

**Noblesse**

**artnow**

**WATCH** Noblesse & jewelry

Noblesse Weddings



# I N D E X

## Media Line Up

Noblesse

artnow

WATCH & jewelry

Noblesse Weddings

## Advertisement Rate

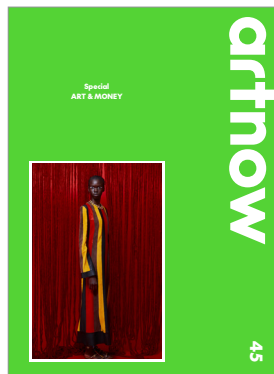
Print AD Rate

# Media Line Up

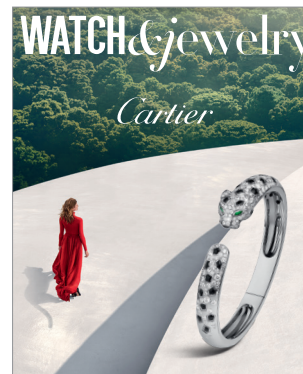
Noblesse presents variety of magazines for contemporary opinion leaders who are sensitive on trends and have a firm philosophy of unique values, with the goal of content for a true high-end lifestyle.



<Noblesse>



<artnow>



<watch & jewelry>



<Noblesse Weddings>

## Print Magazines

Noblesse

artnow

WATCH & jewelry

Noblesse Weddings

## Noblesse.com

.com display AD

N-PICK

Noblesse TV

## SNS

Facebook

Instagram

Youtube

## Portal

Naver post

Daum 1boon

# Noblesse

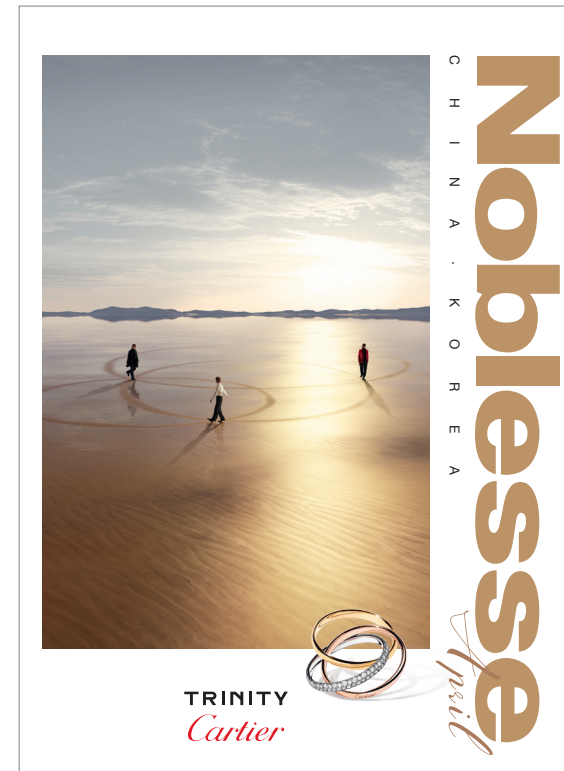
since 1990

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.





## 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.



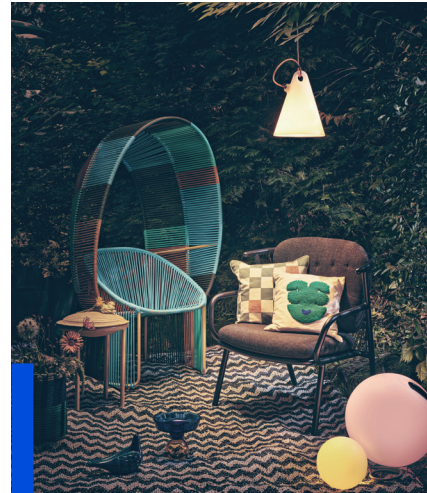
### F ASHION

- » 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 stunning visuals of styles & products with an artistic flair.
- » Compose reliable articles based on professional insights and know-how of interviews regarding highend watches and jewelries.



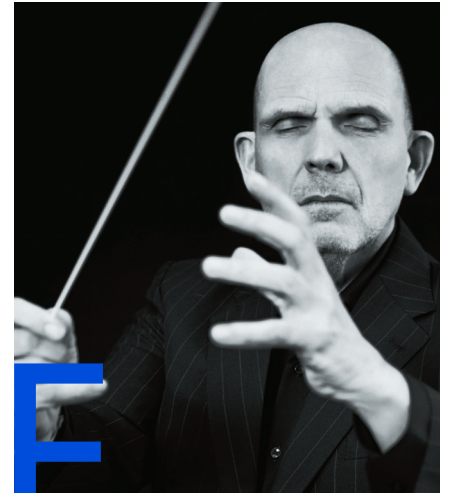
### B EAUTY

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



### L IFESTYLE

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



### F EATURES

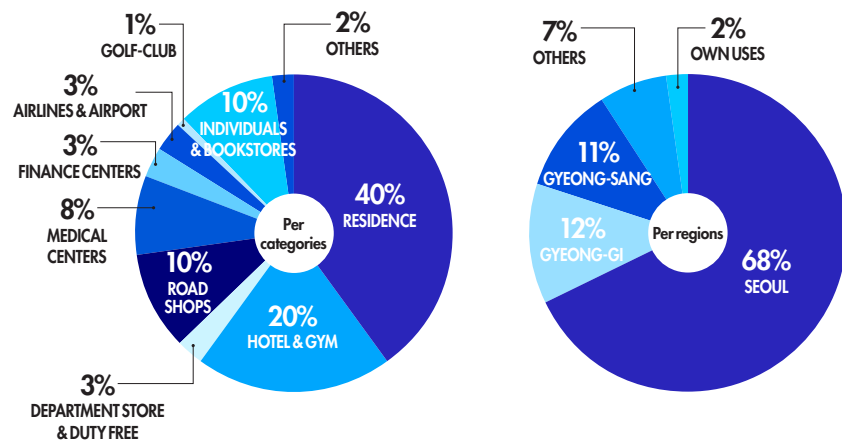
- » Introduce person that reflects interest and needs of opinion leaders.
- » Composite fresh and interesting articles that suggest feature issues and cultural trends.
- » Deliver verified information throughout the arts and culture based on live advice and coverage from local and overseas experts.

## CIRCULATION & DISTRIBUTION

90,000 copies published monthly

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.
- Exclusive distribution at 5 star hotels and resorts



# artnow

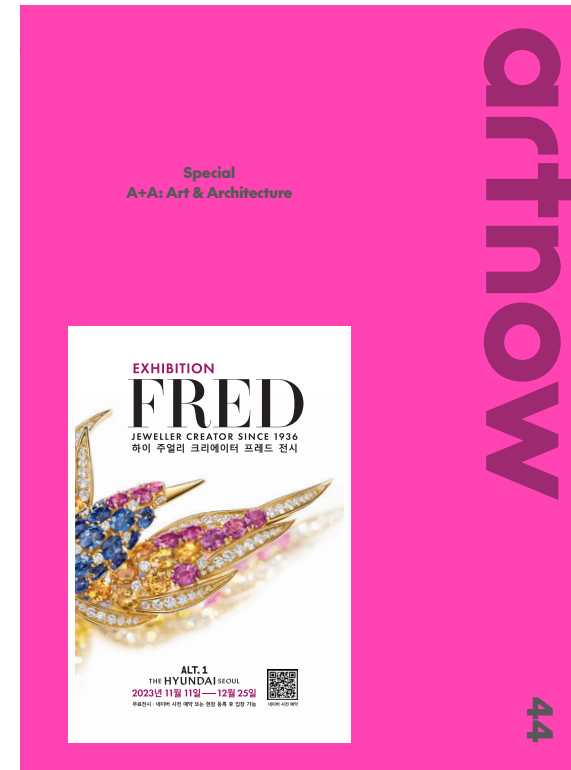
since 2012

The only Culture & Art 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.





## SPECIAL STRATEGY

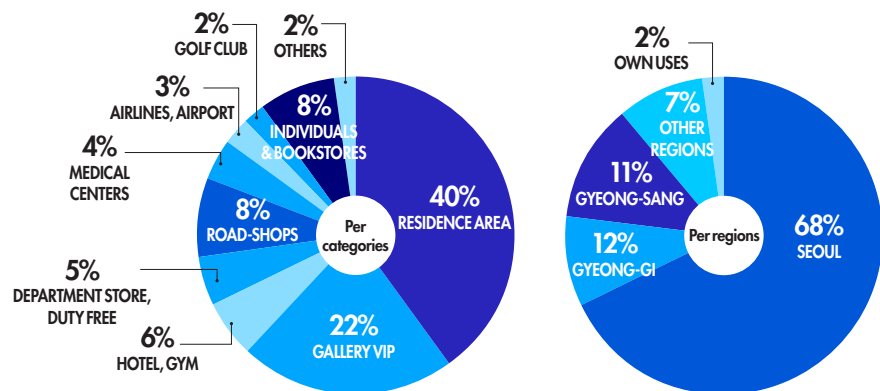
### The only Culture & Art Magazine verified in HRC High-end Index

- 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



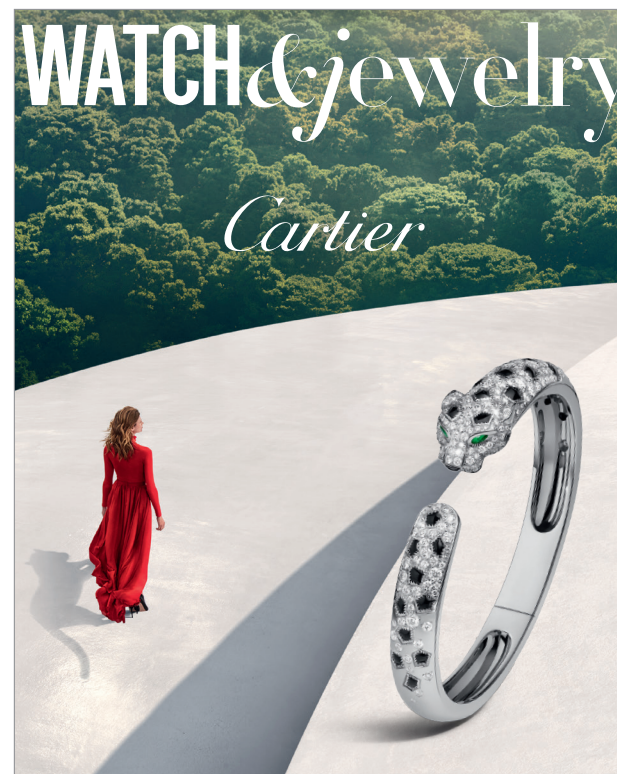
# WATCH & <sup>Noblesse</sup> jewelry

Premium watch & jewelry magazine for discerning collectors and high-end customers

## 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.





## SPECIAL STRATEGY

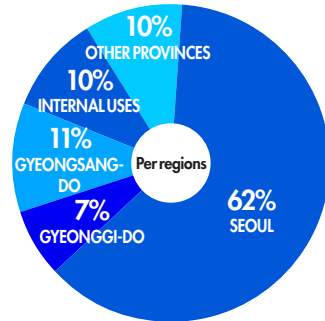
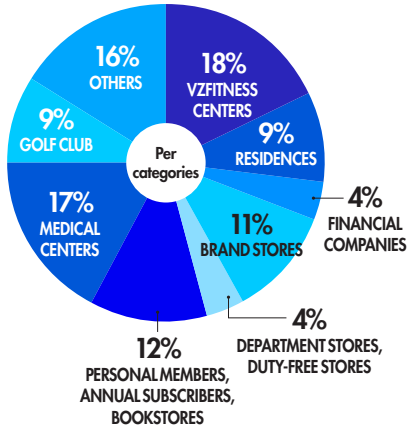
Effective targeting: Distributed to high-end consumers and potential consumers.

- Distribute to VVIP customers of high-end brands and Noblesse regular subscribers.
- Distribute VIP customers of galleries, private banks, automobile dealerships, department stores and golf courses.
- Distribute to areas closely associated with high-end customers, such as PB centers.

## CIRCULATION & DISTRIBUTION

Publishes 50,000 copies once a year

Publishes once a year on Oct



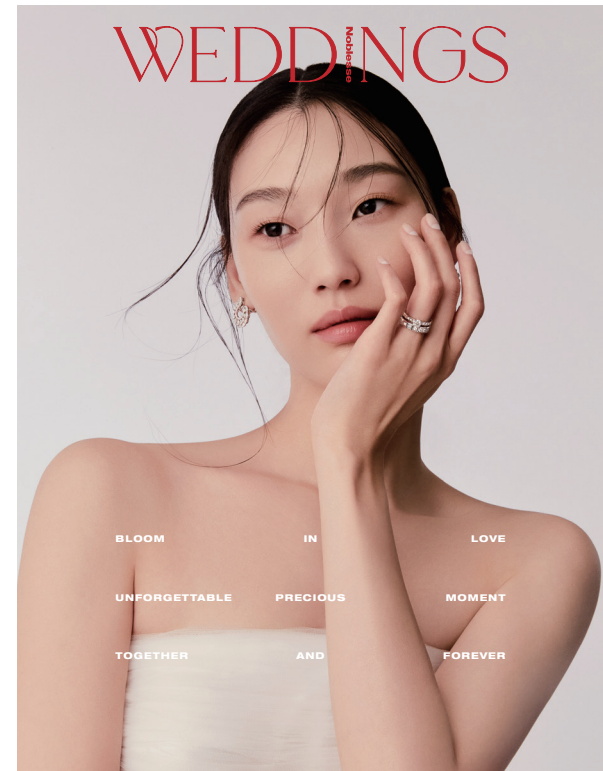
# Noblesse Weddings since 2018

High-class wedding guide for the best moment

## TARGET READER

Ages 25-45 Women & Men

Noblesse Weddings is for audience includes couples planning to get married, newlyweds, and their parents who understand and do not hesitate to invest in the true value of marriage.





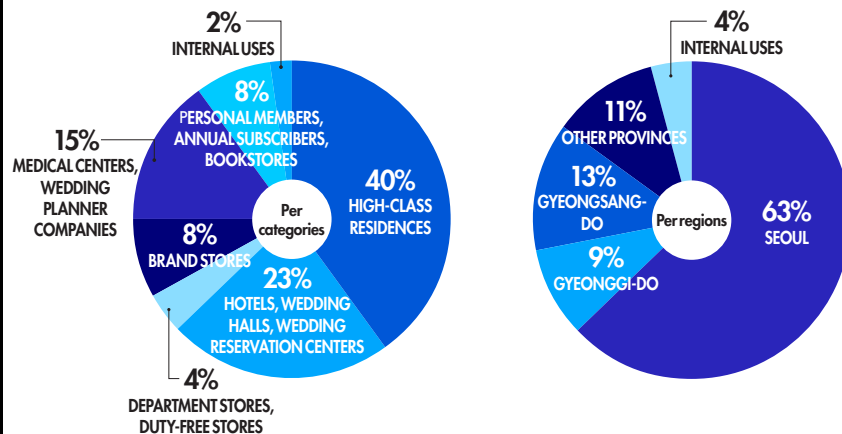
## Noblesse Weddings STRATEGY

- 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 April, September



**Noblesse Media International**



# Advertisement Rate

## Noblesse

FRONT COVER +10pages cover story	150,000,000
GATEFOLD 4p	60,000,000
OUTSIDE BACK COVER	50,000,000
INSIDE BACK COVER DPS	20,000,000
INSIDE BACK COVER GATEFOLD	30,000,000
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
6th-10th DPS	25,000,000
DPS BETWEEN TABLE OF CONTENTS	18,000,000
DPS BETWEEN TOC AND MASTHEAD	17,000,000
1st SINGLE PAGE	16,000,000
2nd SINGLE PAGE	15,000,000
FP FACING TOC	10,000,000
FP FACING MASTHEAD 1p	9,000,000
HALF PAGE ON MASTHEAD + FULL PAG	11,000,000
SINGLE AFTER MASTHEAD WITHIN 1st- 10th	8,000,000
DPS, 1st HALF OF MAGAZINE	13,000,000
RUN OF PAGE (1p)	7,000,000
TIED UP (minimum 2p)	8,000,000
ADVERTORIAL (1p)	7,000,000

\*KRW

## artnow

FRONT COVER +8pages cover story	70,000,000
GATEFOLD 4p	50,000,000
OUTSIDE BACK COVER	40,000,000
INSIDE BACK COVER DPS	10,000,000
1st DPS	20,000,000
2nd DPS	19,000,000
3rd DPS	18,000,000
4th DPS	17,000,000
5th DPS	16,000,000
6th-10th DPS	15,000,000
DPS BETWEEN TABLE OF CONTENTS 4-10	14,000,000
1st SINGLE PAGE	8,000,000
FP FACING TOC	7,000,000
FP FACING MASTHEAD 1p	7,000,000
HALF PAGE ON MASTHEAD + FULL PAG	11,000,000
DPS, 1st HALF OF MAGAZINE	12,000,000
RUN OF PAGE (1p)	5,000,000
TIED UP (1p)	6,000,000
ADVERTORIAL (1p)	5,000,000

\*KRW

## WATCH & jewelry

FRONT COVER +8pages cover story	70,000,000
GATEFOLD 4p	50,000,000
OUTSIDE BACK COVER	40,000,000
INSIDE BACK COVER DPS	10,000,000
1st DPS	16,000,000
2nd DPS	15,000,000
3rd DPS	14,000,000
4th-10th DPS	13,000,000
FP FACING TOC	6,000,000
FP FACING MASTHEAD 1p	5,000,000
DPS AFTER TOC	9,000,000
RUN OF PAGE (1p)	4,000,000
TIED UP (1p)	5,000,000
ADVERTORIAL (1p)	4,000,000

\*KRW

## Noblesse Weddings

FRONT COVER +8pages cover story	70,000,000
GATEFOLD 4p	50,000,000
OUTSIDE BACK COVER	40,000,000
INSIDE BACK COVER DPS	10,000,000
1st DPS	16,000,000
2nd DPS	15,000,000
3rd DPS	14,000,000
4th DPS	13,000,000
5th-10th DPS	12,000,000
1st SINGLE PAGE	8,000,000
FP FACING TOC	6,000,000
FP FACING MASTHEAD 1p	5,000,000
DPS AFTER TOC	9,000,000
RUN OF PAGE (1p)	4,000,000
TIED UP (1p)	5,000,000
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\*KRW

**Noblesse Media International**