



VOGUE

KOREA

South Korea Media Kit

2024



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

9M

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

6.5M

SOCIAL FOLLOWERS

32

AVERAGE AGE

80%

FEMALE AUDIENCE

71%

**MILLENNIALS
& GEN Z**

8.2M

**AVERAGE
MONTHLY HHI (KRW)**

71%

**TEND TO PURSUE
CHALLENGES AND
CHANGES IN LIFE**

71%

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

Source: HRC Korea Media Index 2023-1K, Google Analytics 2023

CONDÉ NAST



VOGUE
KOREA

BRAND
HIGHLIGHTS
2024

VOGUE WOMEN PROJECT

To commemorate 'International Women's Day', Vogue Korea March 2024 issue will feature women who never stop taking on challenges and pioneering their own paths. Offline event will be hold including talk sessions with inspiring women in various fields, and installations of the works of female artists.

DIGITAL COVER FEATURING K-CULTURE HOT ROOKIES

K-pop artists and actors whose influence is increasing in the global fashion market beyond Korea. Vogue Korea releases digital covers highlighting rookies who will become the next generation of K-culture leaders.

VOGUE TIME & GEM

Targeting the MZ generation who pursues value-based consumption and the high-income people who collect watches and jewelry with good taste, Vogue Time & Gem is published as a supplement twice a year, June and November issue in 2024.

VOGUE LIFE

Containing the luxury agenda proposed by Vogue across lifestyles such as interior, travel, food, architecture, and design, Vogue Life is published as a supplement for the April and December 2024 issue.

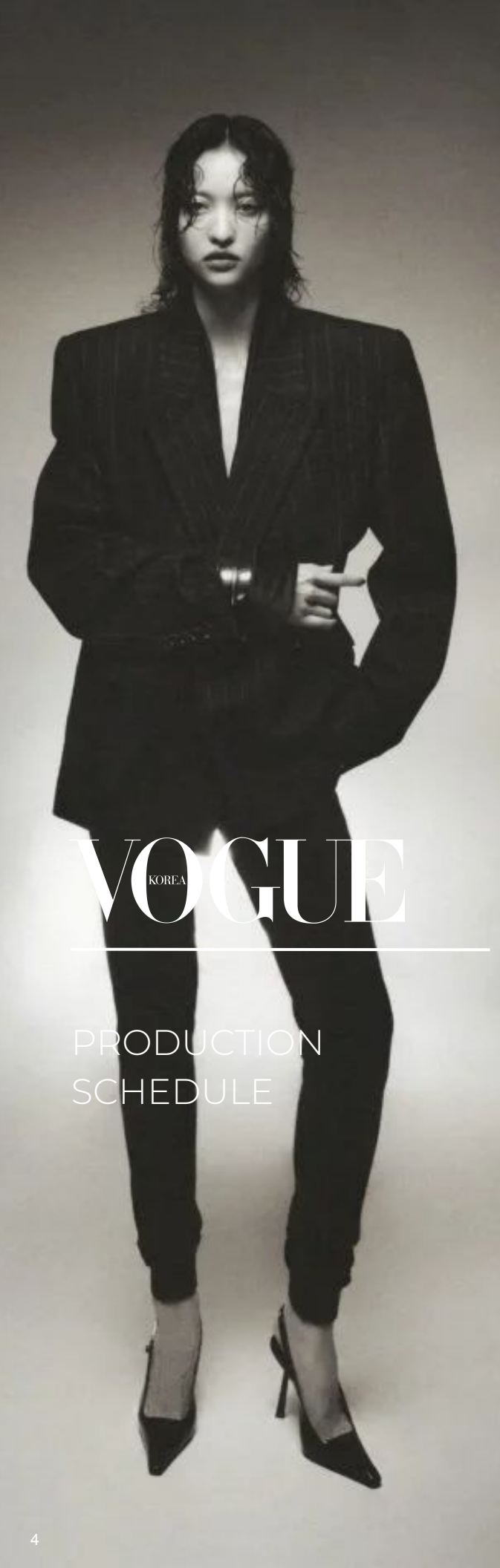
VOGUE SPORTS & WELLNESS

presenting sports styling suggested by Vogue, stories about sports brands and items, interviews with sports players, and suggestions for a physically and mentally healthy life, will be published as a supplement to May 2024 issue.

LEADERSHIP IN DIGITAL

Vogue Korea website grew in both quantity and quality in 2023, with UVs increasing by 34%, page views by 21%, and dwell time per person by 77%. Also, Vogue Korea's YouTube channel has more than 780K subscribers, maintaining No. 1 in Korean magazine market.

CONDÉ NAST



VOGUE

KOREA

PRODUCTION SCHEDULE

ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
JANUARY 2024		
20 DEC 23	24 NOV 23	5 DEC 23
FEBRUARY 2024		
22 JAN 24	26 DEC 23	5 JAN 24
MARCH 2024		
20 FEB 24	25 JAN 24	5 FEB 24
APRIL 2024		
20 MAR 24	26 FEB 24	5 MAR 24
MAY 2024		
22 APR 24	25 MAR 24	5 APR 24
JUNE 2024		
20 MAY 24	25 APR 24	3 MAY 24
JULY 2024		
20 JUN 24	24 MAY 24	5 JUN 24
AUGUST 2024		
22 JUL 24	25 JUN 24	5 JUL 24
SEPTEMBER 2024		
20 AUG 24	25 JUL 24	5 AUG 24
OCTOBER 2024		
20 SEP 24	26 AUG 24	5 SEP 24
NOVEMBER 2024		
21 OCT 24	25 SEP 24	4 OCT 24
DECEMBER 2024		
20 NOV 24	25 OCT 24	5 NOV 24



VOGUE
KOREA

PRINT RATE CARD

PRINT RATE CARD

SIZE/POSITION

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
Front Gatefold	38,000
Back Gatefold	45,000

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	-	4,000~
VOGUE Instagram Posting	-	5,000
VOGUE Facebook Posting	-	3,000