

VOGUE KOREA 2020 DIGITAL ADVERTISING PROPOSAL

2020.01

VOGUE
KOREA

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Vogue Korea

VOGUE
KOREA

The fashion bible, <VOGUE> is the most prestigious fashion magazine in the world.

<VOGUE KOREA> occupies a unique position as one of the most influential fashion magazines since its foundation.

<VOGUE KOREA> has a strong influence on various platforms.



Print

- **Launch** August 1996
- **Print Readership** 146,000
- **Issue** 19st every month

Digital

- **Voguekorea.com** UV 1,300,000 PV 4,000,000
- **Facebook** 860,000
- **Instagram** 1,700,000
- **Youtube** 1,00,000

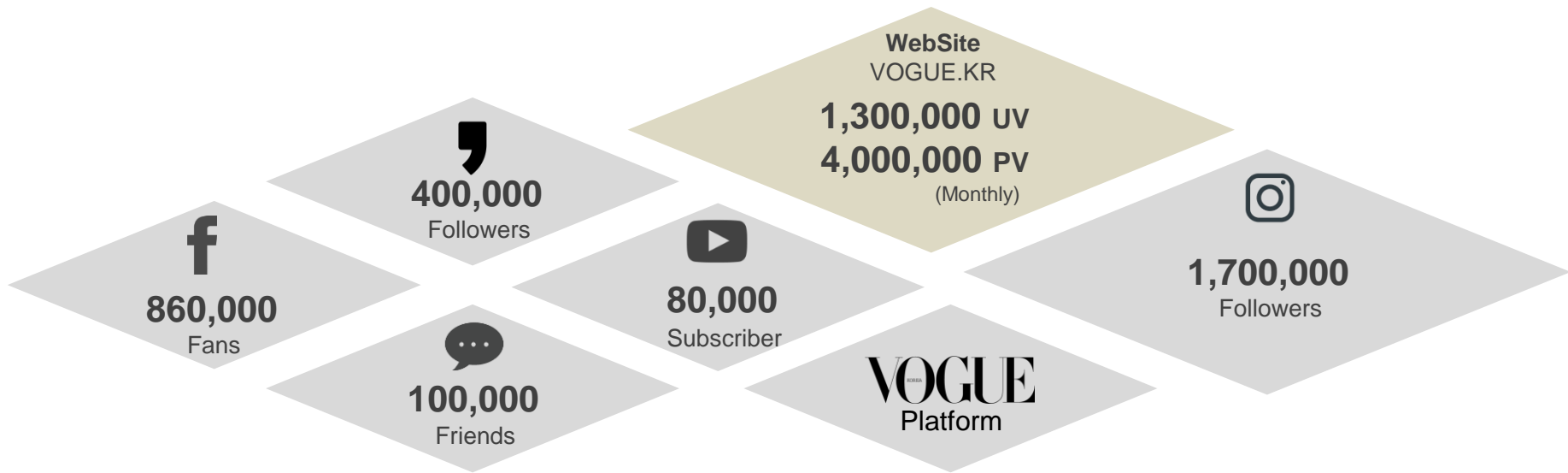
Audience Power

Vogue Korea's Web Site is visited by an average of 1.3 million users per month.

Females are 64% of all visitors, and about 84% of female visitors are 18 to 44 years of age.

Vogue Korea SNS has about 3.1 million fans. (Instagram, FaceBook, KaKao, Youtube)

Vogue Korea's powerful platform can effectively communicate messages to millennials who are interested in fashion and beauty.



Global Standard

Vogue Korea's <Display AD> has been steadily revamped to meet global standards.

Google Ad Manager is used as the ad server, and all banner sizes are global standards.

3rd Party AD Serving is possible and the Viewability Tag can be applied. (Applicable only to Google certified vendors)

We also adhere to “Better Ad Standards” to comply with our ban guidelines. (<https://www.betterads.org/standards/>)



Google Ad Manager

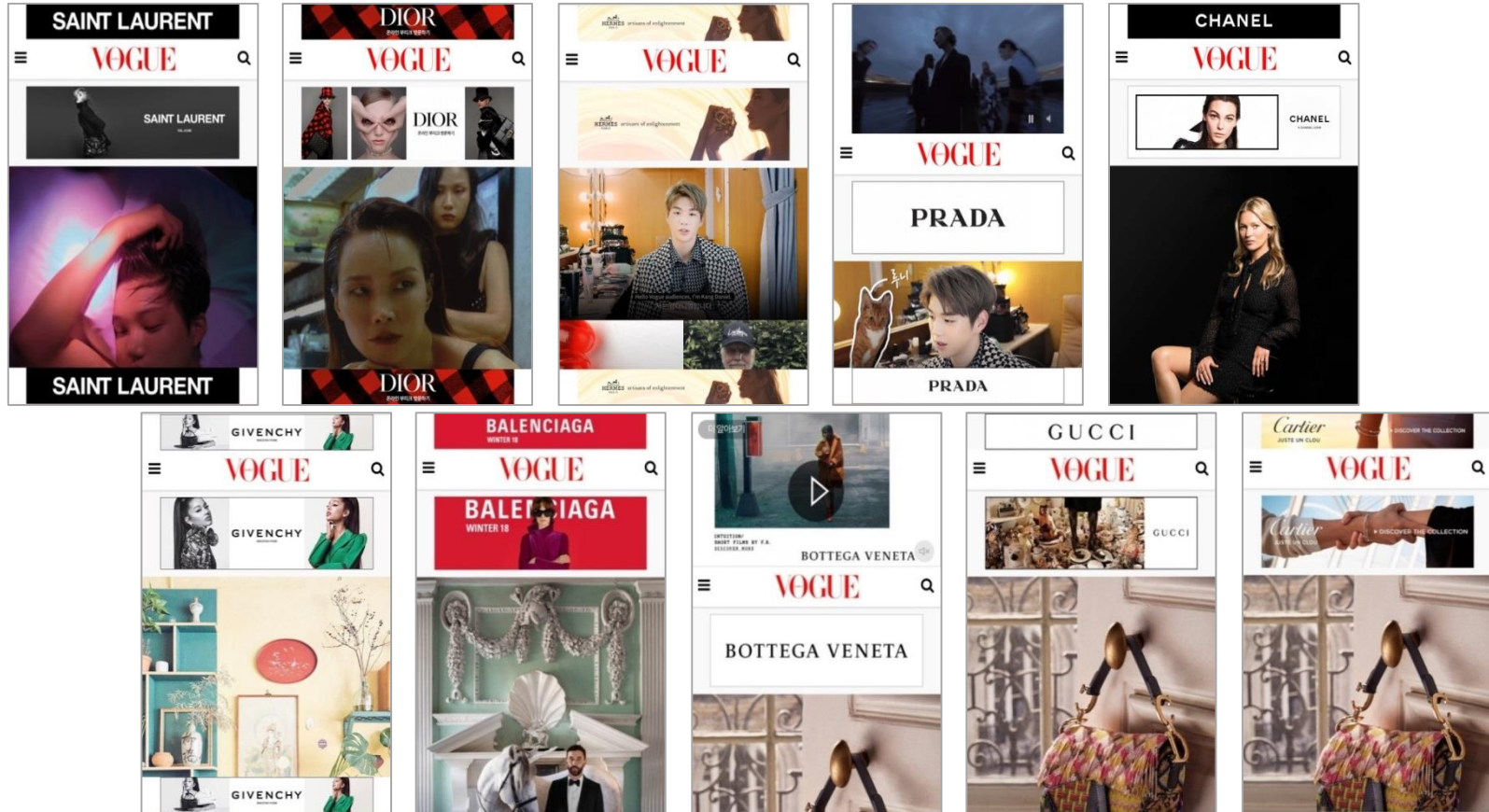


Coalition for
Better Ads[®]

The Best For Luxury Brand

VOGUE

Vogue Korea's Web Site is the main executive medium for global luxury brands.
The weekly luxury brand enforcement case proves this.



01

Display AD

- 1-1.Mobile Roadblock Package – Basic, Video, Premium Video
- 1-2.Desktop Roadblock Package – Basic, Video, Premium Video
- 1-3.Runway Roadblock Package

2020 Banner Reorganization Guide

‘NEW’ Mobile Middle banner

Increased exposure range, Diversified creatives

< Screen shot in article >



1) Add placement

- Extensive coverage with existing area + article exposure
- Increased exposure of middle banner
- Banners are exposed in the middle of articles to help secure viewability
- Unit price is the same as before

2) 2 Creative exposures

- 2 creative delivery essentials
- Increased interest in audiences by operating with a variety of creatives as placements have expanded

- ### < Banner Size & Format & Applicable Tags>


Device	Banner Name	Type	Size of the Banner		Format Required	Able to be third party served (Sizemek tags)	Able to implement impression pixel?	Able to viewability pixel?	Able to implement click trackers?	Able to host video?	Able to be HTML5?	
			Direct delivery	3rd Party Tag & HTML5 delivery								
Mobile	TOP	Image	640*100, 320*50	320*50	JPG, GIF	O	O	O	O	X	O	
		Video	640*360	320*180	MP4	O	X (3rd Party Tag O)	X (3rd Party Tag O)	O	O	O	
	Billboard	Image	640*200, 320*100	320*100	JPG, GIF	O	O	O	O	X	O	
	Middle	Image	600*500, 300*250	300*250	JPG, GIF	O	O	O	O	O	X	O
		Video	Choose one from 640*360, 640*640, 640*910	Choose one from 320*180, 320*320, 320*455	MP4	O	X (3rd Party Tag O)	X (3rd Party Tag O)	O	O	O	O
	Footer	Image	640*100, 320*50	320*50	JPG, GIF	O	O	O	O	O	X	O
Desktop	TOP	Image	970*90	970*90	JPG, GIF	O	O	O	O	O	X	O
		Video	1600*900	970*546	MP4	O	X (3rd Party Tag O)	X (3rd Party Tag O)	O	O	O	O
	Billboard	Image	970*250	970*250	JPG, GIF	O	O	O	O	O	X	O
	Middle	Image	930*180	930*180	JPG, GIF	O	O	O	O	O	X	O
		Video	1600*900	930*523	MP4	O	X (3rd Party Tag O)	X (3rd Party Tag O)	O	O	O	O

1-1. Mobile Roadblock Package – **BASIC**


<Main>

Top banner

Billboard banner



피크닉



영원불멸의 사랑
날 공방, 월릭션

0일은
LGBTQ의 날


Middle banner

Footer banner

<Sub>

Top banner

Billboard banner



소계단을 밟고 새 신을 경안했다고요?
만나면 드디어는 끝도 없이 계속되는
꿈이나 현실이 됩니다.

신용한 스타일의 위치, VIC은 미니멀리즘 디자인의
장수를 보여줍니다. 특히 마크 제이콥스 시계의 개성이
무엇이 드러나는 골드 톤 스커터 케이스가 회를
경쟁으로, 20mm의 완벽한 비율이 아름다운 매력을
더하고, 라운드 액자가 투명하지 않고 부드러운 인상을
준넵니다. 또, 인덱스에 아무타일로 들어간 기묘세
패턴은 작은 케이스 안에서도 눈에 띄는 디테일을
자랑합니다.

CREDIT
제니퍼 / 주주명
포토그래퍼 / James Cochrane, Courtesy Photos

Middle banner

Footer banner

<Article view>

Top banner

Billboard banner

LA 브랜디의 디자인이 카스 피셔드스를 만난 후 대
학을 공부하고 님에는 브랜디 피셔드스 매니저 발레
는 그녀를 활동했다. 하지만 얼마 지나지 않아 유괴전
피셔드스리스트를 알렸던 그의 친구들로부터 극심
계약을 부탁받기 시작했다. 처음 두자를 나다란 것은
연재였을까? 카네이션 세스트가 리듬에 반응하는 재능
을 잃고 무라에 오른 2009년 그라미 어워드였다. 그
때부터 열광적 반응을 얻기까지는 자신의 첫 재능
브랜디 피셔드(Pastel)의 기록 단계를 생을 체험
을 위한 쉽지 1순위로 릴리스를 내놓았다.

Middle banner

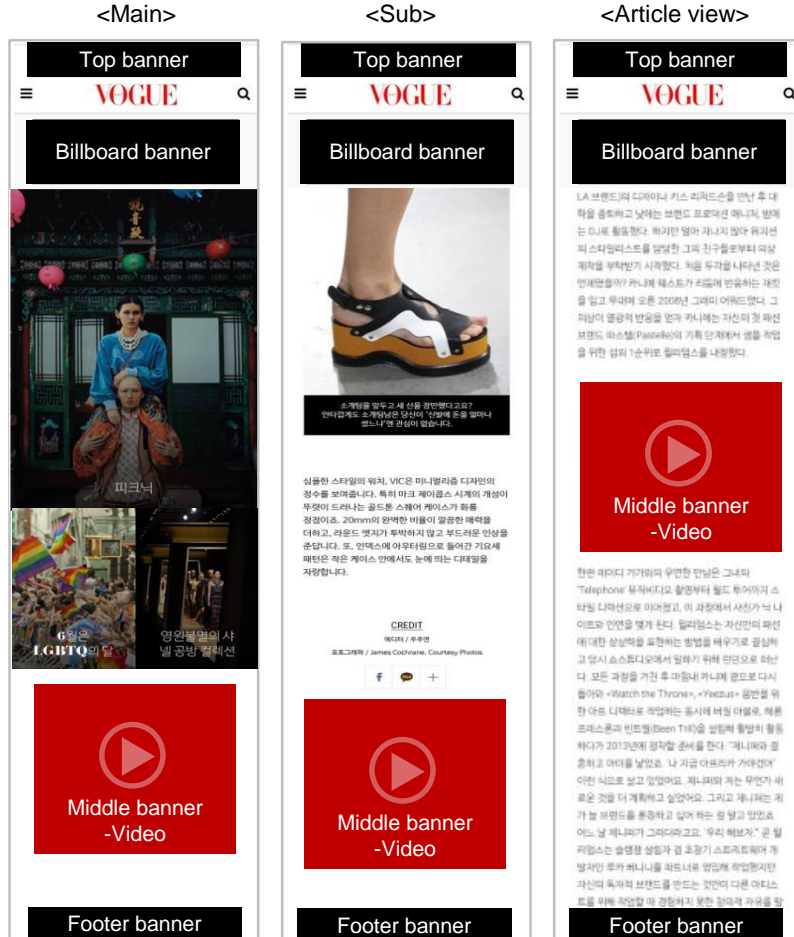
한편 제니퍼 카가워의 유명한 만남은 그녀의
"Telephone" 뮤직비디오 촬영부터 월드 투어까지 소
타일 디자인으로 이어졌고, 이 과정에서 사진가 노 나
이츠와 인연을 맺게 된다. 릴리스는 자신만의 패션
에 대한 상상력을 표현하는 방법을 배우기로 결심하
고 당시 쇼스트다에서 일하기 위해 단원으로 하단
다 모든 과정을 거친 후 카가워와 카네이션 콘서트 다시
출마와 «Watch the Throne», «Voodoo» 공연을 위
한 악트 디테일로 작업하는 동시에 버릴 다발로, 처음
프리스톤과 빈트윌슨The)을 살리며 활발히 활동
하다가 2017년경 장치를 준비를 한다. 「제니퍼와 결
혼하고 여자를 낳았소. 나 지금 카가워가 카가워」
이란 식으로 살고 있었어요. 제니퍼와 저는 무엇인 세
로운 것을 더 계획하고 있었어요. 그리고 제니퍼는 제
가 볼 브랜디를 통째로 숨어 하는 일 알고 있었소.
어느 날 제니퍼가 그라미라고요. "우리 해보자." 곧 릴
리스는 솔렘을 설립하고 곧 호랑이 스트리트웨어 개
발사업 후카 카네이션을 파트너로 영입해 작업했지만
자신의 독자적 브랜드를 만드는 것만이 다른 아티스
트를 위해 30살의 더 가치있고 완전 참여의 자유를 만

Footer banner

Period	1 Week(Monday 9:00 ~ Next Monday 8:59)		
Purchase Type	CPD		
Estimated Imps Unit Price	1 Space	1,400,000 Imps	KRW 20M
	2 Spaces	2,800,000 Imps	KRW 40M
	3 Spaces	4,200,000 Imps	KRW 55M
Size/Format	Top banner	640*100, 320*50	JPG/GIF
	Billboard banner	640*200, 320*100	JPG/GIF
	Middle banner	600*500, 300*250	JPG/GIF
	Footer banner	640*100, 320*50	JPG/GIF

- All banners are image format only
- Footer banner
 - Banner disappears when scrolling articles (will not reappear)
 - Re-expose the banner when moving to another page

1-1. Mobile Roadblock Package – VIDEO



Period	1 Week(Monday 9:00 ~ Next Monday 8:59)		
Purchase Type	CPD		
Estimated Imps Unit Price	1 Space	1,400,000 Imps	KRW 22M
	2 Spaces	2,800,000 Imps	KRW 42M
	3 Spaces	4,200,000 Imps	KRW 57M
Size/Format	Top banner	640*100, 320*50	JPG/GIF
	Billboard banner	640*200, 320*100	JPG/GIF
	Middle banner	-	Video
	Footer banner	640*100, 320*50	JPG/GIF
	VOGUE TV	-	Video/Text

- Video available : Middle banner, VOGUE TV(Video article)
- Footer banner
 - Banner disappears when scrolling articles (will not reappear)
 - Re-expose the banner when moving to another page

1-1. Mobile Roadblock Package – **PREMIUM VIDEO**

<Main>

Top banner
-Video

VOGUE

피크닉

영원불멸의 사
별 공방 컬렉션

0일은
LGBTQ의 날

Middle banner
-Video

Footer banner

<Sub>

Top banner
-Video

VOGUE

Billboard banner

소계절을 앞두고 새 신을 장만했나요?
만약만해도 손계절은 당신의 신발을 조금 더
뜨겁게 할 것입니다.

심플한 스타일의 워치, VIC는 미니멀리즘 디자인의
장수를 보여줍니다. 특히 마크 제이콥스 시계의 개성이
무엇이 드러나는 골드 톤 스커트 케이스가 화를
끌어요. 20mm의 완벽한 비율이 아름다운 매력을
더하고, 라운드 액자가 투박하지 않고 부드러운 인상을
준답니다. 또, 인덱스에 야무짐으로 들어간 기묘한
패턴은 작은 케이스 안에서도 눈에 띄는 디테일을
자랑합니다.

CREDIT
제프리 / 루루엔
포토그래퍼 / James Cochrane, Courtesy Photos

Middle banner
-Video

Footer banner

<Article view>

Top banner
-Video

VOGUE

Billboard banner

연계했을까? 카니에 웨스트가 4집에 반응하는 제
을 읽고 두마에 도론 2008년 그라미 어워드였다. 그
미신이 열광적 반응을 얻자 카니에는 자신과 첫 패션
브랜드 파스텔(Pastelle)의 기록 단에서 생을 작
을 위한 십지 1순위로 릴리엄스를 내놓았다.

Middle banner
-Video

한편 미디어가 가리키기 시작한 연립은 그4의
"Telephone" 뮤직비디오 촬영부터 월드 투어까지 스
타일 디렉션으로 이어졌고, 미 과정에서 사진가 브 나
이츠와 인연을 맺게 된다. 릴리엄스는 자신만의 패션
매 대한 상상력을 표현하는 방법을 배우기로 결심하
고 당시 소셜미디어에서 일하기 위해 런던으로 파견
다. 모든 과정을 거친 후 카니에 카니에 콘트로 다시
돌아온 <Watch the Throne>, <Versus> 음반을 위
한 아트 디렉터로 작업하는 동시에 벌인 아틀로. 허문
프리스톤과 빈트열(Deon Tate)을 설립해 활발히 활동
하다가 2017년까지 정작할 준비를 한다. "제니퍼와 글
중하고 아이를 낳았죠. 나 지금 카니에가 가려진" 이
한 식으로 살고 있었어요. 제니퍼와 저는 무엇에 세
로운 것들 더 계획하고 있었어요. 그리고 제니퍼는 제
가 늘 보편들을 통치하고 싶어 하는 걸 알고 있었죠.
어느 날 제니퍼가 그라미라고 "우리 해보자" 글 릴
리엄스는 솔렘을 설립과 걸 후작이 스트로트웨어 개
업자인 로카 카니에를 제트너로 창업해 작업했지만
자신의 독자적 브랜드를 만드는 것만이 다른 마티스
처럼 완벽 30여명의 직원과 30여명의 디자이너를 한

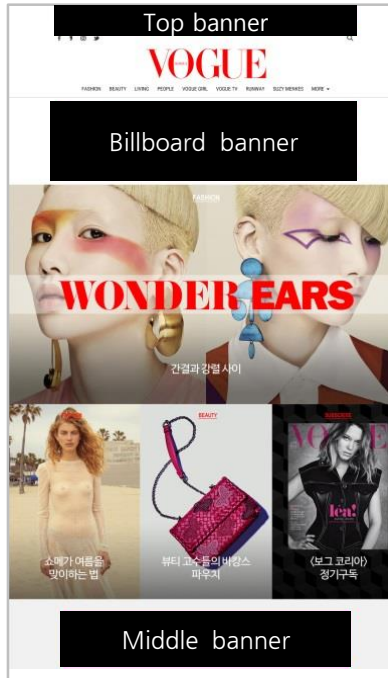
Footer banner

Period	1 Week(Monday 9:00 ~ Next Monday 8:59)		
Purchase Type	CPD		
Estimated Imps Unit Price	1 Space	1,400,000 Imps	KRW 25M
	2 Spaces	2,800,000 Imps	KRW 45M
	3 Spaces	4,200,000 Imps	KRW 60M
Size/Format	Top banner	1600*900	Video
	Billboard banner	640*200, 320*100	JPG/GIF
	Middle banner	-	Video
	Footer banner	640*100, 320*50	JPG/GIF
	VOGUE TV	-	Video/Text

- Video available : Top banner, Middle banner, VOGUE TV(Video article)
- Footer banner
 - Banner disappears when scrolling articles (will not reappear)
 - Re-expose the banner when moving to another page

1-2. Desktop Roadblock Package – BASIC

<Main>



<Sub>



Period	1 week(Monday 9:00 ~ Next Monday 8:59)		
Purchase Type	CPD		
Estimated Imps Unit Price	1 Space	200,000 Imps	KRW 5M
Size/Format	Top banner	970*90	JPG/GIF
	Billboard banner	970*250	JPG/GIF
	Middle banner	930*180	JPG/GIF

- All banners are image format only
- 50% discount when purchasing Mobile Roadblock Package

1-2. Desktop Roadblock Package – VIDEO

<Main>

The Main Desktop Roadblock Package layout includes a top banner with the VOGUE logo, a billboard banner, a large central image for 'WONDER EARS' with the text '간절과 강렬 사이', and a bottom section with three smaller images: '소매가 여름을 맞이하는 법', '뷰티 고수들의 바캉스 파우치', and '〈보그 코리아〉 정가구독'. A red video player button is at the bottom.

<Sub>

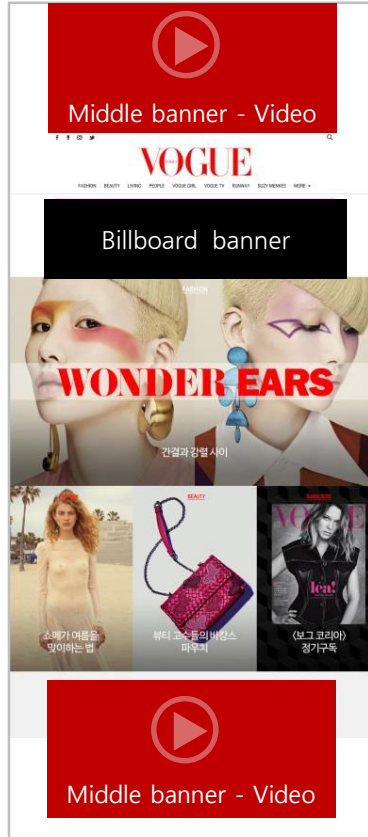
The Sub Desktop Roadblock Package layout includes a top banner with the VOGUE logo, a billboard banner, a central image for '페디큐어 가이드' (Pedicure Guide) with the text '간절과 강렬 사이', and a bottom section with a large red video player button.

Period	1 week(Monday 9:00 ~ Next Monday 8:59)		
Purchase Type	CPD		
Estimated Imps	1 Space	200,000 Imps	KRW 6M
Unit Price			
Size/Format	Top banner	970*90	JPG/GIF
	Billboard banner	970*250	JPG/GIF
	Middle banner-video	1600*900	Video

- Video available : Middle banner
- 50% discount when purchasing Mobile Roadblock Package

1-2. Desktop Roadblock Package – **PREMIUM VIDEO**

<Main>



<Sub>



Period	1 week(Monday 9:00 ~ Next Monday 8:59)		
Purchase Type	CPD		
Estimated Imps	1 Space	200,000 Imps	KRW 8M
Unit Price			
Size/Format	Top banner -video	1600*900	Video
	Billboard banner	970*250	JPG/GIF
	Middle banner-video	1600*900	Video

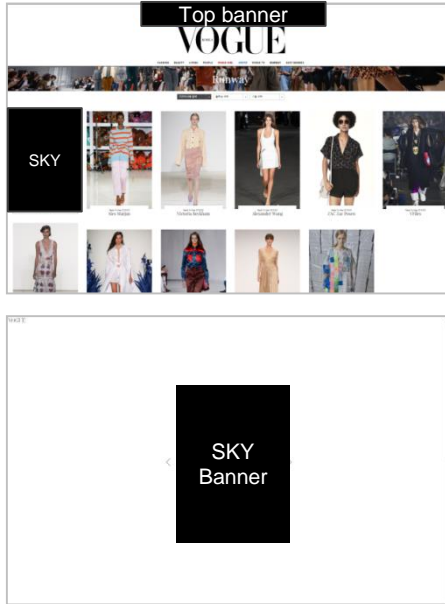
- Video available : Top banner, Middle banner
- 50% discount when purchasing Mobile Roadblock Package

VOGUE KOREA Display AD

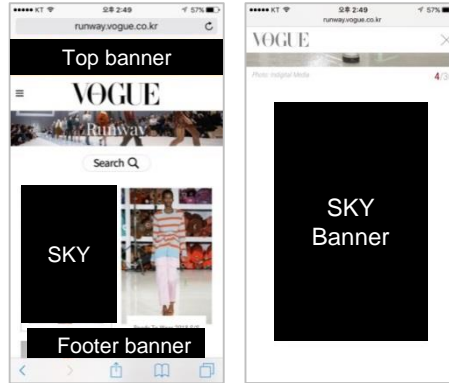
1-3. Runway Roadblock Package

VOGUE

<Desktop>



<Mobile>



Posting Period	1 month (First day 9:00 ~ Last day 8:59)		
Purchase Type	CPD(by account)		
Estimated Imps./Unit Price	1 Space	500,000Imps.	KRW 10,000,000
Size/Format	Top banner	970*90/640*100	JPG/GIF
	Sky banner	330*520	JPG/GIF
	M.footer banner	300*100	JPG/GIF

- VOGUE Runway : <http://runway.vogue.co.kr/>
- Runway category is only available in package.
- SOV 100% exclusive advertisement in runway category for one month.
- The package is effective for targeting users highly involved in fashion. Visitors are peaked during the collection season
- 10% discount in runway package when purchased with mobile roadblock package

02

Advertorial AD

2-1. Advertorial AD - BASIC , SPECIAL, SHOP

2-2. Traffic Driving Option – VOGUE Website

2-3. Traffic Driving Option – VOGUE SNS



Deliver brand news to Native AD in article form

- ✓ Publish articles as VOGUE
- ✓ Deliver brand news, new products, events and campaigns to VOGUE Audience



Provides 3 types of format

- ✓ Possession of BASIC / SPECIAL / SHOP type
- ✓ Communicate in the right type for your campaign goals



Possession of products that increase article views

- ✓ Internal channel - Fixed main / sub thumbnail on Vogue.com, fixed second article
- ✓ External channel - Vogue SNS (Instagram, Facebook, KaKao) posting

2-1. Digital Advertorial Article - BASIC



BASIC Advertorial

- Upload to VOGUE.COM as a general article
- Write articles in VOGUE (press releases, images, images required for creation are required to be delivered by the brand)
- The most popular type

<Price and Expected Effects>

• Price	KRW 3,000,000 (1 time)
• Expected Effects	500~1,000 View
• Reference	Material delivered 7 business days before

<Products that increase article views>

• Fix main/sub thumbnail	KRW 5,000,000 (1week), Plus 500~1,000 View
• Fix second article	KRW 4,000,000 (1week), Plus 20,000~30,000 View
• Facebook Posting	KRW 3,000,000 (1Time), Plus 300~1,000 View
• KakaoStory Posting	KRW 4,000,000 (1Time) Plus 300~1,000 View

*This product can be selected in duplicate

2-1. Digital Advertorial Article - **SPECIAL****SPECIAL** Advertorial

- Create article page (MicroSite) for your brand
- The page is solely exposed to the brand's articles, and no other branded DA ads are exposed
- Provide NEW function
 - Autoplay videos in articles, outlinks when clicking on images etc.
- **Article View Additional secured items and package purchase required**

<Price and Expected Effects>

• Price	KRW 5,000,000 (1 time)
• Expected Effects	500~1,000 View
• Reference	Material delivered 7 business days before

<Products that increase article views>

• Fix main/sub thumbnail	KRW 5,000,000 (1week), Plus 500~1,000 View
• Facebook Posting	KRW 3,000,000 (1Time), Plus 300~1,000 View

*This product can be selected in duplicate

****Sample page url**

<http://www.vogue.co.kr/2015/06/26/%EC%8A%A4%ED%8E%98%EC%85%9C-%EC%95%A0%EB%93%9C%EB%B2%84-%EB%8D%B0%EB%AA%A8/>



가장 좋은 디자인을 소개하는 브랜드를 소개하는 시리즈 '가장 좋은 디자인'



가장 좋은 디자인을 소개하는 브랜드를 소개하는 시리즈 '가장 좋은 디자인'



2-1. Digital Advertorial Article - SHOP

SIDE MENU | SUBSCRIBE

FASHION | BEAUTY | LIVING | PEOPLE | VIDEO | RUNWAY | **VOGUE MARKET** |

ADVERTORIAL

YOOX X SCB 캡슐 컬렉션!

2019.03.20

언제나 셀러는 육스와 협력비즈니스 소개
전 세계 수 많은 브랜드들과 협력비즈니스를 진행하는 육스와 올해 협업 브랜드는 바로 슈
콤마보니(SCB)입니다.

육스와 슈콤마보니가 함께한 이번 19SS 캡슐 컬렉션에는 어티스트이자 패션 아이콘인
산드라박이 디자인에 참여했습니다. 슈콤마보니와 아이코닉한 디자인과 산드라박의 유니
크한 스타일이 조화롭게 어우러져 완성된 스웨터와 라인이로 오직 육스에서만 만날 수
있는 이 화려적인 아이템들은
바로 오늘, YOOX.COM 에서 단독으로 공개될 예정입니다.

SUECOMMA BONNIE X YOOX

SUECOMMA BONNIE X YOOX
크리스탈 상의
\$320
EXCLUSIVE

SUECOMMA BONNIE X YOOX
스니커즈
\$274
EXCLUSIVE

SUECOMMA BONNIE X YOOX
스니커즈를
\$287
EXCLUSIVE

SUECOMMA BONNIE X YOOX
플 플리드아이러 상의
\$342
EXCLUSIVE

SUECOMMA BONNIE X YOOX
플랫을 스니커즈
\$287
EXCLUSIVE

YOOX
X
VOGUE
YOOX X VOGUE

이번 19SS 캡슐 컬렉션은 스니커즈, 플, 상의 등 5가지 아이템으로 구성되어 있습니다. 매우
쇼거의 더플 리본 디테일로 보일듯한 느낌을 강조한 플과 화려한 플리드 플리드가 포인트인
스니커즈는 플에 매치하기 적절한 아이템이요.

SHOP Advertorial

- Article page with e-Shop UI
- Image/product name clickable (individual report for each image / product is provided)
- Vogue's articles and products are exposed to create confidence in the audience
- Easy to navigate to your brand's purchase page with click-to-call design
- SHOP type sold as a package**

<Price and Expected Effects>

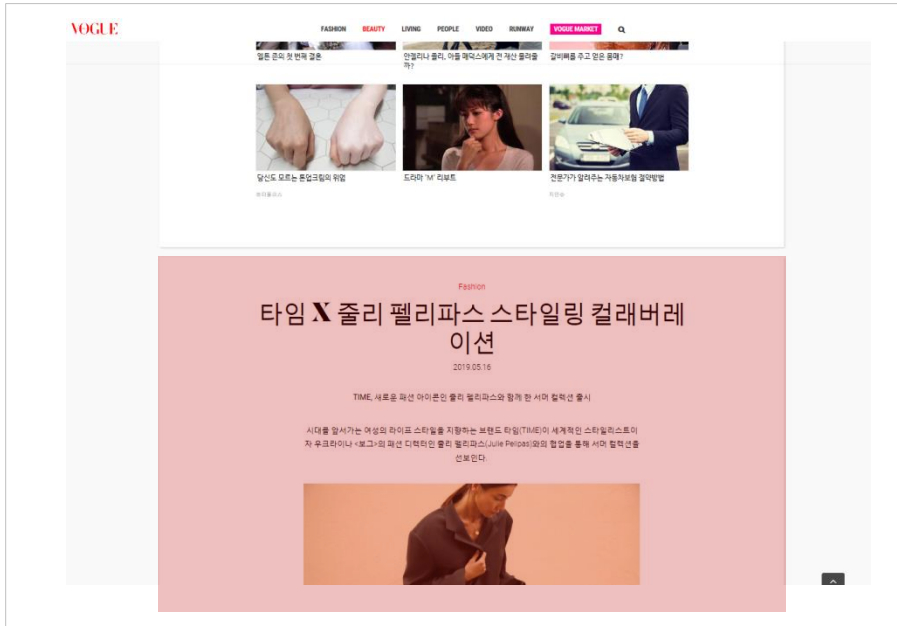
• Price	KRW 10,000,000 (1 time)
• Expected Effects	30,000~50,000 View
• Package	Fix main/sub thumbnail + Fix second article + SNS sponsored AD
• Reference	Material delivered 7 business days before

**Sample page url

<http://www.vogue.co.kr/?p=178403>

2-2. Products that increase article views - Fix second article

<Desktop>



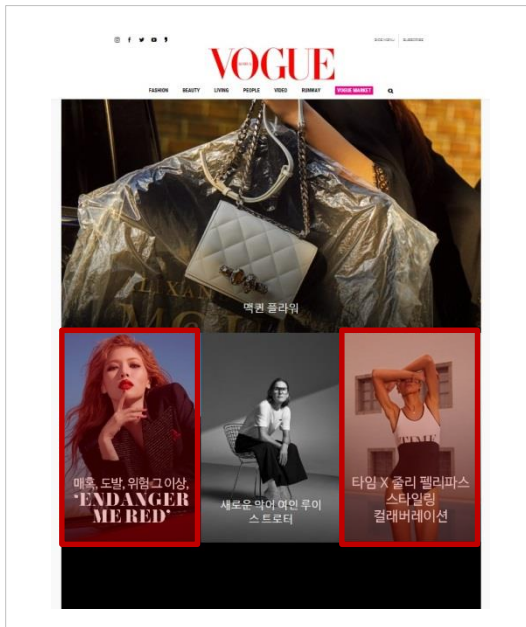
<Mobile>



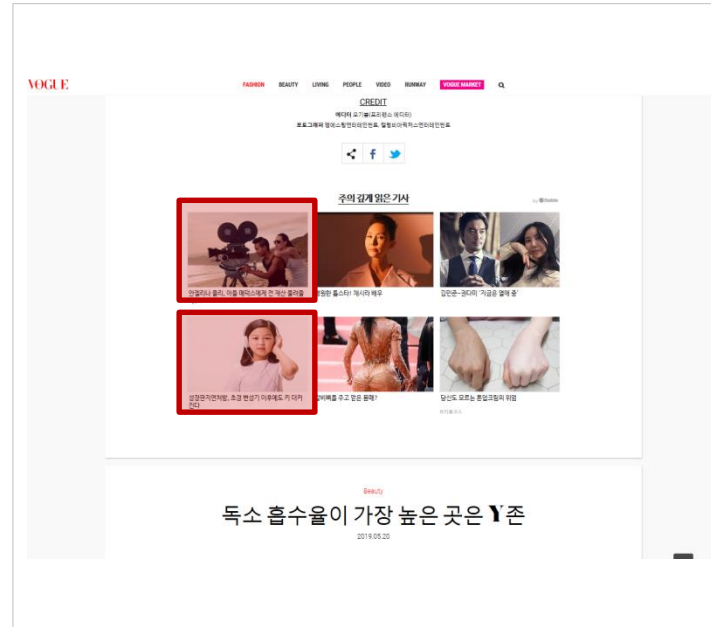
Placement	Article view page
Price	KRW 4,000,000 / 1 account (2 accounts in total)
Period	1 Week
Expected Effects	20,000 ~ 30,000 View
Advantages	<ul style="list-style-type: none"> You can get a high view by pinning articles in the second article area exposed when scrolling article pages Can be done with BASIC, SHOP Advertorial type

2-2. Products that increase article views - **Fix main/sub thumbnail**

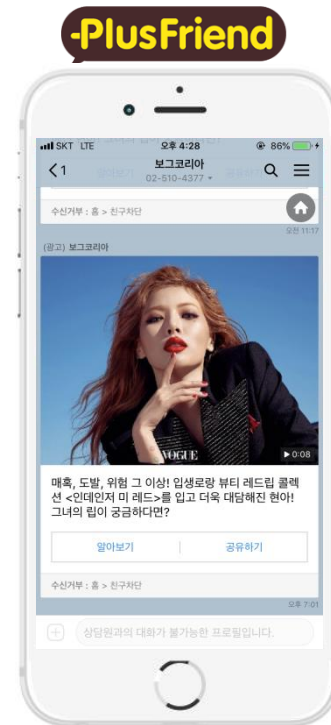
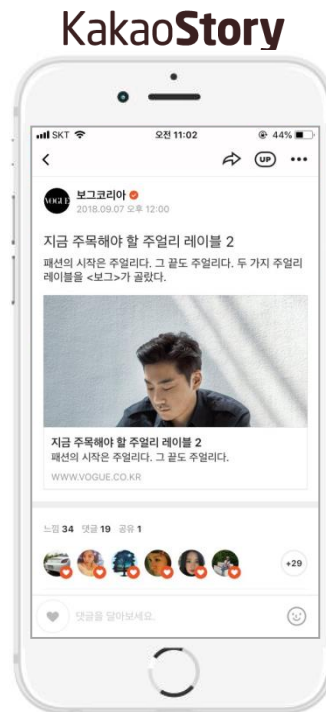
<Main>



<Sub>



Placement	Fix main/sub thumbnail
Price	KRW 5,000,000 (Main KRW 2,000,000 / Sub KRW 3,000,000)
Period	1 Week
Expected Effects	1,000~2,000 View
Advantages	<ul style="list-style-type: none"> Main page and all article bottom article Fixed thumbnail on recommendation widget to induce articles of genuine user interested in this article Main/sub 2 accounts, location exposed randomly(see exposure position in top image)

2-3. Products that increase article views - **VOGUE SNS**

Platform	Facebook
Product	Linked posting
Price	KRW 3,000,000 (1Time)
Expected Effects	Reach 100,000
Reference	Additional inflows through sponsor ads

Platform	KakaoStory
Product	Linked posting
Price	KRW 3,000,000 (3 accounts)
Expected Effects	14 ~16M imps
Reference	Upload three Vogue, Boggle and Vogue styles

Platform	Kakaoplus
Product	Linked Posting + Push Messages
Price	KRW 10,000,000 (1Time)
Expected Effects	11 million shipments
Reference	

03

SNS AD

- 3-1.FACEBOOK – Posting, Sponsored AD
- 3-2.INSTAGRAM – Posting, Story, IGTV, Sponsored AD
- 3-3.KAKAO STORY – Posting
- 3-4.KAKAO PLUS – Message, Posting
- 3-5.KAKAO DISPLAY AD – Sponsored AD
- 3-6.YOUTUBE – Posting, Sponsored AD
- 3-7.NAVER POST – Posting

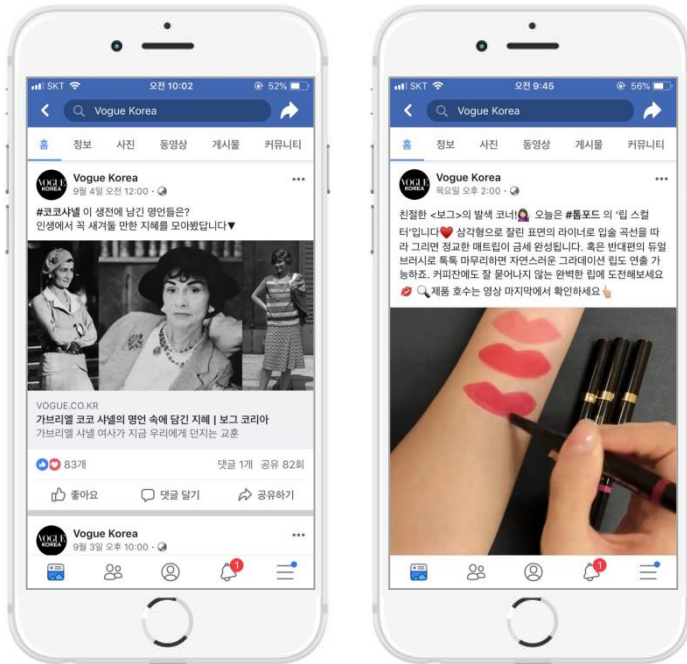
VOGUE KOREA Display AD

3-1. VOGUE FACEBOOK – Posting AD

VOGUE

- It can be delivered via Vogue's Facebook channel
- Posts are recognized as Vogue's content

facebook.



Fan

870 K

Reach

100~150 K
(Postaverage)

VOD View

10~20 K
(Postaverage)

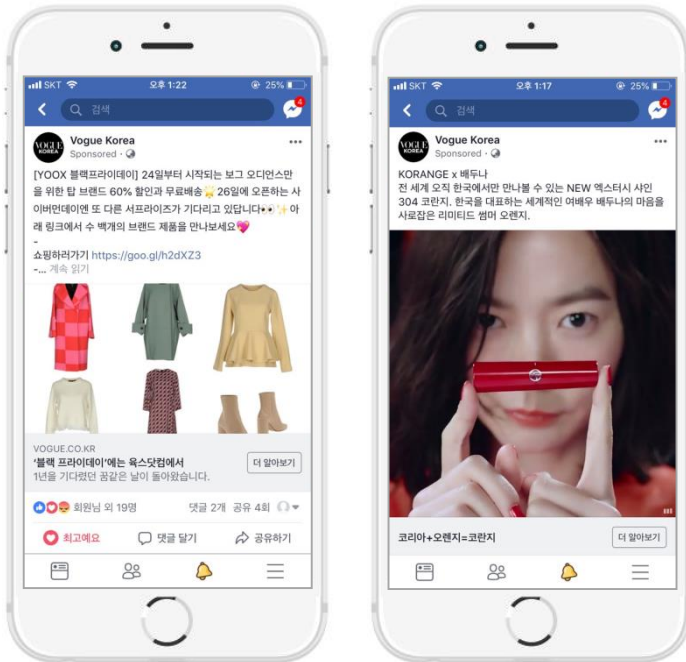
- Price: KRW 3,000,000/Once
- Estimated Result: 100,000~150,000 reach
- Type: Link, image, video, multi-image, canvas
- Various contents such as brand news, events, field sketching, etc.
- Planning/covering/production can be done by VOGUE (additional cost required)
- Out-links in the text may be inserted to link to various pages.

* The final text can be modified to match VOGUE's tone and manner.

3-1. VOGUE FACEBOOK – Sponsored AD

- Sponsored AD is available at additional cost along with VOGUE facebook posting AD
- All targeting available on facebook can be applied

facebook



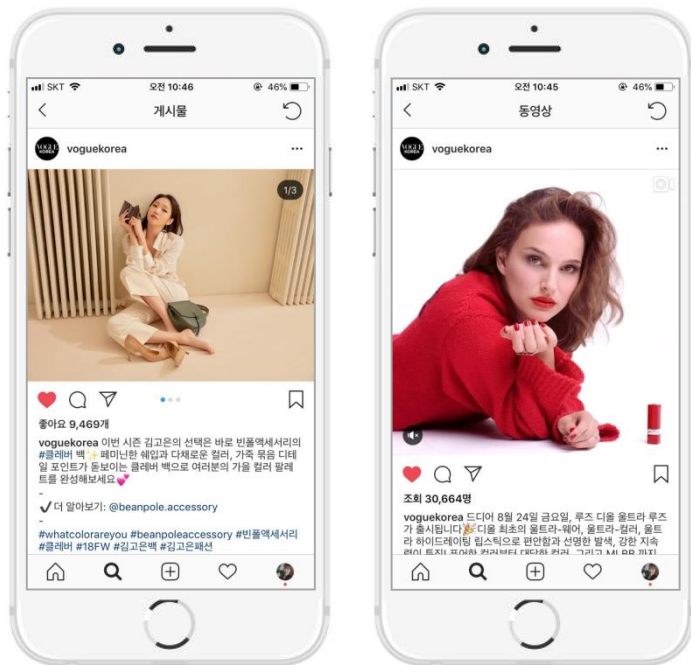
- Minimum Price: KRW 500,000 (20% commission included)
- Auction type and R&F type available
- All targeting available on facebook can be applied
- VOGUE premium targeting based on VOGUE website visitors
- Click-to-Action(CTA) button to connect external pages
- Optimized advertorial managed by VOGUE's facebook AD operator

* The final text can be modified to match VOGUE's tone and manner.

3-2. VOGUE INSTAGRAM – Posting AD

- It can be delivered via Vogue's Instagram channel
- Posts are recognized as Vogue's content

Instagram



Fan

1.7 M

Reach

50~70 K
(Postaverage)

VOD View

10~20 K
(Postaverage)

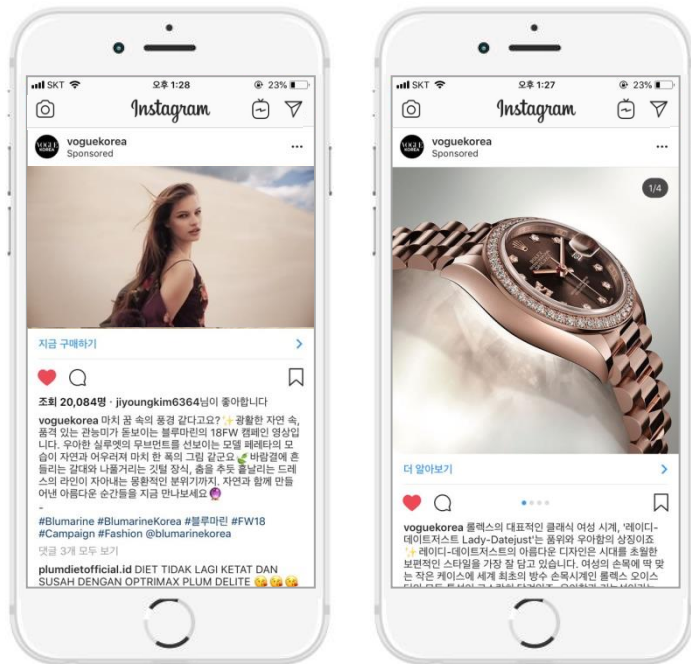
- Price: KRW 4,000,000/Once
- Estimated Result: 50,000 views
- Type: Image, video, multi-image, multi-video
- Various contents such as brand news, events, field sketching, etc.
- Planning/covering/production can be done by VOGUE
(additional cost required)

* The final text can be modified to match VOGUE's tone and manner.

3-2. VOGUE INSTAGRAM – Sponsored AD

- Sponsored AD is available at additional cost along with VOGUE Instagram posting AD
- All targeting available on Instagram can be applied

Instagram



- Minimum Price: KRW 500,000 (20% commission included)
- Auction type and R&F type available
- All targeting available on Instagram can be applied
- VOGUE premium targeting based on VOGUE website visitors
- Click-to-Action(CTA) button to connect external pages
- Optimized advertorial managed by VOGUE's facebook AD operator

* The final text can be modified to match VOGUE's tone and manner.

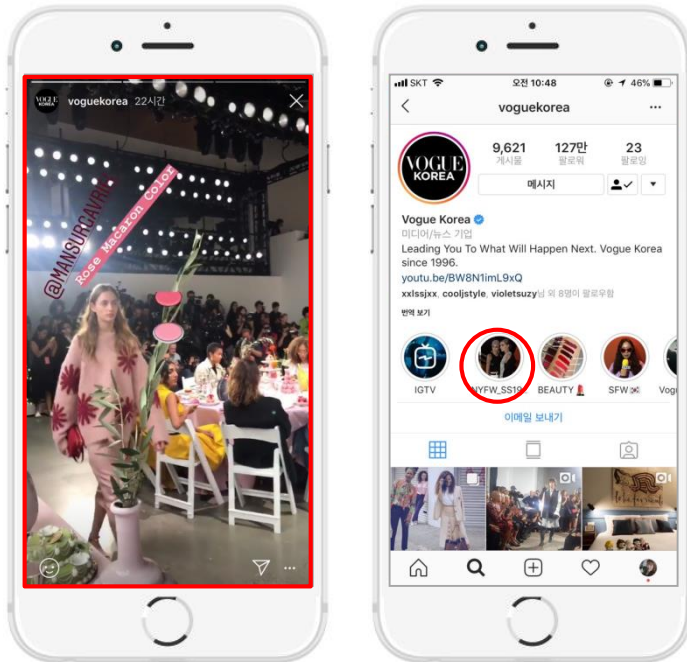
VOGUE KOREA Display AD

3-2. VOGUE INSTAGRAM – Story

VOGUE

- Various news of products, showcase, etc. can be delivered to mobile-optimized full-screen
- Planning/covering/production must be processed by VOGUE
- Story posting & Fixed spot exposure for 1 week vogue instagram highlight.

Instagram



- Price: KRW 500,000 1 Tap (up to 10)
- Estimated Result: 10,000 views (1 Tap)
- Exclusive exposure on Vogue Story 24 hour
- Purchase more than 5 tabs Fixed spot exposure for 1 week vogue instagram highlight
- Can insert Hash/account tags, outlinks applicable
- Planning / coverage / production in Vogue (additional cost incurred)

* The final text can be modified to match VOGUE's tone and manner.

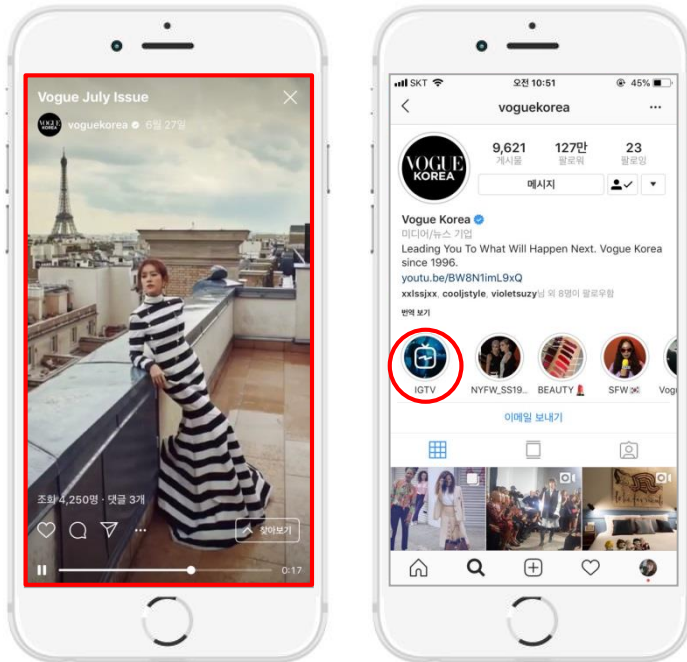
VOGUE KOREA Display AD

3-2. VOGUE INSTAGRAM – IGTV

VOGUE

- Products that can deliver high-quality content up to 60 minutes

Instagram



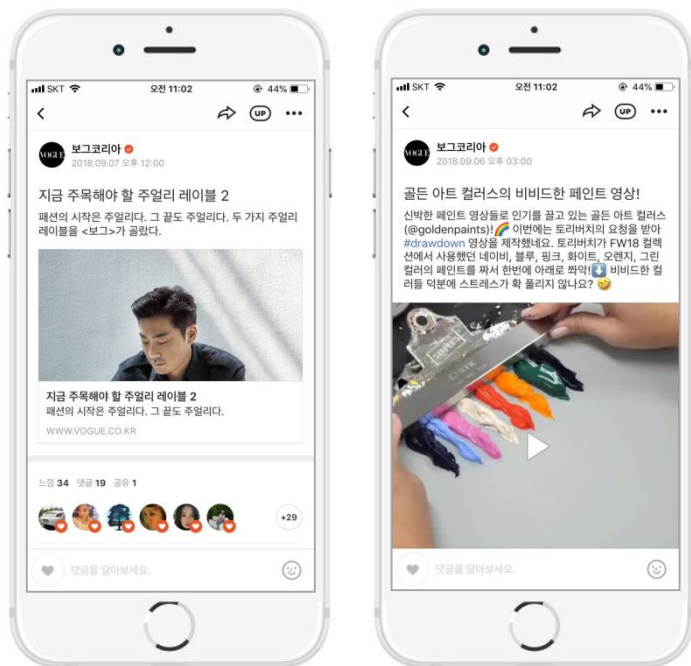
- Price: KRW 4,000,000/Once
- Play time : 15 seconds to 60 minutes
- Exclusive exposure on Vogue IGTV upload day
- Vogue Story 24 hour single exposure
- Out-links in the text may be inserted to link to various pages.

* The final text can be modified to match VOGUE's tone and manner.

3-3. VOGUE KAKAOSTORY – Posting AD

- VOGUE has 3 Kakao Story accounts (VOGUE, VOGUE GIRL, VOGUE STYLE)
- It can be uploaded to 3 accounts and it can be delivered to various users.

KakaoStory



Fan

Daily visitors

400 K
(3accountsTotal)

60~80 K
(3accountsTotal)

- Price: KRW 3,000,000/Once (VOGUE, VOGUE Girl, VOGUE Style)
- Estimated Result: About 140,000~160,000 views
- Simultaneous upload to VOGUE, VOGUE Girl and VOGUE Style
- Various types are available such as images, videos, card-type and link-type
- Out-link insertion in the text to link to various pages

* The final text can be modified to match VOGUE's tone and manner.

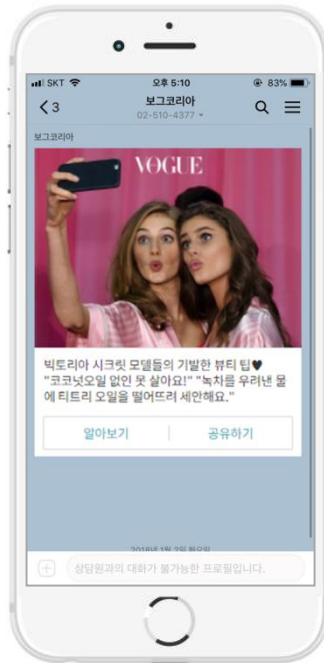
3-4. VOGUE KAKAOPLUS FRIENDS – Posting AD + Push Message

- Kako plus has more than 40 million Korean subscribers
- This product uploads a post to Vogue's feed and sends a 1: 1 message to Vogue's fans.

-PlusFriend



PostingAD



Push Message

Fan

85K

- Price: KRW 10,000,000/Once
(Posting AD + Push Message)

<Posting AD>

- Type: Image, video, multi-image, multi-video
- Out-link insertion in the text to link to various pages

<Push Message>

- Type: : Wide image, List
- KaKao Posting AD or Can be Out-link to various pages

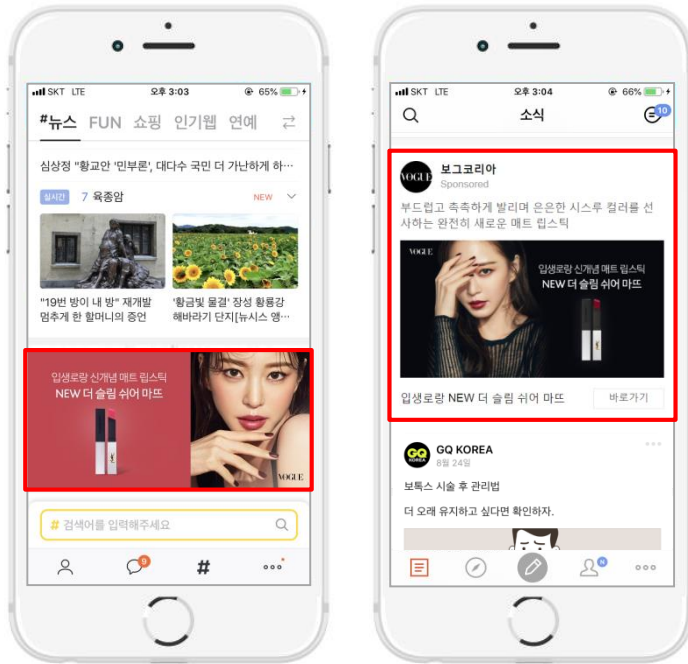
* The final text can be modified to match VOGUE's tone and manner.

VOGUE KOREA SNS AD

3-5. VOGUE KAKAO DISPLAY AD

- Products exposed as VOGUE contents on the ground of Kakao service such as KAKAOTALK and KAKAOSTORY
- Content can be exposed to desired target among all users of KAKAO Service

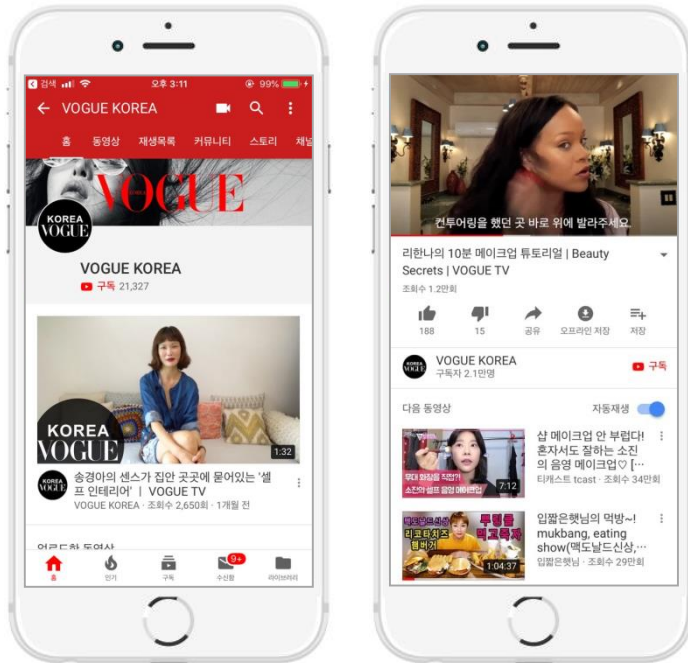
Kakao



- Minimum Price: KRW 500,000 (20% commission included)
- Vogue Kakao products can be processed at additional cost
- Type: Image, video type available
- All targeting provided by Kakao
- Placement : Kakao Talk, Kakao Story
- External page linking via click-to-action button
- Optimized ad operation through Vogue SNS ad operation specialists

3-6. VOGUE YOUTUBE – Posting AD

- Various news of products, tutorials, showcase, etc. can be delivered via Vogue's YOUTUBE channel



Fan

100K

- Price: KRW 2,000,000/Once
- Play time : Up to 15 minutes
- Planning/covering/production can be done by VOGUE (additional cost required)

* The final text can be modified to match VOGUE's tone and manner.

3-6. VOGUE YOUTUBE – Sponsored AD

- Sponsored ad is available at additional cost when posting to VOGUE YOUTUBE
- VOGUE Audiences and other YOUTUBE users who can expose content based on their target and purpose

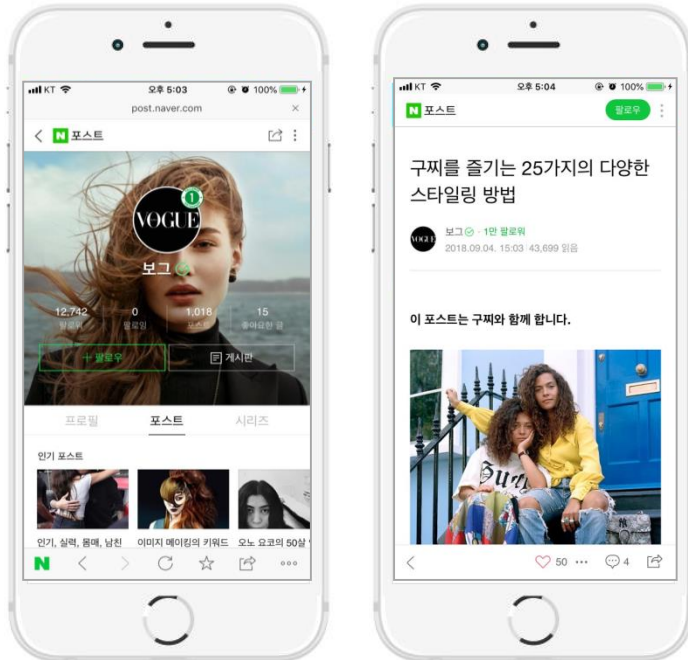


- Minimum Price: KRW 1,000,000 (20% commission included)
- YouTube channel posting ad required
- Natural exposure through YouTube videos, featured video lists, and more
- All targeting provided : age, gender, interests and keywords

3-7. VOGUE NAVER POST – Posting AD

- Naver, Korea's No.1 portal, is the official VOGUE post account
- Product that can deliver VOGUE's professional contents in detail in the form of blog optimized for mobile

N 포스트



Fan

12K

- Price: KRW 4,000,000/Once
- Possible to post by mixing images and images in blog form
- Link to any page by inserting links within images and text
- Text can be modified to fit Vogue's tone and manners

AD RATE

Display AD

Media	Device	Ad Section	Ad Name	Size	Format	Period	SOV	E.Imps	E.CTR	E.VTR	Price(KRW)
VOGUE.COM	Mobile	Main/Sub	Top banner	640*100, 320*50	jpg/gif	1Week	33%	200,000	0.10%		5,000,000
		Main/Sub	Top banner-Video	640*360	mov/avi/mp4	1Week	33%	200,000	0.05%	0.50%	8,000,000
		Main/Sub	Billboard banner	640*200, 320*100	jpg/gif	1Week	33%	200,000	0.30%		5,000,000
		Main/Sub	Middle banner	600*500, 300*250	jpg/gif	1Week	33%	800,000	0.10%		5,000,000
		Main/Sub	Middle banner-Video	-	mov/avi/mp4	1Week	33%	800,000	0.05%	2.00%	7,000,000
		Main/Sub	Footer banner	640*100, 320*50	Image	1Week	33%	200,000	0.10%		6,000,000
	Desktop	Main/Sub	Top banner	970*90	jpg/gif	1Week	100%	40,000	0.10%		2,000,000
		Main/Sub	Top banner-Video	1600*900	mov/avi/mp4	1Week	100%	40,000	0.05%	1.00%	5,000,000
		Main/Sub	Billboard banner	970*250	jpg/gif	1Week	100%	40,000	0.20%		2,000,000
		Main/Sub	Middle banner	930*180	jpg/gif	1Week	100%	120,000	0.10%		3,000,000
		Main/Sub	Middle banner-Video	1600*900	mov/avi/mp4	1Week	100%	120,000	0.05%	2.00%	2,000,000
	Desktop, Mobile	Runway Category	Top Banner	640*100, 970*90	jpg/gif	1M	100%	500,000	0.20%		10,000,000
			Sky banner	470*740	jpg/gif				0.30%		
	Mobile		Footer Banner	640*100, 320*50	jpg/gif				0.15%		

Advertorial AD

Media	Ad Name	Ad Type	Period	SOV	E.Imps	Advertorial View	Price(KRW)
VOGUE.COM	Advertorial	BASIC Advertorial	1time				3,000,000
		SPECIAL Advertorial	1time				5,000,000
		SHOP Advertorial	1time				5,000,000
	Traffic Driver	Fix main thumbnail	1Week	50%		200~500 View	2,000,000
		Fix sub thumbnail	1Week	50%		500~1,000 View	3,000,000
		Fix second article	1Week	50%		20,000~30,000 View	4,000,000

SNS AD



AD Platform	Ad Name	Fan	Period	Price(KRW)
VOGUE Facebook	Posting AD	Fans 870,000	1 Time	3,000,000
	Sponsored AD	-	-	Minimum Price 500,000
VOGUE Instagram	Posting AD	Followers 1,700,000	1 Time	4,000,000
	Story Posting AD	Followers 1,700,000	1 Time	500,000
	IGTV Posting AD	Followers 1,700,000	1 Time	4,000,000
	Sponsored AD	-	-	Minimum Price 500,000
VOGUE KaKaoPlus	Push Message	Friends 86,000	1 Time	10,000,000
	Posting AD			
VOGUE KaKao	DisPlay AD	-	-	Minimum Price 500,000
VOGUE KaKaoStory	Posting AD	Followers 400,000	1 Time	4,000,000
VOGUE Youtube	Posting AD	Subscriber 100,000	1 Time	2,000,000
	Sponsored AD	-	-	Minimum Price 500,000
VOGUE Naver Post	Posting AD	Fan 12,000	1 Time	3,000,000

Thanks

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