

**Noblesse**

**artnow**

**WATCH** Noblesse & jewelry

Noblesse Weddings



# I N D E X

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### Print Magazine

Noblesse

artnow

watch & jewelry

Noblesse Weddings

## 02 Advertisement Rate

Print AD Rate

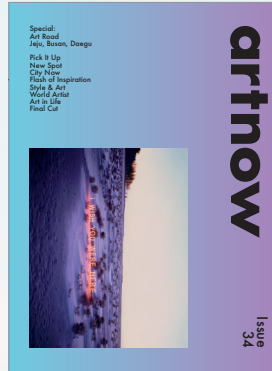


# Media Line Up

Noblesse presents variety of magazines for contemporary opinion leaders who are sensitive on trends and have a firm philosophy of unique values, with the goal of content for a true high-end lifestyle.



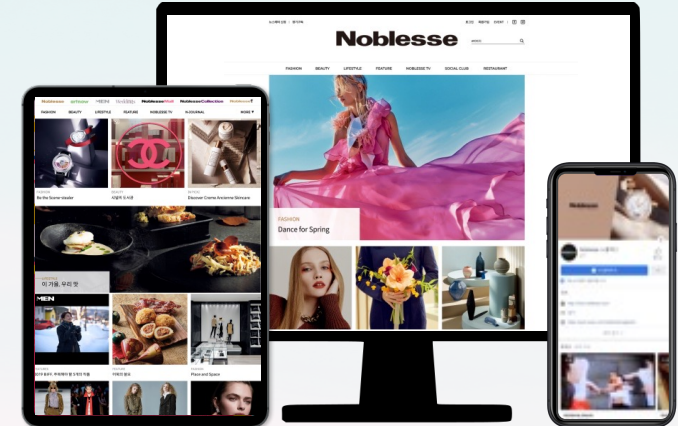
<Noblesse>



<ArtNow>



<Noblesse Wedding>



## Print Magazines

Noblesse  
art now  
watch & jewelry  
Noblesse Weddings

## Noblesse.com

.com display AD  
N-PICK  
Noblesse TV

## SNS

Facebook  
Instagram  
Youtube

## Portal

Naver post  
Daum Iboon

## Viral Platform

Buzzvil  
Newspick

# Noblesse

since 1990

No.1 Premium Lifestyle magazine in Korea

## TARGET SUBSCRIBER

### High-end Lifestyle Leaders

Main target of Noblesse is not only the consumer who has high purchasing power but the opinion leaders enjoys the 'value' of consumption, culture, new lifestyle and emphasize the heritage of spending money.

## WHO IS OUR "SUBSCRIBER"?

- 76% of female readers / 24% of male readers (54% of readers are ages 30-40)
- More than 40% of readers are owners of business or professionals of medical and law
- Almost 90% of readers are having more than 2shillion won yearly income with in average of more than 7million won expense per month.
- Our readers are having their own doctor, golf club membership, and relaxation time through traveling and cultural life such as attending concert and exhibition.
- Average of more than 80% of our readers is sending their children to abroad for education, and VIPs of department stores and hotels.

\*Source : Analysis result report of readers; Noblesse Media International, 2019





## Noblesse CONTENTS

Deliver handpicked fashion, beauty, lifestyle, and feature information based on the interests and needs of opinion leaders.

Showcase in-depth articles with inventive photograph through creative planning.

Noblesse acknowledges advertisement as content itself; hence, we only release the advertisement that suits dignity, which is our motto.



### FASHION

- » Provide newest trends and in-depth interview articles related to global fashion and designer brands.
- » Deliver high quality value with aesthetic inspiration of the prestige brand through style and product pictorials containing artistic sensibility with outstanding visuals vividly.
- » Compose reliable articles based on professional insights and know-how of interviews regarding high-end watches and jewelries.



### BEAUTY

- » Deliver useful beauty tips and newest product information of skin, body, scalp cares, make-up and grooming.
- » Lead healthy and beauty lives through overall information on inner beauty and health.



### LIFESTYLE

- » Provide earliest trends to maintain affluent lifestyle.
- » Provide in-depth information about leisure and travel that contains local and international.



### FEATURES

- » Introduce person that reflects interest and needs of opinion leaders
- » Composite fresh and interesting articles that suggest feature issues and cultural trends.
- » Deliver verified information throughout the arts and culture based on live advice and coverage from local and overseas experts.

## CIRCULATION & DISTRIBUTION

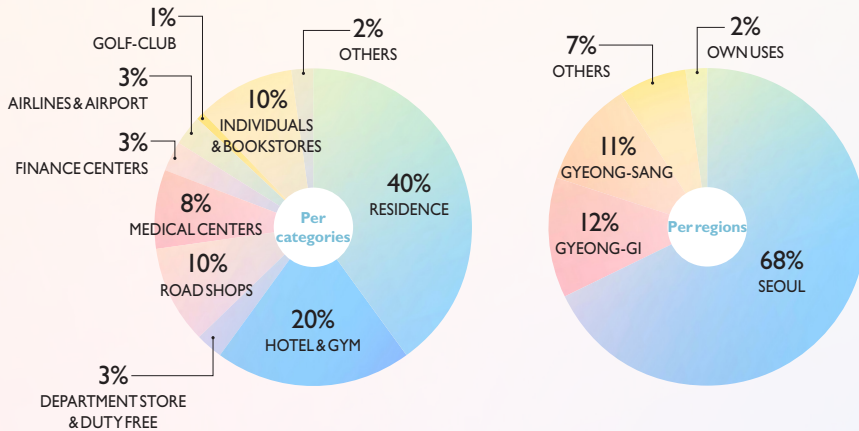
Publish 90,000 copies every month

**Noblesse approaches to high-end customers through differentiated distribution network.**

Display or directly input the magazine at luxury residences of each city  
(Such as Seoul, Gyeong-gi, Busan, Daegu etc.,)

Affiliate with companies or membership clubs who owns VIPs

Display the magazine at International Air-lines with First-class and Business VIP lounges.  
5 Exclusive distribution at 5 star hotels and resorts





# artnow

since 2012

Only art membership magazine in Korea

## TARGET Subscriber

### Gallery VIP & Art Collectors

The main readership is art lovers and dignified collectors who understand and appreciate the value of art and contribute to the development of art.

## Who is our “Subscriber”?

- 58% of female readers / 42% of male readers (43% of readers are ages 40-50)
- High income earners who operate finance and real-estate / VIPs or owner of museum and gallery
- More than 4shillion won yearly income per family
- Enjoy cultural life as they have relaxation time and money
- As VIPs of Department stores, hotels and brands, maintain Top 0.1% lifestyle in Korea

\*Source : Analysis result report of readers; Noblesse Media International, 2019



## SPECIAL STRATEGY

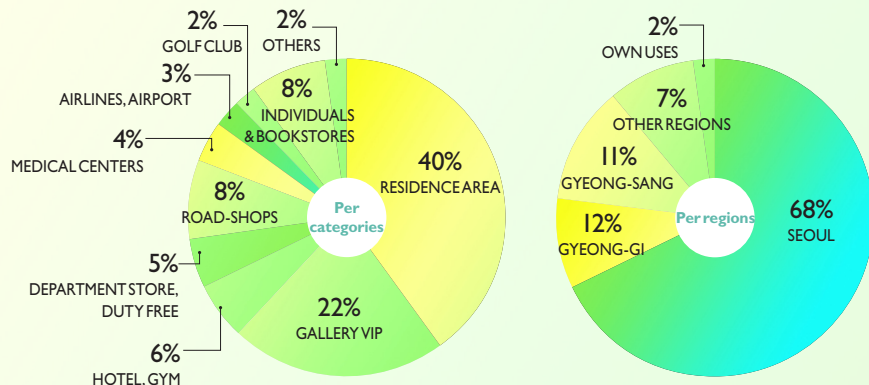
### The only Culture & Art Magazine verified in HRC High-end Index

- **Only art membership magazine in Korea**  
After the first issue of the magazine, we have been contributing our effort to develop the contents, secure readers and expand distribution to make it utmost among the art magazine in Korea.
- **Target mailing to VIP members**  
Distribute to VIP members and art collectors of gallery / YEOL and RAUM VIPs
- **Online package advertisement through online marketing channels**  
Contents viral through digital channels of Noblesse media
- **Increase readership and media awareness by participating in media sponsorships on art fairs**  
such as Korea International Art Fair, Art Busan, Hong Kong Art Basel, Taipei Dangdai etc.

## CIRCULATION & DISTRIBUTION

### Publish 50,000 copies quarterly

Publish 3 times a year: March, June, September, and December



Noblesse Media International





# WATCH & <sup>Noblesse</sup> jewelry

Only art membership magazine in Korea

## TARGET READER

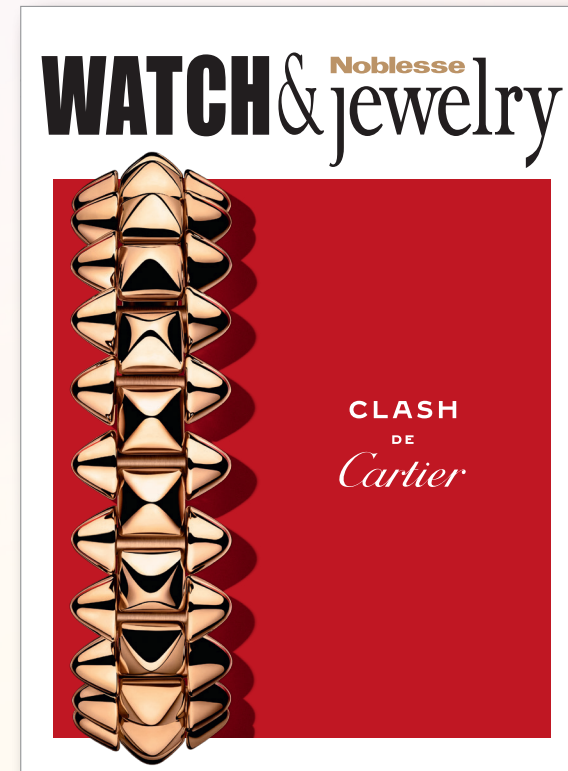
Ages 30-50 Women&Men

The target of Watch & Jewelry is opinion leaders and watch collectors among Noblesse readers who want the news of the newest watch trends and qualified information about high jewelry.

## Who is our “READER”?

- 30-50 male: interested in watches and cars, high-income earners such as CEO, and financial district employees.
- 30-50 female: Art collectors and VIPs who have specialized jobs
- VVIPs of high-end brands and subscribers of Noblesse magazine

\*Source : Analysis result report of readers; Noblesse Media International, 2019





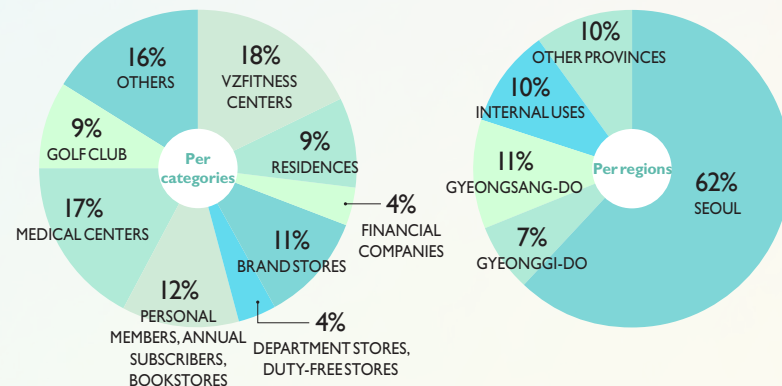
## SPECIAL STRATEGY

- **Effective targeting: distribute to high-end brand customers and potential consumers**
  - High-end brand VVIPs and subscribers of Noblesse magazine
  - Gallery, private bank, department store VIP members, high-end automobile dealerships, golf clubs
  - places where male consumers visit
- **Advertise to Korea and China: able to publish directly to the wealthy classes of Korea and China.**
- **Distribute to the high-class consumers of China through Watch & Wonders Hong Kong media sponsorship**
- **Deliver the magazine directly to target through a temporary partnership with duty-free stores**
- **Distribute and place the magazine on the residences or five-star hotels where Chinese use to visit**

## CIRCULATION & DISTRIBUTION

**Publishes 50,000 copies once a year**

Publishes once a year on Oct.



**Noblesse Media International**





# Noblesse Weddings since 2018

High-class wedding guide for the best moment

## TARGET READER

### Ages 25-35 Women & Men

Noblesse Weddings is for the audiences who understand the true value of weddings and are ready to invest.

## Who is our “READER”?

- 91% female
- 73% high-income classes, including employees of major companies and professionals
- 42% of readers own the house

(Expected cost for the wedding is above 200 million won except housing)





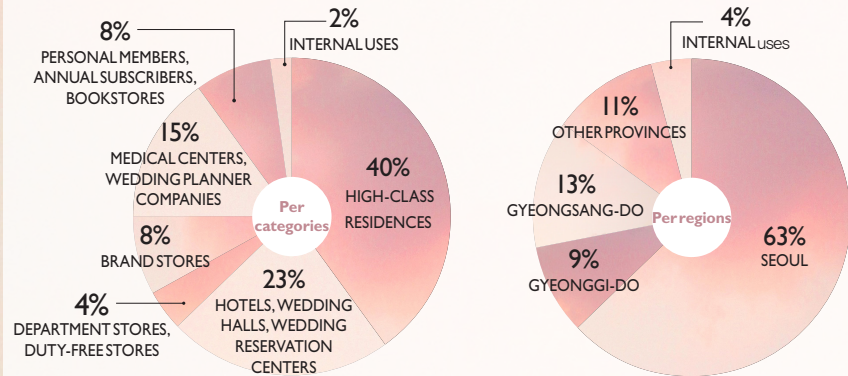
# Noblesse Weddings STRATEGY

- Through systematic promotion, based on the know-how of 30 years of the distribution system, Noblesse Weddings maximize the impression of advertisement and content by delivering the article to the target audiences.
- Unlike other wedding magazines, Noblesse Weddings fulfills readers' needs with differentiated content.
- Noblesse Weddings brings new VIP customers out by using the internal database and holding promotions with cooperated companies.
- Noblesse Weddings suggests refined wedding news for those who dream of the best moment. The articles of Noblesse Weddings present high-quality information, like the counsel from professional wedding planners.

# CIRCULATION & DISTRIBUTION

Publishes 50,000 copies semiannually

(Publishes twice a year for S/S, F/W)



Noblesse Media International





# Advertisement Rate

## Noblesse

FRONT COVER + 10 pages cover story	100,000,000
OUTSIDE BACK COVER	48,000,000
INSIDE BACK COVER GATEFOLD	40,000,000
INSIDE BACK COVER DPS	20,000,000
GATEFOLD	48,000,000
1st DPS	30,000,000
2nd DPS	29,000,000
3rd DPS	28,000,000
4th DPS	27,000,000
5th DPS	26,000,000
DPS BETWEEN TABLE OF CONTENTS	18,000,000
DPS BETWEEN TOC AND MASTHEAD	17,000,000
FP FACING TOC	8,500,000
FP FACING MASTHEAD	7,500,000
HALF PAGE ON MASTHEAD + FULL PAGE	11,000,000
SINGLE AFTER MASTHEAD WITHIN 1st-10th	7,000,000
SINGLE AFTER MASTHEAD WITHIN 11th-20th	6,800,000
DPS, 1st HALF OF MAGAZINE	13,000,000
RUN OF PAGE (1P)	6,000,000
ADVERTORIAL (1P)	6,000,000
TIED UP (minimum 2P)	7,000,000

## artnow

FRONT COVER + 4 pages cover story	60,000,000
GATEFOLD	40,000,000
OUTSIDE BACK COVER	30,000,000
INSIDE BACK COVER DPS	10,000,000
1st DPS	20,000,000
2nd DPS	18,000,000
3rd DPS	17,000,000
DPS 4th - 7th Before TOC	16,000,000
TOC 1st - 3rd, FACING MASTHEAD	7,000,000
RUN OF PAGE (1P)	5,000,000
ADVERTORIAL (1P)	5,000,000

## WATCH & JEWELRY

FRONT COVER + 4 pages cover story	40,000,000
OUTSIDE BACK COVER	30,000,000
INSIDE BACK COVER DPS	10,000,000
BACK COVER GATEFOLD	25,000,000
1st DPS	16,000,000
2nd DPS	15,000,000
3rd DP	14,000,000
4rd DPS	13,000,000
5rd DPS	12,000,000
1st SINGLE EDITOR'S LETTER	8,000,000
2nd SINGLE CONTRIBUTOR	7,000,000
FP FACING TOC	6,000,000
FP FACING MASTHEAD	5,000,000
FP FACING TOC DPS	9,000,000
RUN OF PAGE (1P)	4,000,000
TIED UP	5,000,000
ADVERTORIAL (1P)	4,000,000
HALF PAGE (1/2p)	3,000,000

## Weddings

FRONT COVER + 4 pages cover story	40,000,000
OUTSIDE BACK COVER	30,000,000
INSIDE BACK COVER DPS	10,000,000
BACK COVER GATEFOLD	25,000,000
1st DPS	16,000,000
2nd DPS	15,000,000
3rd DPS	14,000,000
4rd DPS	13,000,000
5rd DPS	12,000,000
1st SINGLE EDITOR'S LETTER	8,000,000
2nd SINGLE CONTRIBUTOR	7,000,000
FP FACING TOC	6,000,000
FP FACING MASTHEAD	5,000,000
FP FACING TOC DPS	9,000,000
RUN OF PAGE (1P)	4,000,000
TIED UP	5,000,000
ADVERTORIAL (1P)	4,000,000
HALF PAGE (1/2p)	3,000,000

**Noblesse Media International**