



VOGUE

KOREA

Korea Media Kit  
2026

CONDÉ NAST

## *Where Authority Meets Aesthetic Intelligence*

Vogue Korea leverages the global authority and long-standing credibility of the Vogue brand to strategically connect Korean creative intelligence with the world's leading aesthetic standards.

With a portfolio that spans high-impact print, influential digital platforms, and premium offline experiences, Vogue Korea consistently delivers market-shaping cultural value and maintains its position as a definitive and trusted leader in the fashion industry.

**VOGUE**  
KOREA

### *Brand Mission*

Vogue Korea serves as a premier fashion, beauty, and culture platform that bridges Korea's creative spirit with global aesthetics, illuminating the essence of emerging culture with a refined perspective and celebrating the women who shape our time.

9.6M

GLOBAL REACH  
(PRINT/WEB/SOCIAL)

7.7M

SOCIAL FOLLOWERS

312M

TOTAL VIEWS OF  
YOUTUBE VIDEOS

71%

TRAFFIC GENERATED BY  
FASHION CONTENT

73%

MILLENNIALS & GEN Z

80%

FEMALE AUDIENCE

76%

QUICK TO  
ADOPT TRENDS

78%

VALUE QUALITY OVER COST

Source: Vogue Korea Audience Survey, Google Analytics 2025, Social Channels 2025

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*Brand Highlights*

## **VOGUE LEADERS | MARCH 2026**

*Vogue Leaders* is an annual project celebrating female excellence. The March issue features a special edition filled with pictorials and interviews highlighting women leaders across various fields. Beyond the page, the project expands offline into exhibitions and talk sessions, creating a dynamic space for sharing stories and inspiration.

## **VOGUE SALON**

*Vogue Salon* is Vogue Korea's event brand designed to transcend print and digital platforms, offering audiences tangible experiences. Through diverse formats such as book talks, styling classes, and screenings, *Vogue Salon* delivers compelling brand narratives infused with Vogue's unique perspective directly to the audience.

## **VOGUE TIME & GEM**

Published quarterly, *Vogue Time & Gem* is a dedicated supplement that captures the essence of high jewelry and watchmaking with a deep understanding of luxury fashion. Scheduled for publication in April, June, September, and November 2026.

## **VOGUE LIVING**

*Vogue Living* presents a luxury lifestyle agenda curated by Vogue, covering the entire spectrum of living – from interiors and travel to gastronomy, architecture, and design. This exclusive supplement will be published in June and December 2026.

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# VOGUE

KOREA

## *Production Schedule*

CLOSE DATE	PRESS DATE (PRINTING)	ON SALE DATE
<b>JANUARY 2026</b>		
15 DEC 25	17 DEC 25	23 DEC 25
<b>FEBRUARY 2026</b>		
14 JAN 26	16 JAN 25	23 JAN 26
<b>MARCH 2026</b>		
13 FEB 26	19 FEB 26	23 FEB 26
<b>APRIL 2026</b>		
13 MAR 26	17 MAR 26	23 MAR 26
<b>MAY 2026</b>		
14 APR 26	17 APR 26	22 APR 26
<b>JUNE 2026</b>		
14 MAY 26	18 MAY 26	22 MAY 26
<b>JULY 2026</b>		
15 JUN 26	17 JUN 26	23 JUN 26
<b>AUGUST 2026</b>		
14 JUL 26	17 JUL 26	22 JUL 26
<b>SEPTEMBER 2026</b>		
14 AUG 26	18 AUG 26	24 AUG 26
<b>OCTOBER 2026</b>		
14 SEP 26	17 SEP 26	22 SEP 26
<b>NOVEMBER 2026</b>		
14 OCT 26	16 SEP 26	21 OCT 26
<b>DECEMBER 2026</b>		
13 NOV 26	17 NOV 26	23 NOV 26



**VOGUE**  
KOREA

*Print Rate Card*

**PRINT RATES**

<b>SIZE &amp; POSITION</b>	<b>RATE (1K KRW)</b>
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
<b>PROMOTIONS</b>	
Page	4,000
DPS	8,000
Creative per page	1,000(net)
<b>INSERTS</b>	
150g glossy/matt coating per page	1,500
Tip on Rate on application	



**VOGUE**  
KOREA

*Digital & Web*  
**Rate Card**

**WEB RATES**

<b>POSITION</b>	<b>SIZE</b>	<b>RATE (1K KRW)</b>
Mobile Full	750x1240	20,000
Mobile Special Cover	Per request	15,000
Mobile Special	750x422	13,000
Mobile Special Video	750x422	13,000
Mobile Interscroller	750x1332	12,000
Mobile Interscroller Video	750x1332	12,000
Mobile Top	750x610	11,000
Mobile Top Video	750x610	11,000
Mobile Footer	750x117	9,000
Mobile In-Read	640x640/ 640x860	11,000
Mobile In-Read Video	640x640/ 640x860	11,000
Mobile MPU	600x600	5,000
	600x800	5,000
Mobile MPU Video	600x600	5,000
	600x800	
PC Top	970x250	5,000
PC Top Video	970x546	8,000
PC MPU	930x180	5,000
PC MPU Video	930x524	8,000
PC Sky	300x600	5,000
Web Advertorial	Standard	4,000
Web Advertorial	SOV 100%	5,000
Web Microsite		Per request
Web Traffic Driver		3,000
Instagram Feed Post		5,000
Instagram Story Post		1,000
Facebook Feed Post		3,000
KakaoTalk Plus Friend Messaging		4,000
KakaoStory Feed Post		4,000