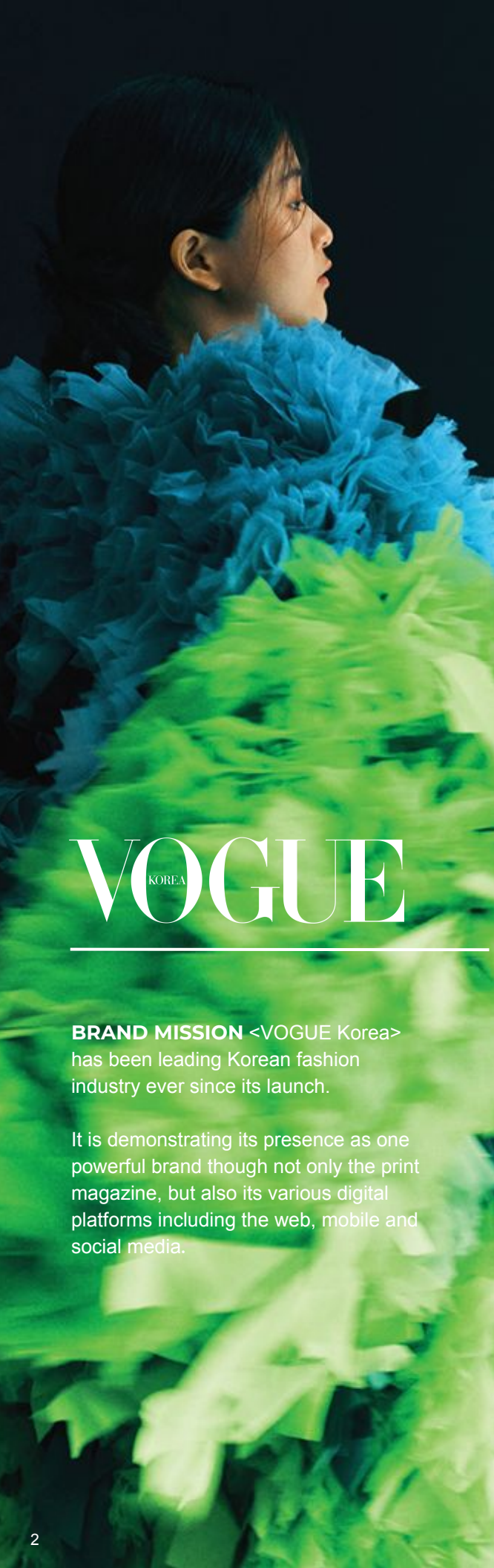




VOGUE

Vogue Korea Media Kit

2021



VOGUE KOREA

BRAND MISSION <VOGUE Korea> has been leading Korean fashion industry ever since its launch.

It is demonstrating its presence as one powerful brand though not only the print magazine, but also its various digital platforms including the web, mobile and social media.

Since its launch in 1996, Vogue Korea has established itself as the most influential fashion magazine in Korea.

We communicate with a new generation of audiences through a variety of digital channels as well as a monthly print magazine.

Vogue, which covers fashion, beauty, and culture, is opening a new horizon of fashion media based on its remarkable initiative and visuals

KWANG HO SHIN, EDITOR IN CHIEF

5.6M

**GLOBAL REACH
(PRINT/ONLINE/SOCIAL)**

1.8M

DIGITAL UNIQUES

3.5M

SOCIAL FOLLOWERS

29.7M

VIDEO VIEWS

32

AVERAGE AGE

7M

**AVERAGE
MONTHLY HHI (KRW)**

76%

**WILLING TO BUY
QUALITY PRODUCTS
REGARDLESS OF PRICE**

57%

**HEAVY INVESTOR
IN ONESELF**

Source: HRC Media Index 2020-1R, Google Analytics 2020

CONDÉ NAST



VOGUE
KOREA

BRAND
HIGHLIGHTS
2020

VOGUE DIGITAL FASHION WEEK (#VDFW)

In April, Vogue Korea unveiled a virtual runway on Instagram and Naver TV, presenting 2020 F/W looks of 10 leading Korean designers in 3D video in a situation where physical fashion shows became unavailable.

TO CELEBRATES ITS 24TH ANNIVERSARY,

Vogue Korea released 3 versions of AR filter on Instagram including the message “Stay Home with Responsibility”, which were run about 1.5M times.

WOMEN HIGHLIGHTED FOR HOPE SEPTEMBER ISSUE

Vogue Korea released a music film for “Little Bird,” written and composed by representative female K-pop artist BoA on the theme of hope. Also 100-year-old grandmothers who have been faithfully living their lives were put in beautiful pictorials and touched many people in need of comfort.

BLACKPINK AND G-DRAGON GRACED THE COVER

for the March and November issues respectively, and gained an enthusiastic response from audiences, achieving more than 3 times the number of newsstand sales compared to the average month.

NO.1 YOUTUBE SUBSCRIBER

Vogue Korea has maintained the leadership in the number of Youtube followers among Korean fashion magazines since its launch, presenting original contents including My Vogue, Vogue Living and Beauty Secrets.

CONDÉ NAST



ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE	PRIME SITE DEADLINE
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JANUARY 2021

21 DEC 20	25 NOV 20	5 DEC 20	20 OCT 20
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FEBRUARY 2021

20 JAN 21	25 DEC 20	5 JAN 21	20 NOV 20
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MARCH 2021

22 FEB 21	25 JAN 21	5 FEB 21	20 DEC 20
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APRIL 2021

22 MAR 21	25 FEB 21	5 MAR 21	20 JAN 21
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MAY 2021

20 APR 21	25 MAR 21	5 APR 21	20 FEB 21
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JUNE 2021

20 MAY 21	25 APR 21	5 MAY 21	20 MAR 21
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JULY 2021

21 JUN 21	25 MAY 21	5 JUN 21	20 APR 21
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AUGUST 2021

20 JUL 21	25 JUN 21	5 JUL 21	20 MAY 21
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SEPTEMBER 2021

20 AUG 21	25 JUL 21	5 AUG 21	20 JUN 21
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OCTOBER 2021

23 SEP 21	25 AUG 21	5 SEP 21	20 JUL 21
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NOVEMBER 2021

20 OCT 21	25 SEP 21	5 OCT 21	20 AUG 21
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DECEMBER 2021

22 NOV 21	25 OCT 21	5 NOV 21	20 SEP 21
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VOGUE

KOREA

PRINT RATE CARD

PRINT RATE CARD

SIZE/POSITION

RATE (1,000 KRW)

Inside front cover double page spread	27,000
2nd Double page spread	26,000
3rd Double Page Spread	25,000
4th Double Page Spread	24,000
5th Double Page Spread	23,000
Single Page facing Editor's letter	11,000
Double Page Spread before Editor's letter	22,000
Double Page Spread before TOC	20,000
Single Page facing TOC	10,000
Double Page Spread after TOC	18,000
Single page facing 1st Masthead	8,500
Double page spread after 1st Masthead	17,000
Single page facing 2nd Masthead	8,000
Double page spread after 2nd Masthead	16,000
Single page facing Vogue.com	7,000
Double page spread after Vogue.com	14,000
Single Page facing "VOGUING"	6,000
Double Page Spread after "VOGUING"	12,000
Single Page facing "Journal"	5,000
Inside Back Cover Spread	15,000
Outside back cover	28,000
Gatefold	38,000

PROMOTIONS

Page	4,000
DPS	8,000
Creative per page	1,000 (net)

INSERTS

150g glossy/matt coating per page	1,000
Tip on Rate on application	



VOGUE
KOREA

DIGITAL AND
WEB RATE CARDS

WEB RATE CARD

POSITION	SIZE	RATE (1,000 KRW)
Mobile Top	320x50	5,000
Mobile Top-Video	320x180	8,000
Mobile Billboard	320x100	5,000
Mobile Middle	320x250	5,000
Mobile Middle-Video	320x180/ 320x320/ 320x455	7,000
Desktop Footer	320x50	6,000
Desktop Top	970x90	2,000
Desktop Top-Video	1600x900	5,000
Desktop Billboard	970x250	2,000
Desktop Middle	930x180	2,000
Desktop Middle-Video	1600x900	3,000
Web Advertorial	-	3,000~
VOGUE Instagram Posting	-	5,000
VOGUE Facebook Posting	-	3,000

CONDÉ NAST