

Global Korean Network

KOREA PORTAL US & CANADA

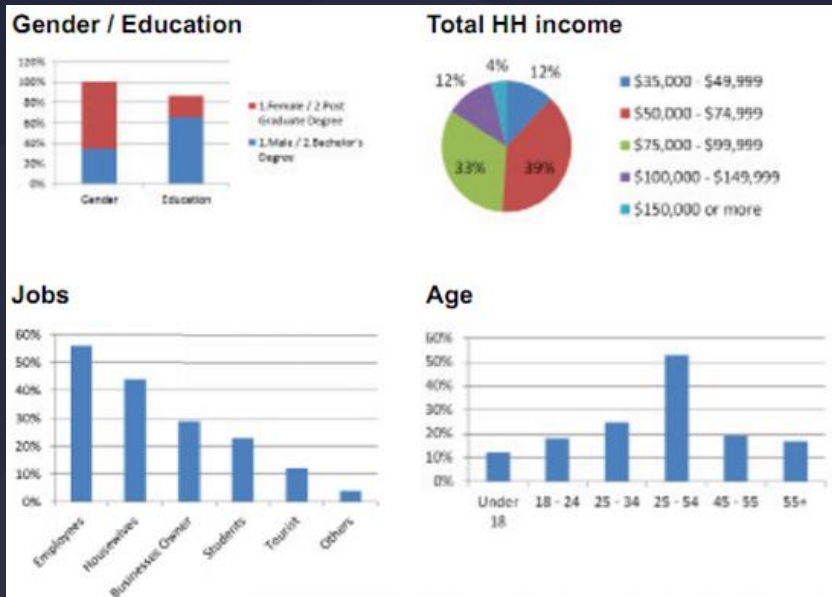
MEDIA KIT

Korea Portal Readers

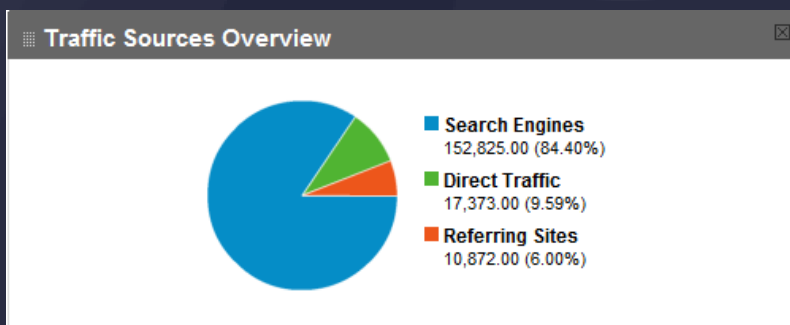
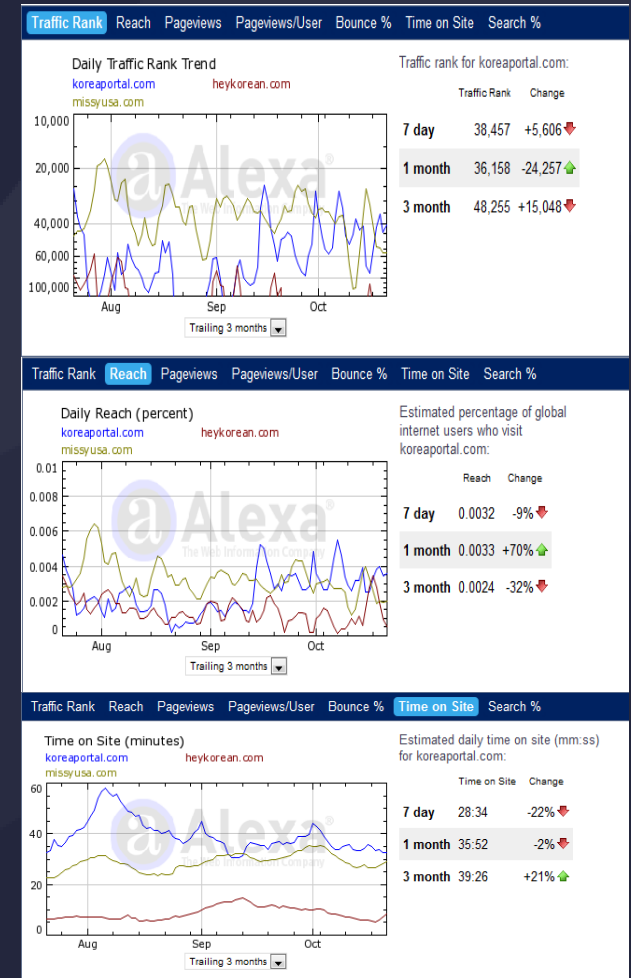
Our Audience – Business Decision Makers

- 70% of readers are in small-medium enterprises, while 30% are in large corporations.
- 37% are coming from South Korea.

Reader Survey Results Oct. 2011



<Reaches
Audiences>



Mobile

Readers value mobility and real-time access to Korea Portal.

iPad and Android apps are currently in the development stages.

Mobile devices sent 67,104 visits via 17 operating systems. Top 5 below.*

Operating System	Visits
Android	31,968
iPhone	26,002
iPad	7,170
iPod	1,872
BlackBerry	72

*Google Analytics, Pulled July '11

Overview

지역별 기기: 로스앤젤레스 뉴욕 샌프란시스코 시애틀 달라스 시카고 워싱턴D.C. 애틀랜타 샌루이스 몬트리올 토론토 보스턴 라스베이거스 필라델피아 샌디에고

Purpose

1. Offer the Information of Local Businesses and Ones that are Needed for Immigration Life Most Quickly & Specifically

2. Enlarge the Network of Korea Portal's Sponsors & Advertisers that have Korean People as their Target Editions : 10 (New York, Los Angeles, Chicago, San Francisco, Dallas, Seattle, Washington D.C., Vancouver, Toronto, Montreal)

About Korea Portal

Korea Portal (www.koreaportal.com) came into existence in 2004 with the mission of serving the Korean community in the United States as well as those in Korea who are planning to visit United States by delivering valuable information and news relating to business, education, shopping, jobs, housing, visa and immigration, housing, jobs, travel, health care, entertainment, etc.

15 US / Canada Editions

15 Editions

accessing one database and exchanging content
real-time for fastest and widest delivery of
local business information.

Los Angeles

New York

San Francisco

Chicago

Seattle

Dallas

Washington D.C.

Vancouver

Atlanta

Montreal

Toronto

Boston

Las Vegas

Philadelphia

San Diego

Channels



News

(US, Korea, Worldwide, Local Businesses, Immigration & Visa, Education)

Korean Yellow Pages

Web Business Pages

Tour Guide

Real Estate

Community

Entertainment

Shopping

Education

Health & Medical

Beauty & Fashion

Auto