



IMPERIAL FAMILY COMPANIES

**CM**

**CHARACTERMEDIA**

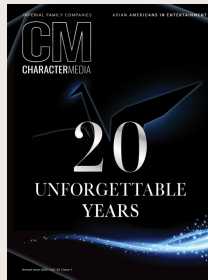
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MEDIA KIT 2024



# CHARACTERMEDIA

Character Media, formerly known as Kore Asian Media, KoreAm Journal and Audrey Magazine, is evolving to keep up with the new era of audiences. Focusing on making digital content exclusive to our YouTube and Facebook pages, we produce video series that mirror the stories told in our magazine — showcasing API talent and their takes on culture and entertainment. CM reaches industry professionals, celebrities and digital influencers from coast to coast.



# SOCIAL MEDIA

## *IMPRESSIONS*



31.5K



59.6K



11.6K



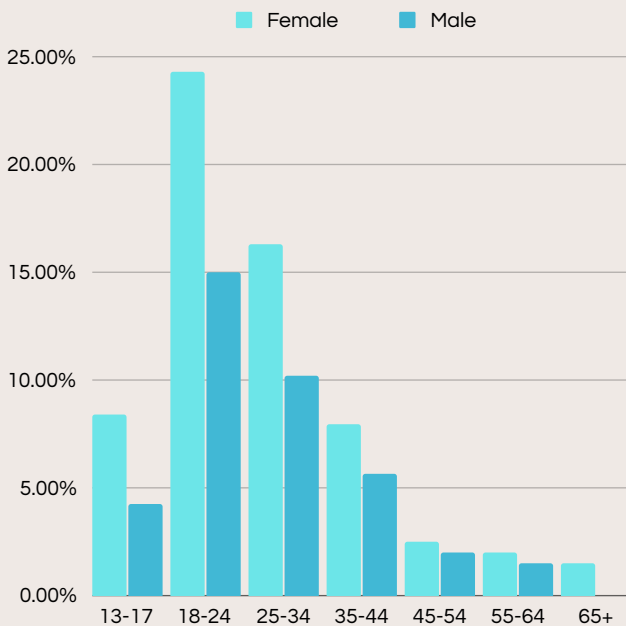
88.3K



67.2K

**TOTAL: 258.2K**

## *AVERAGE AUDIENCE DEMOGRAPHIC*



# INSTAGRAM

*FOLLOWERS*

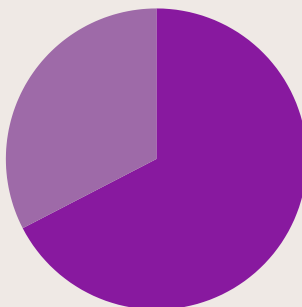
**31,570**

*MONTHLY REACH*

**138,616**

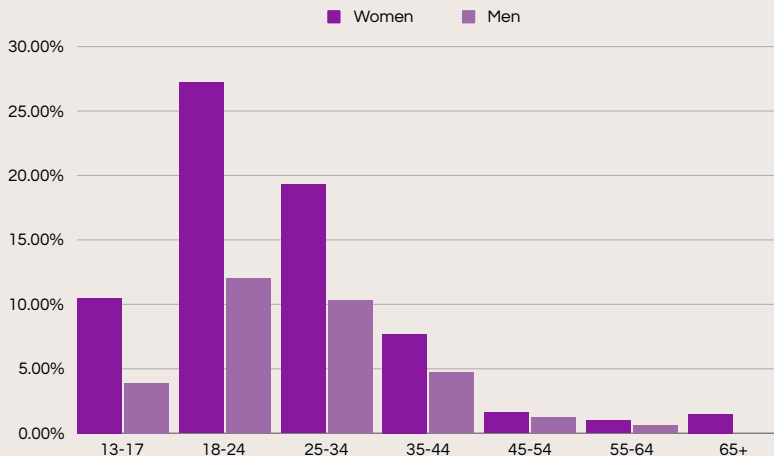
*GENDER*

32.6% Male



67.4% Female

*AGE*





# FACEBOOK

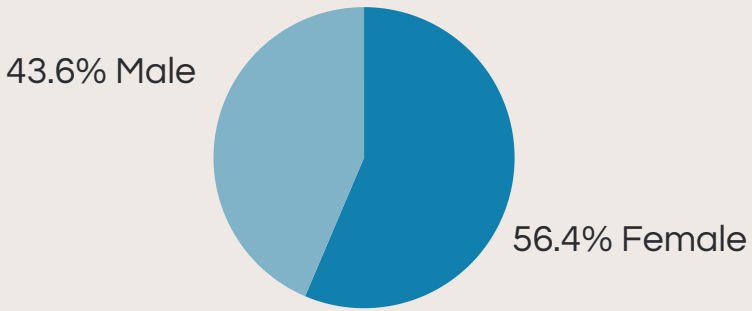
*FOLLOWERS*

**59,634**

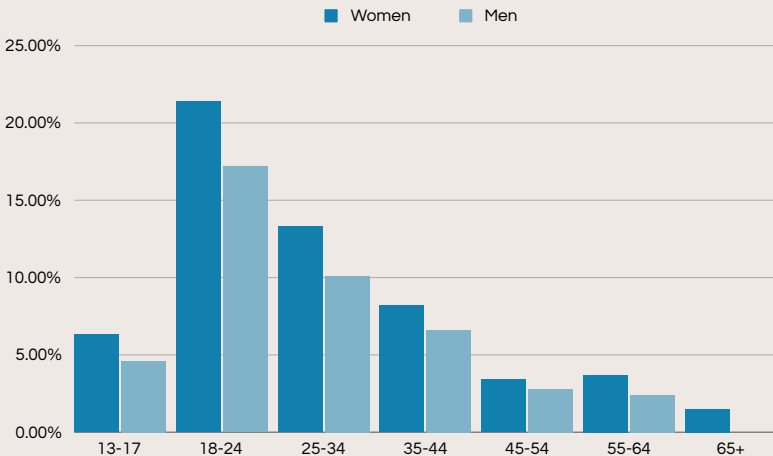
*MONTHLY REACH*

**52,998**

*GENDER*



*AGE*



# TIKTOK

## *FOLLOWERS*

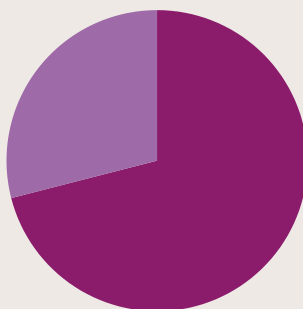
**88,361**

## *TOTAL LIKES*

**13,869,449**

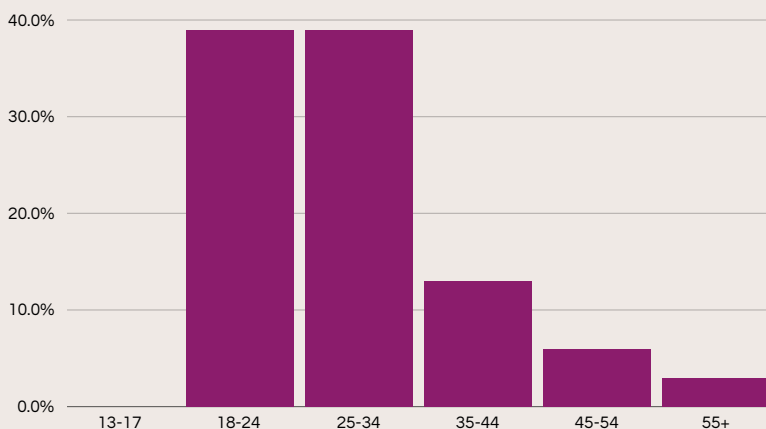
## *GENDER*

29% Male



71% Female

## *AGE*



# YOUTUBE

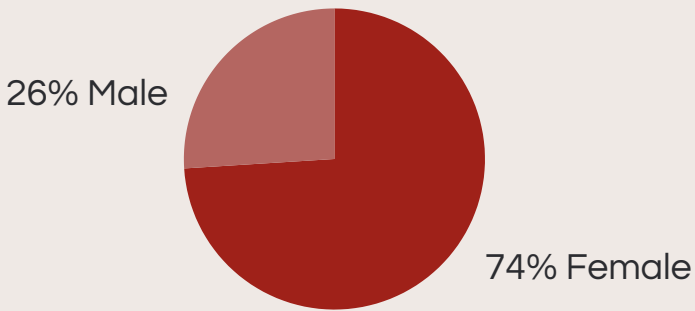
*SUBSCRIBERS*

**67,263**

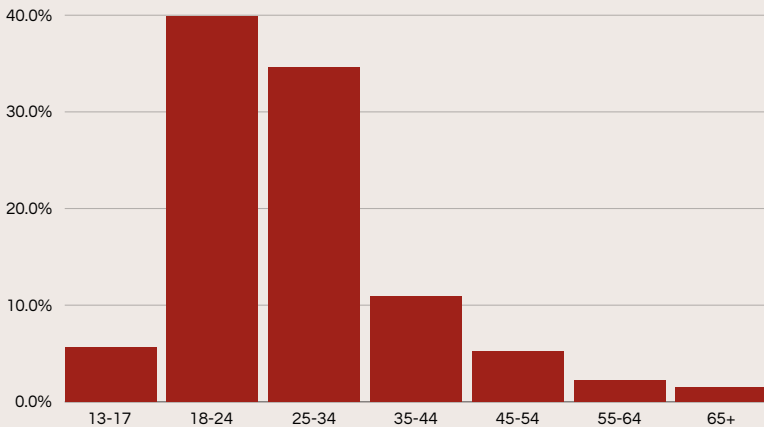
*MONTHLY REACH*

**2,291,079**

*GENDER*



*AGE*



# Video Series



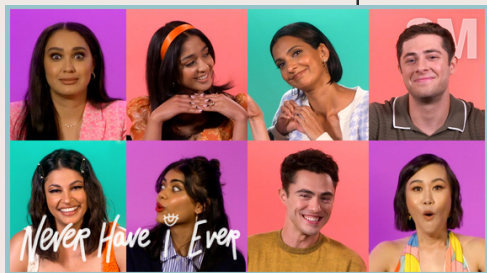
## *Spotlight*

Both Virtual & In-Person) Our Spotlights aims to shine a light on the incredible talent coming out of the Asian and Pacific Islander community.



## *Character Conversations*

(Both Virtual & In-Person) Our Character Conversations bring together API entertainers as they discuss careers, projects and their experiences working in the industry as Asians.



## *Cast Games*

(Both Virtual and In-Person) Our Cast Games are uniquely curated to allow talent to let loose and have fun while giving viewers a closer look at their favorite API-led projects.



## *Ask Asians Anything*

(In-Person) Our AAA videos compile answers from your favorite API personalities as we ask them questions ranging from pop culture to personal interests to hot takes.

# Video Sponsorship

## Logos



Designed "Presented by" card with logo and branding

## Featured Products



Product/service incorporated into video concept

## Product Placement



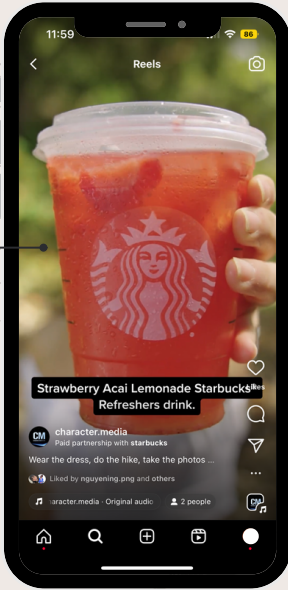
Concentrated b-roll shots of talent using products

## Behind-the-Scenes



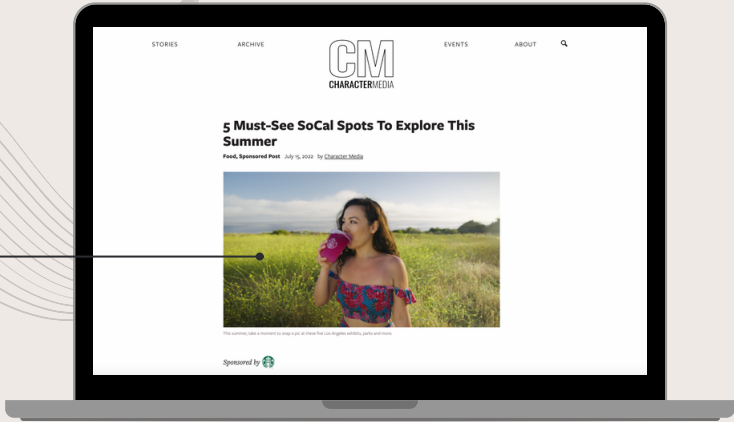
Behind-the-scenes photoshoots for annual magazine wearing branded clothing

# Media Release



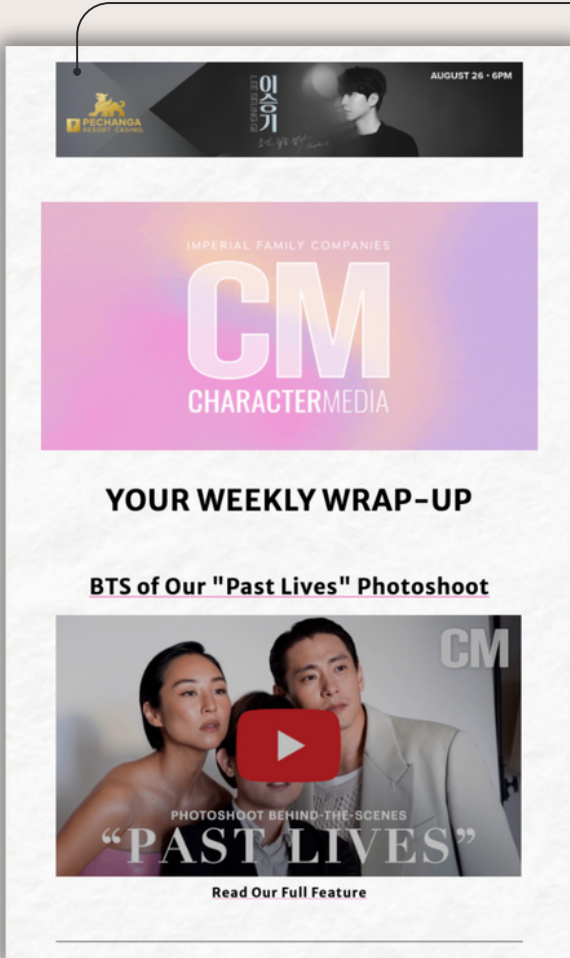
## Media Release Package

- Instagram
  - Facebook
  - X (Twitter)
  - TikTok
  - YouTube
  - Website Article
- 
- \$1,000



ex. Character Media partnered with Starbucks to create a campaign promoting their new summer drinks.

# Email Ad Banners



## *Email Ad Banner*

970px x 250px

\$500/banner

4,500 avg impressions

# Website Ad Banners

*MONTHLY PAGE VIEWS*

*MONTHLY USERS*

**35K**

**21.6K**

*Billboard*

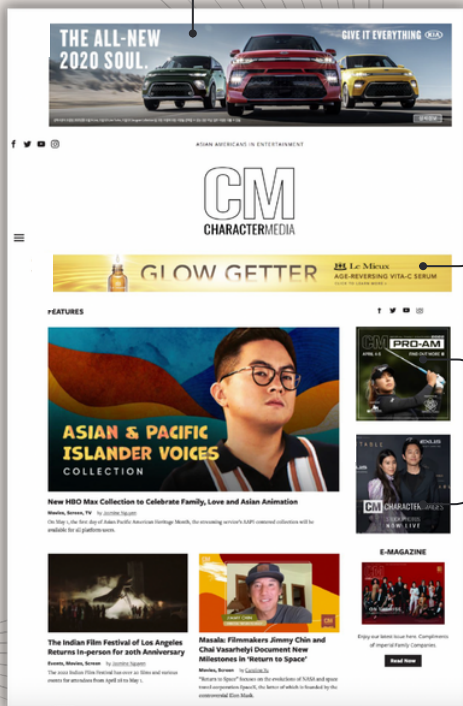
1225px x 250px  
 \$5,000/month

*Large Leader*

1225px x 90px  
 \$1,000/month

*Portrait*

300px x 300px to  
 300px x 600px  
 \$500/month






# Advertorial

ASIAN AMERICANS IN ENTERTAINMENT

STORIES ARCHIVE **CM** CHARACTERMEDIA EVENTS ABOUT 🔍

## Pechanga Resort Casino Names LPGA Player Gabriella Then as Course Ambassador

Sponsored Post, Sports April 18, 2023 by Character Media



Wade Lai, Bill Anderson, Gabriella Then, John Palinkas and Tjeerd Bink pose at the 2023 CM Pro-Am press conference. (All photos courtesy of Pechanga Resort Casino.)

[Pechanga Resort Casino](#) has officially partnered with professional golfer [Gabriella Then](#) to act as their Ambassador to the Ladies Professional Golf Association (LPGA).

Bill Anderson, Pechanga Resort Casino's Chief Marketing Officer, announced the sponsorship at the [CM Pro-Am Golf Tournament](#) on Tuesday, April 4. He remarked on Then's unique story, citing her perseverance as a source of inspiration to young golfers around the world. The partnership serves to support Then's tour and her efforts as she promotes the sport to young girls and women everywhere.

An advertorial post on the website can range 300 - 800 words to showcase an event, product or campaign to our readership. Clients must provide a press release or one-pager with details, at least one horizontal/landscape feature image and a redirect link.

\$500/post

# Magazine Ads

**SANZO**  
**THE 1ST ASIAN-INSPIRED SPARKLING WATER**  
 MADE WITH REAL FRUIT | NO ADDED SUGAR

**LAUREL GLEN**  
*Cabernet Sauvignon*

AVAILABLE AT FINE WINE SHOPS OR DIRECT FROM THE WINERY

ONE OF THE FINEST SOURCES FOR CABERNET IN CALIFORNIA  
 - WINEBIT FAVORITE

"My skin is plumper and just glowing! Friends say I look 10 years younger!"  
 -AMBER ESTRELLA

**GLASS GLOW**

Hydrate. Complex vitamins. Enhanced peptide booster. Instantly. Power-saturate serum. Deep into skin. Clinically proven retinol & glycolic "skin-bright". Fine line deepener. Absorb fast.

Le Mérite | BEAUTY FILES

PRIME VIDEO & AMAZON STUDIOS PROUDLY CONGRATULATE

**THE ASIAN AMERICAN AWARDS**

FOR 20 YEARS OF SPOTLIGHTING ASIAN PACIFIC ISLANDER CREATIVES AND LEADERS IN ENTERTAINMENT, THE ARTS AND CULTURE

AND THIS YEAR'S UNFORGETTABLE GALA HONOREES

prime video | AMAZON STUDIOS

**Beam Suntory**

WE RAISE A GLASS TO YOU

WE ARE BEAM SUNTORY'S ASIAN EMPLOYEE IMPACT GROUP

With a vision of Growing for Good, Beam Suntory's Asian EIG, Harmonic, serves to enrich our Asian employees' leadership journeys, strengthen our overall impact on the business, and better serve our Asian communities. We provide our employees and partners with a pathway for learning and appreciation of various Asian cultures.

To learn more, email us at [harmony@beam Suntory.com](mailto:harmony@beam Suntory.com) or visit us at [www.beamsuntory.com](http://www.beamsuntory.com)

**Panda Community Fund**

OUR MISSION

We embrace the opportunity to unite communities through giving, socialize, build, challenge perceptions of a monolithic America and collectively celebrating the diverse identities and heritages of the American people.

Honoring our commitment to diversity, equity and inclusion, the Panda Community Fund supports diverse non-profit organizations that increase representation and strengthening across BIPOC, women, LGBTQIA+ communities and other marginalized groups.

\$10M RAISED OVER 5 YEARS	\$2.4M COMMITTED YEAR-TO-DATE	45 ORGANIZATIONS SUPPORTED/IMPACTED
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Learn More  
[www.pandafund.org/fund](http://www.pandafund.org/fund)

## FULL-PAGE AD (print & online)

CMYK | PDF Format | 300 dpi

Non bleed - 9" x 12"  
 Bleed - 9.25" x 12.25"  
 Live area - 8" x 11"  
 Trim - 9" x 12"

\$6,000/spread

**YOUR RISE IS UNFORGETTABLE.**

LEARN MORE WITH TEAMLEXUS

Congratulations to Executive Vice President, Andrew Lee, and Executive Vice President, Alan Lee, for their leadership in supporting the growth of Asian Americans to become entrepreneurs.

Our annual issue is circulated at our Unforgettable Gala and other events to 2,000 VIP celebrities and influencers, as well as online on our website.

# CONTACT

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