



KOREA
W

2026 W KOREA MEDIA KIT

The first edition of W Magazine in Asia, 〈W Korea〉

Since 2005, <W Korea> has had a reputation as the most luxurious and unique fashion magazine in Korea based on its innovative visuals on a considerable size of high-quality paper.



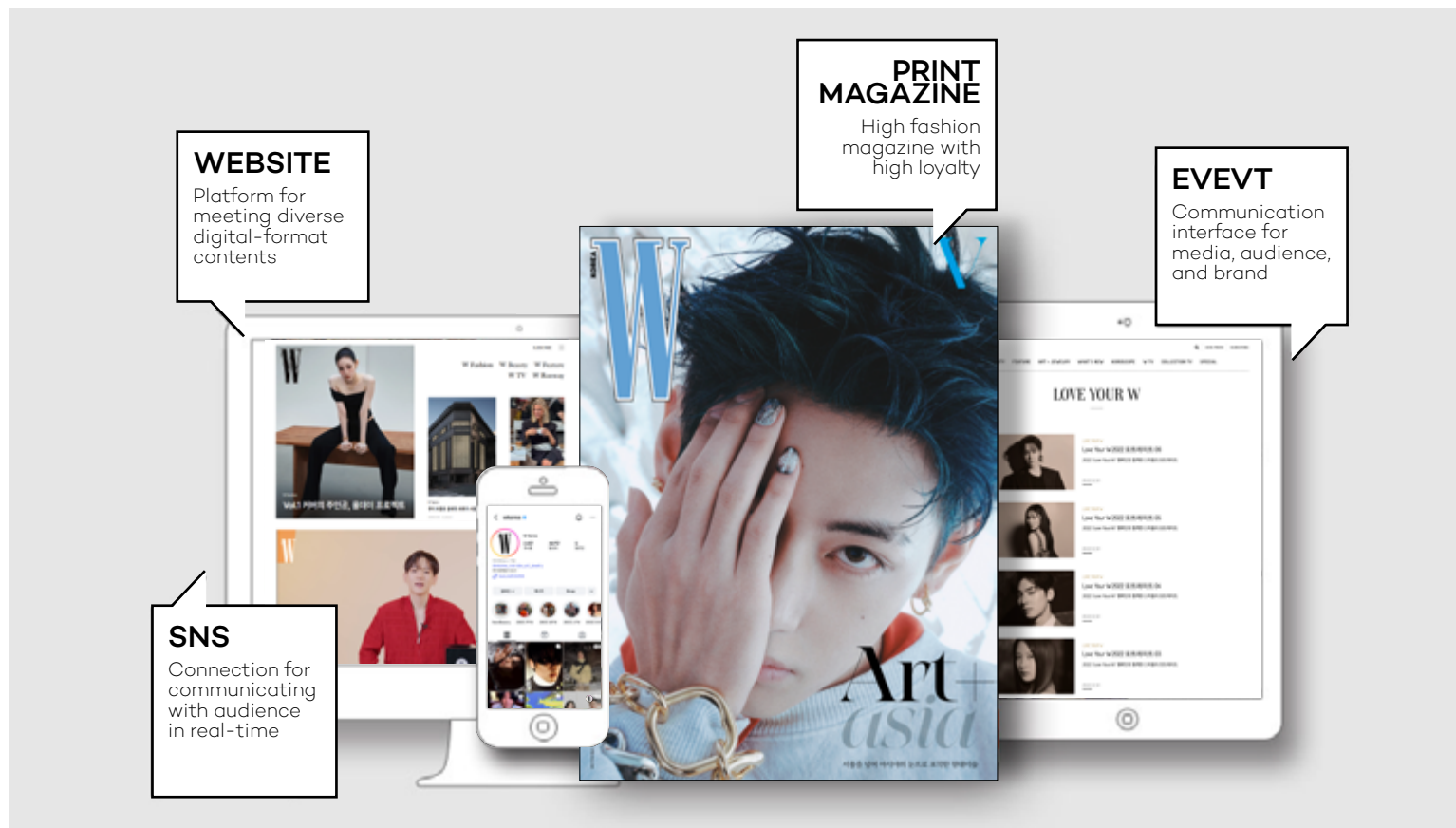
Launch : March 2005

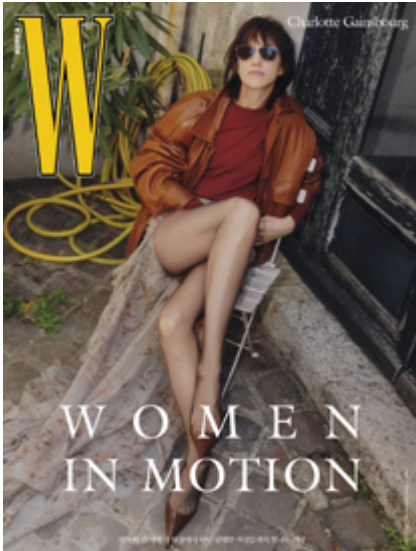
Size : 254 × 330mm

On Sale Date : 19th of Each Month

Powerful Media Influence of 〈W Korea〉

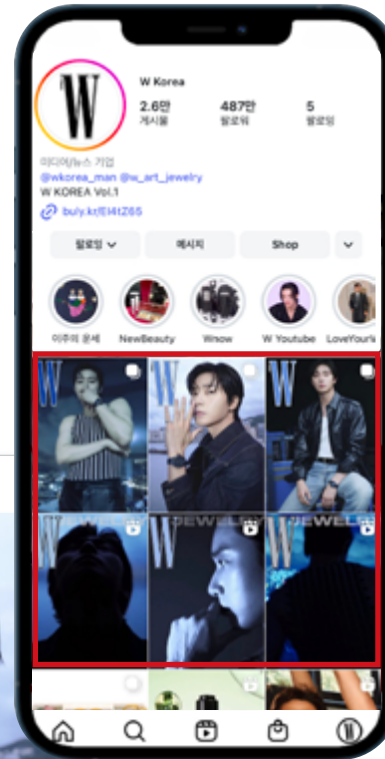
〈W Korea〉 provides communication in all directions
by connecting premium print magazine, powerful digital platform, and online/offline events organically.





Iconic Celebrity Content

<W Korea> sheds light on the remarkable figures of contemporary over a broader spectrum with exceptional insight. From V of BTS, LISA of Blackpink, GD, Sohee Han, and other K-Pop celebrities who recently shot covers for <W Korea> to other iconic figures across fields such as art, music, and sports, these figures represent the times of contemporary.



Pioneer of Magazine's Digital Cover

With its unprecedented attempt in July 2021, <W Korea> created a new trend in the magazine industry, publishing an independent digital cover. <W Korea>'s forward-looking and flexible attitude has changed the media environment and provided a good reason for renowned brands to collaborate with.



Man's Fashion Magazine 〈W Man〉

Woman(W) and Man(M) issued separately

Since 2017

〈W Man〉 of the M logo that flipped the original W logo is independently published in March and September in line with the S/S and F/W seasons.

Contents specialized for MAN

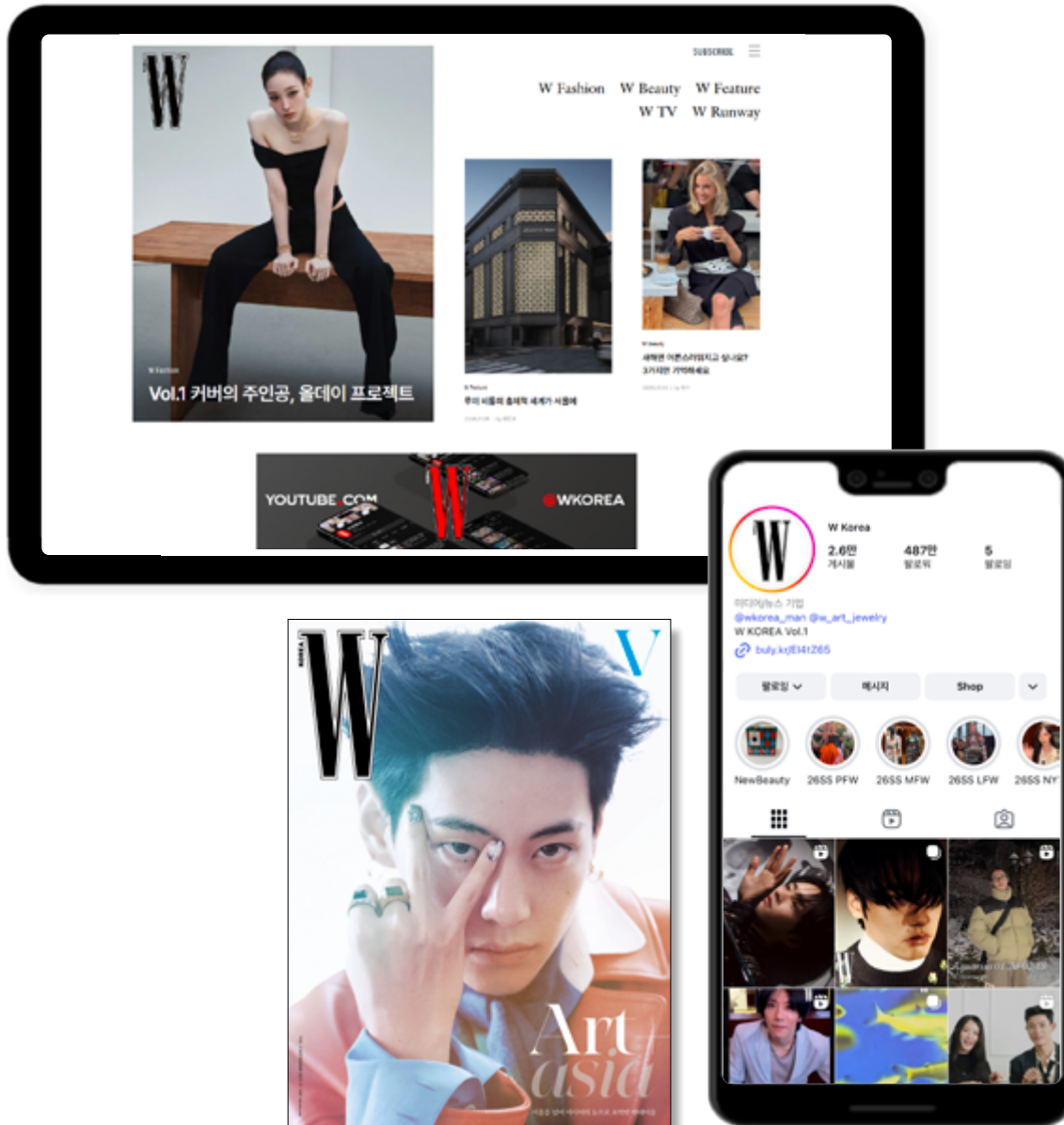
〈W Man〉 delivers fashion, beauty, lifestyle, and trend news with W's unique perspective on men's styles.

It offers richer attractions and entertainment to 〈W Korea〉 audiences, along with a dedicated Instagram account(@Wkorea_man).

Targeting women who are into borderless fashion!

Do not miss out on the recent influx of women looking for men's clothing drives the rise in sales of men's brands.

〈W Man〉 is not only for men, It's for everyone.



Powerful and influential Digital channels

Digital platforms of <W Korea> have maintained their renowned reputation globally since the early stage.

Effective communication methods are applied through channels to optimize the spread of content.

8.28M+

Total Followers



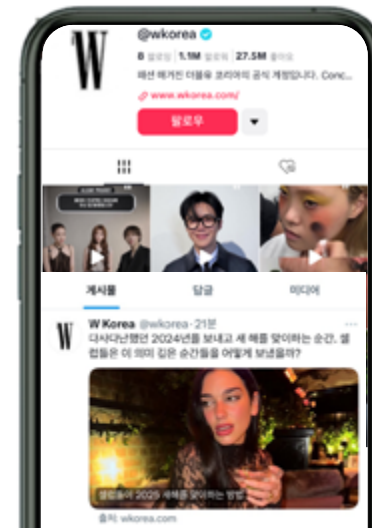
* INSTAGRAM ADDS UP THE MAIN ACCOUNT + MAN + ART & JEWELRY FOLLOWERS.
* As of January 2026

No. 1 SNS platform with the most significant number of followers

<W Korea> remains a leading channel among digital-native global audiences.
It is an effective platform for brands aiming to engage socially connected, culturally aware consumers.

	instagram	facebook	X	tiktok	Youtube
W Korea	5.2M	1M	356K	1.1M	633K

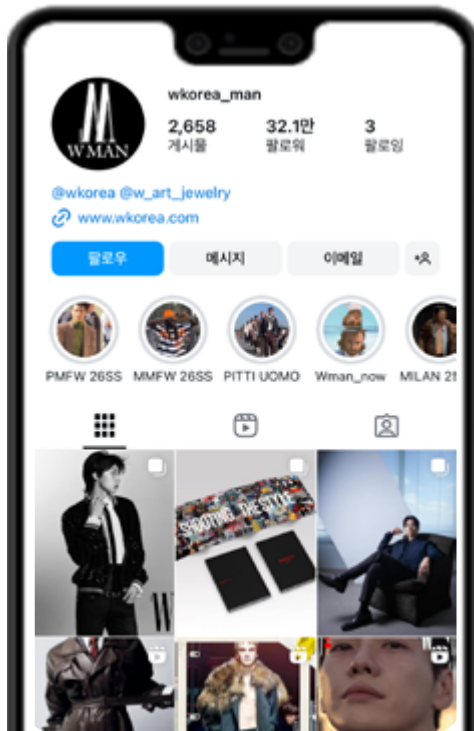
* As of January 2026



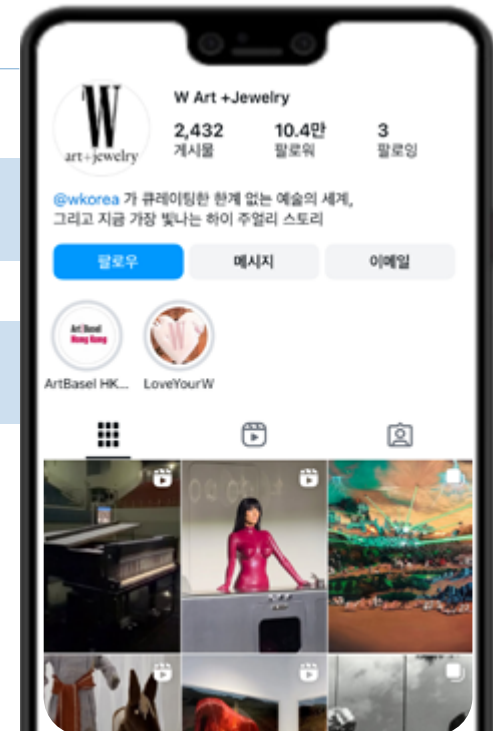
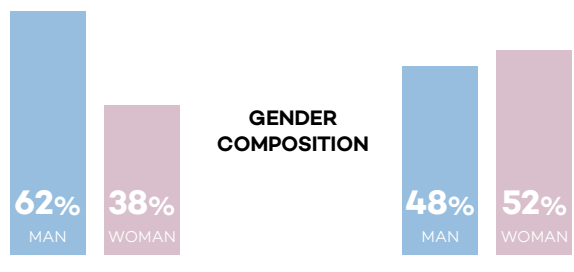
Vertical platform

@wkorea_man, @w_art_jewelry

〈W Korea〉 operates vertical platforms @w_man and @w_art+jewelry along with its main account. By expanding cultural content that encompasses a wide range of cultural areas, including men’s fashion and style, art, and high jewelry, 〈W Korea〉 communicates with global audiences and expands media influence.



@wkorea_man	KEYWORD	@w_art_jewelry
Man Style/ Fashion/ Culture		Art/ Culture/ High jewelry
321K	FOLLOWERS	104k
High efficiency	POINT	Majority is 2040 Audiences



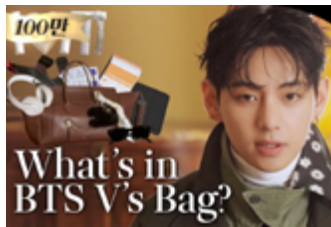


Digital Influence Maximising Original Video Content

W produces a wide range of video content for MZ audiences, spanning celebrities, trends, beauty tips, and lifestyle. With W's distinctive sensibility, we translate brand stories into refined, high-quality digital content and deliver them to audiences effectively.

#W_ILOVEIT

Celebrities introduce their favourite fashion, beauty, and personal items in interviews.



#W더브류마블

A game-based format where guests complete missions and answer audience questions.



#W_DoubleButton

Entertainment-driven content that combines interactive games with interviews.



#W_ASMR

Immersive ASMR sound content that naturally introduces items through intimate storytelling.



#W_Live

Live video content introducing new releases, featuring natural conversations that align with the concept.



#W_Unboxingwithme

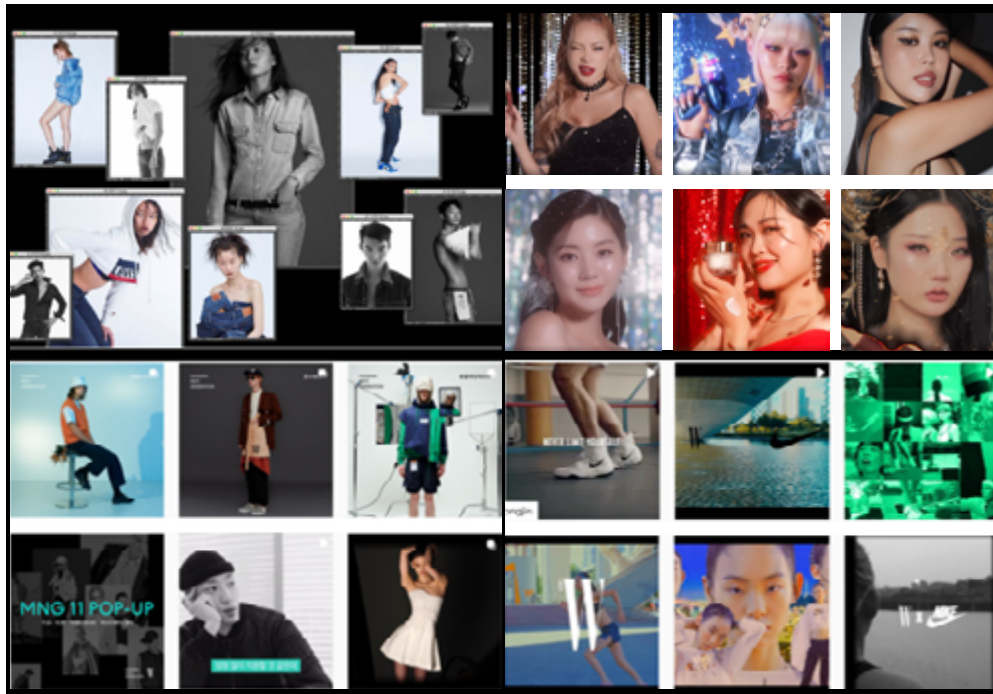
Live unboxing content that showcases new products through casual, concept-driven dialogue.



Online Promotion

SEARCH PROJECT

<W Korea> conducts various search projects with brands, such as finding a fresh face of the brand, beauty creators, young talented designers.



COLLABORATION BRAND:
LEVI'S, ESTEE LAUDER, DIOR COSMETICS, NARS, LAURA MERCIER, CHARLOTTE TILBURY, ETC.

Official Media Sponsor

SEOUL JAZZ FESTIVAL

W Korea is the long-standing official media sponsor of Seoul Jazz Festival, Korea's largest music festival. It produces special-edition festival content and runs promotions that connect brands with audiences.





PRINT RATE CARD

POSITION	RATE (Unit : KRW)
Inside front cover double page spread	24,000,000
2nd double page spread	23,000,000
3rd double page spread	22,000,000
4th double page spread	21,000,000
5th double page spread	20,000,000
Single Page facing Editor's letter	9,000,000
Double Page Spread after Editor's letter	17,000,000
Single page facing TOC	8,000,000
Double Page Spread after TOC	15,000,000
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
Inside back cover	7,000,000
Inside back cover spread	12,000,000
Outside back cover	35,000,000
Gate fold	45,000,000
Outside Gate fold	45,000,000
Special Format AD 'French Door' (6p)	36,000,000
(8p)	45,000,000
(+included 150g glossy/matt coating page)	

MEDIA INFORMATION

AVERAGE MONTHLY CIRCULATION : 60,000 COPIES

FORMAT : 254 × 330 MM

AD MATERIAL DEADLINE : 14 DAYS BEFORE PUBLICATION

ISSUE DATE : 19TH OF EACH MONTH



DISPLAY AD-MOBILE

(SOV 50%, Unit : KRW)

FULL	15,000,000
FIRST VIEW	12,000,000
FIRST VIEW VIDEO	12,000,000
SPECIAL	10,000,000
SPECIAL VIDEO	10,000,000
INTERSCROLLER	10,000,000
INTERSCROLLER VIDEO	10,000,000
TOP	8,000,000
TOP VIDEO	8,000,000
FOOTER	7,000,000
IN-READ	8,000,000
IN-READ VIDEO	8,000,000
MPU	2,000,000
MPU VIDEO	2,000,000

DISPLAY AD-PC

(SOV 100%, Unit : KRW)

TOP	3,000,000
TOP VIDEO	5,000,000
MPU	3,000,000
MPU VIDEO	5,000,000

ADVERTORIAL

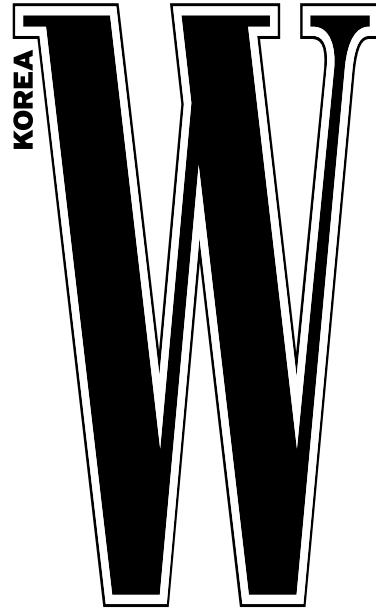
(SOV 100%, Unit : KRW)

STANDARD	4,000,000
SOV 100%	5,000,000
MICROSITE	POR



SNS AD RATE CARD

AD	PERIOD	RATE (Unit : KRW)
Posting	1 Time	3,000,000
Sponsored AD	Upon Request	Min. 1,000,000~
Posting	1 Time	6,000,000
Stories	1 Time	1,000,000
Production+Posting	1 Time	8,000,000~
Sponsored AD	Upon Request	Min. 1,000,000~
Posting	1 Time	3,000,000
Posting	1 Time	3,000,000
Production+Posting +Sub Channel	1 Time	20,000,000
Shorts	1 Time	5,000,000
Posting	1 Time	3,000,000
Message	1 Time	3,000,000
Posting	1 Time	3,000,000
Posting	1 Time	3,000,000
Posting	1 Time	3,000,000
Posting	1 Time	4,000,000



THANK YOU!

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