



VOGUE

KOREA

South Korea Media Kit

2025



# 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**

9.6M

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

7M

**SOCIAL FOLLOWERS**

32

**AVERAGE AGE**

80%

**FEMALE AUDIENCE**

71%

**MILLENNIALS  
& GEN Z**

8.2M

**AVERAGE  
MONTHLY HHI (KRW)**

76%

**QUICK TO  
ADOPT TRENDS**

78%

**VALUE QUALITY  
OVER COST**

Source: Vogue Korea Audience Survey, Google Analytics 2024, Social Channels 2024

**CONDÉ NAST**



VOGUE  
KOREA

BRAND  
HIGHLIGHTS  
2025

## VOGUE LEADERS

In 2024, Vogue launched the 'Vogue Leaders' campaign to highlight women who continue to push boundaries and carve their own paths. The theme for Vogue Leaders in 2025 is 'Woman and Work,' featuring women who have achieved significant success in their careers in the March issue. Vogue also hosts an offline event where the audience can hear their stories and share inspiration.

## VOGUE SALON

The inaugural Vogue Salon featured the theme 'book and bar,' offering a unique experience of enjoying whiskey alongside novels in 2024. In 2025, Vogue Korea continue to deliver immersive experiences across diverse fields, including a perfume bar, jewelry class, and exclusive film screening.

## VOGUE TIME & GEM

With a deep understanding of high fashion and luxury, Vogue Korea's special issue <Vogue Time & Gem> delivers watch and jewelry content in a young, sophisticated tone. Starting in 2025, it is published quarterly - February, May, August, and November - responding to strong market demand.

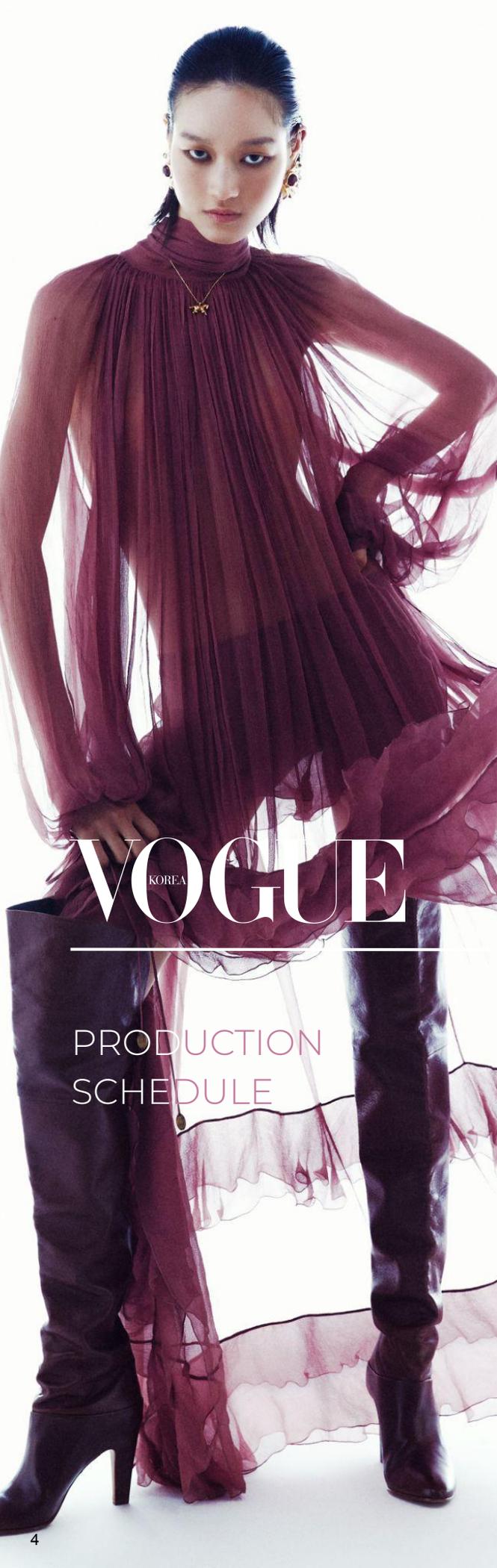
## VOGUE LIVING

Containing the luxury agenda proposed by Vogue Korea across lifestyles such as interior, travel, food, architecture, and design, <Vogue Living> is published as a supplement for the June and December 2025 issue.

## COVERS FEATURING K-CULTURE ICONS

In 2024, Vogue Korea featured globally influential K-pop artists and actors - such as BTS's Jin, Lisa, Jennie, Aespa, NewJeans, and Cha Eun-woo to name a few - on its print and digital covers. The covers of Vogue Korea continue to make a powerful impact in 2025.

CONDÉ NAST



# VOGUE

KOREA

## PRODUCTION SCHEDULE

ON SALE DATE	BOOKING DEADLINE	MATERIAL DEADLINE
<b>JANUARY 2025</b>		
23 DEC 24	25 NOV 24	5 DEC 24
<b>FEBRUARY 2025</b>		
20 JAN 25	24 DEC 24	6 JAN 25
<b>MARCH 2025</b>		
20 FEB 25	24 JAN 25	5 FEB 25
<b>APRIL 2025</b>		
20 MAR 25	25 FEB 25	5 MAR 25
<b>MAY 2025</b>		
21 APR 25	25 MAR 25	4 APR 25
<b>JUNE 2025</b>		
20 MAY 25	25 APR 25	7 MAY 25
<b>JULY 2025</b>		
20 JUN 25	26 MAY 25	5 JUN 25
<b>AUGUST 2025</b>		
21 JUL 25	25 JUN 25	4 JUL 25
<b>SEPTEMBER 2025</b>		
20 AUG 25	25 JUL 25	5 AUG 25
<b>OCTOBER 2025</b>		
22 SEP 25	25 AUG 25	5 SEP 25
<b>NOVEMBER 2025</b>		
20 OCT 25	25 SEP 25	2 OCT 25
<b>DECEMBER 2025</b>		
20 NOV 25	24 OCT 25	5 NOV 25



**VOGUE**  
KOREA

PRINT RATE CARD

## PRINT RATE CARD

### SIZE/POSITION

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	

CONDÉ NAST



## 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