

# the Galleria

2026 MEDIA KIT & RATE CARD





*the Galleria*

## The Most Prestigious Style Magazine

<The Galleria> is the prestige shopping magazine for Luxury Mania of the core target and top class of Galleria Department Store, including 20,000 VVIP readers who has a classy and sophisticated taste.

It quickly introduces differentiated luxury trends and shows the history of luxury goods by pointing out its value through philosophy, it is more accurate and friendly deliver the Shopping Guide.

Since 2016, Doosan Magazine has been in charge of editing and publishing <The Galleria>, and it provides quality shopping information of <The Galleria> to VVIP through various digital platforms such as Galleria's official SNS and homepage, Galleria APP, and Kakao Talk.

**First Launch** February 2005  
**Print Circulations** 60,000  
**Size** 228×300mm

*the* love issue

by balenciaga

# No.1 Luxury Hall, the Galleria

The Galleria is the first in the department store industry to use the title 'Luxury Hall'. It shows that it is the No.1 luxury Hall through Luxurious contents that fit VVIP's taste and high-end shopping items.

## The Galleria Audience

<The Galleria> Magazine is delivered directly to the top class selected based on the amount of purchases at all Galleria Department Store. The selected VVIP is the highest amount of purchase per person comparing to other department stores

### GALLERIA DEPARTMENT STORE VIP SELECTION CRITERIA

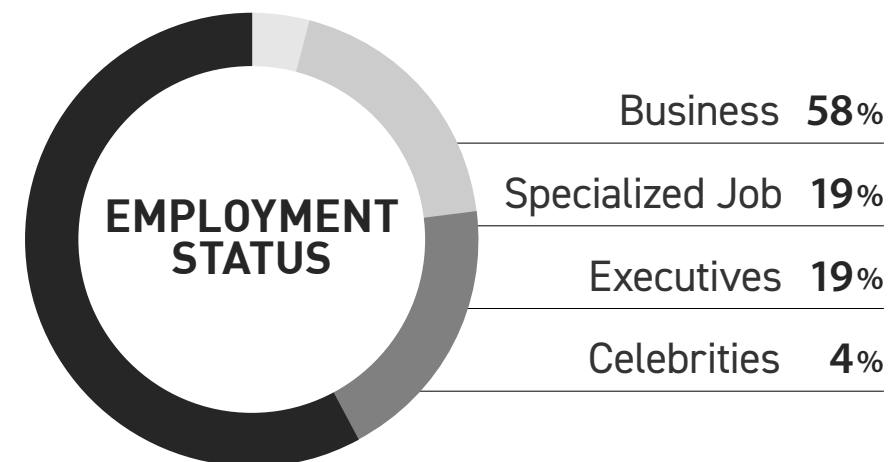
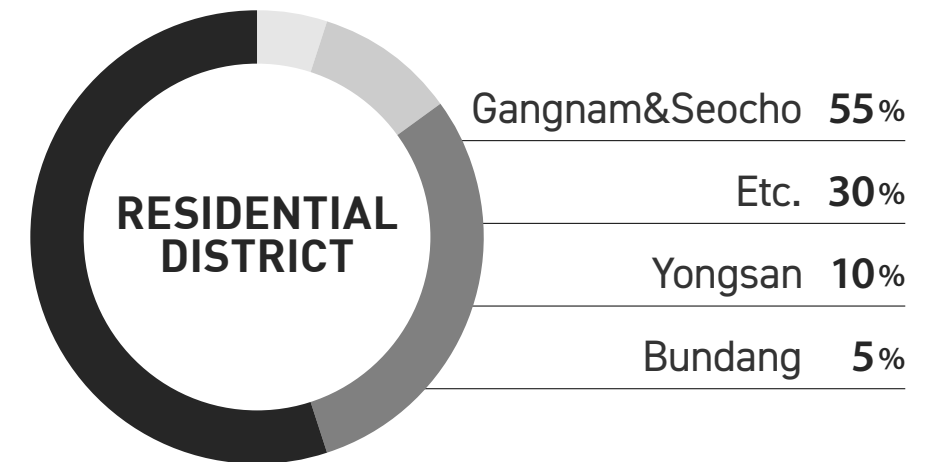
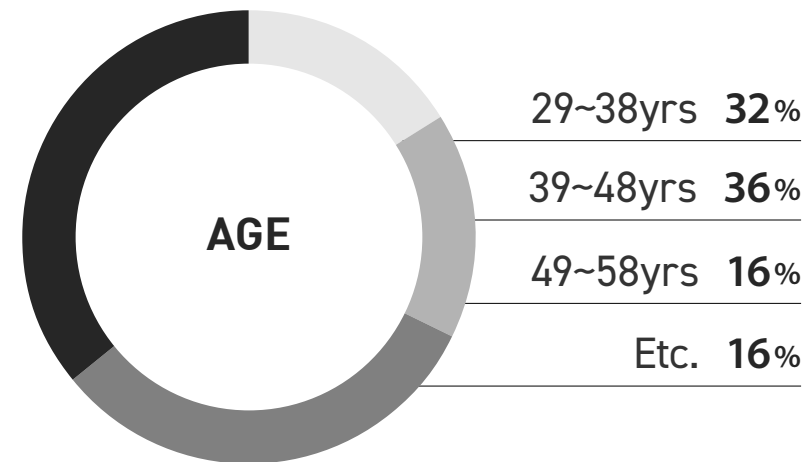
**PSR BLACK** selected by top 0.1% and Galleria's own criteria

**PSR WHITE** Customers who purchase more than 120 million won a year

**PARK JADE BLACK** Customers who purchase more than 70 million won a year

**PARK JADE WHITE** Customers who purchase more than 50 million won a year

## READER'S PROFILE



# The Galleria Promotion

PRINT

## Cover

Introducing the promotion pages at <theGalleria>

### Multi-Cover

Using models and products, the brand's core items are expressed in Galleria's luxurious and differentiated visuals to help vvip readers shop.

#### Model/Celeb Cover

Use a model that will sensibly embody the brand's image



#### Product Cover

Photoshooting the brand's key item with an impactful visual

# The Galleria Promotion

PRINT

## Tie-up | Advertorial | Insight Book

Introducing the promotion pages at <theGalleria>

### Tie-up

Model/product photoshooting and columns that show readers new products or key items from the brand with a sophisticated expression



### Advertorial

Brand Asset Columns with Galleria's luxurious & unique tone and manner



### Insight Book

A brand special book that shows only one brand intensively. Using the brand's elegant materials, we increase attention by covering in-depth brand history and trends, introduction of key products



# The Galleria Promotion

PRINT

## On The Floor | Celebrity | Insert

### On The Floor

intensive Columns for new opened or renewed Store at Galleria



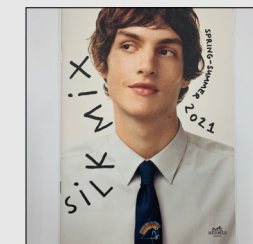
### Celebrity

Styling Photoshooting & Interview with Top celebrities or the hottest rising stars with style and taste

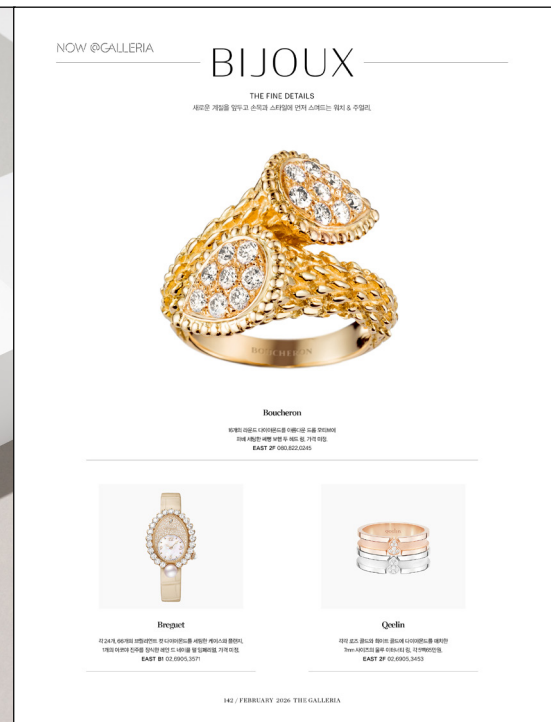


### Insert

Brand brochures, brand samples, etc. Enclosed is available for shipping



# The Galleria Contents



## SHOPPING

Every month, <the Galleria> will introduce: the most hot new items of the month, the Galleria exclusive items, editor's pick for the month, and shopping guides for international VVIP customers.

## STYLE

Carefully selected news about new items, trendy items and photo shoots will be delivered to our VVIPs who are known to have strongest purchasing power in Korea.

## ACCESSORY

Carefully selected news about new items, trendy items and photo shoots will be delivered to our VVIPs who are known to have strongest purchasing power in Korea.

# The Galleria Contents



## BIJOUX

Carefully selected news about new items, trendy items and photo shoots will be delivered to our VVIPs who are known to have strongest purchasing power in Korea.



## BEAUTY

New beauty trends and products, and articles about beauty issues will be delivered in depth.



## LIFESTYLE & FEATURE

Articles dealing with international art issues, interviews, culture, travel and healthy foods, which are all great interest of luxury consumers will be included.

# The Galleria Advertising Cost Special Issue



HIGH-END (MAR)  
HIGH JEWELRY (SEP)



TheGalleria MEN  
(APR)



The Watches  
Watches Special (JUN)



Gift Special  
(MAY · DEC)

# The Galleria Promotion

## DIGITAL

The high-quality contents produced by <The Galleria> are widely viral through various digital platforms of Galleria, creating stronger shopping communication.

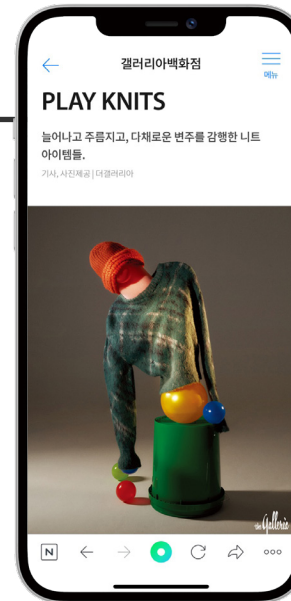
### Digital Platform

For the first time as department store magazine, shopping contents will be exposed across Instagram and various SNS channels.



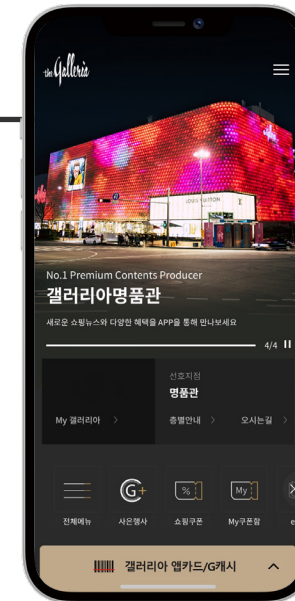
#### Instagram

Followers  
**41.4 million**  
content issues  
per month on average  
**40**



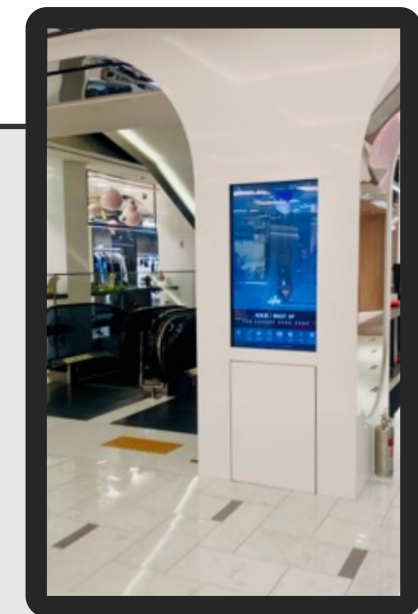
#### dept.galleria.co.kr

Magazine contents will be displayed on the Galleria department store website and will be linked to direct online shopping service.



#### App

Galleria App subscribers  
**134 million**  
98% of VIP customers an average of  
**20,000** visitors a day



#### <The Galleria> Production Film on Galleria Luxury Hall EAST / WEST Kiosk & LCD

60 sec Film  
Aired on the screen  
more than 335 times a day  
2-weeks run

*the Galleria*

**DOOSAN MAGAZINE**

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