THE ART OF INSIGHTFUL AND COLLABORATIVE LOCAL LIVING. THAT’S 10 MAGAZINE.

Devoted to South Korea’s most dynamic metropolis, 10 Magazine engages a diverse expat community, helping them to discover and navigate through all Korea has to offer. We deliver English content about Korea’s hottest dining, nightlife, events and culture plus an always up-to-date events agenda. Our How-to-Guides, in-depth news and business directory provides expats and foreigners with a direct connection to the cultural environment around them. Since October 2008, 10 Magazine has aimed to transform the expat community through sharing the art of insightful and collaborative local living.
FAST FACTS

TOTAL PAGE VIEWS
230,000

total page views per month and growing

TRAFFIC
60% of our traffic is from mobility devices

SOCIAL MEDIA
100,000 views come from social referrals, which include:
- 14.7k IG Followers
- 3.5k Twitter Followers
- 17.0k Facebook Likes

10mag.com
UNIQUE VISITORS
140,000 TOTAL UNIQUE ONLINE VISITORS PER MONTH

READERSHIP
- 60% OF READERS ARE FEMALE
- 40% OF READERS ARE MALE
- 75% OF VISITORS ARE WITHIN THE 17-34 YEAR AGE GROUP

SEARCH ENGINE OPTIMIZATION
85% of views are originally searched from GOOGLE and remains as the top searched for majority of 10MAG articles
10 MAGAZINE RATES

SUPPLIED CONTENT

OPTION #1

Example: Ellie Goulding Live in Seoul

₩450,000 per article

Our client writes the article in full and we publish it on our site as a “sponsored” piece.

OPTION #2

Example: Dulwich College Seoul Welcomes Alexandra Shakleton

₩550,000 per article

Our clients provide us with information about their brand or promotion and we compile that information into an article for our readers. The article will be published on our site as a “sponsored” piece.

PROMOTIONS

Please Note: 1 month after publication, a monthly maintenance fee will be applied to the article to keep it public.
Native Advertising is “a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed” (source).

It is by far the most effective form of advertising in terms of readership interaction and response, as clients are promoted through content that is specifically written with our magazine’s audience and demographic in mind. In the process of creating the article, we consider SEO, keywords, google ranking, and past article success rates to create the most viral-likely content for our clients.

The article will be published on our site as a “sponsored” piece.

Please Note: 1 month after publication, a monthly maintenance fee will be applied to the article to keep it public.
# 10 Magazine Banner Rates

<table>
<thead>
<tr>
<th>Packages</th>
<th>Price</th>
<th>10 Magazine Banners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platinum</strong></td>
<td>₩1,500,000 per month</td>
<td>Top header banner on the homepage, and every page under two categories</td>
</tr>
<tr>
<td><strong>Gold</strong></td>
<td>₩1,000,000 per month</td>
<td>First in-content banner under the main article of the week on the homepage and the first banner within each article in two categories (under 1st paragraph)</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td>₩700,000 per month</td>
<td>Second in-content banner between “best of ROK” and “How-to and Guides” sections on homepage and the second banner within each article itself (under 3rd paragraph)</td>
</tr>
</tbody>
</table>

*Please Note:* You can see banner ad placements in the other PDF file attached. These are the prices for a monthly contract; for a year contract, the price will be calculated at 70% of the original.
10 MAG BANNER EXAMPLES

HOMEPAGE VIEWING

ON A COMPUTER

ON A CELLULAR DEVICE
10 MAG BANNER EXAMPLES
WITHIN ARTICLE VIEWING

ON A COMPUTER

[Images of banner ads on a computer screen]

ON A CELLULAR DEVICE

[Images of banner ads on a cellular device screen]
CONTACT US

Managing Editor:
Laura Beaty

Email:
me@10mag.com

Phone #:
02-3447-1610

Address:
Suite 606, Hannam Building,
211 Itaewon-ro, Yongsan-gu,
Seoul 04349
THE ART OF INSIGHTFUL AND COLLABORATIVE LOCAL LIVING

That’s 10 Magazine