Devoted to South Korea’s largest metropolis, 10 Magazine engages a diverse English-speaking community and helping them discover and navigate 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.

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

**TOTAL PAGE VIEWS**
280,000

Total page views per month and growing

**TRAFFIC**
60%

Of our traffic is from mobile devices

**SEARCH ENGINE OPTIMIZATION**
85%

Of views are originally searched from Google and remains as the top searched for majority of 10 MAG articles

**SOCIAL MEDIA**
100,000

Views come from social referrals, which include:

- 15.9k IG Followers
- 4.8k Twitter Followers
- 17.0k Facebook Likes

**10mag.com**

**UNIQUE VISITORS**
190,000

Total unique online visitors per month

**75%**

Of visitors are within the 17-34 year age group

**READERSHIP**

- 60% Of readers are females
- 40% Of readers are males

Of our traffic is from mobile devices
10 MAGAZINE RATES

**OPTION #1**

Example: Dulwich College Seoul Welcomes Alexandra Shackleton

₩ 450,000 per article

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

10매거진에서 고객의 기사를 전부 작성하여 사이트에 “sponsored” 기사로 출판.

**OPTION #2**

Example: Ellie Goulding Live in Seoul

₩ 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.

고객이 그들의 브랜드나 홍보하고 싶은 정보를 제공하고 10매거진에서 그 정보를 바탕으로 독자들을 위한 기사로 작성한 후 사이트에 “sponsored” 기사로 출판.

**SUPPLIED CONTENT**

PROMOTIONS

Please Note: 1 month after publication, a monthly maintenance fee will be applied to the article to keep it public.
NATIVE ADVERTISING

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

10 MAGAZINE RATES

OPTION #3

₩ 1,000,000 per article

Example: How to Get the Best Out of Seoul in 24 Hours

CRAFTED BRAND STORIES

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 this process of creating the article, we consider SEO, keywords, google ranking, and past article success rates to create the most viral-like content for our clients.

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

MUST EFFECTIVE FORM!!

네이티브 광고는 “광고 경험에 배치된 사용자 경험의 자연스러운 형태와 기능을 따르는 유료 매체”입니다.


네이티브 광고는 독자 상호 작용과 호응도에 있어서 단연로 가장 효과적인 광고 형태이며, 고객들은 저희 매거진의 독자층과 통계를 통해 특별히 쓰여진 기사를 흥분할 수 있습니다. 기사를 작성하는 과정에서 SEO, 키워드, 구글 랭킹 그리고 가장 잘한 컨텐츠를 만들기 위해 괴기 반응이 좋은 기사를 통해 성공률을 고려합니다.

이렇게 작성된 기사는 사이트에 "sponsored" 기사로 출판됩니다.
# 10 MAGAZINE BANNER RATES

<table>
<thead>
<tr>
<th>PACKAGES</th>
<th>PRICE</th>
<th>10 MAGAZINE BANNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREMIUM</td>
<td><strong>₩ 1,500,000</strong> per month</td>
<td>Large banner on homepage under feature articles, and first in-content banner within</td>
</tr>
<tr>
<td></td>
<td><strong>₩ 12,600,000</strong> per year</td>
<td>articles (choose 2 categories)</td>
</tr>
<tr>
<td>GOLD</td>
<td><strong>₩ 1,000,000</strong> per month</td>
<td>Second banner on homepage under feature articles and sticky sidebar on desktop,</td>
</tr>
<tr>
<td></td>
<td><strong>₩ 8,400,000</strong> per year</td>
<td>second in-content banner on mobile (choose 2 categories)</td>
</tr>
<tr>
<td>SILVER</td>
<td><strong>₩ 700,000</strong> per month</td>
<td>3rd banner between “Best of ROK” and “How-to and Guides” sections on homepage and</td>
</tr>
<tr>
<td></td>
<td><strong>₩ 5,880,000</strong> per year</td>
<td>the second in-content banner within articles (choose 2 categories)</td>
</tr>
</tbody>
</table>

For a year contract, the price is calculated at 70% of the original. These prices are for automatic advance payment and do not include 10% VAT.
10 MAG BANNER EXAMPLES

ON A COMPUTER

PLATINUM AD EXAMPLE

GOLD AD EXAMPLE

SILVER AD EXAMPLE
10 MAG BANNER EXAMPLES | HOMEPAGE VIEWING

ON A MOBILE DEVICE

PLATINUM AD EXAMPLE

GOLD AD EXAMPLE

SILVER AD EXAMPLE
PLATINUM AD EXAMPLE

GOLD AD EXAMPLE

SILVER AD EXAMPLE

ON A COMPUTER
PLATINUM AD EXAMPLE

GOLD AD EXAMPLE

SILVER AD EXAMPLE

Michelin Stars are awarded to restaurants for their excellence regarding the overall ambience and food experience. Below are the Michelin-starred restaurants found within Seoul. For those who are looking to try some of the most traditional, finest and spectacular Korean-style dishes to pump up their cultural experience in Seoul, here’s your guide.

Price: Lunch ₩103,000/195,000 and Dinner ₩175,000/270,000
Hours: Monday – Sunday 12:00pm – 2:30pm, 6:00pm – 10:00pm

Yeouido, 2 Stars

Gangnam, 3 Stars
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