

K-RADIO

Media Kit

AM 1660

NEW YORK

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NEW JERSEY

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Fort Lee, NJ 07024
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AM 1310

WASHINGTON

3554 Chain Bridge Rd #306,
Fairfax, VA 22030
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Company Overview

K-RADIO is the largest Korean-language radio broadcasting network in the United States, currently operating two major public AM radio channels serving the Eastern U.S.

- WWRU AM1660 covers the New York, New Jersey, and Connecticut Tri-State area, home to approximately 500,000 Korean Americans.
- WDCT AM1310 reaches audiences in Washington D.C., Northern Virginia, and parts of Maryland, serving a community of over 250K Korean Americans.

AM1660 is the first Korean-language radio station established in New York, and remains a trusted and familiar voice for the Korean communities in New York and New Jersey. **AM1310** was the first Korean radio station launched in the Eastern U.S., built through the unified efforts of the Korean-American communities in Washington D.C. and Virginia.

Both channels operate 24 hours a day, 7 days a week, 365 days a year. Live broadcasts run daily from 7 AM to 9 PM, while late-night and early-morning hours feature rebroadcasts and content from partnered Korean broadcasters. In addition to radio, K-Radio operates Web Streaming and a dedicated mobile app, and actively produces and distributes original content across YouTube and Instagram, expanding its presence in the digital and social media landscape. K-Radio maintains broadcast studios in both New York/New Jersey for AM1660 and Virginia for AM1310, enabling comprehensive local coverage and connection to the communities we serve.

Vision

Ethical Management

Adhering to corporate ethics with a proactive attitude based on fairness and trust

Culture Creation

Contributing to the creation of new culture and values in step with the new media era

Communication

Presenting a vision for the future Korean immigrant community through communication across languages, generations, cultures, and regions.

Innovation

Continuous innovation through creative content development in response to changes in technology, culture, and generations.

Broadcasting Coverage & Traffic

New York Transmission - 10Kw

K-RADIO's broadcasting range covers the entire areas of New York, New Jersey, and Connecticut, where Korean communities are densely populated. Based on this foundation, K-RADIO is solidifying its position as the most influential broadcasting station in the Eastern United States.

AM1660 Listener Status (Last 30 Days)

100,000

Online Visitors

Based on radio.co

12,000

Average Listeners

Simultaneous
online listeners

50,000

Total Listeners

Based on an online
ratio of 22-25%

Calculation Method

Average online listeners 12,000 ÷ 25% = 48,000 / ÷ 22% = 54,000. Calculated as approximately **50,000** people.



Washington D.C. Transmission - 5Kw

K-RADIO's Washington D.C. transmission covers Northern Virginia, Maryland, and the heart of Washington D.C., maintaining close connections with the dense Korean communities and Asian immigrant populations in these areas. A strong listener base is formed particularly around key residential areas such as Annandale, Fairfax, Centreville, Rockville, and Ellicott City. These residents utilize K-RADIO as a vital channel for accessing Korean news, community updates, and daily life information.

DC1310 Listener Status (Last 30 Days)

46,000

Online Visitors

Based on radio.co

3,200

Average Listeners

Simultaneous online listeners

14,000

Total Listeners

Based on an online ratio of 22-25%

Calculation Method Average online listeners 3,200 ÷ 25% = 12,800 / ÷ 22% = 14,545. Calculated as approximately **14,000** people.



Traffic Overview

(Period: Sep 1, 2025 - Sep 30, 2025)

Web-Streaming: 104,275

Source: radio.co

Mobile: 26,794

Source: fx.radiofxinc.com

Website : 11,063

출처: wix.com

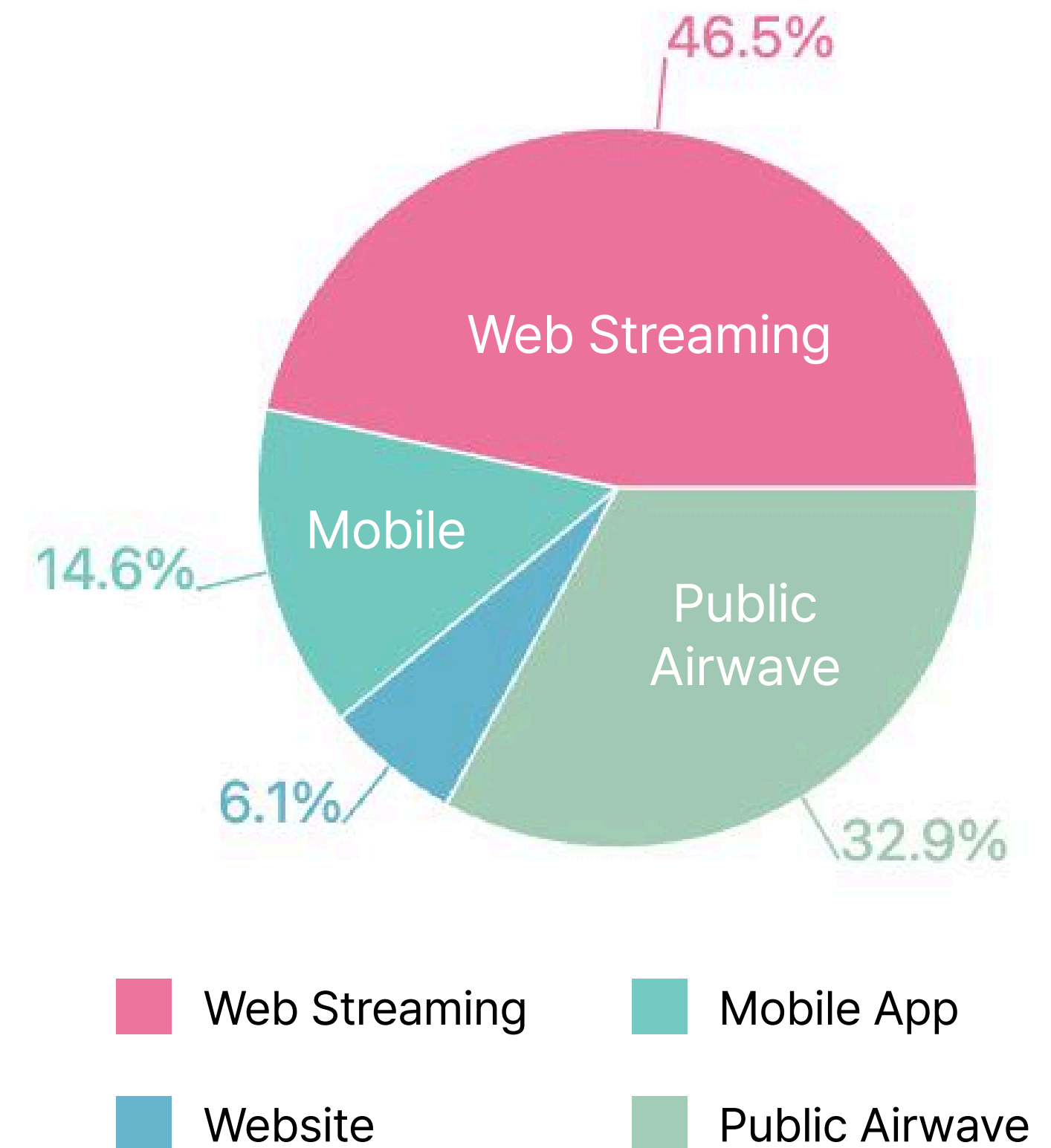
Public Air-wave : 60,000

estimate

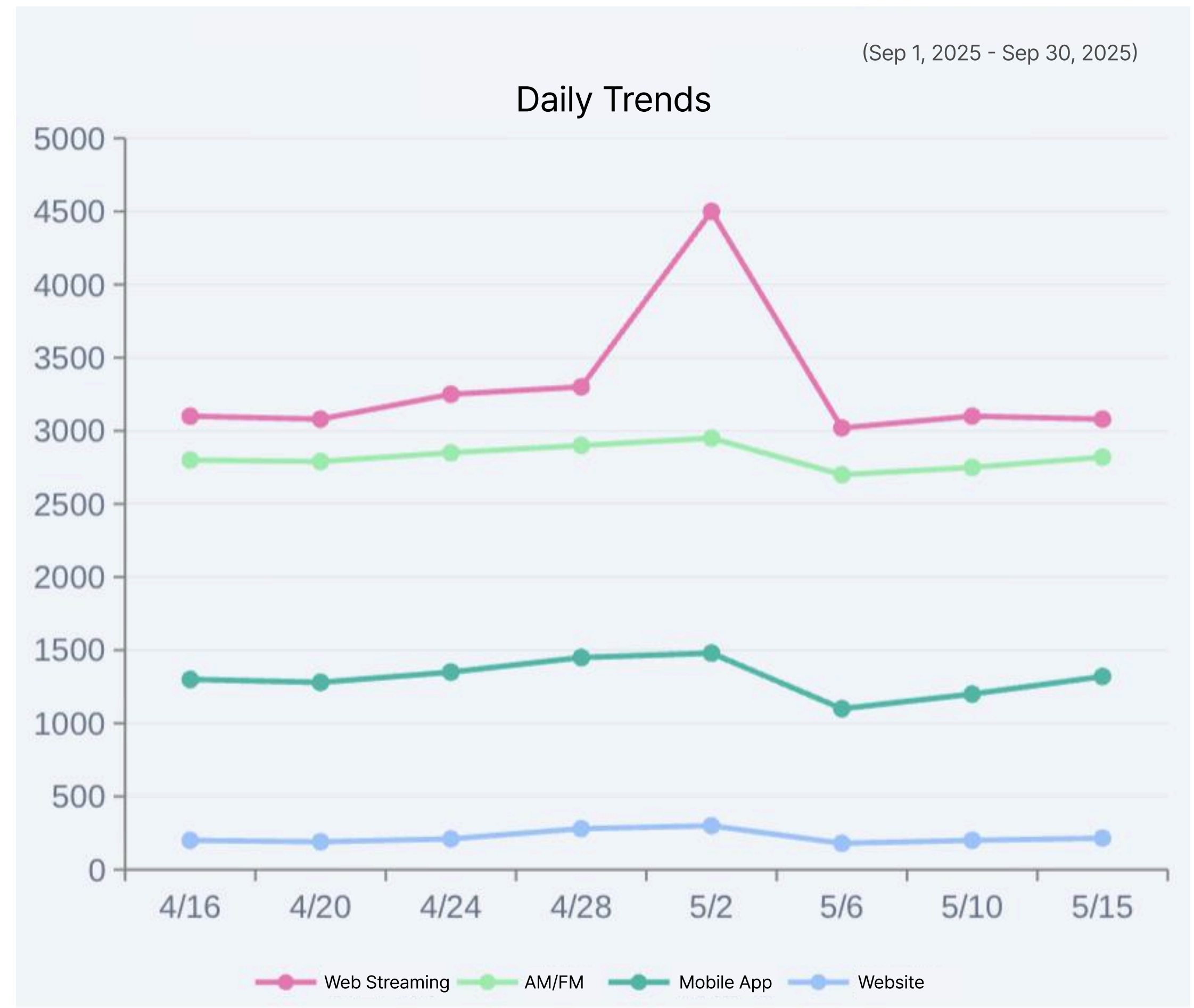
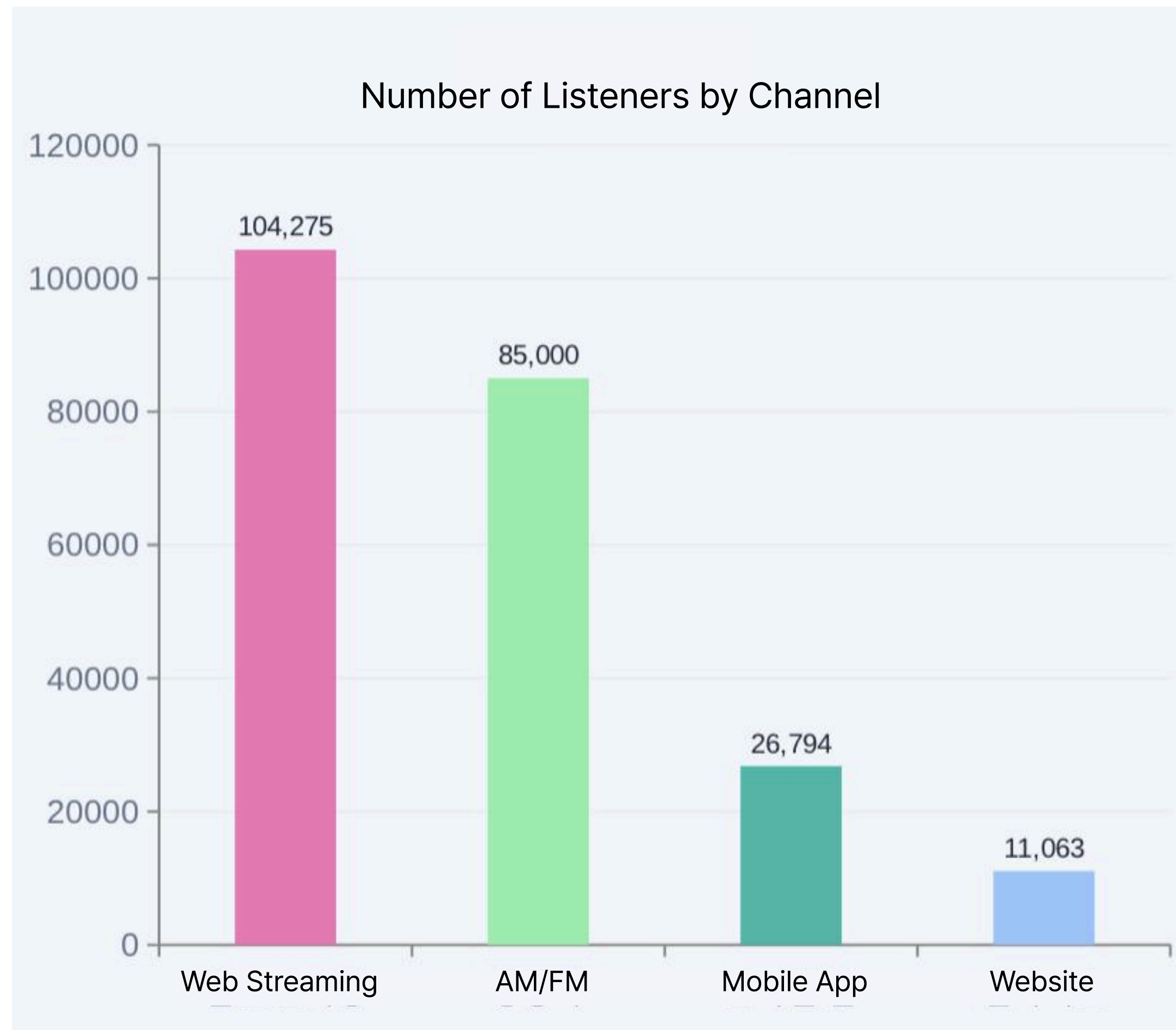
Estimated Total Listener Reach (Updated for 2026)

- **AM1660 (New York):** Online average of **12,000** listeners → approximately 50,000 total listeners
- **DC1310 (Washington, D.C.):** Online average of **3,200** listeners → approximately 14,000 total listeners

Channel Share



Traffic Overview



Community & Social Impact

KOREAN COMMUNITY

K-RADIO is committed to fostering unity within the Korean American community through sponsored events like K-Speech Star, Women Soccer Tournaments, Walk-a-thons, Karaoke competitions, Fall foliage trips, charity events, and disaster relief funds. These events serve as a chance for the Korean community to unite and aid others, while also providing businesses with opportunities to showcase their brands to potential customers and clients.



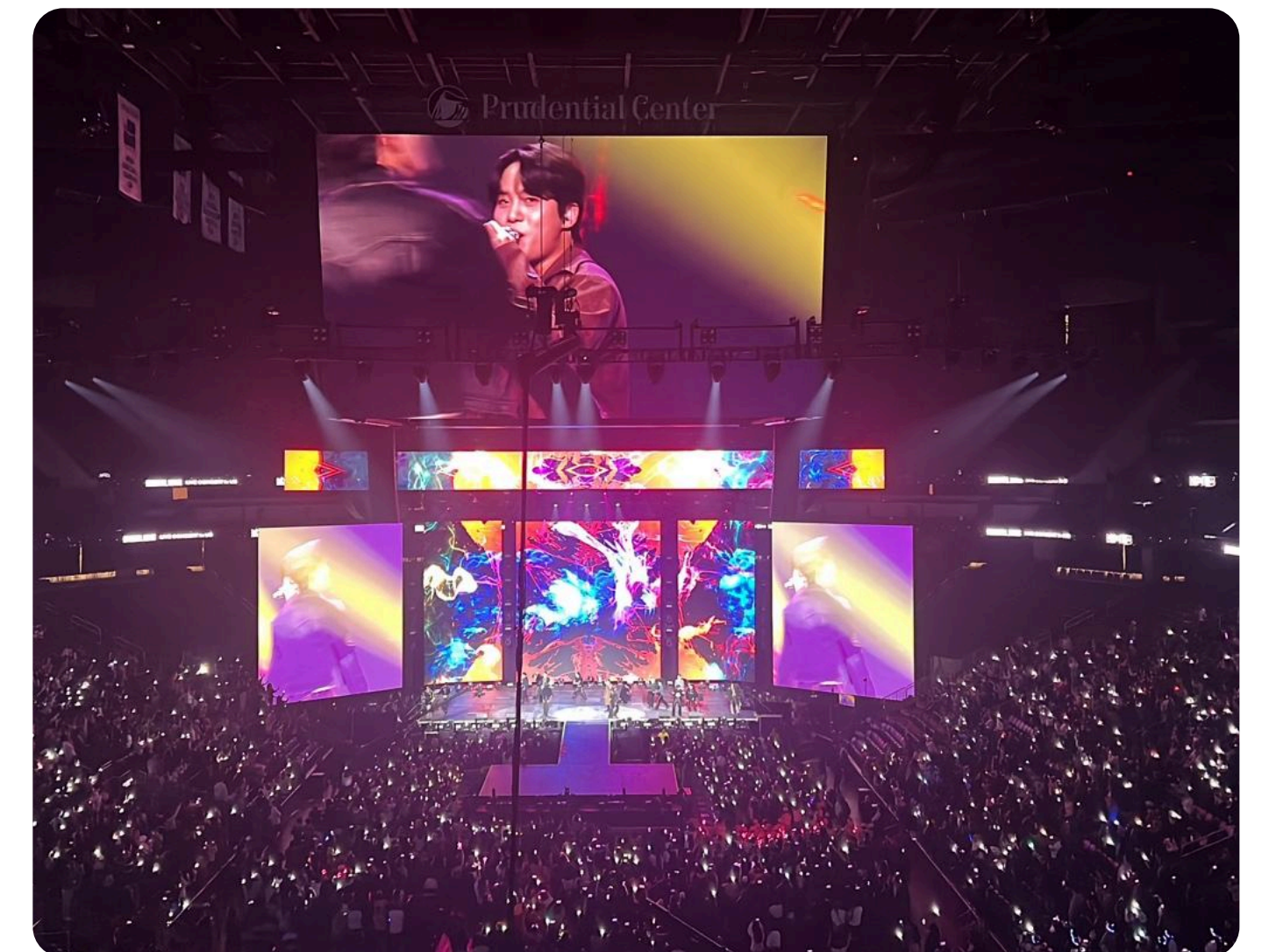
POLITICS & ADVOCACY

K-RADIO actively supports civil rights movements and natural disaster relief efforts. It serves as a platform for politicians and corporate leaders to connect with Korean-American communities in the tri-state area and advocate for their causes



ENTERTAINMENT & CULTURE

For years, K-RADIO has led the way in promoting Korean culture, or Hallyu, to both Korean-American communities and mainstream U.S. audiences through concerts, musicals, and performances by renowned Korean artists.



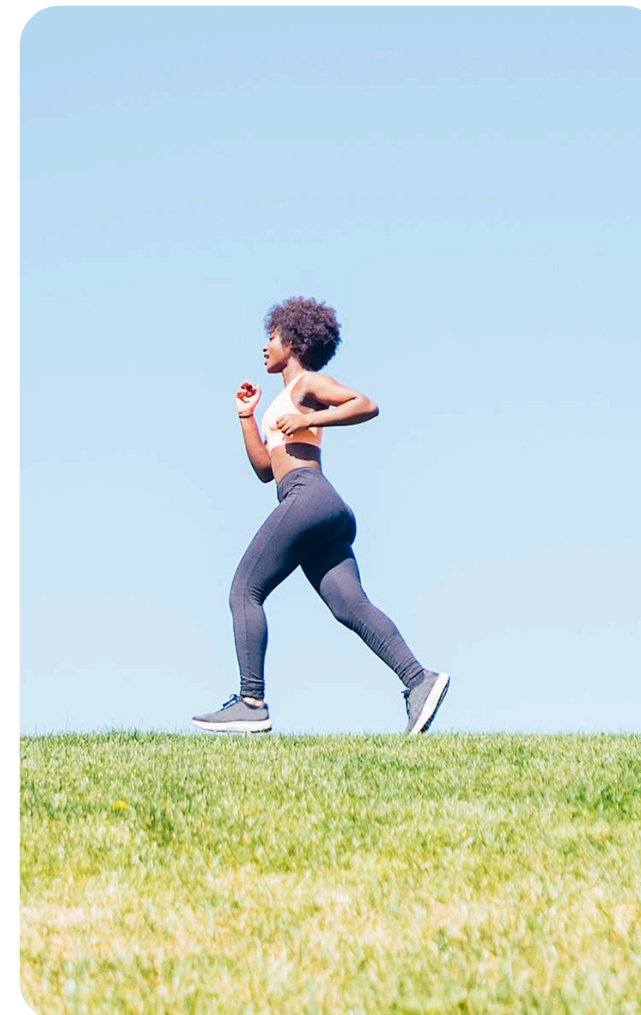
Public Service Campaign



Health information for seniors is provided through K-RADIO's Century Life Age program



K-Radio hosts a yearly Adolescent Campaign to address issues among adolescents in the Korean community



Through the Health Campaign. K-Radio aims to promote healthy habits and lifestyles and help listeners prevent disease.



K-RADIO's "Making a Better World" campaign focuses on environmental issues and building a better world.



K-RADIO offers the opportunity to support and fundraise for those affected by natural disasters, elderly people who live alone, impoverished people

YouTube

New Yorker K

YouTube Originals by K-RADIO

New Yorker K is a human-centered documentary-style YouTube channel that captures the real lives of immigrants, small business owners, and locals living in New York City.

We tell grounded, emotional, and culturally rich stories that go beyond the glamour and focus on survival, resilience, and everyday truths.



New Yorker K
@newyorkerk · 16.3K subscribers · 157 videos
Ride with K, Expand Your World. ...more
[am1660.com](#) and 1 more link

Customize channel Manage videos

Home Videos Shorts Live Playlists Posts Store

Latest Popular Oldest

<p>미국인들의 시집살이 How Americans Handle In-Laws? 5:56</p> <p>생각보다 복잡한 미국 시어머니 문화 🤔 419K views · 3 months ago</p>	<p>What's your annual salary? 미국인의 연봉 8:10</p> <p>How much do NYC workers really make? Street Interview Tell me why ep.6 321K views · 7 months ago</p>	<p>계란 3개, K토스트로 뉴욕 월 4천 불러온 비법 8:02</p> <p>[CC] 3 eggs a day? This Korean Toast Shop Still Makes \$30K/Month in NYC 287K views · 10 months ago</p>	<p>뉴욕 인종 400명 오</p> <p>Korean Flower Shop Attracts 400 Customers 118K views · 8 months ago</p>
<p>미국인들의 눈치문화 Social Life at Work in the U.S. 6:43</p> <p>미국 직장인들은 정말 눈치를 안 볼까? 🤔 110K views · 1 month ago</p>	<p>항상 집안일에 시달려요 미국인들의 명절증후군 American Holiday Culture 5:01</p> <p>명절에 50명이 모인다고? 미국인이 말하는 미국 명절의 솔직한 고백! 49K views · 1 month ago</p>	<p>What's your ideal type? 미국인의 연애관 6:27</p> <p>How Open-Minded Are Americans About Dating? Tell Me Why Ep.1 44K views · 9 months ago</p>	<p>혼란스러워 미국 결혼 Asking about the marriage 1:17</p> <p>Wait, That's Marriage Interview Tell Me 31K views · 5 months ago</p>

AUDIENCE & INSIGHT

19.3K+

Subscribers

186.6K

28-day Views

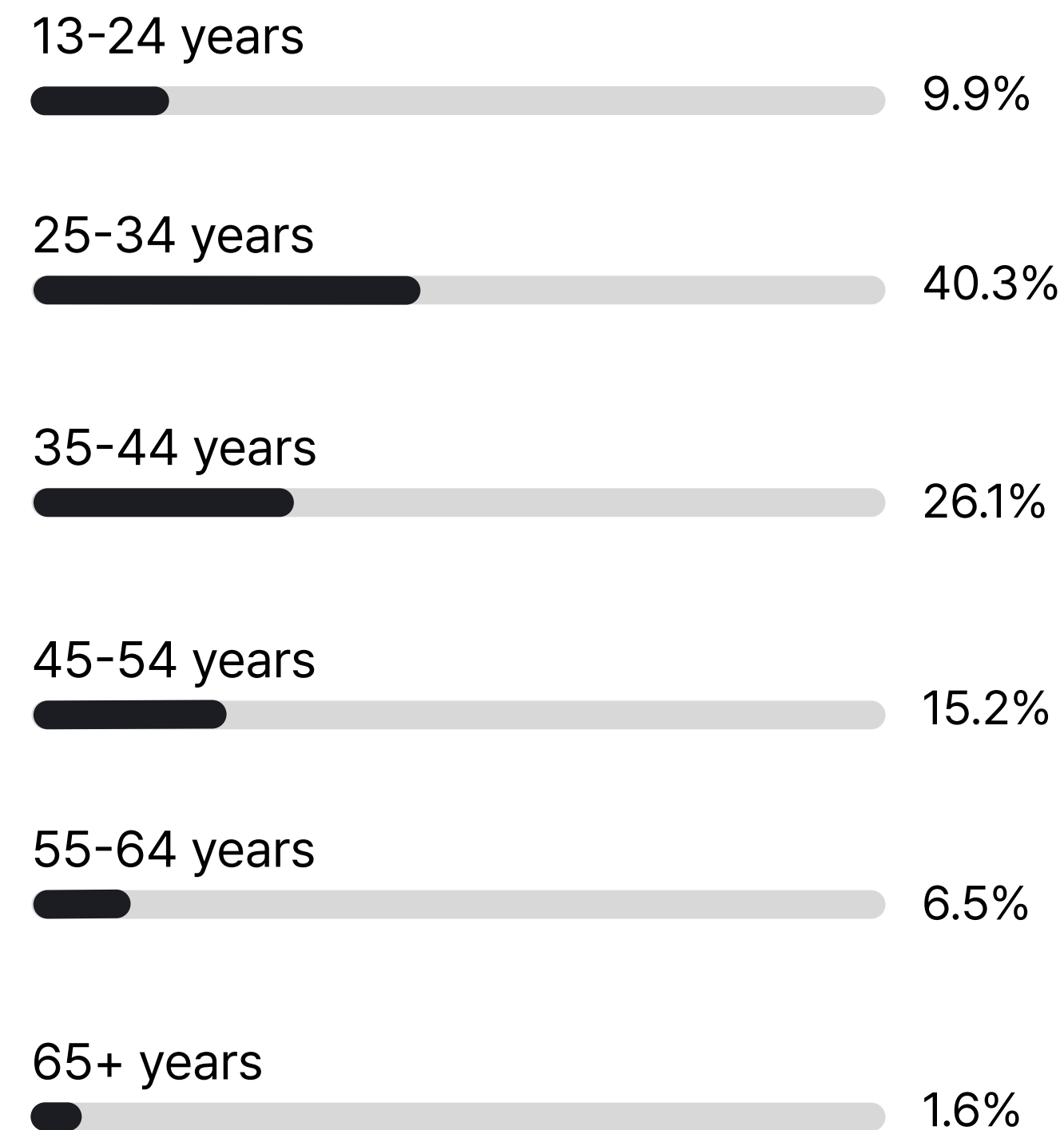
6,300

Watch Time (hours/month)

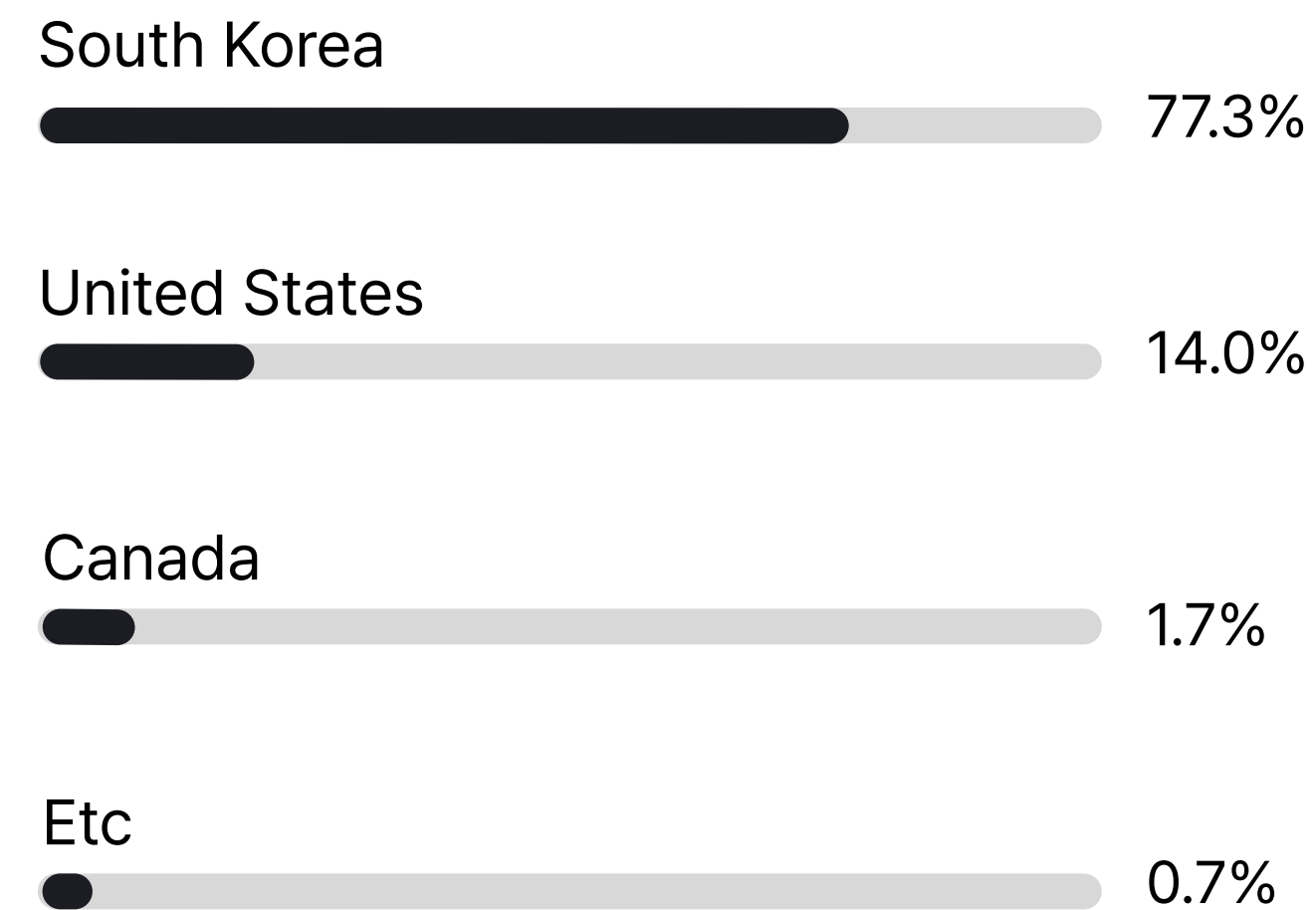
100+

Total Videos

Age (last 28days)



Top geographies



Insight

- **186K+** monthly views, 89% from algorithm-based traffic
- **2.5+ min average watch time**, ideal for brand exposure
- 66% aged 25-44, **strong purchasing power**
- 77.3% Korean, 14% US-based, diaspora & multicultural reach

CONTENT & POSITIONING



Real New York

Stories of Korean immigrants and small business owners navigating life in NYC. Filmed in a documentary format, this series continues to spotlight personal journeys and community realities across boroughs.

→ Best for brand stories, local business campaigns, and diaspora engagement.



Tell Me Why

Spontaneous street interviews with real New Yorkers. This ongoing series captures cultural insights and candid perspectives from people across the city.

→ Fast-paced street interviews revealing raw cultural perspectives from diverse New Yorkers.

Video Production Pricing Guide

Category	Variety Documentary (Real New York)	Sketch Style (Event Sketch)	Documentary Style (Korean Table / Korean Dining)
Base Production Fee	\$1,500	\$2,000	\$1,500
Included	1 shoot session + cut editing and graphics + basic subtitles + color correction + background music + 2 short-form clips	1 shoot session + cut editing and graphics + basic subtitles + color correction + background music + 2 short-form clips	1 shoot session + cut editing + subtitles + color correction + background music + 2 short-form clips
Additional Features	Reality-style, insight-driven content	Event-focused editing, promotional event video, sketch video	Interview-focused editing, stronger storytelling

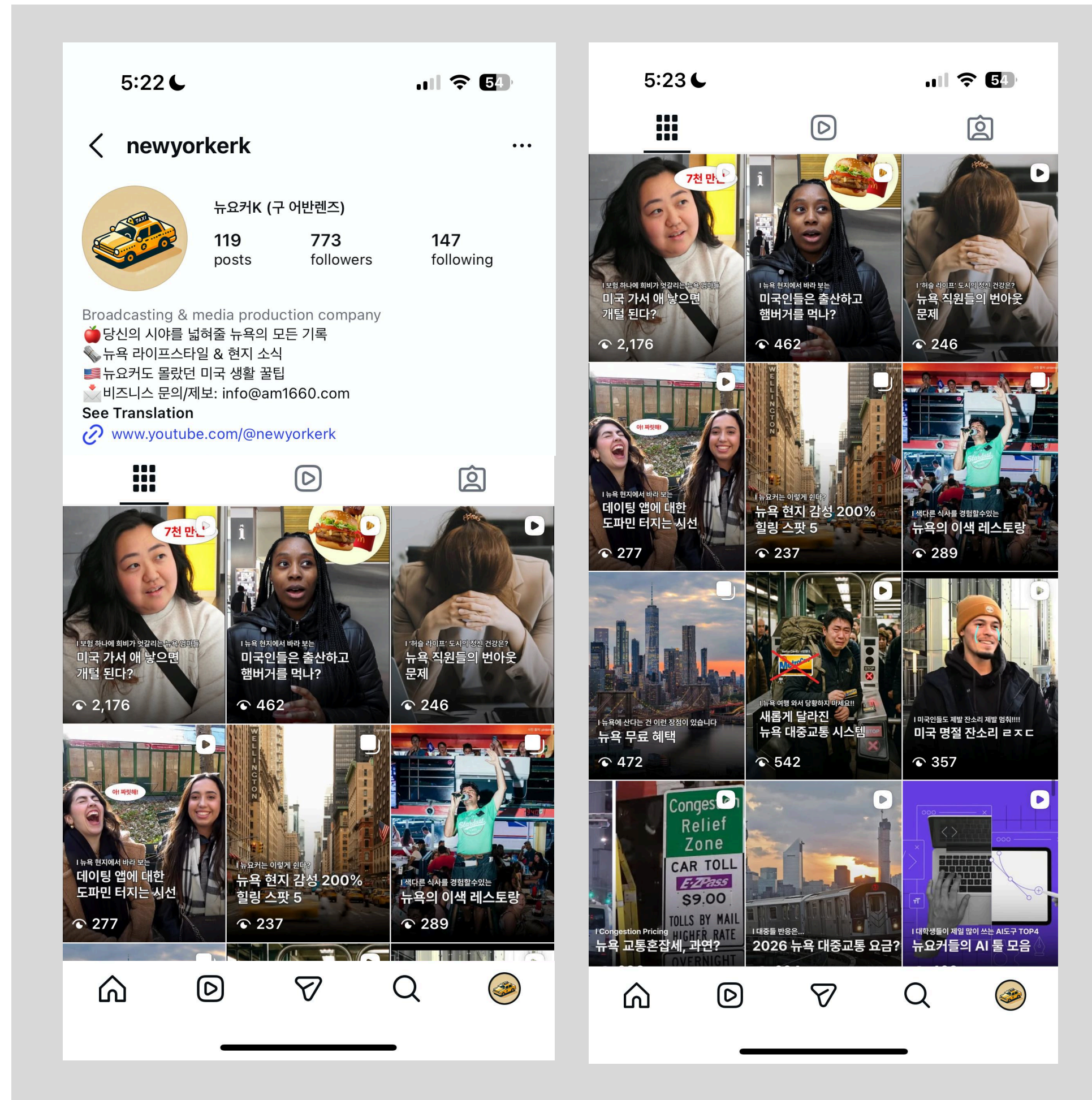
Additional Options

Option	Real New York	Event Sketch	Korean Table / Korean Dining
Rush Editing (completed within 48 hours)	+\$200	+\$200	+\$200
Additional Filming (per hour)	+\$100	+\$100	+\$100
Additional Video Length (per minute)	+\$40	+\$30	+\$40
Additional SNS Short-form Edit (per Reel/Short)	+\$50	+\$50	+\$50

Delivery Policy

The final video will be delivered within 30 days from the date the client provides the video script and all related materials. However, any schedule changes caused by delays in material submission are not the responsibility of the production company. If required materials are not provided for more than 30 days, the contract will be automatically terminated, and any payments already made will not be refunded.

Instagram_newyorkerk



@newyorkerk

newyorkerk is a lifestyle media platform that curates New York's everyday life, spaces, people, and trends with a refined and sensory perspective.

Target Persona

- Trend-conscious consumers in their 20s to 40s living in New York or Seoul
- Creative professionals sensitive to fashion, culture, space, and visual content
- Followers who appreciate both global aesthetics and the sentiment of the Korean community

Instagram_newyorkerk

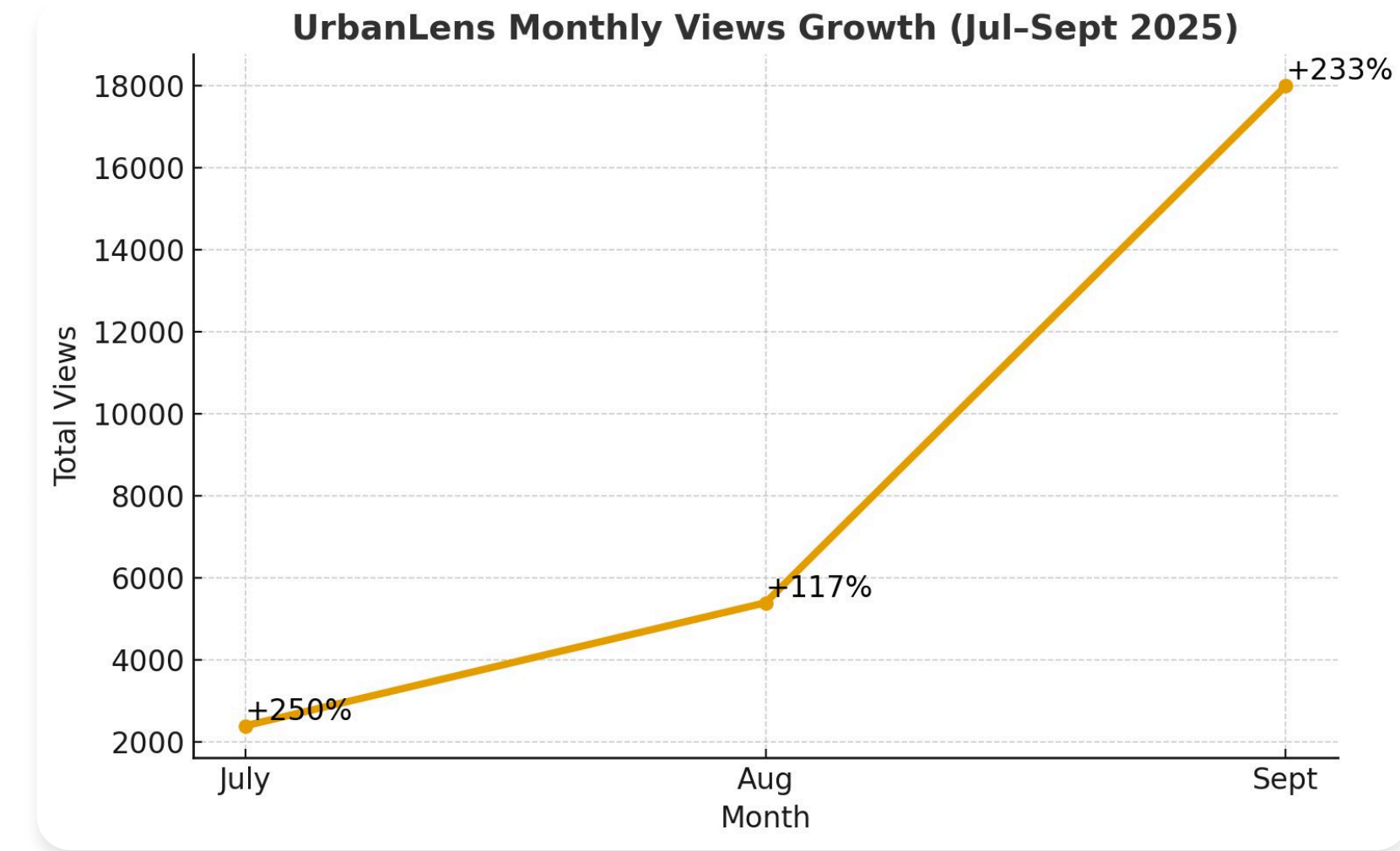
Performance Indicators

구분	조회수 (릴스+게시물)	전월 대비 성장률	비팔로워 유입률	팔로워 수
7월	2,400회	+250%	27%	662
8월	5,400회	+117%	36% (+195%)	659
9월	18,000회	+233%	63% (+475%)	743 (+84)

- Total view count grew 7.5× over 3 months (2.4K → 18K), showing stronger content reach
- +81 new followers gained
- Non-follower reach rate more than doubled (27% → 63%), proving content amplification

Audience Analysis

- Optimal posting time: Mon–Thu & Sun, 9 AM–12 PM
- Reels achieved 2.3× higher reach compared to feed posts
- UrbanLens has significantly expanded visibility and engagement on Instagram in Q3 2025 through city-sense, trend-driven content



성장률

- Total views increased from 2,400 to 18,000 (7.5× growth)
- Monthly growth rates: July +250%, August +117%, September +233%
- The graph shows a sharp upward curve, reflecting increased brand exposure and visibility

Programming & Partnership Info

AM 1660 PROGRAM LINE-UP

Weekdays · All Times in EST
AM 1660 Korean-language Programming

Morning News

Mon-Fri 7-9 AM

Kim, Jisoo

Your morning, Your world

Mon-Fri 9-10 AM

Kim, Kyoungjoo

2PM Vitamin

Mon-Fri 2-3 PM

Kim, Jiyeon

Music Sketch with Bae Mihyang

Mon-Fri 7-8 PM

Content partnership (CBS)

Noon News

Mon-Fri 12-1 PM

Kim, Jisoo

Today with Jinsook Woo

Mon-Fri 10-11 AM

Woo, Jinsook

Open Table with Amy

Mon-Fri 3-4 PM

Sim, Amy

New Pick!

Mon-Fri 8-9 PM

Kim, Soyoung

Evening News

Mon-Fri 5-6 PM

Kim, Soyoung

Radio Life-Guide

Mon-Fri 11 AM-12 PM

Kim, Soyoung

Park Jae-hong's Grand Showdown

Mon-Fri 4-5 PM

Content partnership (CBS)

Yunhap News

Mon-Fri 6-6:30 PM

Content partnership

Music Cafe

Mon-Fri 1-2 PM

Lee, Sunghoon &

Sung, Younghwa

Evening Magazine

6:30-7 PM

Sung, Younghaw

AM 1310 PROGRAM LINE-UP

Weekdays · All Times in EST
AM 1310 Korean-language Programming

Good Morning Washington

Mon-Fri 9-11 AM | Hoon Kim

Washington Dialogues

Mon-Fri 11 AM -12 PM | Iris Kang

La La Land

Mon-Fri 3-4 PM | Eunkyong Song

Radio Advertising Rates

Radio Advertising Rates

Spot Advertisement Rates

Serving the Korean American Communities of New York, New Jersey & Connecticut on WWRU AM1660 and Washington D.C., Northern Virginia & Partial Maryland on WDCT AM1310

Time slot	15 sec	30 sec	45 sec	60 sec
07:00-10:00	\$82	\$137	\$178	\$232
10:00-12:00	\$68	\$114	\$148	\$193
12:00-14:00	\$72	\$121	\$157	\$205
14:00-17:00	\$55	\$92	\$119	\$156
17:00-19:00	\$68	\$114	\$148	\$193
19:00-21:00	\$45	\$76	\$98	\$129

Live Read Advertisement Rates

Live Read ads are delivered by radio hosts during live programming in a conversational style. They feel more authentic to listeners but require the cooperation of hosts and are less predictable due to the live format.

Program Time	Monthly Rate (Net)
07:00-09:00	\$700
12:00-13:00	\$700
17:00-19:00	\$700
09:00-11:00	\$600
19:00-20:00	\$600
11:00-12:00	\$500
13:00-14:00	\$500
14:00-15:00	\$400
15:00-17:00	\$400
20:00-21:00	\$400

Radio Advertising Rates

Special Advertisement Formats

Special formats include Time Advertisements, which play exactly on the hour with high recall, and Promotional Interviews, which offer detailed exposure through one-time interview segments. Each is effective in different ways depending on message type.

Type	Duration	Rate(Net)	Notes
Promotional Interview (9:00-11:00)	15 mins	\$400	One-time interview
Promotional Interview (11:00 - 12:00)	1 Hour	\$1,000	One-time interview
Promotional Interview (13:00 - 17:00)	15 mins	\$300	One-time interview

Audio Bulletin Advertisement Rates

Audio Bulletin ads are broadcast right before hourly time signals, repeated 12 times per day. They offer high exposure at low cost, though they lack uniqueness due to being grouped with other ads and read in the same voice.

V	Broadcast Times	Daily Rate (Net)
A Type (Odd Hours)	1:55, 3:55, 5:55, 7:55...	\$200
B Type (Even Hours)	2:55, 4:55, 6:55, 8:55...	\$200

Web Banner Advertising Rate

Banner Type	Rate	Benefits
Main Top Banner Size: 728×90px (Web Standard)	\$1,000	<ul style="list-style-type: none">• The first area visible at the top when visiting the website• Strongest brand awareness effect• High ad exposure & click-through rate
Main Middle Banner Size: 468×60px, 728×90px	\$700	<ul style="list-style-type: none">• Naturally catches attention placed within main content• Eye-catching position while reading articles
Side Banner Size: 160×600px, 300×600px	\$600	<ul style="list-style-type: none">• Vertical banner on left or right side of the webpage• Can be used as a “sticky banner” that scrolls with the page
Popup Banner	\$300	<ul style="list-style-type: none">• Ad that pops up automatically upon accessing the webpage• Ideal for promoting events, sales, or campaigns

Contact Information



New York (Headquarter)

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