



# 중앙일보

**JoongAng Ilbo** is the leading South Korean newspaper and the only one with audited circulation in the country. **JoongAng Ilbo** has served as a force of change in Korean journalism, leading it into the modern age. It has also paved the way in the moving from the traditional Korean vertical script to left-to-right text. **JoongAng Ilbo** is proud of its role as an engine for national, social and economic growth and development.

<b>COUNTRY</b>	South Korea
<b>LANGUAGE</b>	Korean
<b>CATEGORY</b>	General Interest
<b>PUBLISHER</b>	JoongAng Ilbo
<b>ESTABLISHED</b>	1965
<b>FREQUENCY</b>	Mon-Sat
<b>CIRCULATION</b>	1,950,000 Nationwide
<b>AD CLOSE</b>	10-Day

## READERSHIP

<b>GENDER</b>	
Male	60.5%
Female	39.5%
<b>AGE</b>	
20-29	20.8%
30-39	23.2%
40-49	34.1%
50-59	18.6%
60+	3.3%
<b>EDUCATION</b>	
Middle School	4.6%
High School	31.5%
College	52.7%
<b>SOCIOECONOMIC CLASS</b>	
Upper	46.0%
Upper Middle	23.5%
Middle	19.0%
Middle Lower	5.5%

<b>2011 ROP RATE CARD – PRICES IN USD</b>		
<b>BERLINER FORMAT</b>		
<b>FULL COLOR (WIDTH x DEPTH)</b>		
Full Page	29.9 cm x 43.2 cm (11-3/4" x 17")	\$93,300.00
Half Page	29.9 cm x 21.5 cm (11-3/4" x 8-7/16")	\$46,700.00
Junior Page	17 cm x 28.7 cm (6-11/16" x 11-5/16")	\$36,300.00
1/3 Page	29.9 cm x 16.1 cm (11-3/4" x 6-5/16")	\$35,000.00
<b>BLACK AND WHITE (WIDTH x DEPTH)</b>		
Module*	2.5 cm x 1.8 cm (1" x 11/16")	\$325.00
<p><i>Premium Positions Available at Additional Charge</i>  <i>Travel and Leisure Section on Fridays</i>  <i>*Education, Recruitment and Announcement Ads Only</i></p> <p><b>VOLUME AND FREQUENCY DISCOUNTS AVAILABLE</b></p>		

10% VAT EXEMPT

<b>PRODUCTION REQUIREMENTS</b>	
<b>BLACK &amp; WHITE:</b> Camera ready art or negative film, right reading emulsion down, screen 85-line per inch, rounded dots.	
<b>COLOR:</b> Negative film, right reading emulsion down, screen 110-line per inch, rounded dots, color hard proof.	
<b>Ask About Digital File Requirements and Production Instructions</b>	



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