RADIO KOREA™

AM 1540 KMPC LOS ANGELES

THE VOICE · THE CONNECTION · THE COMMUNITY

CONNECT WITH KOREAN AMERICA

당신의 브랜드와 미주 한인 커뮤니티를 연결합니다.

RADIO · DIGITAL · MOBILE · CONTENT · COMMUNITY · EXPERIENCES







RADIO KOREA MEDIA GROUP

agency@radiokorea.com

(213) 251-2066

22 Centerpointe Dr. #100, La Palma, CA 90623

For 37 years, RADIO KOREA has been there for every important moment in the Korean-American community.

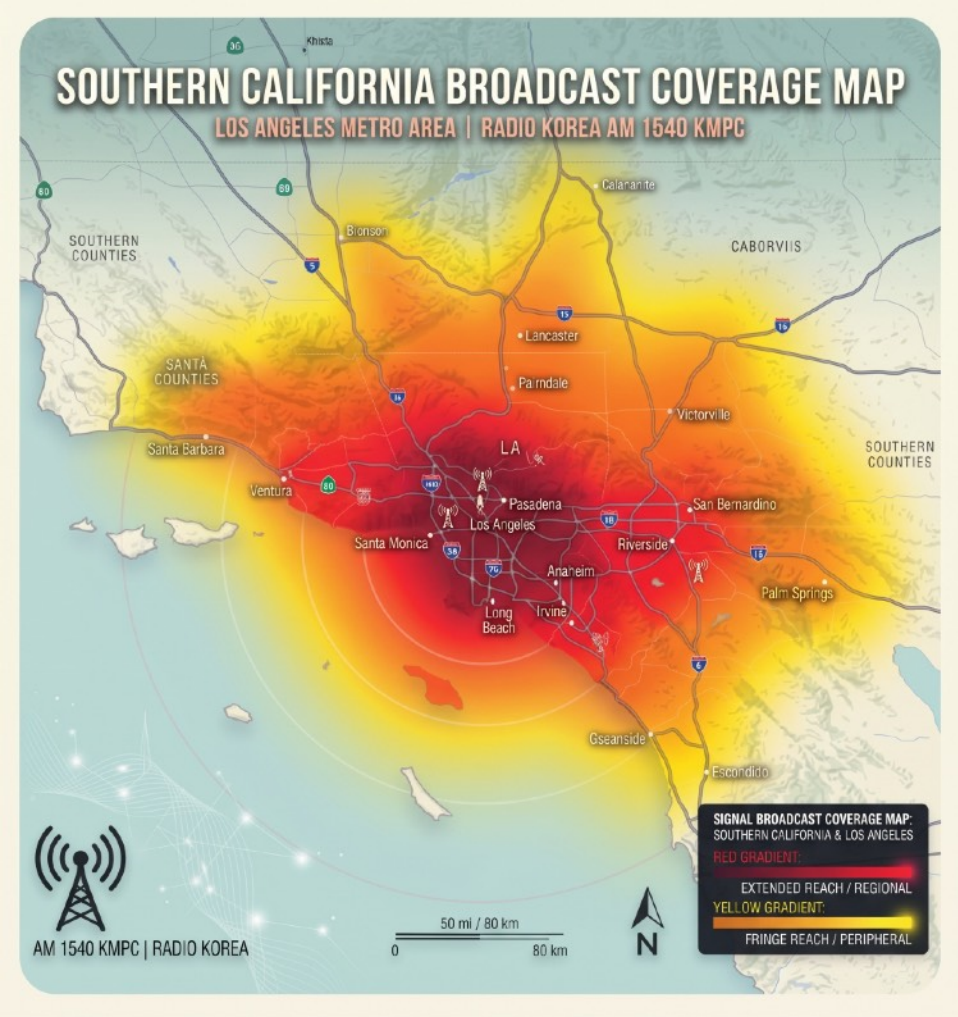
- A reliable guide that's been there for you when you needed essential information about life as an immigrant.
- When delivering the fastest and most accurate coverage of major news updates from US and Korea..
- When the local community is in desperate need of urgent help and support.
- When you need heartwarming music and vibrant culture and fun.

NEWS | INFORMATION | CULTURE | ENTERTAINMENT | COMMUNITY



THE TRUSTED VOICE OF KOREAN AMERICAN

MineMR Research Standard



68%

MOST LISTENED

The radio station that is by far the most listened to by the Korean-American community

72%

MOST PREFERRED

A leading media outlet with the highest levels of trust and listener preference

#1

KOREAN RADIO CHOICE

The media partner of choice for both advertisers and listeners

Ads are broadcast between programs,
but the brand is conveyed through the “trust” it has built up.

Beyond simple exposure, the emotional bond that listeners have built with Radio Korea over several decades directly reflects the value of the partner brand.

CORE DEMOGRAPHICS & BUYING PROFILE

Comparative Analysis of Purchasing Power by Age Group

Concentration 30s to 50s
79%

Median household income
$118,000+

Homeownership Rate
71.4%

Business Owner & Decision-Makers
58%

Age	Listeners	Lifestyle & economic characteristics	Major Categories of Consumer Spending	Targeted Ad Response Rates
50s Largest Audience	34%	Self-employed individuals and business owners; stable, high income	Real Estate Investment and Sales, Premium Financial Services and Asset Management, Wellness Travel	**Highest level of loyalty and expertise and highest preference for the brand**
40s Core Consumer	27%	Household spending drives the economy	Home repairs and renovations, loans, children's college preparation, large SUVs, and health screenings	**No. 1 in actual purchase conversion power, simultaneous online and offline response**
60s+ Companion Listener	21%	Retirement planning and retirees, paying off a mortgage, having more free time	Senior Healthcare & Medicare, Wellness and Health Foods, Family Travel	**High trust in signboard host recommendation advertisements (Host Read)**
30s New Expansion	18%	New Residents in Socal, Those Looking to Advance Their Careers, and Parents of Infants and Toddlers	New Expenses Related to Settling In (Rent, Car, Insurance), Education, Dining Out and Shopping	Digital and mobile app connection, instant information search

MORE THAN AN AUDIENCE. A VALUABLE COMMUNITY.

High Purchasing Power & Decision Makers

FAMILY DECISION MAKERS

The purchasing group that drives the family's core economic consumption and major life decisions

BUSINESS & HOME OWNERS

Demands for business operations, self-employment, commercial/residential real estate and financial solutions

HEALTHCARE & SENIOR CARE

High interest in family health, medical insurance, and senior lifestyle care

CULTURALLY CONNECTED

Consumers who lead trends by enjoying both Korean cultural identity and American lifestyle

COMMUNITY CONNECTED

A class that is deeply involved in the Korean American network and has excellent word-of-mouth influence.



ONE BRAND. EVERYWHERE.

Single Audience, Multiple Direct Touch-points

AM 1540
Broadcast Radio

Premium terrestrial broadcasting that completely covers the entire Socal.

RADIOKOREA.COM
News & Portal

Representative Community portal with the largest traffic among Koreans in America and 19 million PVs

MOBILE APP
Radio Korea App

Real-time radio listening, disaster/ breaking news push notifications, dedicated podcasts

STREAMING
24/7 Live

Video/audio streaming that can be accessed reliably anywhere in the U.S. and globally

Distribution to 58,000+ digital subscribers

DAILY NEWSLETTER [Direct delivery inbox media]

This is our core newsletter sent directly to our over 58,000 registered digital Korean members at morning. Key breaking news, local and community news, and special promotions and advertisements from partner companies that you need to know of the day are accurately delivered to your target inbox.

CONTENT & VIDEO
Video & Social

Original planned branded content specializing in YouTube, short form, and podcasts

EXPERIENCES
Live Festivals

Remote broadcasts, exhibitions, large community festivals and field experience promotions

ONE INTEGRATED MEDIA ECOSYSTEM · 7 HIGH-IMPACT TOUCHPOINTS

19 MILLION REASONS TO CONNECT

Massive Digital Footprint

19M

MONTHLY PAGE VIEWS

'RadioKorea.com' Monthly Cumulative Page Views

529K

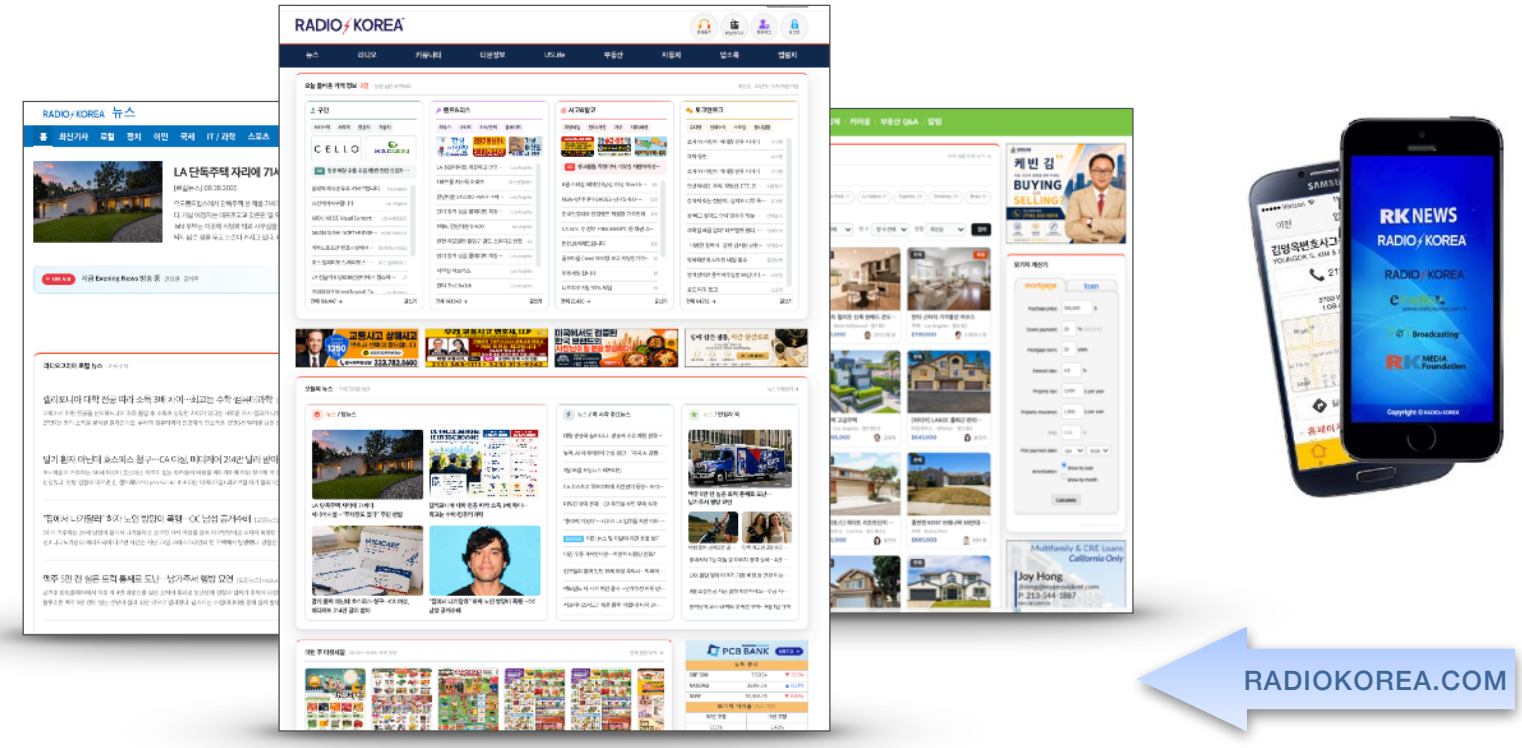
MONTHLY UNIQUE VISITORS

MAU (Active Consumer Pool)

629K

REGISTERED USERS

Cumulative registered members with strong community ties



Even if the radio is turned off,
your connection with Radio Korea does not stop.

Continuously target customers through a full-funnel digital network spanning web, mobile apps, social media, and streaming audio.

FROM MORNING TO NIGHT

All Day · All Platforms · One Community

Radio Korea accompanies consumers throughout their entire 24-hour lifestyle, rather than just a single moment of the day.















7:30 AM

Morning news to accompany your commute

Essential traffic information and breaking news for your commute

AM 1540

10:00 AM

During Work & Working Hours

Real-time web news browsing during office hours and the workday.

RadioKorea.com

12:30 PM

Lunch Break & Break Time

Community news and daily life information available on your smartphone

News | Mobile

5:30 PM

Commute & Entertainment

Cheerful broadcasts and comprehensive news to lift your spirits during the rush-hour commute home.

Radio | Streaming

WEEKEND

Weekend Scene & Family

Participation in community events, festivals, and public culture on Remote Broadcast

On-Site Events

FROM MEDIA TO EXPERIENCE

We go beyond simply gathering listeners; we build a vibrant offline community where people connect and engage with one another in person.

- Community Festivals: Korean Community Cultural Festivals and Charity Events
- Health & Senior Events: Health Expo, Senior Wellbeing Fair
- Concerts & Cultural Shows: Performances by K-Pop stars and top-tier artists
- Seminars & Forums: Specialized Information Seminars on Real Estate, Finance, and Law
- Sports & Watch Parties: Joint Cheering Events for the World Cup and Major League Baseball



THE RADIO KOREA EFFECT: WHY BRANDS WIN

4 Core Pillars of Partnership ROI

01 UNRIVALED REACH

68% listenership · 19M PV

Extending well beyond Southern California, we command an unparalleled market reach as the largest terrestrial radio and digital portal network serving the Korean-American community nationwide.

02 UNBREAKABLE TRUST

37 yr of heritage · 69% preference

Far beyond mere advertising, the credibility built over 37 years—combined with the sincere voice of a prominent host—instantly translates into trust for our partner brands.

03 OMNICHANNEL SYNERGY

On-Air + Digital + On-Site

We implement seamless, full-funnel touchpoints spanning everything from radio listening during commutes and workplace web browsing to mobile app push notifications and weekend on-site events.

04 HIGH-CONVERTING POWER

Family Decision-Maker & Business Owner

We drive tangible sales conversions by targeting the core consumer segment within the Korean-American community—individuals with significant purchasing power across sectors such as healthcare, finance, automotive, and real estate.

THE BOTTOM LINE

Media partnerships that go beyond simple media placement to become a brand's permanent asset.

PROVEN ROI & IMPACT