



| W KOREA MEDIA KIT |
& RATE CARD
2022

OVERVIEW

Asia's Only Edition of W US, <W Korea>

<W Korea> is evaluated as the most luxurious and unique fashion magazine based on its **innovative visual** on the largest book size in Korea and high-quality paper.



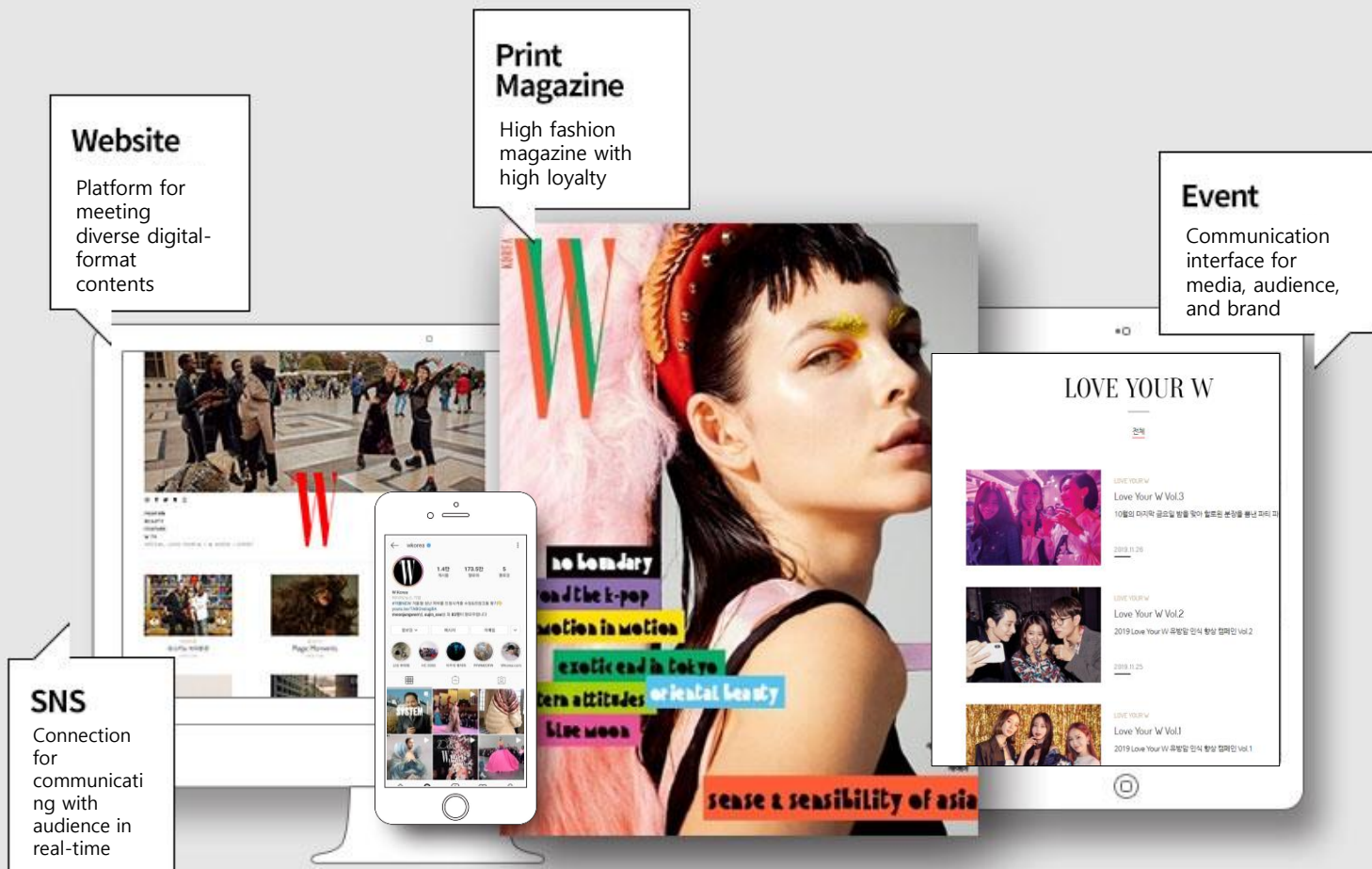
Launch March, 2005

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.



DIGITAL PLATFORM

“No.1 of Social Media Audience Among Major Fashion Magazines”

Social media channel of <W Korea> holds the **most number of audience** among Korean fashion magazines. The channels, Facebook, Twitter and Tiktok hold the highest number of followers among Korean fashion magazines.

* As of Jan 2022

* Total number of fans in 5 platforms below



2.6M

@Wkorea



1.1M

@Wkorea



267K

@Wkorea



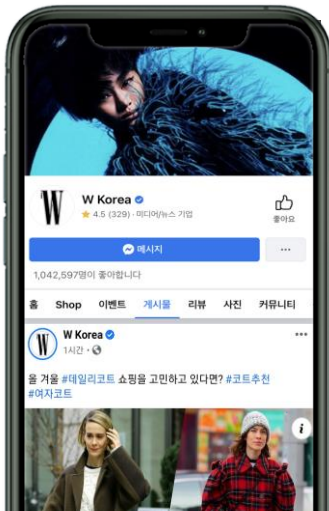
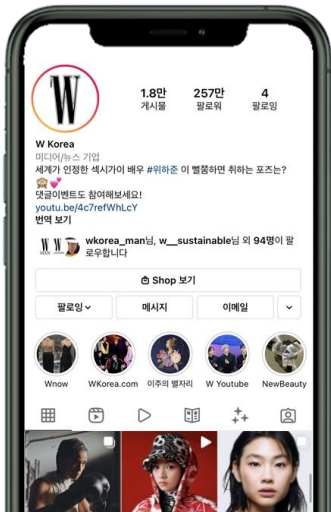
293K

@Wkorea



278K

@Wkorea



DIGITAL PLATFORM

YouTube-Specialized Original Contents

W provides a variety of digital contents for MZ generation, including celebrity, lifestyle trends, and beauty know-how. In addition, we produce digital content that unravels the sensuous brand story of W and deliver it to Audience.

* MZ Generation: Millennials and Gen Z

- ▶ **Total Views**
_55,000,000 Views
- ▶ **Runs 5 Regular Original Series**
for storytelling on celebrity, fashion, beauty, and culture from various perspectives
- ▶ **Digital Video Tie-Up Production Planning**

Original Series

#W_Polaroid_Interview

Interview with Celebrity/s Photos
+ Polaroid Photo Gift Event



#W_Hidden_Bag

Brand PR while matching or
Introducing products in a bag



#W_I_Love_It

Introducing brand issues and
products in multiple series



#W_Drawing_View

Interviews conducted by interviewees
painting themselves.
Natural and colorful content



#W_Best_Friends_Booth

Explore the chemistry between
celebrities through quizzes
and games, and brand PR



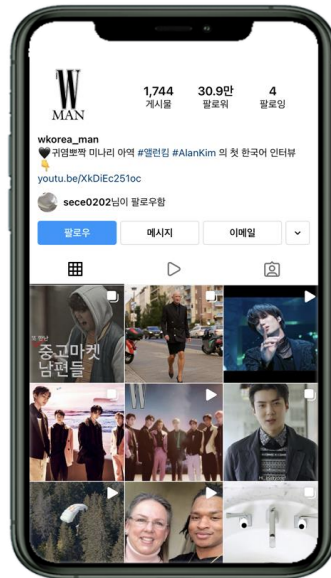
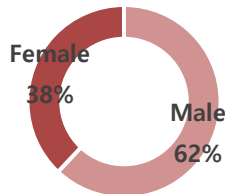
VERTICAL PLATFORM

Vertical Platforms of <W Korea> @wkorea_man, @w__sustainable

In addition to the main account, <W Korea> operates W MAN and W Sustainable as vertical platforms. Through the expansion of content related to men's fashion & style and sustainable & eco-friendly practices, we continue to expand our media influence by communicating with more Audiences.

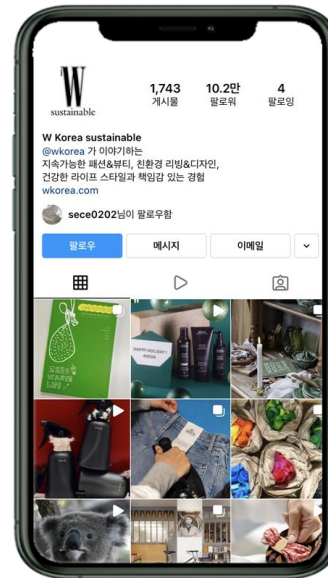
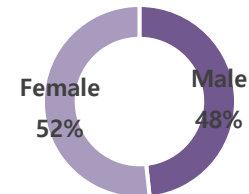
Men's fashion and style from <W Korea>'s point of view @wkorea_man

- | Keyword: Man style & trend issues and contents made with W's sense
- | Followers: 30.9K
- | Point: Lower advertising execution costs and higher efficiency than other fashion men's magazines
- | Gender configuration



Lifestyle platform providing trends regarding sustainability @w__sustainable

- | Keyword: Issues and content on sustainability and eco-friendly lifestyles
- | Followers: 10.2K
- | Point: All ages, including 52% 2040 Audience.
- | Gender configuration



W OFFLINE EVENT

<W Korea> Signature Event 'LOVE YOUR W'

"LOVE YOUR W" is a **representative charity campaign of <W Korea> that has lasted for 15 years** since 2006. Numerous celebrities and support groups have been campaigning together to improve breast cancer awareness.



- Schedule: Friday, the last week of October each year.
- Purpose: Improving social awareness of breast cancer, screening through charitable funding and funding for treatment.
- Activity
 - ➔ Offline Campaigns (2006~2019)
 - Charity gala dinner, W Halloween party.
 - VIDEO: <https://bit.ly/2NNorAt>
 - ➔ On-tact Campaigns (2020)
 - Celebrity Relay Campaign, On-tact Concert
 - VIDEO: <https://youtu.be/N2r5iselzSA>
 - CONCERT: <https://youtu.be/PqhlfrdMFJg>
 - ➔ Webviewer and 3D Play. (2021)
 - Celebrity relay campaign. 3D play through webviewer.
 - Celebrity VIDEO: <https://bit.ly/32WtTvS>
 - 3D VIDEO: <https://bit.ly/3naAMAt>
- Donation
 - Total Cumulative Fund/Over the past 15 years, KRW 710 million
 - Where to donate: Korea Breast Health Foundation, Population Health and Welfare Association, etc.
 - Donation details: Used for breast cancer screening, surgery for low-income families, support for medical expenses, etc.

W OFFLINE EVENT

2021 'Love Your W' 3D campaign

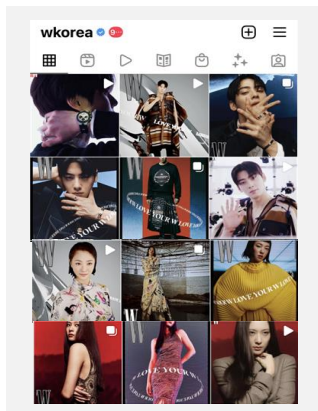
It's the first 3D project campaign with the most advanced approach in Korea Magazine's.
Produce a variety of digital content, including messages and purports to be the purpose of breast cancer campaigns.
Released via W's social channels including Instagram, Facebook, TikTok, Twitter, Kakao Story, website, YouTube, etc.

3D Web viewer



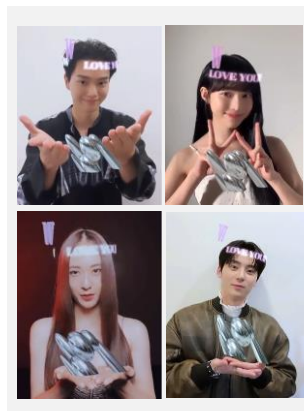
- Channel: Instagram, website
- Performance: Approximately **2.79 million 3D web viewer views** during the campaign (Web+Instagram+Stories)

#LoveYourW Short clip film



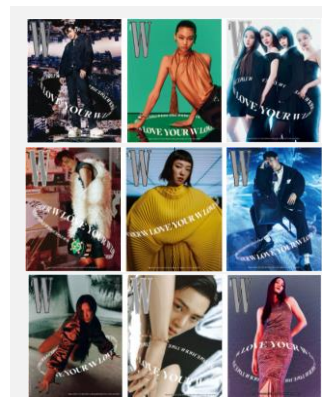
- Channel: IG, FB, TT, TW, KS
- Performance: W Post totaled **19.55 million views**
- Instagram posts: 3,346 (#loveyourw, #loveyourW2021 during the campaign)

AR filter



- Channel: Instagram, TikTok
- Performance: Approximately **1.17 million views of celeb filter content on Instagram and TikTok**
- Supports approximately 70 people (worth KRW 42 million) by holding AR filter events on Instagram

December Issue Cover



- Channel: IG, December issue
- **14 versions of the cover**
- About 231 news in total (Naver, Daum and Nate Total)

W OFFLINE EVENT

‘SEOUL JAZZ FESTIVAL’ Media Sponsorship

<W Korea> has long been the official media sponsor of the Seoul Jazz Festival, Korea's largest music festival.
We produce festival contents and carry out various promotions that connect brands and audiences.

- Date May 25, 2019 – May 26, 2019 (Held on Every May / Cancelled 2020 due to COVID-19)
- Location Olympic Park (88 Lawn Field, Handball Stadium, Waterside Stage, Haneol Square, etc.)
- Promotion Strap map, plastic bag, special edition, booth promotion, etc.



W DIGITAL EVENT

W SEARCH PROJECT

Based on the digital platform, **we are conducting various search projects by interacting with Audience.**
Model selection project "Model Search", New Beauty Creator project "Battle Beauty", New Designer Discovery project "Designer Search", and Video creators Discovery project "Video Search"
This is a creative digital project that works with the brand every year.

○ Wkoreamodelsearch2017

- Vote: **4,527**
- View: **16,000,000**
- Reach: **35,000,000**



✓ Collaborative Brand

- 2017: Levi's, Estee Lauder
- 2015: Dior Cosmetics

▼ LINK :

<http://www.wkorea.com/category/w-search/model-search/>

○ WBattleBeauty2018

- Vote: **1,280**
- View: **1,860,000**
- Reach: **850,000**



✓ Collaborative Brand

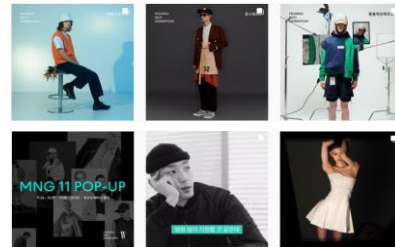
- Nars, Estee Lauder, Laura Mercier.

▼ LINK :

<http://www.wkorea.com/category/w-search/battle-beauty/>

○ Designersearch2019

- Discovering new designers with Musinsa
- Total posting: 665
- Total number of applicants: 523 Teams
- View: **1,700,000**



✓ Collaborative Brand

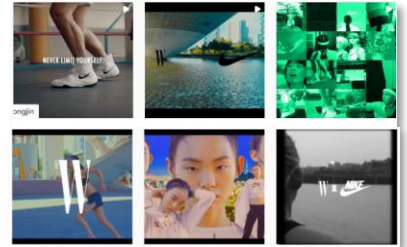
- Musinsa

▼ LINK :

<http://www.wkorea.com/category/w-search/designer-search/>

○ Wkoreavideosearch2020

- Vote: **3,500**
- View: **2,070,000**
- Reach: **1,910,000**



✓ Collaborative Brand

- 2020: Caudalie
- 2018: Nike

▼ LINK :

<http://www.wkorea.com/category/w-search/video-search/>



| ADVERTISING RATE |

ADVERTISING RATE / PRINT MAGAZINE

POSITION

RATE (Unit : KRW)

Inside front cover double page spread	21,000,000
2 nd double page spread	20,000,000
3 rd double page spread	19,000,000
4 th double page spread	18,000,000
5 th double page spread	17,000,000
6 th double page spread	16,000,000
Single page facing TOC	8,000,000
1 st fashion double page spread	15,000,000
2 nd fashion double page spread	14,000,000
Single page facing Masthead	7,000,000
Single page facing Contributor	6,800,000
Single page facing 5W	6,000,000
Double page spread after 5W	11,000,000
Single page facing Fashion Flash	5,000,000
Single page facing Accessories Flash	5,000,000
Single page facing Beauty Flash	4,500,000
Single page facing Eye	4,300,000
Double page spread before Well part	12,000,000
Single page facing Horoscope	4,000,000
Inside back cover	6,000,000
Inside back cover spread	12,000,000
Outside back cover	28,000,000
Gate fold	40,000,000

NOTE

- Additional costs will be paid for special papers
- Discount rate will be applied for annual contract

SCHEDULE

- On sale date : the 19th of previous month
- Material deadline : the 14th of previous month

AD SPEC

- Double page spread
 - Trimmed size : 508*330mm
 - Including Bleed : 514*336mm
- Single page
 - Trimmed size: 254*330mm
 - Including Bleed : 260*336mm

ADVERTISING RATE / DIGITAL PLATFORM



WEB – Display AD

POSITION

RATE (Unit : KRW)

Mobile Top
Mobile Top - Video
Mobile Middle
Mobile Middle - Video
Mobile Footer
Mobile Stories

5,000,000
8,000,000
5,000,000
7,000,000
7,000,000
5,000,000

Desktop Top
Desktop Top - Video
Desktop Middle
Desktop Middle - Video

2,000,000
3,000,000
2,000,000
4,000,000

Advertorial - Basic
Advertorial – Micro site
Advertorial – Shopping article

3,000,000
5,000,000
5,000,000

ADVERTISING RATE / DIGITAL PLATFORM



SNS – AD

PLATFORM	AD	PERIOD	RATE (Unit : KRW)
W Facebook	Posting	1 Time	3,000,000
	Sponsored AD	-	Min. 1,000,000
W Instagram	Posting	1 Time	6,000,000
	Stories	1 Time	500,000
	Production+Posting	1 Time	8,000,000~
	Sponsored AD	-	Min. 1,000,000
W Instagram(Man)	Posting	1 Time	3,000,000
W Instagram(Sustainable)	Posting	1 Time	3,000,000
W Youtube	Production+Posting +Sub Channel	1 Time	20,000,000
	Shorts	1 Time	5000,000
W Tiktok	Posting	1 Time	3,000,000
W KaKaoPlus	Message	1 Time	5,000,000
W Kakaoview	Posting	1 Time	1,000,000
W KaKaoStory	Posting	1 Time	1,000,000
W Naver Post	Posting	1 Time	3,000,000
W WEB	Posting	1 Time	3,000,000