

2019 MEDIA KIT

10

M A G A Z I N E

INSIGHTFUL LOCAL LIVING



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

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.



FAST FACTS

TOTAL PAGE VIEWS

280,000

total page views per month and growing



SEARCH ENGINE OPTIMIZATION

85%

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

TRAFFIC

60%

of our traffic is from mobile devices



SOCIAL MEDIA

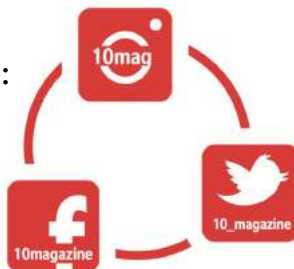
100,000

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

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.

SUPPLIED CONTENT

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.

PROMOTIONS

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

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



₩ 1,000,000 per article

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-likely content for our clients.

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

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

그것은 BuzzFeed, Wall Street Journal, New York Times와 같은 세계에서 가장 큰 온라인 사이트와 뉴스 소스 중 일부에 채택된 광고 기법입니다. 네이티브 광고는 독자 상호 작용과 호응도에 있어서 단연코 가장 효과적인 광고 형태이며, 고객들은 저희 매거진의 독자층과 통계를 통해 특별히 쓰여진 기사를 홍보할 수 있습니다. 기사를 작성하는 과정에서 SEO, 키워드, 구글 랭킹, 그리고 가장 핫한 콘텐츠를 만들기 위해 과거 반응이 좋았던 기사를 통해 성공률을 고려합니다.

이렇게 작성된 기사는 사이트에 “sponsored” 기사로 출판합니다.

**MOST
EFFECTIVE
FORM!!**

NATIVE ADVERTISING

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10 MAGAZINE BANNER RATES

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

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**. 월별 계약에 대한 가격이며, 만약 1년 계약을 하신다면 표시된 가격의 30%할인된 금액으로 이용하실 수 있습니다.

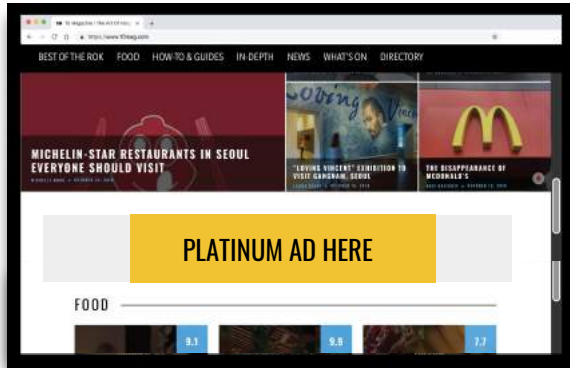


10 MAG BANNER EXAMPLES

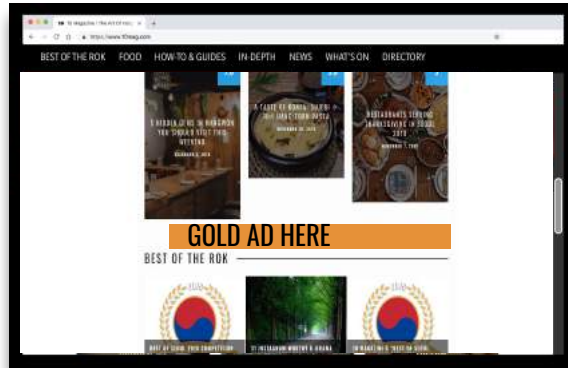
HOMEPAGE VIEWING

ON A COMPUTER

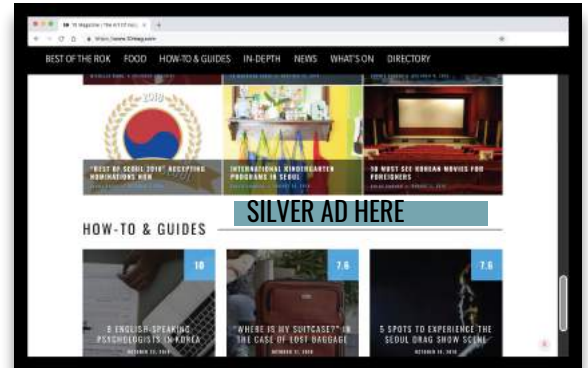
PLATINUM AD EXAMPLE



GOLD AD EXAMPLE



SILVER AD EXAMPLE

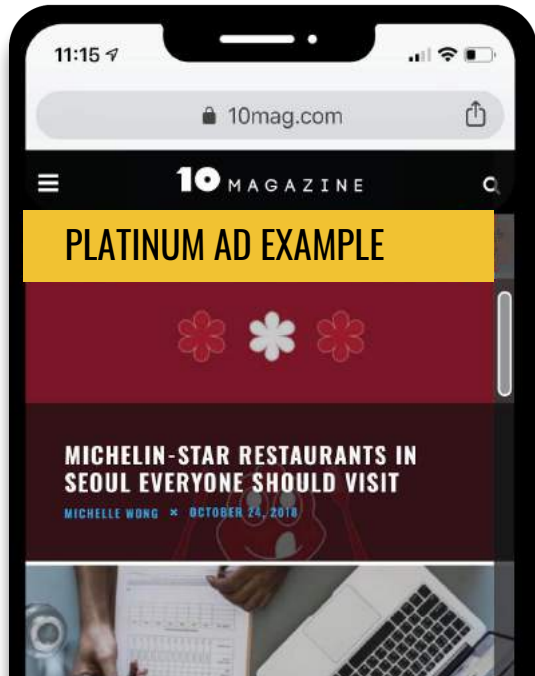


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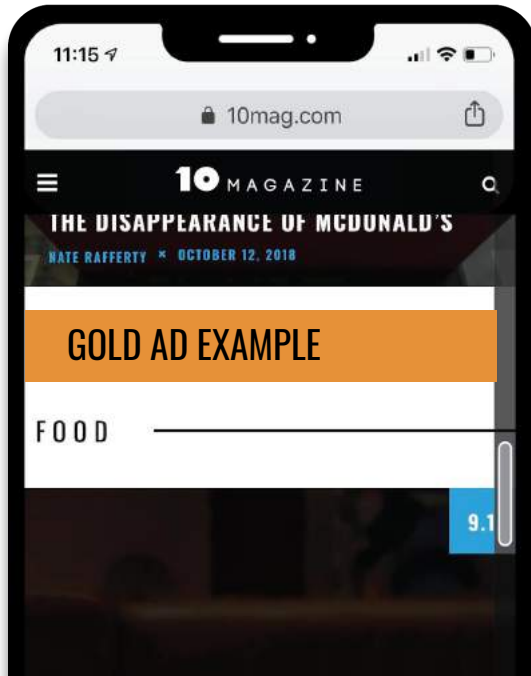
HOMEPAGE VIEWING

ON A MOBILE DEVICE

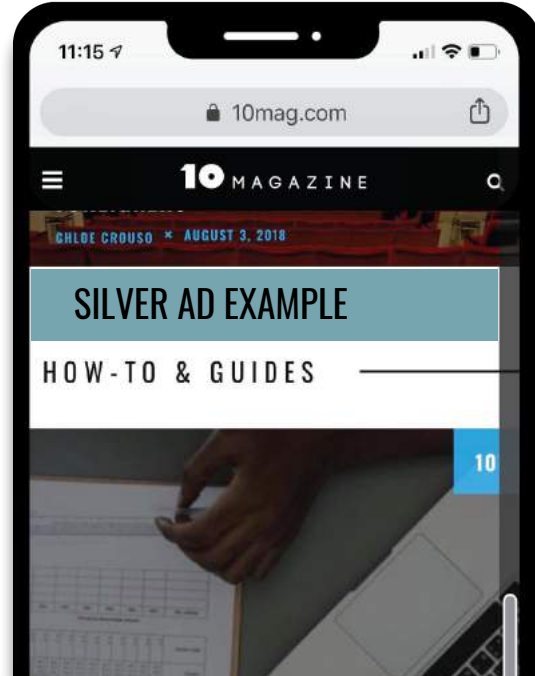
PLATINUM AD EXAMPLE



GOLD AD EXAMPLE



SILVER AD EXAMPLE

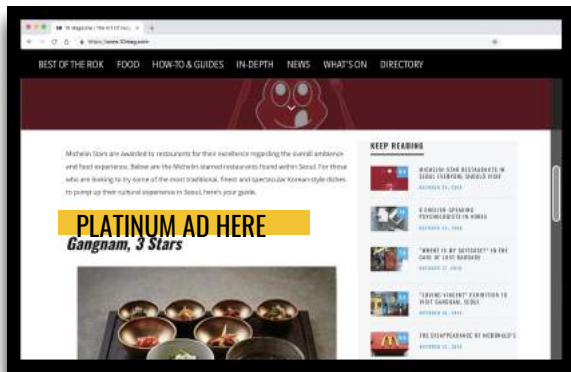


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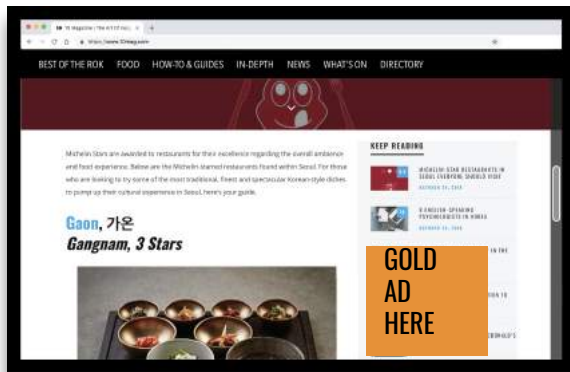
WITHIN ARTICLE VIEWING

ON A COMPUTER

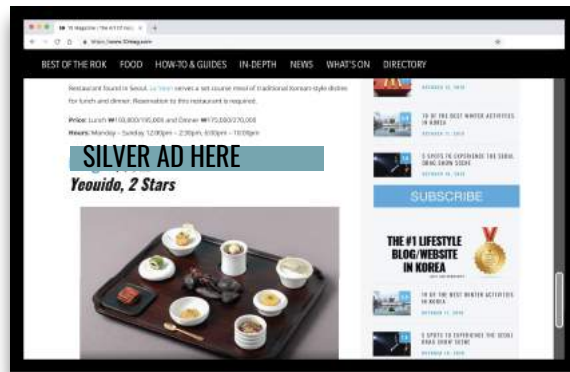
PLATINUM AD EXAMPLE



GOLD AD EXAMPLE



SILVER AD EXAMPLE

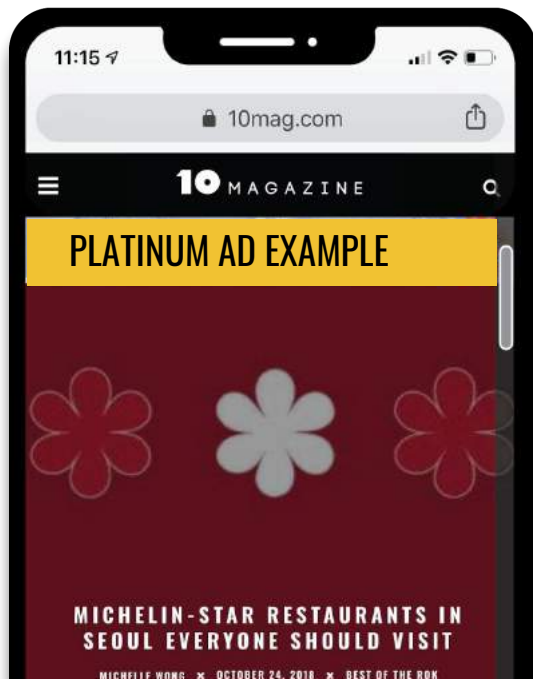


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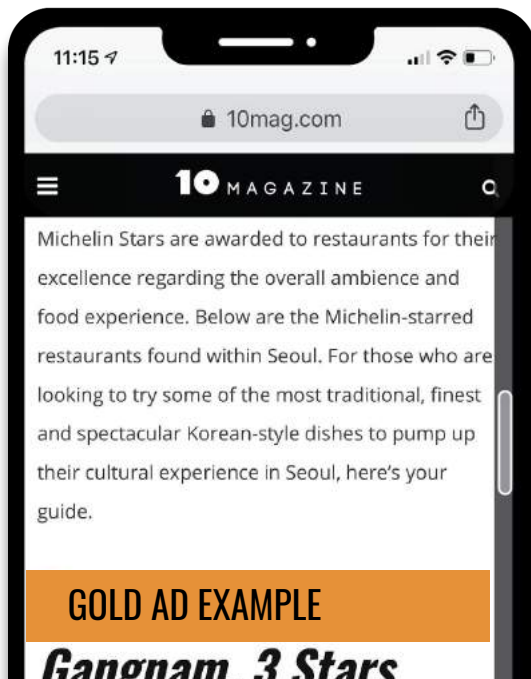
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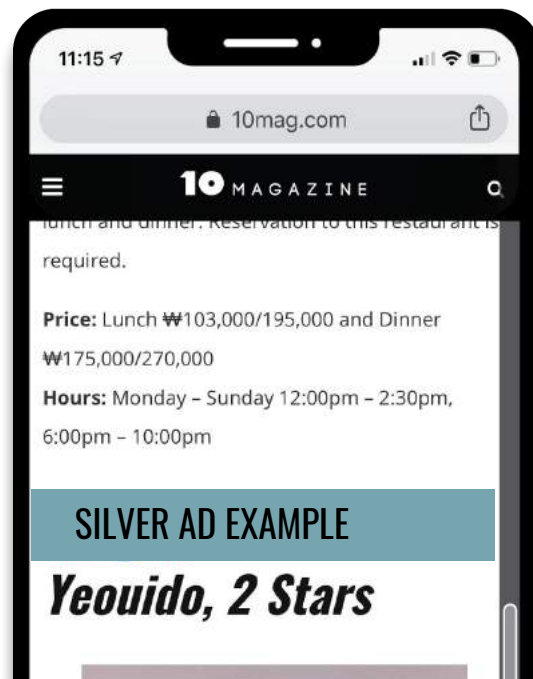
PLATINUM AD EXAMPLE



GOLD AD EXAMPLE



SILVER AD EXAMPLE





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