

VOGUE KOREA

2020 MEDIA KIT



FASHION BIBLE VOGUE



The Fashion Bible, <VOGUE> is the world's most prestigious fashion magazine with a history of over 120 years.

<VOGUE Korea> has been leading Korean fashion industry ever since its launch. It is demonstrating its presence as one powerful brand through not only the print magazine, but also its various digital platforms including the web, mobile and social media.

POWERFUL PLATFORM

<Vogue Korea> has secured a full range of influences through a variety of powerful platforms, both online and offline.



PRINT MAGAZINE

- Launched on Aug 1996
- A symbol of high fashion magazine
- Readership 146k¹⁾

VOGUE.CO.KR

- Having unrivaled traffic among Korean fashion magazines²⁾
 - Unique Visitor 2.5M
 - Page Views 5M

SOCIAL REACH

- Total number of social media fans 319M³⁾
- Having the largest number of Youtube subscribers among Korean fashion magazines

EVENTS

- Trend leading events inspiring fashion industry & audience

1) HRC Media Index 2019-1R

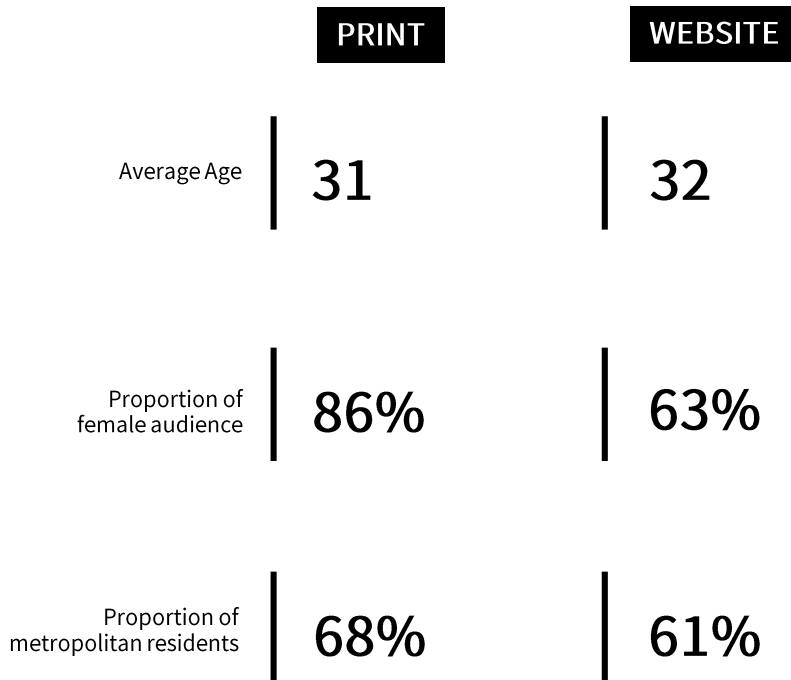
2) Source: Google Analytics 2019 (Average of Jan~Dec)

3) Total number of Vogue Korea's social audience including Youtube, Instagram, Facebook, Twitter, Kakao Story and Kakao Plus Friend (As of Dec 2019)

VOGUE AUDIENCE

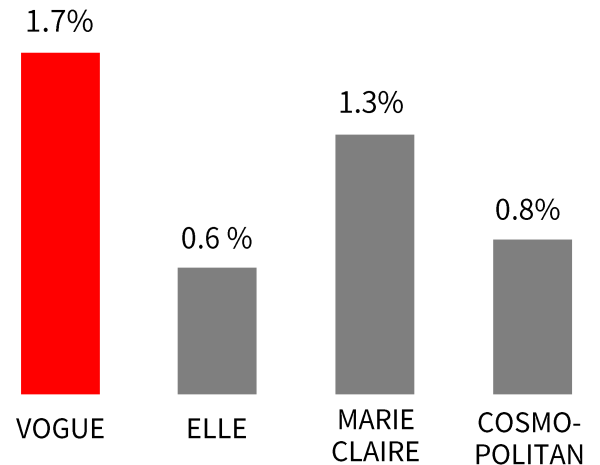
The audiences of <VOGUE Korea> are mainly in their 20s to 30s, and the majority reside in the metropolitan area. They show a pronounced preference for <VOGUE Korea> than the competitors.

Audience Profile



Readership

(20yo-39yo female, metropolitan residents)



PRINT MAGAZINE

VOGUE Korea pleases its discerning readers with creative visual and unique content suggesting a differentiated view which lead to its excellent reputation among audience.



2020 Editorial Calendar*

Jan: VOGUE Value Campaign

Feb: Spring Preview

Mar: Brand Special

Apr: Living Special

May: Collection Book

Jun: Health Special

Jul: Olympics Special

Aug: 24th Anniversary Issue

Sep: Brand Special

Oct: Age Special

Nov: Art Special

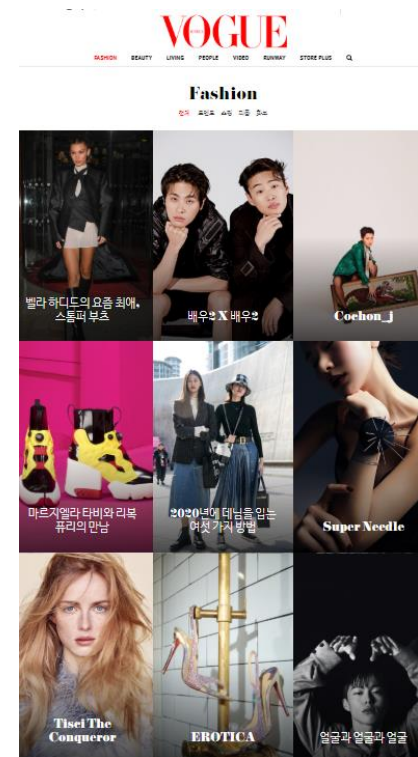
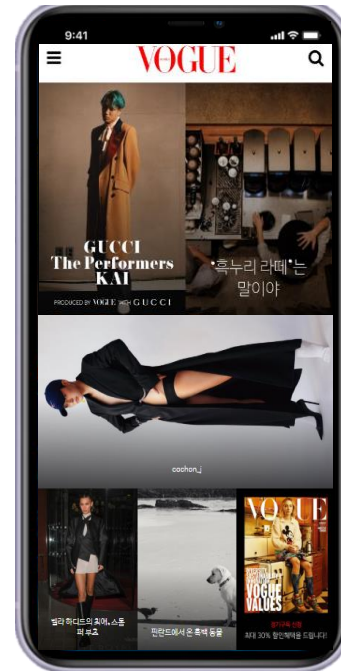
Dec: Collection Book

* This calendar is subject to change.

VOGUE.CO.KR

VOGUE.CO.KR has unrivaled traffic among fashion magazines and it continues to grow with content creation and effective website operation optimized for digital environments.

- Monthly Unique Visitors **2.5 Million**
- Monthly Page Views **5 Million**



* Source: Google Analytics 2019 (Average of Jan~Dec)

VOGUE SOCIAL REACH

The authority of <VOGUE Korea> is reaching also on social media. VOGUE Korea owns the largest number of subscribers among Korean fashion magazines' Youtube channels. Each platform maximizes spreading contents and making trendy buzz empowered by its active digital audience.



Instagram

1.7M

@voguekorea



Facebook

850K

@voguekr



Youtube

100K

@VogueKorea



Twitter

80K

@voguekorea



Kakao Story

360K

@voguekr
@voguegirlkorea
@styledotcom

Kakao Plus Friend

83K

@voguekorea

EVENTS

<VOGUE Korea> shows its influence as a market leader through events which inspire the industry as well as its audience.

VOGUE MARKET (2018~)

Vogue Market is a touch point where style-conscious millennials can meet edgy fashion, beauty and lifestyle sellers curated by Vogue



VOGUE X PEACEMINUSONE Pop-up Store (2017)

Pop-up event in collaboration with PMO led by Korean artist G-Dragon



Mode & Moments: A century of Korean Fashion (2016)

The first ever exhibition to archive the centurial history of the modern and contemporary Korean fashion



PRINT AD RATES

<u>Position</u>	<u>Rate (KRW)</u>
Inside front cover double page spread	27,000,000
2nd Double page spread	26,000,000
3rd Double Page Spread	25,000,000
4th Double Page Spread	24,000,000
5th Double Page Spread	23,000,000
Single Page facing Editor's letter	11,000,000
Double Page Spread before Editor's letter	22,000,000
Double Page Spread before TOC	20,000,000
Single Page facing TOC	10,000,000
Double Page Spread after TOC	18,000,000
Single page facing 1st Masthead	8,500,000
Double page spread after 1st Masthead	17,000,000
Single page facing 2nd Masthead	8,000,000
Double page spread after 2nd Masthead	16,000,000
Single page facing Vogue.com	7,000,000
Double page spread after Vogue.com	14,000,000
Single Page facing "Edited by"	6,000,000
Double Page Spread after "Edited by"	12,000,000
Single Page facing "Journal"	5,000,000
Inside Back Cover Spread	11,000,000
Outside back cover	28,000,000
Gatefold	38,000,000

Note

- Additional cost will be charged for special papers.
- Discount rate will be applied for annual contract.

Schedule

- On Sale Date: 19th of previous month
- Material Deadline: 14th of previous month

Material Specification

- Single Page
 - Trimmed 228 x 286mm
 - Bleed 234 x 292mm
- Double Page Spread
 - must be supplied as two single full pages

DIGITAL RATES

Display Ad

Device	Area	Product	Format	Duration	SOV	Estimated Impression	Rate (Unit: KRW)
Mobile	Main/Sub	Top banner	jpg/gif	1week	33%	200,000	5,000,000
	Main/Sub	Top banner-Video	mov/avi/mp4	1week	33%	200,000	8,000,000
	Main/Sub	Billboard banner	jpg/gif	1week	33%	200,000	5,000,000
	Main/Sub	Middle banner	jpg/gif	1week	33%	800,000	5,000,000
	Main/Sub	Middle banner-Video	mov/avi/mp4	1week	33%	800,000	7,000,000
	Main/Sub	Footer banner	Image	1week	33%	200,000	6,000,000
Desktop	Main/Sub	Top banner	jpg/gif	1week	100%	40,000	2,000,000
	Main/Sub	Top banner-Video	mov/avi/mp4	1week	100%	40,000	5,000,000
	Main/Sub	Billboard banner	jpg/gif	1week	100%	40,000	2,000,000
	Main/Sub	Middle banner	jpg/gif	1week	100%	120,000	3,000,000
	Main/Sub	Middle banner-Video	mov/avi/mp4	1week	100%	120,000	2,000,000
Desktop, Mobile	Runway Category	Top Banner	jpg/gif	1month	100%	500,000	10,000,000
		Sky banner	jpg/gif				
Mobile		Footer Banner	jpg/gif				

* The above impressions are estimated and may vary depending on the situation.

* For more informations, please refer to the below

• [Vogue Digital AD Proposal](#)

• [Banner position & AD guideline](#)

* Various package configurations are available. Please contact for further suggestions.

DIGITAL RATES

Social Media Ad

Platform	Product	The number of fans	Time	Rate (Unit: KRW)
VOGUE Facebook	Posting	Fans 870k	1time	3,000,000
VOGUE Instagram	Posting	Followers 1.7m	1time	4,000,000
	Posting	Followers 1.7m	1time	500,000
	IGTV Posting	Followers 1.7m	1time	4,000,000
VOGUE KaKaoPlus	Posting + Push Message	Friends 86k	1time	10,000,000
	Posting			
VOGUE KaKaoStory	Posting	Followers 400k	1time	4,000,000
VOGUE Youtube	Posting	Subscriber 100k	1time	2,000,000
VOGUE Naver Post	Posting	Fan 12k	1time	3,000,000

Content Ad

Product	Type	Time	SOV	Estimated Impression	Estimated View	Rate (Unit: KRW)
Advertorial	BASIC Advertorial	1time	-	-	-	3,000,000
	SPECIAL Advertorial	1time	-	-	-	5,000,000
	SHOP Advertorial	1time	-	-	-	5,000,000
Traffic Driver	Fix sub thumbnail	1week	50%	200~500k	500~1,000 View	3,000,000
	Fix second article	1week	50%	20~30k	20~30k View	4,000,000

CONTACTS

Advertising Director

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Advertising Managers

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JUNG, JA YOUNG ✉

Brand Managers

LEE, AH RA ✉

SONG, JI YEON ✉

LEE, JIN YOUNG ✉

MOON, SOO JUNG ✉