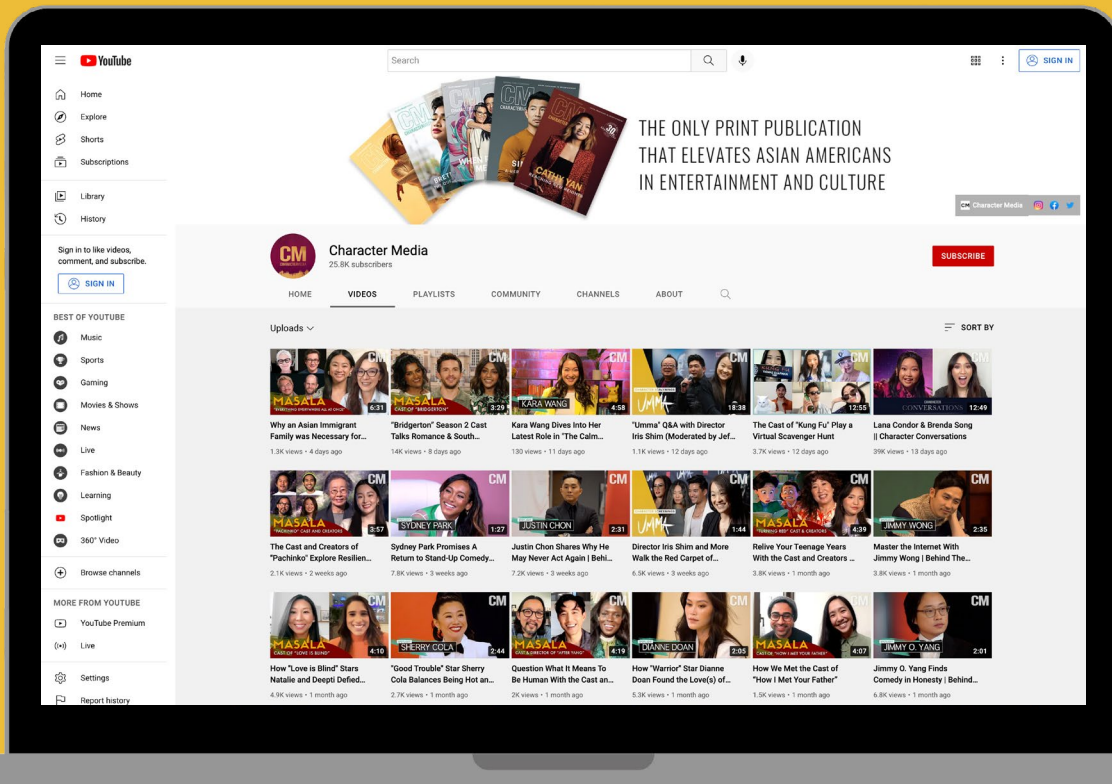


IMPERIAL FAMILY COMPANIES

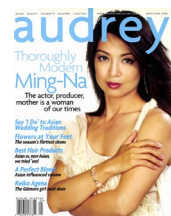
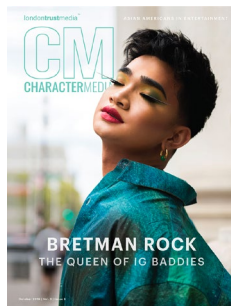


MEDIA KIT 2022



CHARACTERMEDIA

Character Media, formerly known as *Kore Asian Media*, *KoreAm Journal* and *Audrey Magazine*, is evolving and focusing on making video content exclusive to our YouTube and Facebook pages to keep up with the new era of audiences. Mirroring the stories told in our magazine, *Character Media* is developing five series that will showcase AAPI talent and their take on culture and entertainment. CM reaches a mix of industry professionals, celebrities and digital influencers from coast to coast.



Social Media

TOTAL IMPRESSIONS 140k



AUDIENCE DEMOGRAPHICS

Age

18 - 34



59%
Female

41%
Male

YouTube

SUBSCRIBERS

25.9k

REACH

1.3m

Monthly Impressions

179k

Monthly Views

GENDER

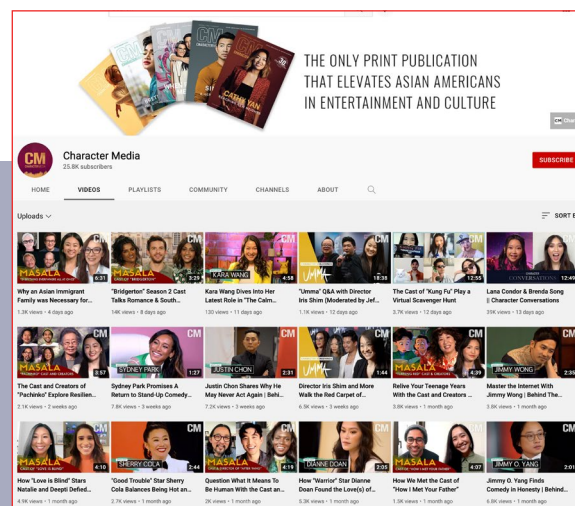
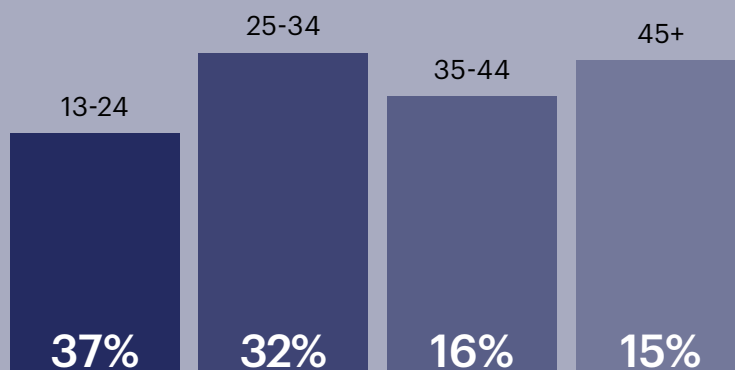
53.3%

Female

46.8%

Male

AGE



TOP COUNTRIES



29.2%

USA



11%

India



5.2%

Indonesia



4.4%

Canada



4%

Philippines

Facebook

SUBSCRIBERS

60.8k

REACH

22.5k

Monthly Impressions

GENDER

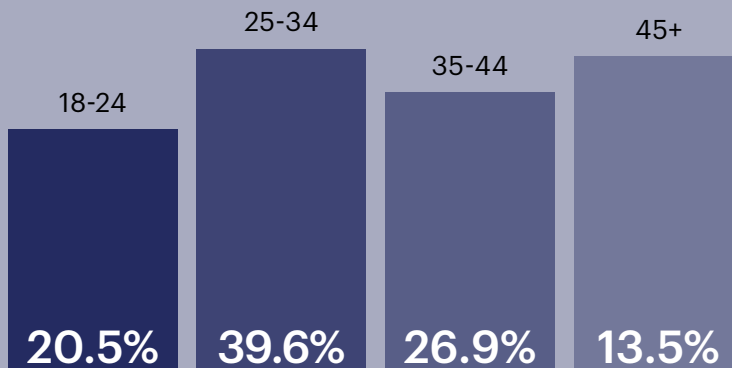
46.5%

Female

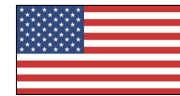
43.5%

Male

AGE



TOP COUNTRIES



59.3%

USA



12.6%

India



8.6%

Philippines



3.8%

South Korea



1.1%

Canada

Instagram

FOLLOWERS

24.4k

REACH

357.4k

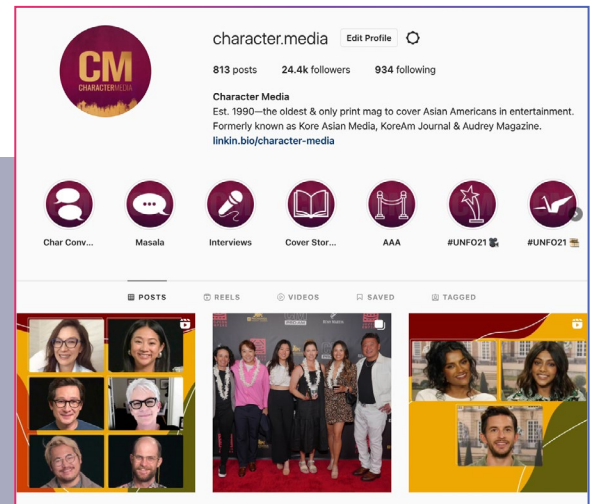
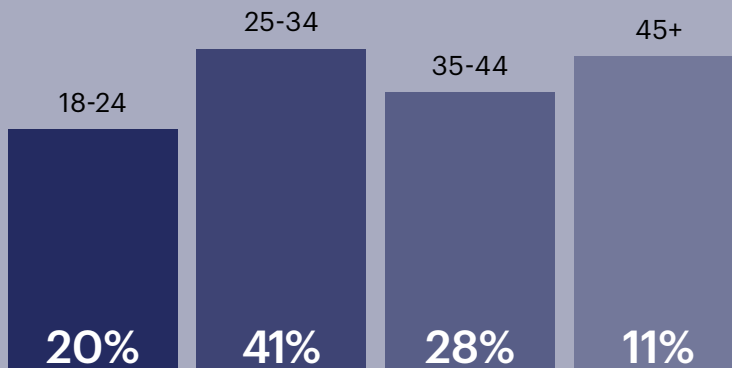
Monthly Impressions

GENDER

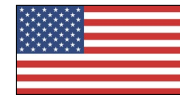
67%
Female

33%
Male

AGE



TOP COUNTRIES



51.4%

USA



3.3%

Canada



1.4%

UK



1.3%

Australia



1.3%

Brazil

Twitter

FOLLOWERS

12k

ENGAGEMENT

56k

Monthly Impressions

11k

Page Visits



TikTok

FOLLOWERS

17k

ENGAGEMENT

10.5m

Monthly Views

2.2m

Likes

62k

Shares

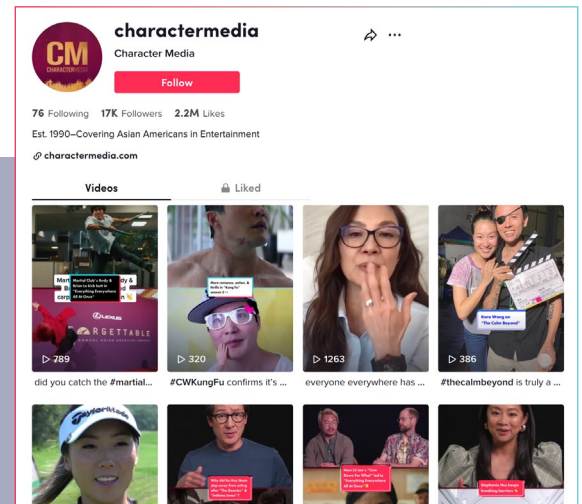
GENDER

69%

Female

31%

Male



TOP COUNTRIES



62%

USA



5%

Canada



5%

UK



4%

South Africa

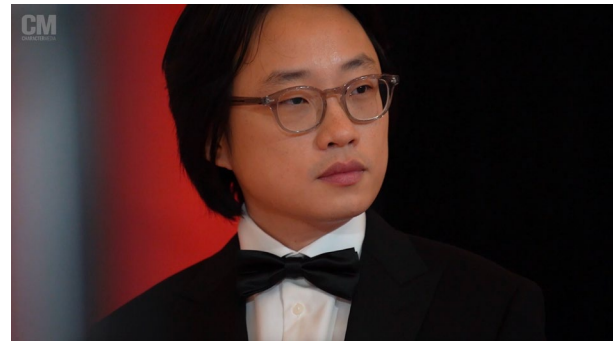


3%

Australia

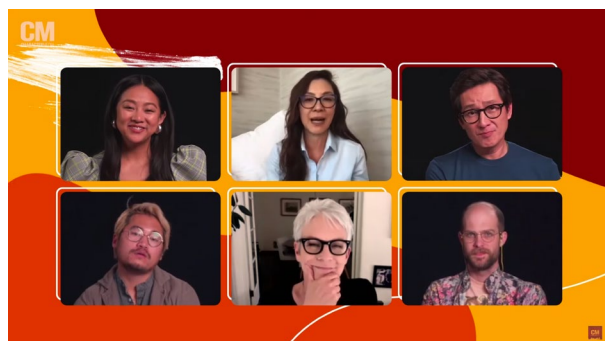
Spotlight

(In-Person) Our “Character” Spotlight aims to shine a light on the incredible talent coming out of the AAPI community.



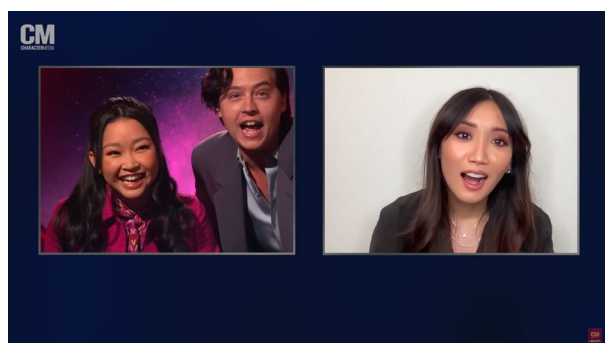
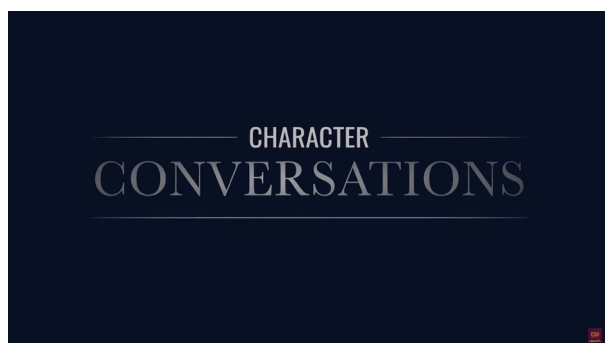
Masala

(Virtual) Masala showcases a spicy mix of established and newfound talent via short video interviews.



Character Conversations

(Both Zoom & In-Person) Character Conversations brings together AAPI entertainers to have a conversation about their careers, their projects and their experiences as Asians in entertainment.



Heirloom

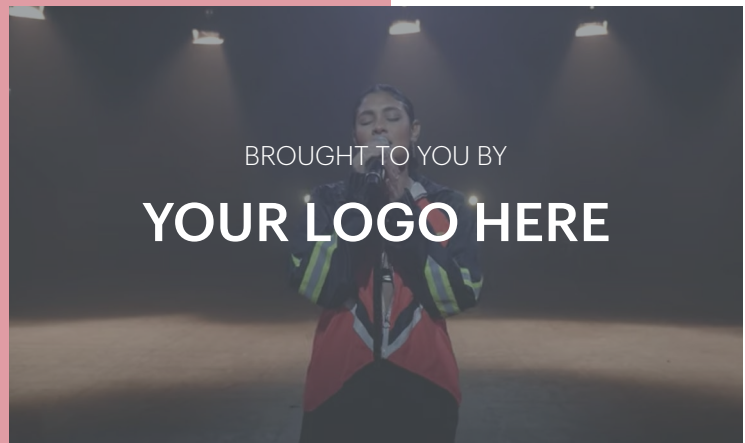
Heirloom celebrates the dishes that bring our diverse communities together. Asian American talent provides recipes of their own or from their families, showcasing the culinary foundations of our different cultures.



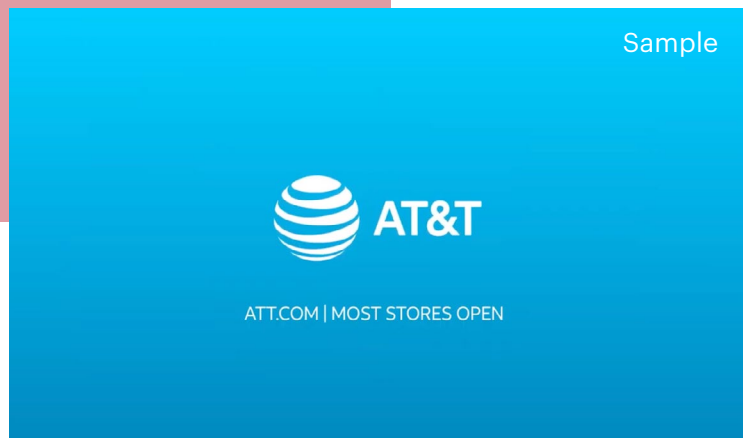
Sponsorship Opportunities

INTEGRATION PACKAGE

- Intro card
- Commercial during video
- Links in CM's YouTube/Facebook video description
- All CM production costs
- Teaser video upon request (full videos will reside on CM's platforms)



Logo on intro card



Commercial during video

Ad Specs for Web

1

2

3

4

5

ASIAN AMERICANS IN ENTERTAINMENT

CM
CHARACTERMEDIA

MEET THE MAN BEHIND 'ONCE UPON A TIME ... IN HOLLYWOOD'S 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 [...]

1 Billboard (1225 x 250px)
\$3,000/month

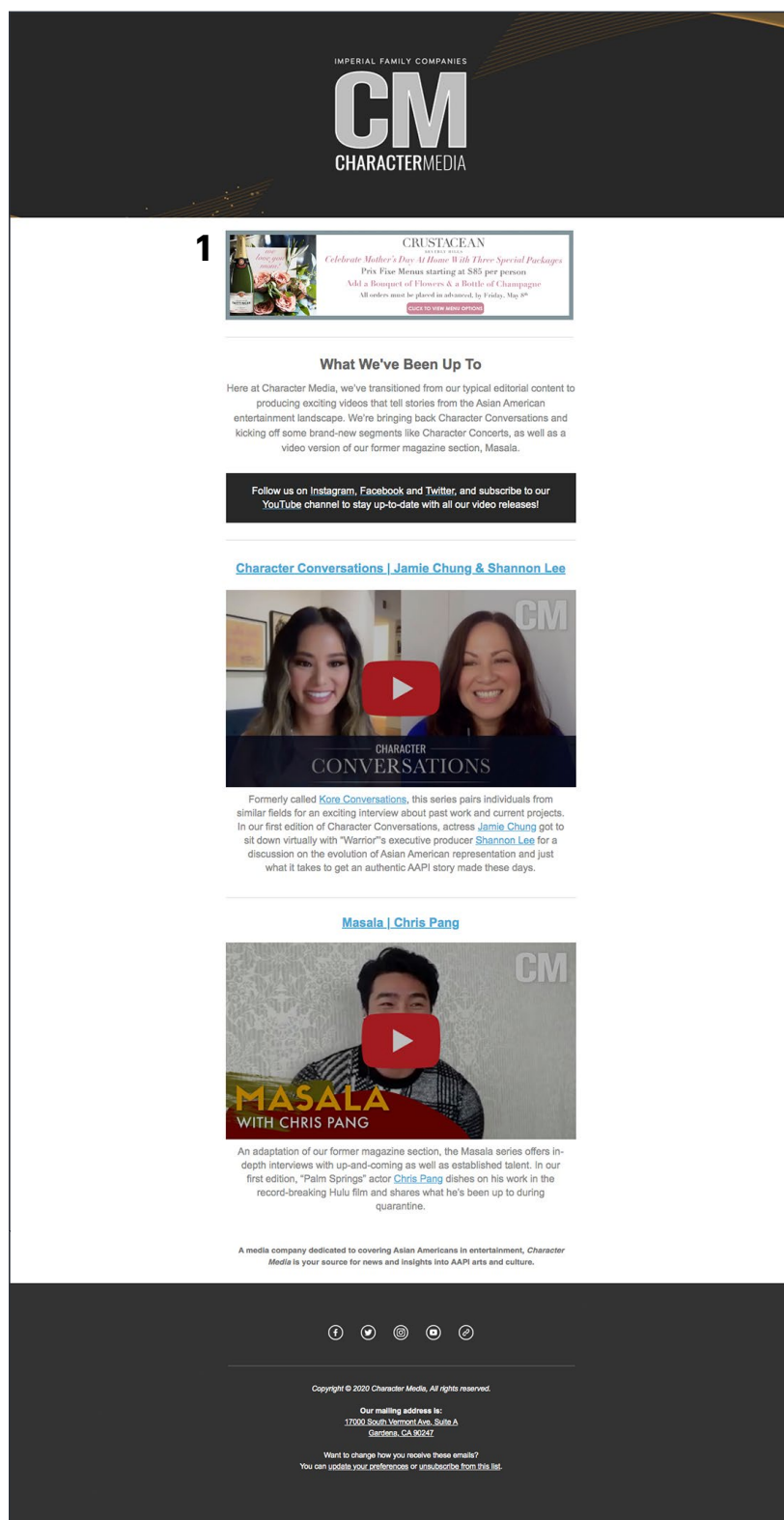
2 Large Leader (1225 x 90px)
\$2,000/month

3 Portrait (300 x 600px)
\$1,500/month

4 Medium Rectangle 1 (300 x 250px)
\$800/month

5 Medium Rectangle 2 (300 x 250px)
\$1,000/month

Ad Specs for Email



1 Banner (970 x 250px)
\$500/month

Contact

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Email: Audrey@CharacterMedia.com

Cell: 310.740.2485