



# VOGUE

KOREA

South Korea Media Kit  
**2023**





# VOGUE KOREA

**BRAND MISSION** <VOGUE Korea> has been leading Korean fashion industry ever since its launch.

It is demonstrating its presence as one powerful brand though not only the print magazine, but also its various digital platforms including the web, mobile and social media.

Since its launch in 1996, Vogue Korea has established itself as the most influential fashion magazine in Korea.

We communicate with a new generation of audiences through a variety of digital channels as well as a monthly print magazine.

Vogue, which covers fashion, beauty, and culture, is opening a new horizon of fashion media based on its remarkable initiative and visuals

**KWANG HO SHIN, EDITOR IN CHIEF**

8.1M

**GLOBAL REACH  
(PRINT/ONLINE/SOCIAL)**

5.3M

**SOCIAL FOLLOWERS**

32

**AVERAGE AGE**

85%

**FEMALE AUDIENCE**

71%

**MILLENNIALS  
& GEN Z**

7.4M

**AVERAGE  
MONTHLY HHI (KRW)**

76%

**SENSITIVE TO TRENDS  
AND QUICK TO ADOPT  
THEM**

80%

**WILLING TO BUY  
QUALITY PRODUCTS  
REGARDLESS OF PRICE**

Source: Vogue Korea Audience Survey 2022, Google Analytics 2022

**CONDÉ NAST**





VOGUE  
KOREA

BRAND  
HIGHLIGHTS  
2022

## HOT ISSUE BAROMETER, VOGUE COVER STARS

The cover of <Vogue Korea> shows who is the most famous person of the time. Representative K-celebrities such as BTS, V, G-Dragon, IU, Jisoo, and Jeong Ho-yeon appeared on the cover of <Vogue> in 2022. In particular, the October 22 issue, in which V appeared as a cover model, sold 300,000 copies.

## DIGITAL COVER FEATURING K-POP HOT ROOKIES

K-pop artists whose influence is increasing in the global fashion market beyond Korea. <Vogue> presents a digital cover highlighting the rookies who will become the next generation of K-pop leaders. The first digital cover opened by NewJeans' Hyein caused a great sensation.

## VOGUE TIME & GEM

Targeting MZ Generation pursuing value-based consumption and high-income people collecting watch/jewelry with good taste, <Vogue Time & Gem> is published as a supplement to <Vogue Korea> twice a year, May and October issue.

## VOGUE LIFE

<Vogue Life>, which contains the luxury agenda proposed by <Vogue> across lifestyles such as interior, travel, food, architecture and design, will be released for the first time as a supplement to the June 2023 issue.

## VOGUE RUNWAY

As a high-fashion magazine, <Vogue Korea> publishes <Vogue Runway> as a separate book containing the core of fashion week, which is the forefront of trends, in April and November every year.

## NO.1 YOUTUBE SUBSCRIBER

<Vogue Korea> maintains unrivaled leadership in the number of Youtube subscribers among Korean fashion magazines since its launch, continuously presenting popular original contents including My Vogue, Vogue Meets and Vogue 8PM Concert.

CONDÉ NAST



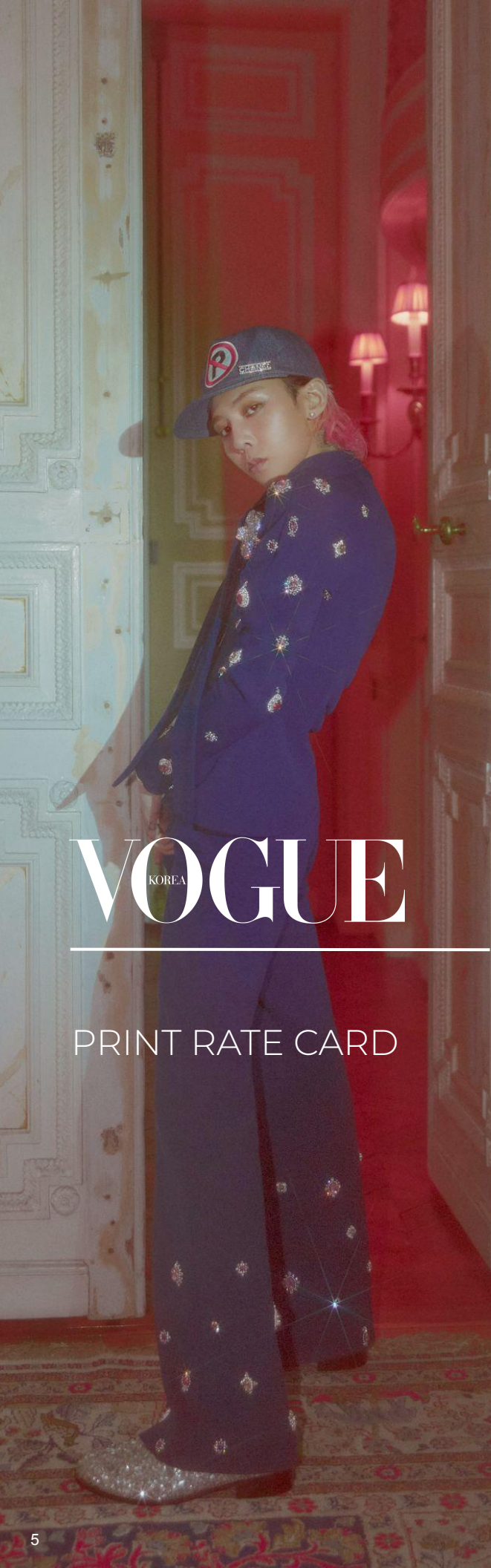
VOGUE  
KOREA

PRODUCTION  
SCHEDULE

ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
<b>JANUARY 2022</b>		
21 DEC 22	25 NOV 22	5 DEC 22
<b>FEBRUARY 2022</b>		
25 JAN 23	26 DEC 22	5 JAN 23
<b>MARCH 2022</b>		
21 FEB 23	25 JAN 23	6 FEB 23
<b>APRIL 2022</b>		
21 MAR 23	24 FEB 23	6 MAR 23
<b>MAY 2022</b>		
21 APR 23	24 MAR 23	5 APR 23
<b>JUNE 2022</b>		
22 MAY 23	25 APR 23	4 MAY 23
<b>JULY 2022</b>		
21 JUN 23	25 MAY 23	5 JUN 23
<b>AUGUST 2022</b>		
21 JUL 23	26 JUN 23	5 JUL 23
<b>SEPTEMBER 2022</b>		
21 AUG 23	25 JUL 23	4 AUG 23
<b>OCTOBER 2022</b>		
21 SEP 23	25 AUG 23	5 SEP 23
<b>NOVEMBER 2022</b>		
23 OCT 23	25 SEP 23	5 OCT 23
<b>DECEMBER 2022</b>		
21 NOV 23	25 OCT 23	6 NOV 23

CONDÉ NAST





VOGUE  
KOREA

PRINT RATE CARD

PRINT RATE CARD

SIZE/POSITION

RATE (1,000 KRW)

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

PROMOTIONS

Page	4,000
DPS	8,000
Creative per page	1,000 (net)

INSERTS

150g glossy/matt coating per page	1,000
Tip on Rate on application	



VOGUE  
KOREA

DIGITAL AND  
WEB RATE CARDS

## WEB RATE CARD

POSITION	SIZE	RATE (1,000 KRW)
Mobile Top	320x50	5,000
Mobile Top-Video	320x180	8,000
Mobile Billboard	320x100	5,000
Mobile Middle	320x250	5,000
Mobile Middle-Video	320x180/ 320x320/ 320x455	7,000
Desktop Footer	320x50	6,000
Desktop Top	970x90	2,000
Desktop Top-Video	1600x900	5,000
Desktop Billboard	970x250	2,000
Desktop Middle	930x180	2,000
Desktop Middle-Video	1600x900	3,000
Web Advertorial	-	4,000~
VOGUE Instagram Posting	-	5,000
VOGUE Facebook Posting	-	3,000

CONDÉ NAST