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Korea Media Kit
2026

CONDÉ NAST



Redefining Beauty as Self-Expression and Everyday Wellness

Allure Korea asks what “beauty in this moment” truly means – and delivers that answer to the world in the most compelling way. We go beyond tips on “how to look pretty” to explore “how to shine in your own way,” proposing style not for other people’s gaze, but as a language for understanding and expressing yourself.

Allure Korea aspires to be more than a trend-driven magazine; we are committed to caring for the texture of everyday life and sharing an attitude toward beauty. Our curation of beauty and fashion naturally extends into the elements needed for a holistic wellness lifestyle. Anyone who shares these tastes and interests is, at heart, a reader of Allure Korea.

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Brand Mission

Allure Korea delivers trusted beauty expertise, practical fashion coverage, and insightful perspectives on art and culture, alongside wellness content for a healthy, balanced life. Powered by data analytics and community insights, we swiftly interpret evolving trends to empower our audience to lead confident, fulfilling lives.

4.5M

TOTAL REACH
(PRINT+WEB+SOCIAL FANS)

3.6M

SOCIAL FOLLOWERS

1.2M

WEB UNIQUES

1M

YT AVG. MONTHLY VIDEO VIEWS (as of 2025)

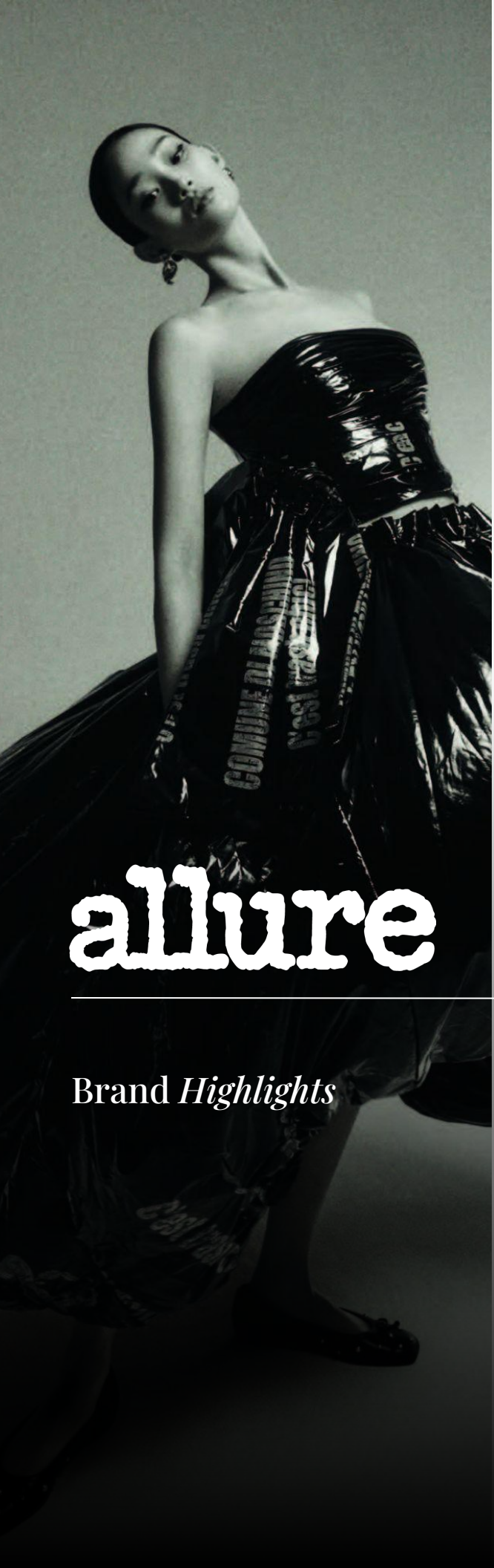
370M

IG TOTAL VIEWS

88%

MZ GENERATION

Source: Allure Korea, Google Analytics 2025, Social Channels 2025



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Brand Highlights

K-BEAUTY CURATOR, ALLURE KOREA

As K-beauty takes center stage in the global landscape, Allure Korea draws on over 20 years of expertise to translate evolving consumer insights into content for a worldwide audience. Through rigorous reporting, discerning evaluation, and precise curation, we offer trend-forward yet practical guidance that helps consumers make smarter choices.

BEST OF BEAUTY: RENEWED

In 2025, Allure Best of Beauty evolved. Shifting from blind testing to open testing, we now comprehensively assess product performance, brand image, design, and user experience. A panel of 30 trend-savvy creators, our “B.O.B Friends,” bring the judging process to life through engaging content. We remain a trusted, market-responsive guide for informed beauty decisions.

ALLURE EVENT & EDITORIAL SERIES

Allure executes bespoke beauty bars, salons, and events with curated guest lists and brand-tailored programs. We package each experience into an integrated editorial journey—spanning preview, live participation, and recap. This establishes a scalable series model that maximizes the impact of every event.

GREEN / WELLNESS EXPERT

Long before they became mainstream, Allure established “Green” and “Wellness” as core pillars. Our Green initiatives span the annual April Issue, digital campaigns, and eco-focused events. Our Wellness coverage approaches life holistically, extending from digital storytelling to offline experiences that invite audiences to practice healthier, conscious ways of living.

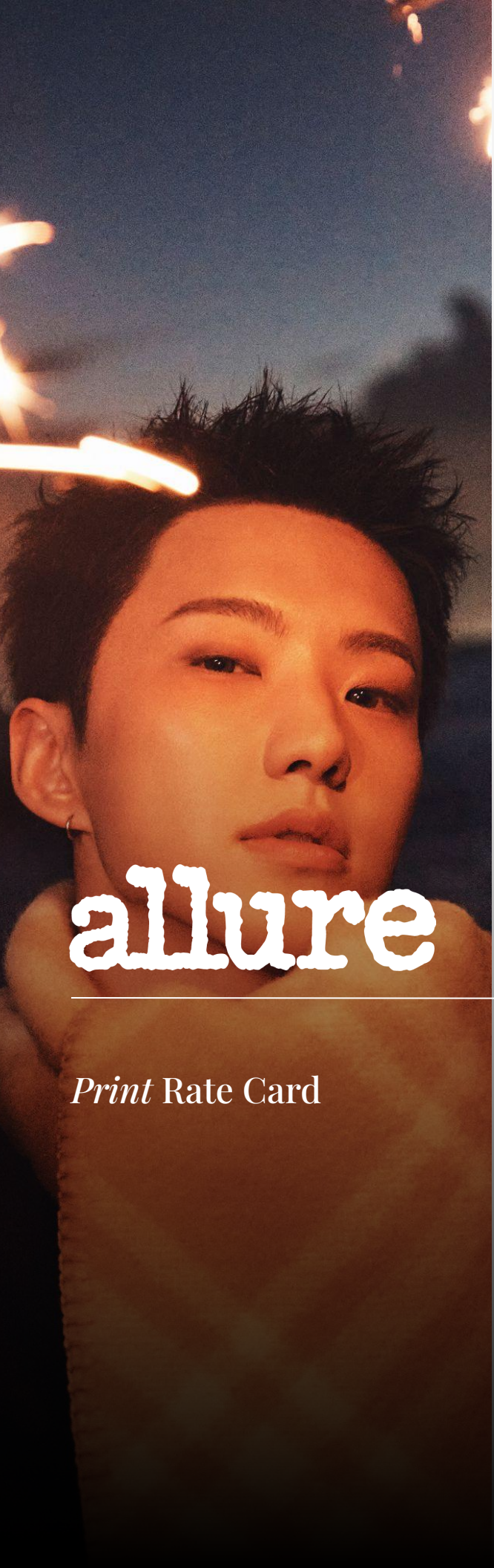
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Production Schedule

CLOSE DATE	PRESS DATE (PRINTING)	ON SALE DATE
JANUARY 2026		
15 DEC 25	17 DEC 25	19 DEC 25
FEBRUARY 2026		
15 JAN 26	16 JAN 25	20 JAN 26
MARCH 2026		
15 FEB 26	17 FEB 26	23 FEB 26
APRIL 2026		
15 MAR 26	17 MAR 26	20 MAR 26
MAY 2026		
15 APR 26	17 APR 26	20 APR 26
JUNE 2026		
15 MAY 26	18 MAY 26	21 MAY 26
JULY 2026		
15 JUN 26	17 JUN 26	22 JUN 26
AUGUST 2026		
15 JUL 26	17 JUL 26	20 JUL 26
SEPTEMBER 2026		
15 AUG 26	17 AUG 26	21 AUG 26
OCTOBER 2026		
15 SEP 26	17 SEP 26	21 SEP 26
NOVEMBER 2026		
15 OCT 26	17 SEP 26	20 OCT 26
DECEMBER 2026		
15 NOV 26	17 NOV 26	20 NOV 26

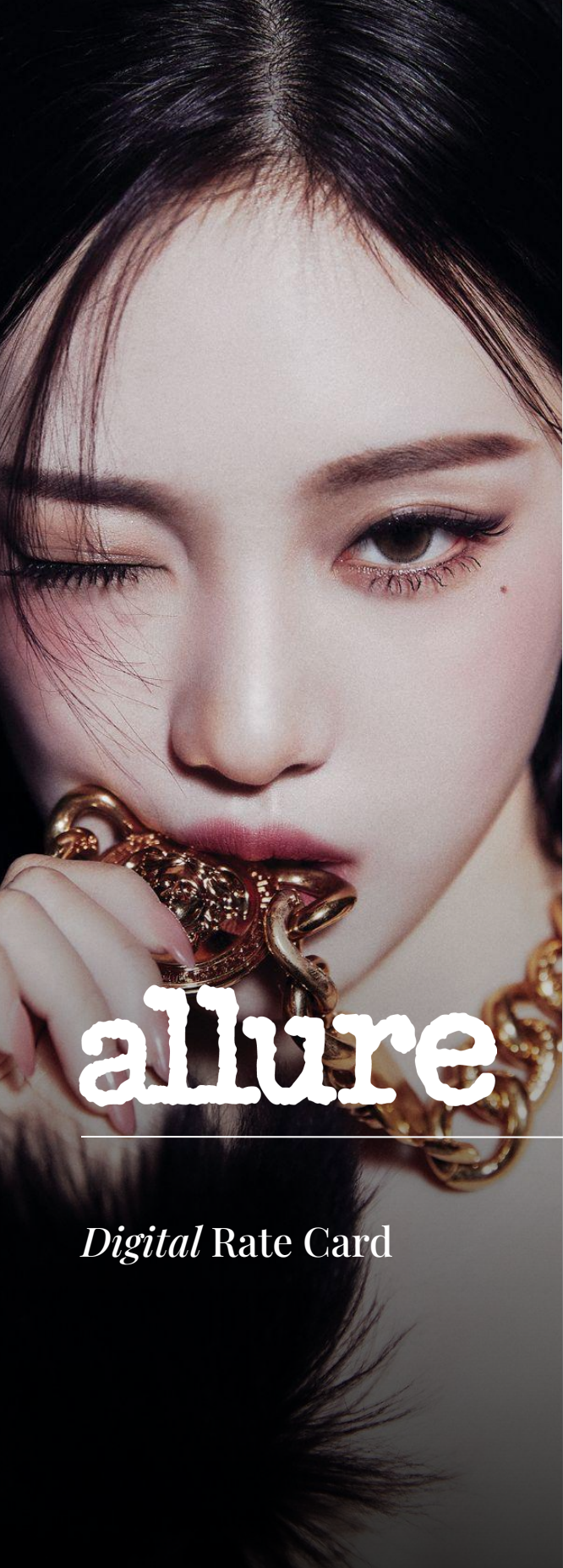


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Print Rate Card

PRINT RATES

POSITION	RATE (1,000KRW)
STANDARD	
Single page	4,000
Double page	8,000
PREMIUM	
Gate Fold	30,000
Single pages	
Outside back cover	18,000
Facing Mastheads	6,000
Facing TOC	5,500
Facing Editor's note	5,000
Facing A-list	4,500
Facing Beauty	4,000
Facing Fashion	3,800
Facing Fashion Editorial	3,000
Inside back cover	4,500
Double pages	
Opening double page spread	16,000
2nd double page spread	15,000
3rd double page spread	14,000
4th double page spread	13,000
5th double page spread	12,000
Before Fashion Editorial	6,000
After Mastheads	11,600
After TOC	11,000
After Editor's note	10,000
After A-list	9,000
Closing double page spread	8,000
PROMOTION	
Page	3,500
DPS	7,000
Creative per page	1,000(net)
INSERT	
Scent strips	Rate on application
Tip on	
Loose single sheet(Machine)	
Loose single sheet(hand)	



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Digital Rate Card

WEB AD

	RATES(₩1,000)
DISPLAY AD	
Mobile (SOV 50%, 1 week)	
Top	
Top Video	3,000
Middle	4,000
Middle Video	3,000
Interscroller	4,000
Interscroller Video	3,000
	4,000
PC (SOV 100%, 1 week)	
Top	
Top Video	1,000
Middle	2,000
Middle Video	1,000
	2,000
NATIVE AD	
Allure Picks	
	4,000
ADVERTORIAL AD	
Standard	
SOV 100%	4,000
Microsite	5,000
	P.O.R

SOCIAL AD

CHANELL	RATES
INSTAGRAM	
Post	4,000,000
Stories	1,000,000
FACEBOOK	
Post	3,000,000
Paid AD	P.O.R
KAKAO	
Allure KakaoTalk subscriber broadcast	100₩ per send
Kakaostory post	3,000,000