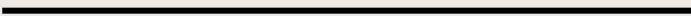


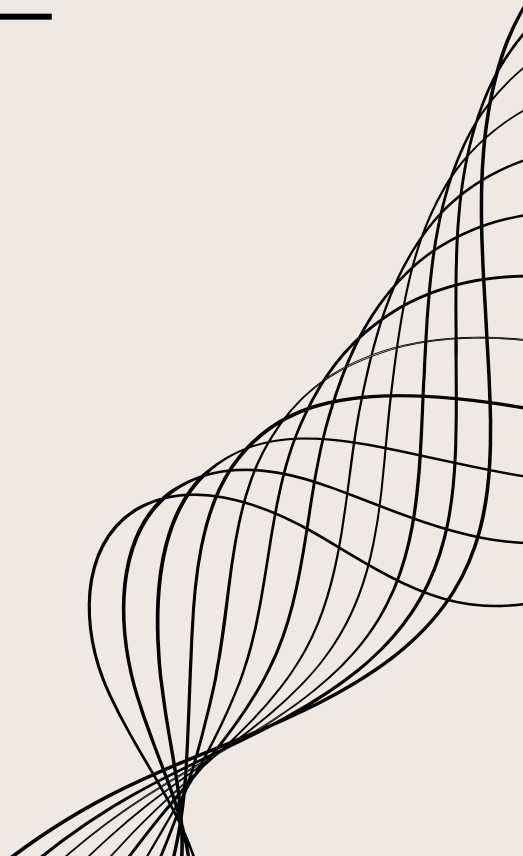
IMPERIAL FAMILY COMPANIES

CM

CHARACTERMEDIA



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



31.7K



59.6K



11.5K



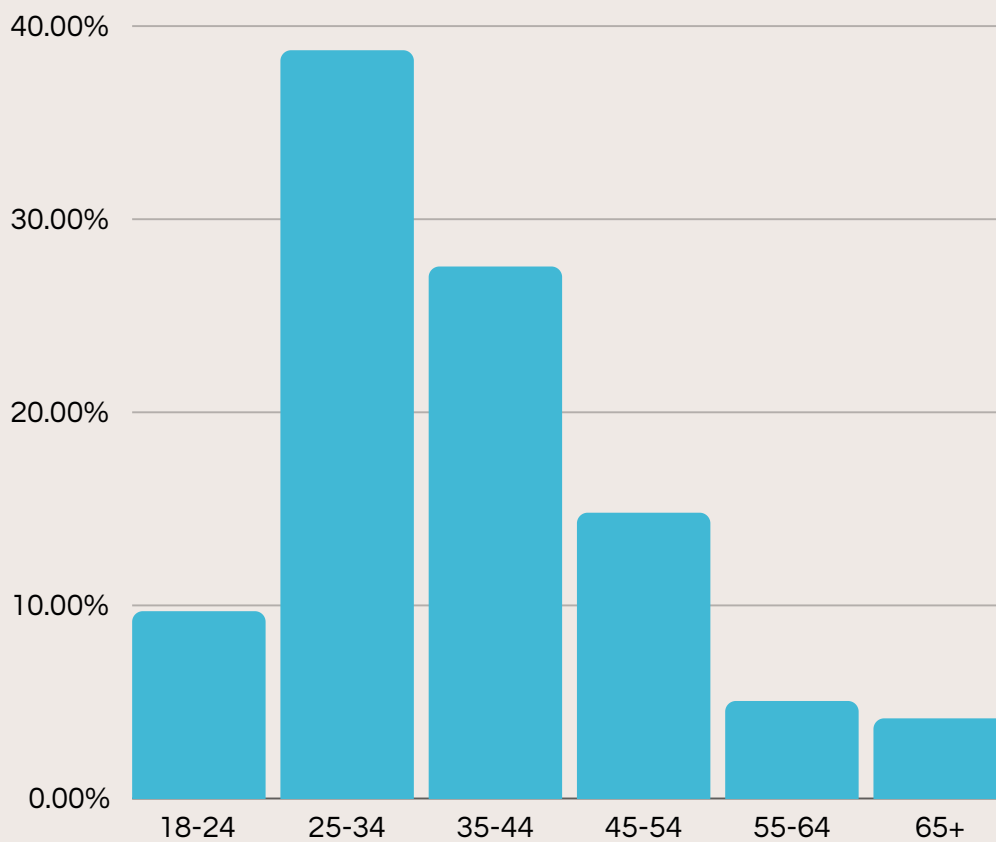
97.1K



82.5K

TOTAL: 252.6K

AVERAGE AUDIENCE DEMOGRAPHIC



INSTAGRAM

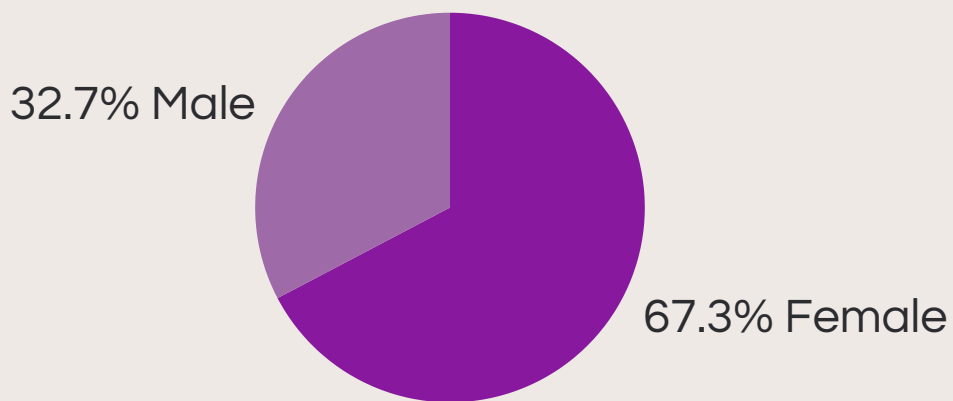
FOLLOWERS

31,755

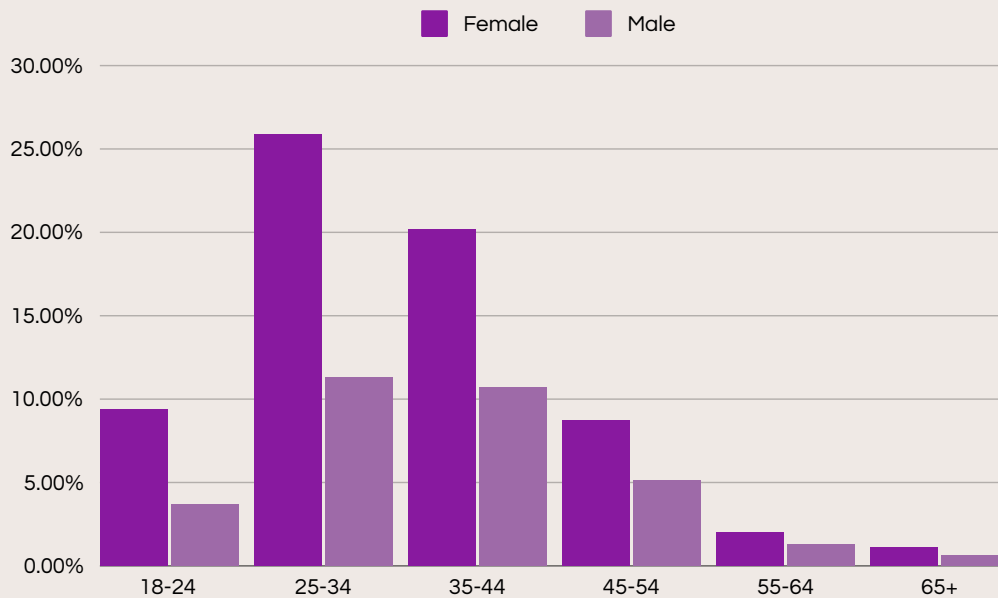
MONTHLY REACH

250,100

GENDER



AGE



FACEBOOK

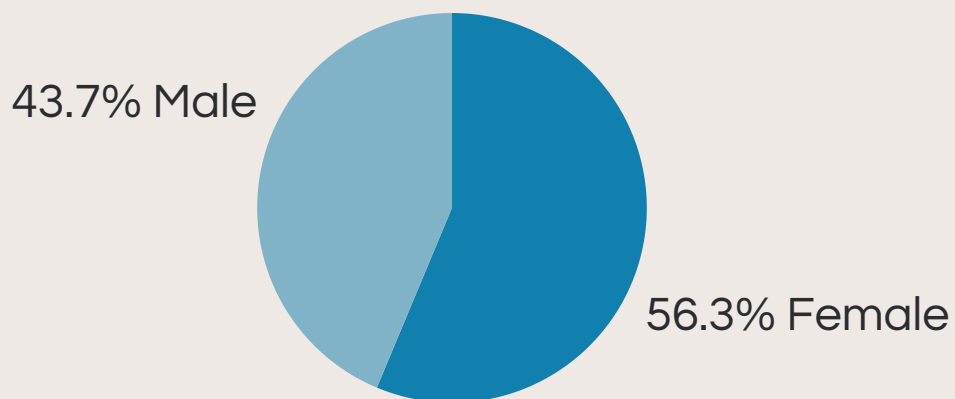
FOLLOWERS

59,643

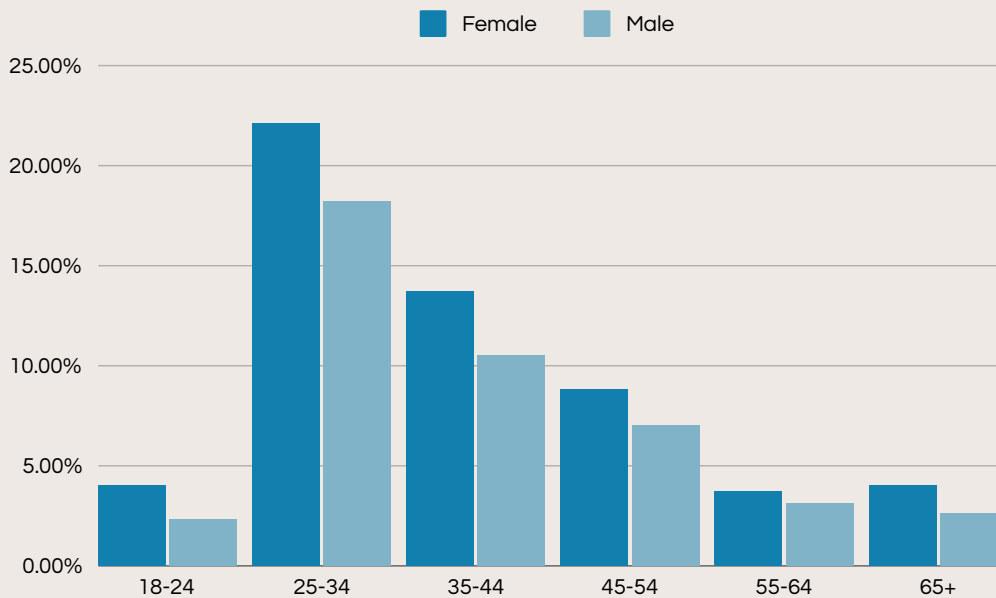
MONTHLY REACH

34,233

GENDER



AGE



TIKTOK

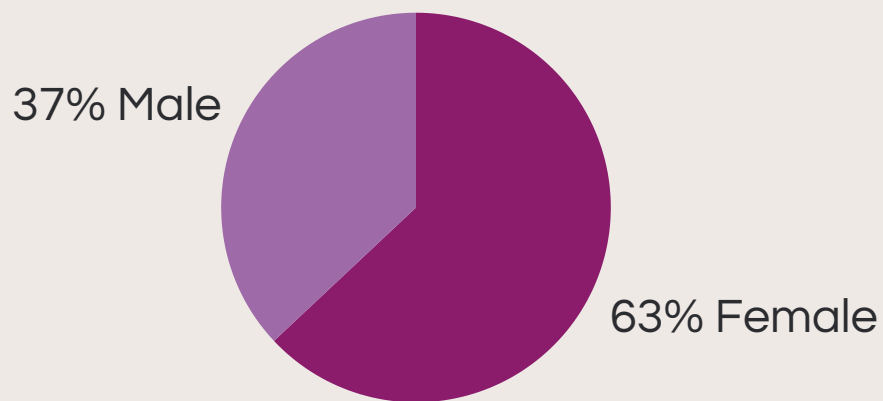
FOLLOWERS

97,167

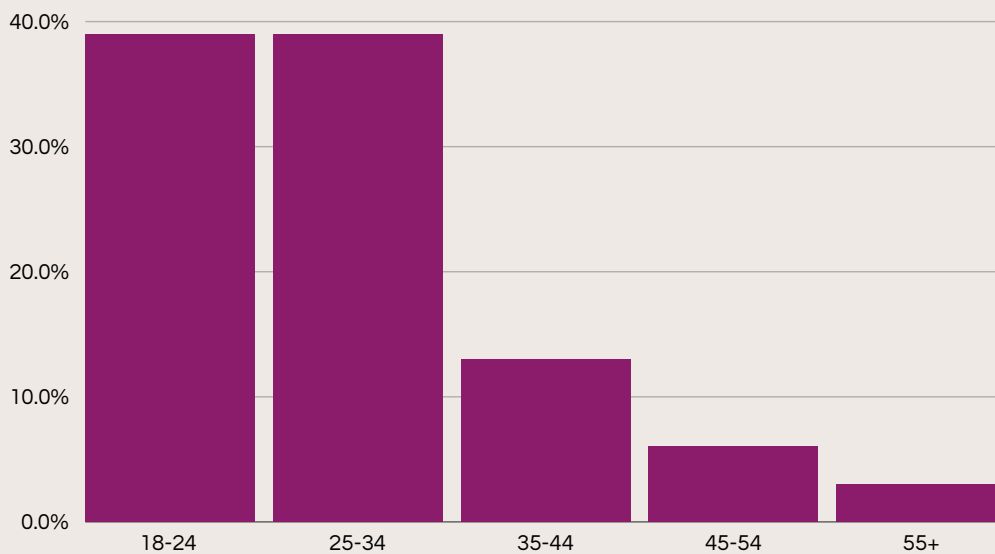
MONTHLY VIEWS

1,203,769

GENDER



AGE



YOUTUBE

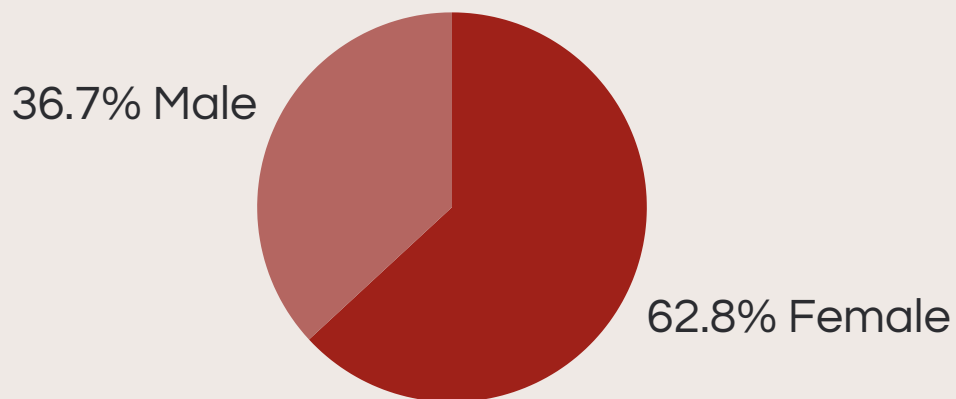
SUBSCRIBERS

82,589

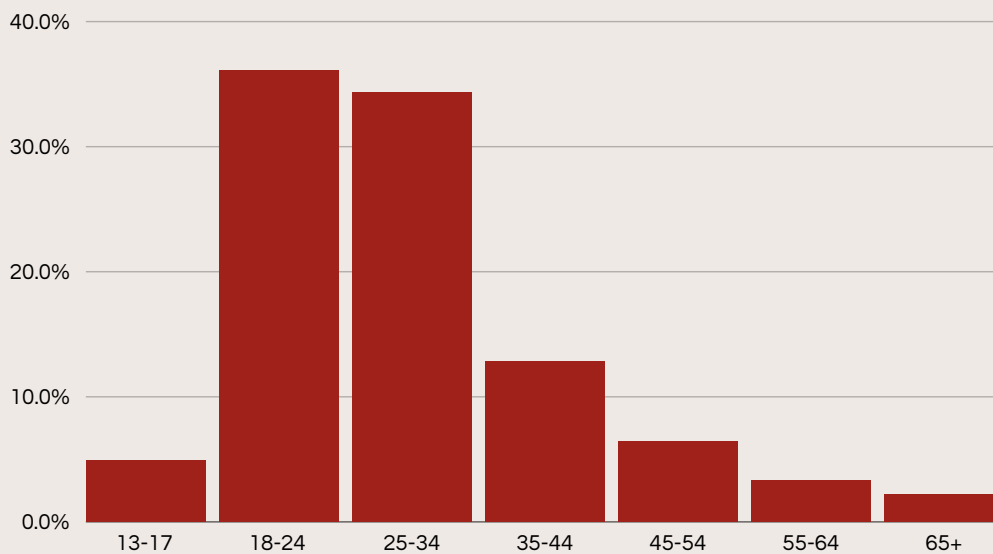
MONTHLY REACH

4,443,071

GENDER



AGE



WEBSITE

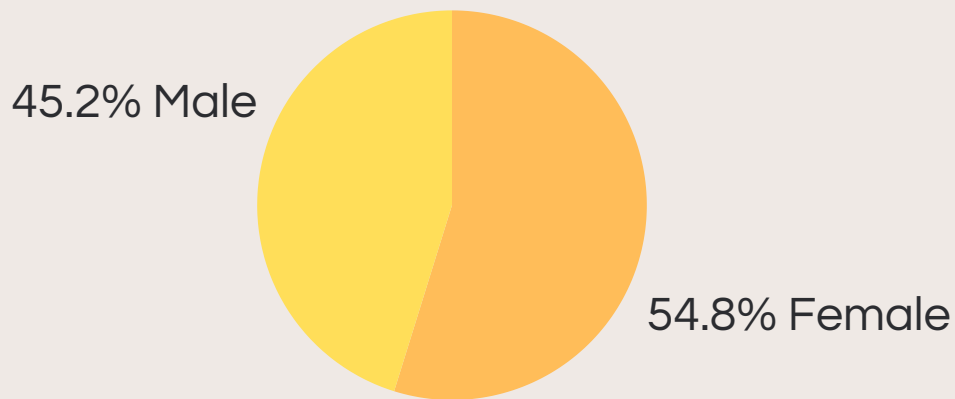
MONTHLY PAGE VIEWS

35K

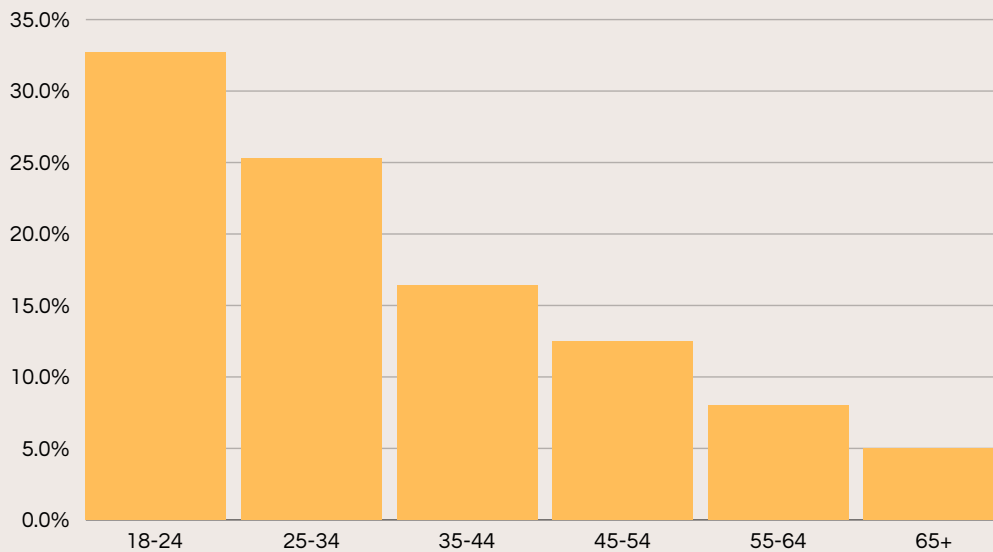
MONTHLY USERS

21.6K

GENDER



AGE



Video Series



Spotlight

(Both Virtual & In-Person) Our Spotlights aim 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.



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



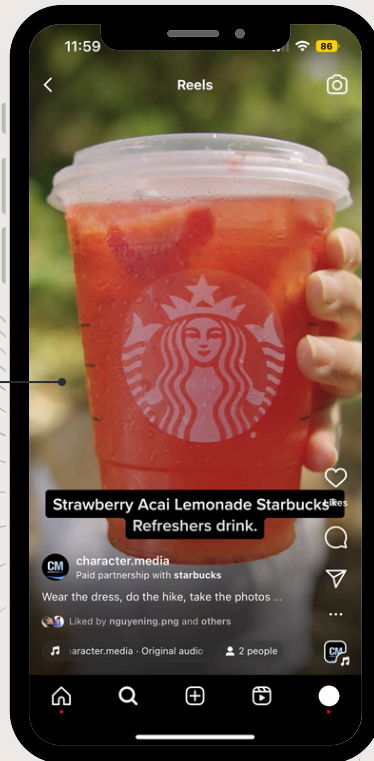
Concentrated b-roll shots of talent using products

Behind-the-Scenes



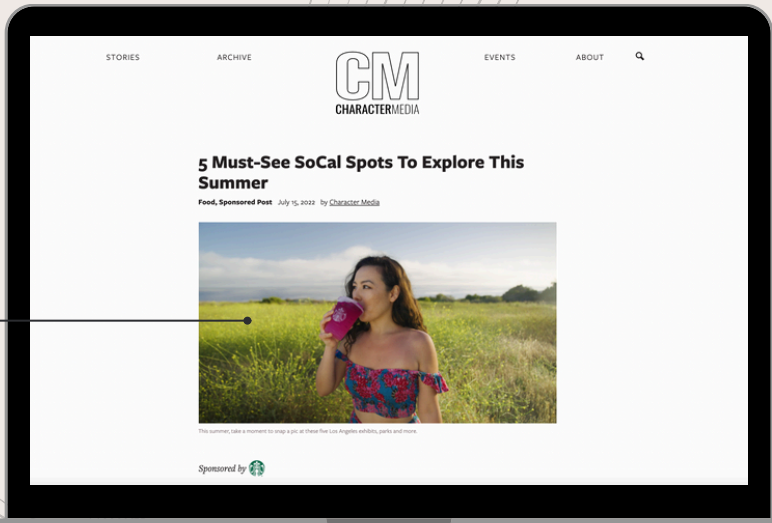
Behind-the-scenes photoshoots for annual magazine wearing branded clothing

Media Release



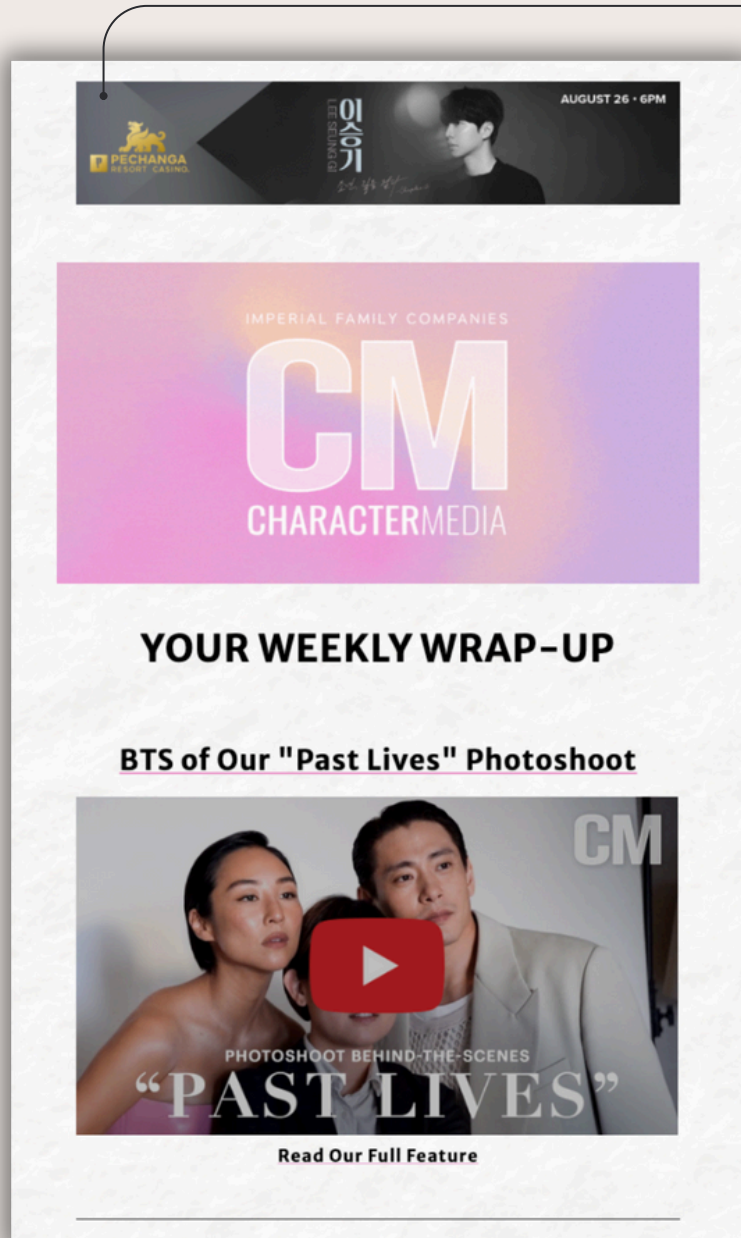
Media Release Package

- 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

Billboard

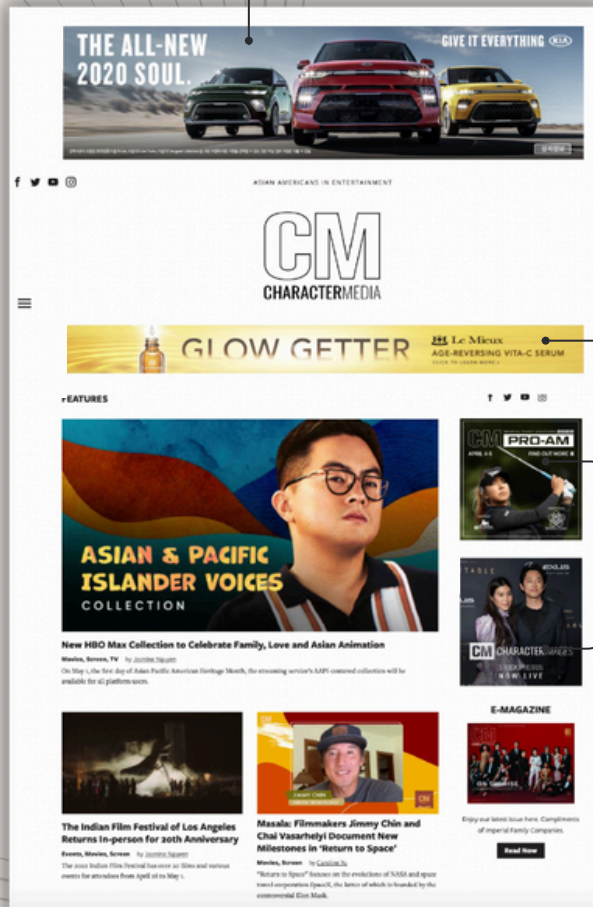
1225px x 250px
 \$5,000/month

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



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 Brink pose at the 2023 CM Pro-Am press conference. (All photos courtesy of Pechanga Resort Casino.)

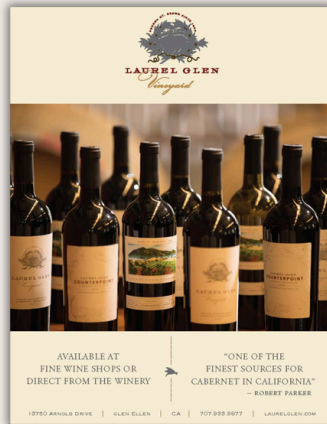
[Pechanga Resort Casino](#) has officially partnered with professional golfer [Gabriella Then](#) to act as their Ambassador to the Ladies Professional Golf Association (LPGA).

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

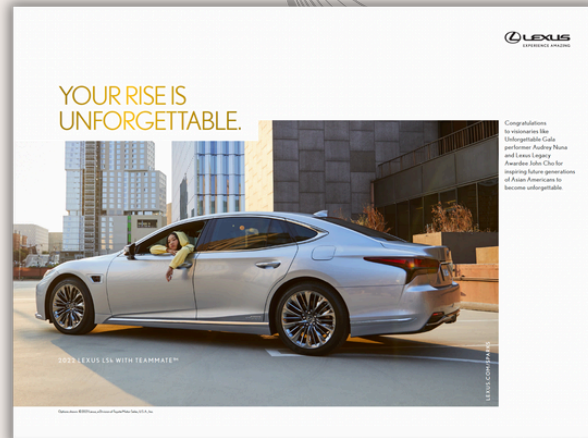


FULL-PAGE AD
 (print & online)

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



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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C: 310.740.2485

FLORENCE LO

JUNIOR CREATIVE

florence@charactermedia.com