover
Full Page #3	8"x11"	9.25"x12.25"	8"x11"	9"x12"	\$2000	Inside
2-Page Spread	18"x11"	18.25"x12.25"	18"x11"	18"x12"	\$5000	Inside front cover

PRINTING

Web offset(SWOP)

Saddle Stiched

Publication trim size: 9" x 12"

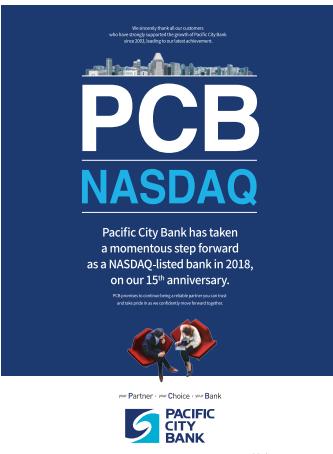
FILE SUBMISSION

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

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



Full Page



Full Page



2-Page Spread



f t y i

ASIAN AMERICANS IN ENTERTAINMENT



FEATURES



Meet The Man Behind ‘Once Upon A Time ... In Hollywood’ Bruce Lee

| Movies, Screen | July 26, 2019 by Cu Fleshman

A small suburb of Madison, Wisconsin, is just about the last place one would expect to find a Korean American taekwondo expert. And yet, on a brisk spring morning, [...]



In New Trailer For ‘Gemini Man,’ It’s Will Smith Vs. Will Smith

| Movies, Screen | July 25, 2019 by Cu Fleshman

Strap in for a wild ride, because the second trailer for “Gemini Man” just dropped. The movie, set to premiere Oct. 11, features Will Smith opposite... Will Smith. In [...]



CHARACTERMEDIA AD Specs for Web

SPACE	RATE
1 Billboard 970 x 250 px	\$3000/month
2 Large Leader 970 x 90 px	\$2000/month
3 Portrait 300 x 600 px	\$1500/month
4 Medium Rectangle 1 300 x 250 px	\$800/month
5 Medium Rectangle 2 300 x 250 px	\$1000/month

Advertising & Sponsorship

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