



KOREA
W

2024 W KOREA MEDIA KIT

The first edition of W Magazine in Asia, 〈W Korea〉

Since 2005, <W Korea> has had a reputation as the most luxurious and unique fashion magazine in Korea based on its innovative visuals on a considerable size of high-quality paper.



Launch : March 2005

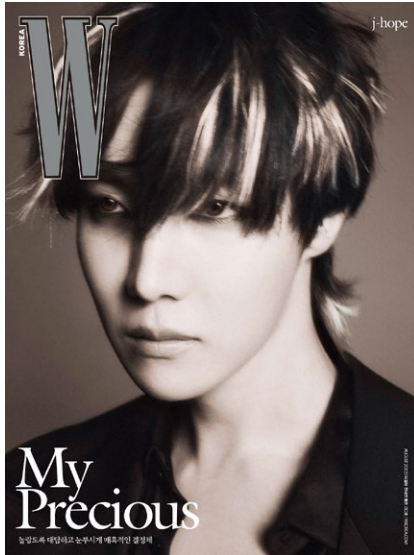
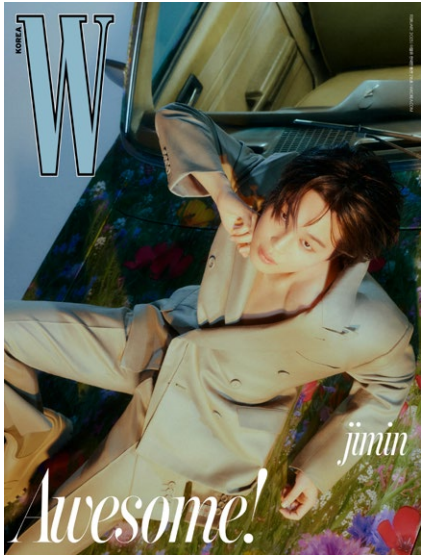
Size : 254 × 330mm

On Sale Date : 19th of Each Month

Powerful Media Influence of 〈W Korea〉

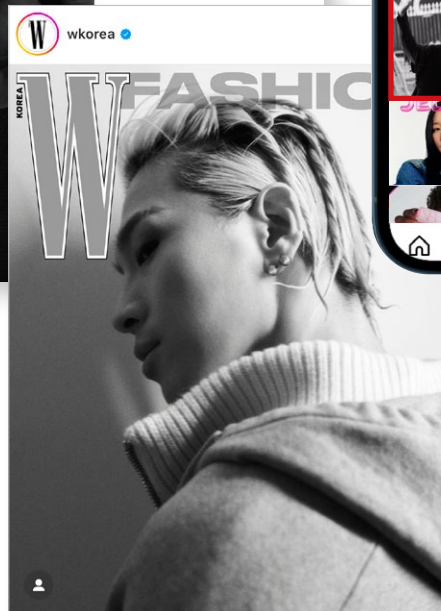
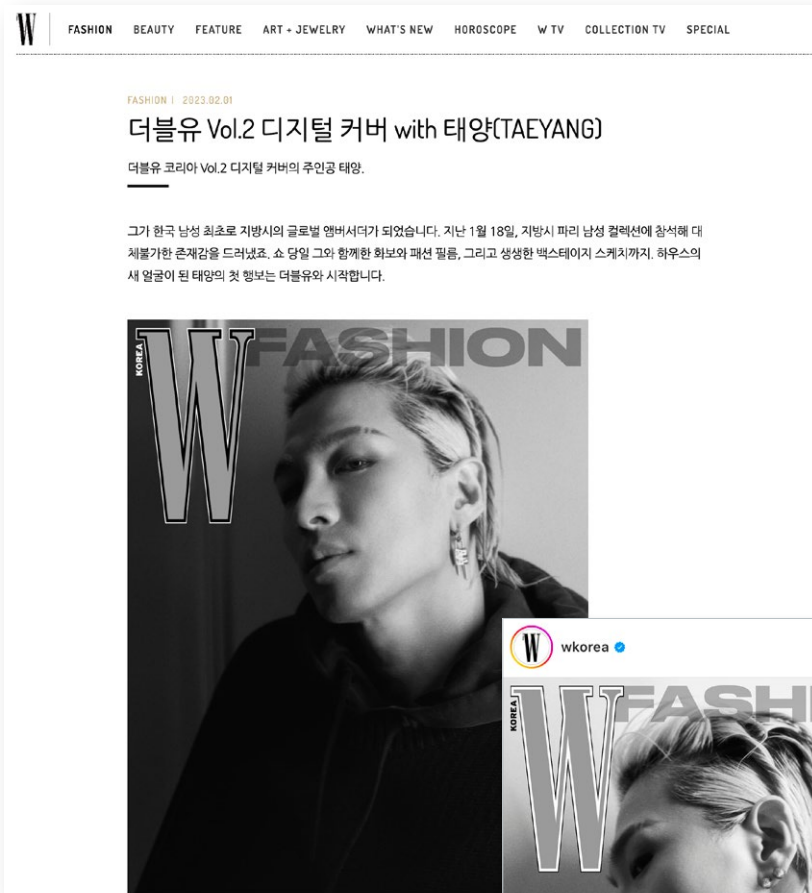
〈W Korea〉 provides communication in all directions
by connecting premium print magazine, powerful digital platform, and online/offline events organically.





Iconic Celebrity Content

<W Korea> sheds light on remarkable figures of contemporary over a broader spectrum with exceptional insight. From Jimin and J-hope of BTS, Jennie of Blackpink, New Jeans, Eun-woo Cha, and other K-Pop celebrities who recently shot covers of the <W Korea> and other iconic figures of various fields such as art, music, and sports represent the times of contemporary.



Pioneer of Magazine's Digital Cover

With its unprecedented attempt in July 2021, <W Korea> created a new trend in the magazine industry, publishing an independent digital cover. <W Korea>'s forward-looking and flexible attitude has changed the media environment and provided a good reason for renowned brands to collaborate with.



Man's Fashion Magazine 〈W Man〉

Woman(W) and Man(M) issued separately

Since 2017

〈W Man〉 of the M logo that flipped the original W logo is independently published in March and September in line with the S/S and F/W seasons.

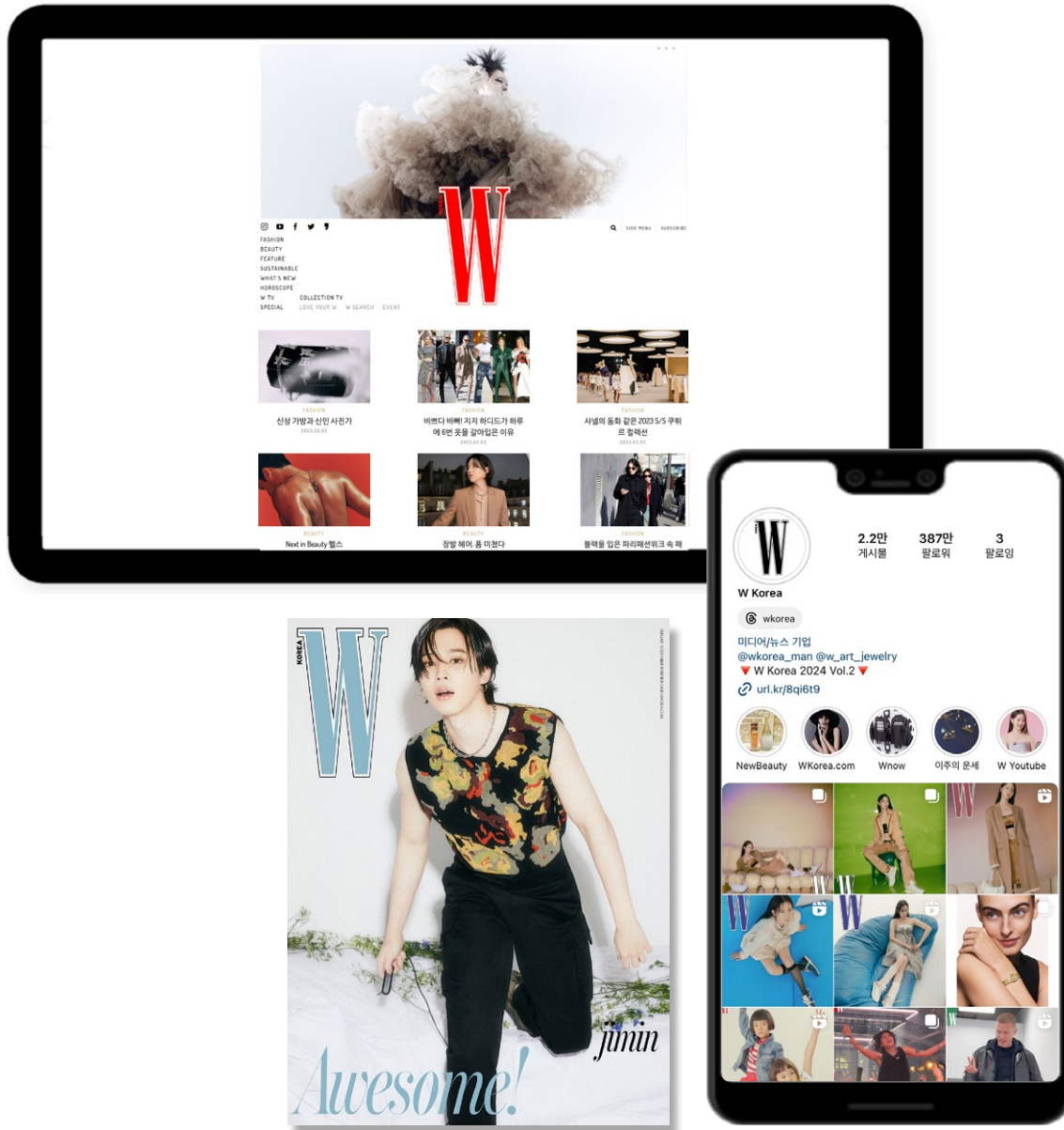
Contents specialized for MAN

〈W Man〉 delivers fashion, beauty, lifestyle, and trend news with W's unique perspective on men's styles.

It offers richer attractions and entertainment to 〈W Korea〉 audiences, along with a dedicated Instagram account(@Wkorea_man).

Targeting women who are into borderless fashion!

Do not miss out on the recent influx of women looking for men's clothing drives the rise in sales of men's brands. 〈W Man〉 is not only for men, It's for everyone.



Powerful and influential Digital channels

Digital platforms of <W Korea> have maintained their renowned reputation globally since the early stage.

Effective communication methods are applied through channels to optimize the spread of content.

6.1M+

Total Followers



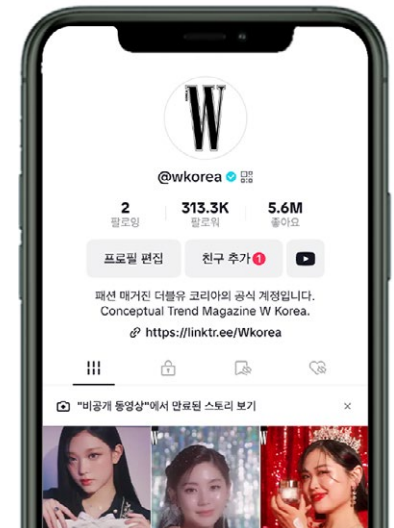
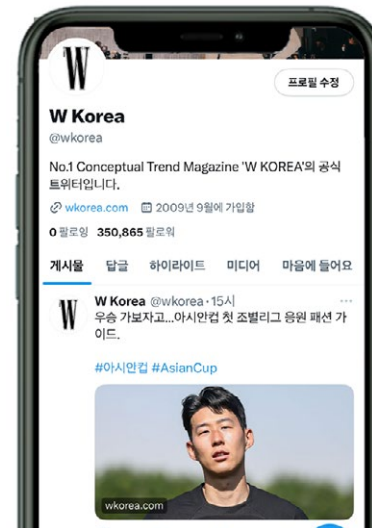
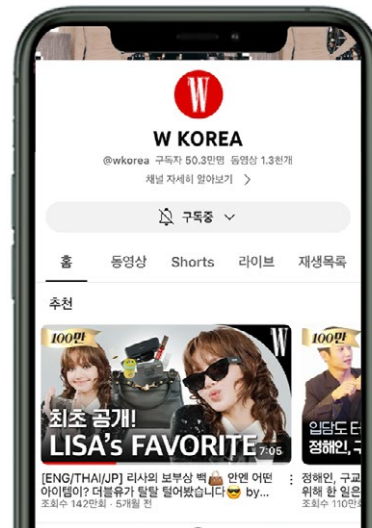
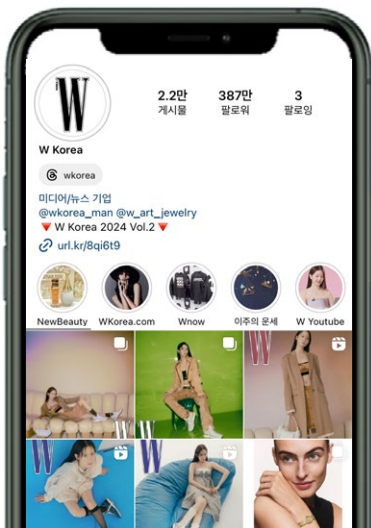
* INSTAGRAM ADDS UP THE MAIN ACCOUNT + MAN + ART & JEWELRY FOLLOWERS.
 * As of January 2024

No. 1 SNS platform with the most significant number of followers

<W Korea> has maintained a steady top position with its global audience at MZ's favorite channels. It is a very effective media platform for exposing brand issues targeting the MZ generation.

	INSTAGRAM	FACEBOOK	TWITTER	TIKTOK	YOUTUBE
W Korea	4.2M	1M	350K	313K	503K

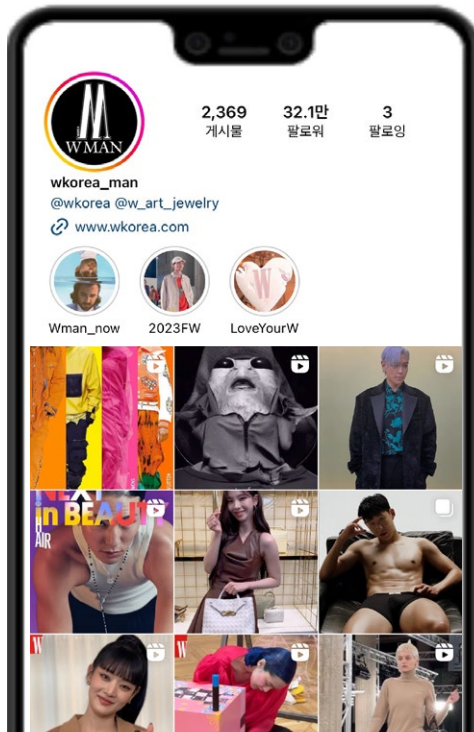
* AS OF JANUARY 2024



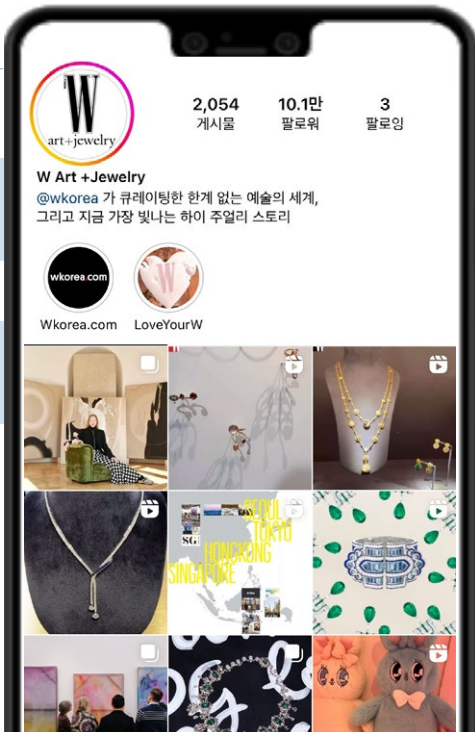
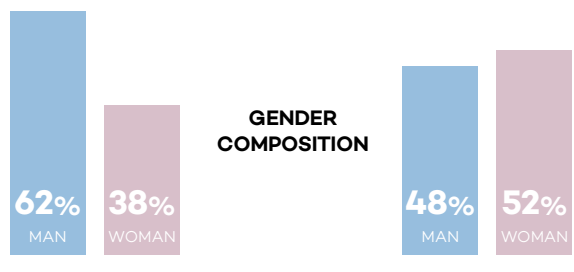
Vertical platform

@wkorea_man, @w_art_jewelry

〈W Korea〉 operates vertical platforms @w_man and @w_art+jewelry along with its main account. By expanding cultural content that encompasses a wide range of cultural areas, including men’s fashion and style, art, and high jewelry, 〈W Korea〉 communicates with global audiences and expands media influence.



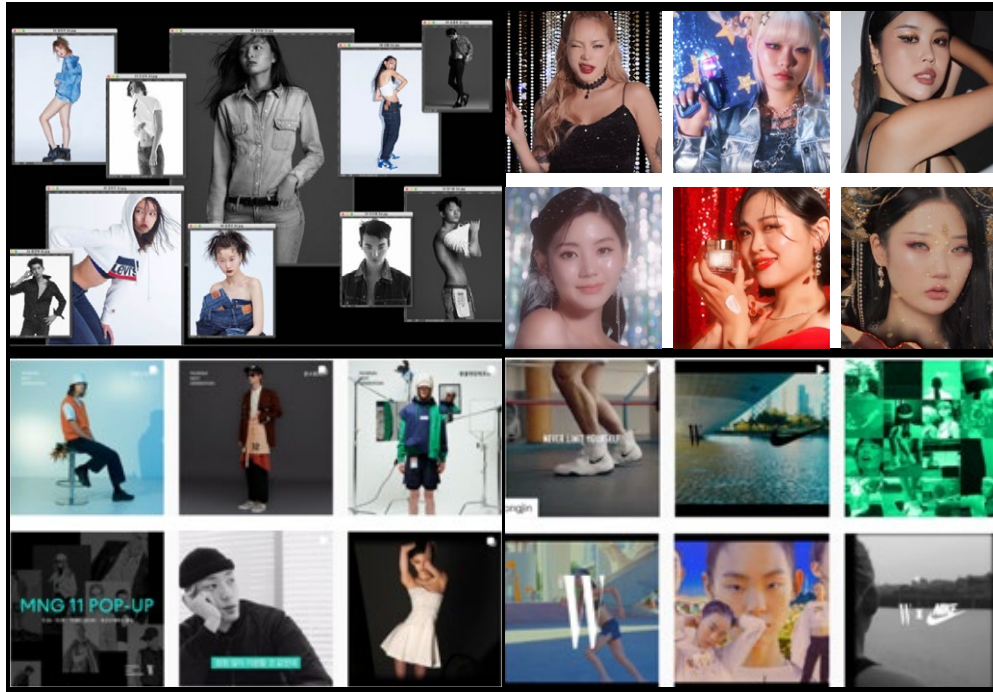
@wkorea_man	KEYWORD	@w_art_jewelry
Man Style/ Fashion/ Culture		Art/ Culture/ High jewelry
321K	FOLLOWERS	101k
High efficiency	POINT	Majority is 2040 Audiences



Online Promotion

SEARCH PROJECT

<W Korea> conducts various search projects with brands, such as finding a fresh face of the brand, beauty creators, young talented designers.



COLLABORATION BRAND:
LEVI'S, ESTEE LAUDER, DIOR COSMETICS, NARS, LAURA MERCIER, CHARLOTTE TILBURY, ETC.

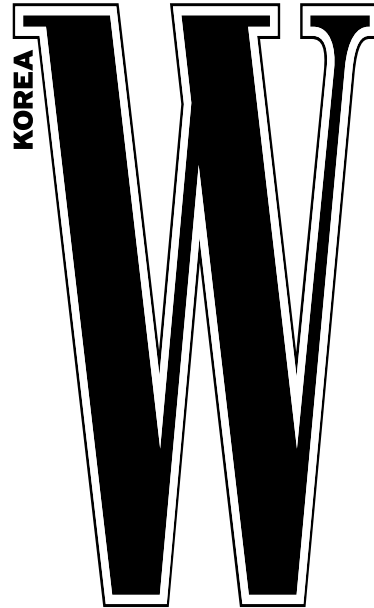
On/offline Promotion

LOVE YOUR W

"LOVE YOUR W" is a representative charity campaign of <W Korea> that has lasted for 18 years since 2006.

Numerous celebrities and support groups have been campaigning together to improve breast cancer awareness





THANK YOU!

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