

RATES AND MECHANICAL DATA

DISPLAY ADVERTISING RATES*

<u>SIZES</u>	<u>1ST INSERTION</u>	<u>ADDITIONAL INSERTIONS</u>
Back Cover <i>(Back Cover cost includes fourcolor charges)</i>	\$665	\$640
Full Page	\$395	\$365
3/4 Page	\$325	\$305
1/2 Page	\$220	\$205
1/3 Page	\$185	\$175
1/4 Page	\$145	\$135
1/6 Page	\$105	\$97
1/8 Page	\$88	\$80
1/12 Page	\$65	\$60

COLOR CHARGES:

Back cover and inside center pages available for:
Spot color (\$35 per color) or 4 color (\$100)

AVAILABLE DISPLAY AD SIZES

Full Page

9³/₄ x 12" Depth

Back Cover

9³/₄ x 12¹/₂" Depth

3/4 Page

9³/₄ x 9" Depth

1/2 Page

9³/₄ x 6" Depth

5³/₄ x 9" Depth

1/3 Page

5³/₄ x 8" Depth

1/4 Page

3³/₄ x 9" Depth

5³/₄ x 6" Depth

1/6 Page

3³/₄ x 6" Depth

5³/₄ x 4" Depth

1/8 Page

3³/₄ x 5" Depth

5³/₄ x 3" Depth

1/12 Page

3³/₄ x 3" Depth

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SUBSCRIPTIONS:

Individuals: \$18 per year

Corporate: \$135 per year

(30 copies of each issue shipped UPS to your business or school)

Bulk: \$135 per issue (100 copies)

Baby Bulk: \$70 per issue (50 copies)

PAYMENT TERMS:

Payment due upon publication,
unless other arrangements have been made.

MAILING ADDRESS:

Korean Quarterly

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DELIVERY ADDRESS:

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KOREAN
Q U A R T E R L Y

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KOREAN QUARTERLY

MISSION

Korean Quarterly was formed in 1997 by a group of adopted Koreans, 1.5/2nd and 1st generation Korean Americans and adoptive parents.

Korean Quarterly provides independent reporting on issues of identity, racism, politics and the arts and is a forum for the ideas and creativity of the whole KA community.

Korean Quarterly focuses on the place where identity, creativity and culture intersect. We seek out unheard voices and new perspectives. From the Twin Cities to Chicago, Los Angeles, New York, Honolulu, Europe, Pyongyang and Seoul, we have been there to give voice to a variety of viewpoints.

Korean Quarterly, a non-profit/volunteer publication, celebrates the achievements of this diverse Korean American community and promotes understanding and support among the various Korean groups that the newspaper serves.

AUDIENCE

Korean Quarterly's readers are members of the Korean American community, including adopted Koreans, 1.5/2nd generation, bi-racial and intercultural/interracial Korean American families.

Korean Quarterly also has many non-Korean readers: Parents and relatives of adopted Koreans; other Asian Americans; and people with a general interest in Korea, identity issues and the vibrant Korean American community.

The Twin Cities metro area and upper mid-west region have the greatest per capita population of adopted Koreans in the nation. The Korean American community is the largest Asian American group in the upper Midwest.

REGULAR FEATURES

Korean Quarterly's regular features include coverage of the arts, Korean culture, personality profiles, stories from our elders, business features, essays, creative writing, book, film and music reviews, poetry, recipes and regional, national and international news.

GENERAL INFORMATION

PUBLICATION DATES:

September/December/March/June

READERSHIP

23,000 — Primarily in the Minnesota/Chicago/midwest region

ADVERTISING DEADLINES:

5 days prior to month published

MEMBER: Korean American Journalists Association

2001 Community Service Award/Korean Association of MN

2002 Utne/Independent Press Association Award for Ethnic Issues Coverage

2004 Midwest Region Community Service Award

2005 Global Korea Award

2006 New American Media award - International Affairs

Minnesota Newspaper Association (numerous awards)



OVER 21 AWARDS FOR JOURNALISTIC EXCELLENCE