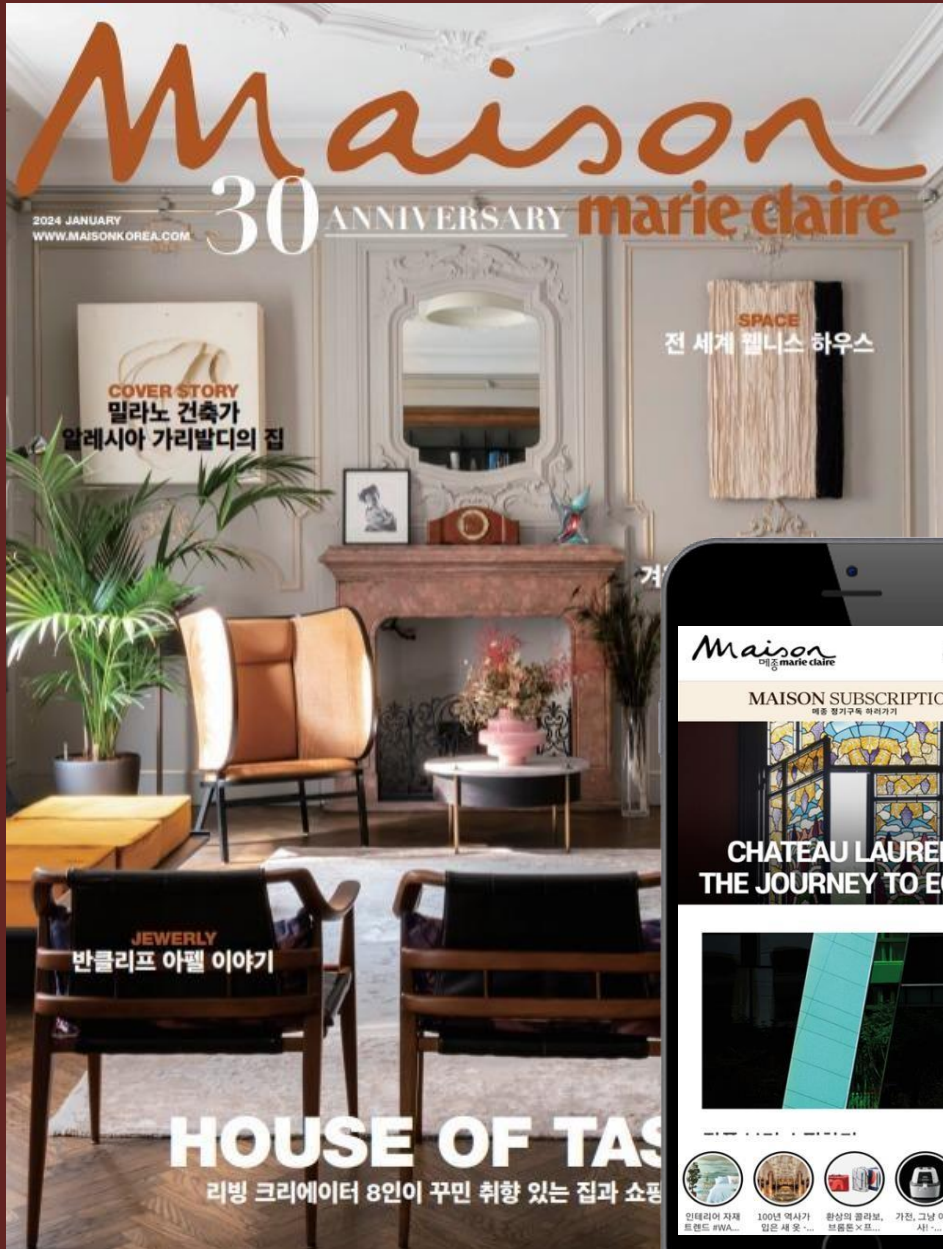


Maison
메종 marie claire

- 2024 Media kit
- Sales Proposal



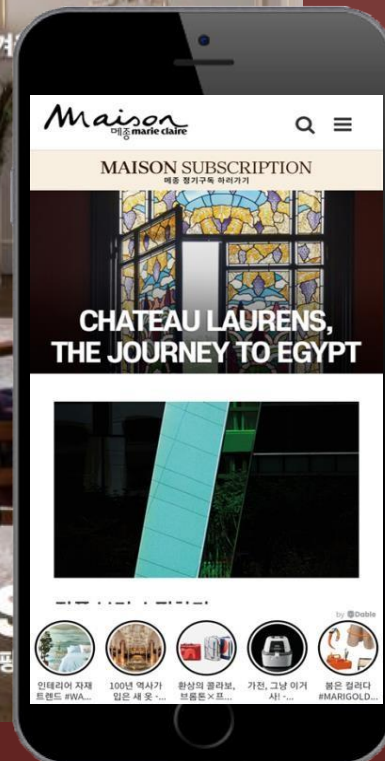


PART 1

Media kit

The only France licensed living magazine in Korea

- 29 years of tradition since November 1994
- Ranked 1st in Instagram organic followers (compared to other magazines)
- Holds 100,000+ influencers targeting the “Young and Rich” demographic.
- Exclusive event partnership with 5 major online communities (Lemon Terrace, Mom’s Holic, Mom’s Club, Eunsaem’s Beginner Cuisine, Provence)



PART 1 > Media kit



MAISONKOREA.COM

UV **700,000** VIEW(month)



INSTAGRAM

Fans **510,000**



FACEBOOK

Fans **85,300**



COMMUNITY FRIENDS

7,711,013

10

Digital Channels



MARIEVIEW

Influencers

100,000



KAKAO

PLUS FRIENDS

Fans **18,920**



KAKAO HARMONY

Monthly Average views

75,237



TWITTER

Fans **27,195**



YOUTUBE

Fans **3,288**



NAVER
POST

Fans **22,985**

20,000

Maison online member's survey

Who's the user of Maison?

GROUP 1

Young professional workers
in Seoul

GROUP 2

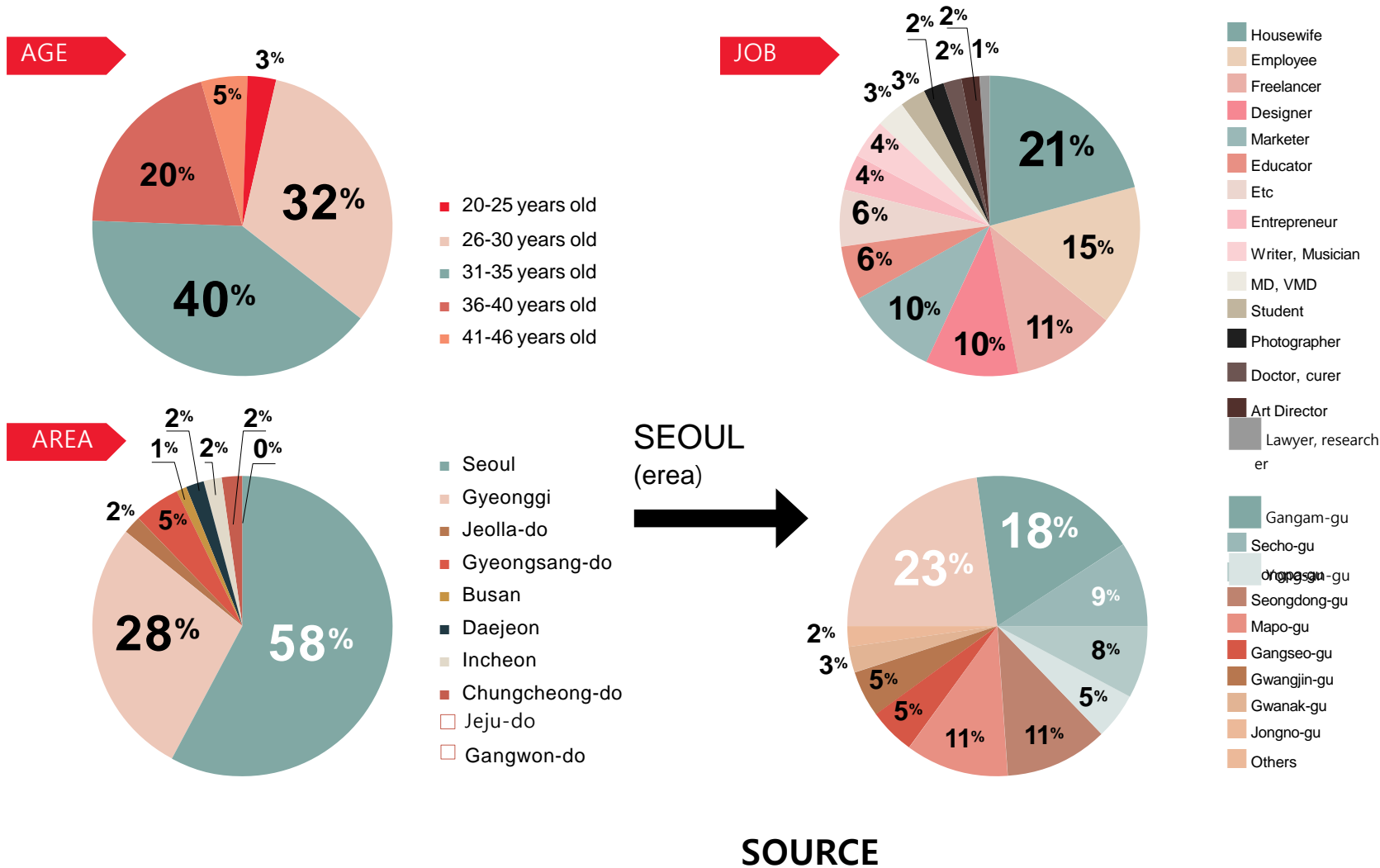
Young mothers in
Seocho, Gangnam and
Bundang

GROUP 3

Nationwide interior and
design related professionals

PART 1 > Media kit

People love <Maison>, which has introduced contents specialized in design.
 <Maison> is favored by sensible Young & Rich people with purchasing power, including young housewives



This survey targeted 20,000 members who prefer interior and design content among 68,564 MCK digital membership members that have agreed to be used marketing

Special Distribution

<Maison> Approaching the readers

30%

Selling at
Bookstores (20,000ea)



70%

Strategically distributed
(50,000ea)

****70,000 copies are published every month**

1 Distributed mainly in Luxury apartments



Samsung I-Park, Cheongdam Members County, Sangji Ritzvill, Hyundai Villatte, Daewoo Royal County, Yonsei Rivervill, City Rivervill, Hanyang Apt, Hyundai Apt, Brighten N40

Tower Palace, Elisevill, Riverway, Apelbaum, Seorae Village

Hannam The Hill, UN Village, Hannam River Hill, Liberty House, Park View Villa, Bestvill, NiINE ONE hannam

Oksu Rivergen Hannam Heights

Galleria Palace, Samsung Park Tower, Park View Castle

Luxury hotel and resorts

Distribution area

Gangnam-gu Cheongdam, Apgujeong, Jamwon, Samsung

Seocho-gu | Seocho, Dogok, Bangbae

Yongsan-gu | Hannam, Dongbu Ichon

Seongdong-gu | Oksu

Songpa-gu | Jamsil

All over the country



Hannam The Hill



Brighten N40



Samsung I-Park



Daechi Tower Palace

2 Direct distribution to VIP facilities - Luxury hotels, Golf resorts, High-end furniture stores and Franchise cafes.



Café The Coffee Bean



Hotel Grand Walker Hill

Distribution at around 250 branches of The Coffee Bean café and other 250 cafes in metropolitan areas. (Hollys, Cafebene, Artisee, etc.)

Gangnam, Seocho, Mapo, Yongsan, Bundang. Seoul and Gyeonggi-do

Avenuel Lounge, Lotte Hotel, Hyatt, Haevichi, Conrad, Josun Hotel, Sofitel Ambassador Seoul, Josun Palace Severance VIP Lounge, Cha Hospital VIP Lounge, Samsung Hospital, 80 of famous golf resorts

Luxury hotel, Membership fitness, Bank PB center, Cheongdam hair salon, Hannam Cafe, Banpo Raemian, Firstige Fitness

Distribution place

Famous franchise cafes

Luxury car brand customer center

VIP Lounges of hotels, hospitals and Resorts

Other luxury and private communities

DB Driven Media

<Maison> is the media that has the most influential DB throughout the lifestyle

1 Maison member

SNS influencers who was selected out of 300,000 followers on <Maison> Instagram. Participating in various activities with <Maison> such as on/offline events and reviewing brand products, etc.

3 Maison Art Club

Young and sensible artists group growing with the <Maison> including interior designers, stylists, architects, and florists, etc.

2 Maison Nobility Club

Young and powerful VIP group organized around <Mirae>, the volunteer community of opinion leaders representing Noblesse Oblige

4 Maison Friends






Home influencer group whose space was introduced in <Maison> article or website for the past 5 years

DB Driven Media

<Maison> is the media that has the most influential DB throughout the lifestyle

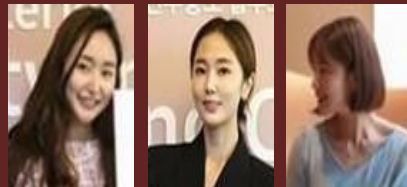
5 Exclusive event partnership with major online communities.

**SECURED ABOUT
7.7million DB**

	community	member	URL
	Lemon Terrace	3,068,697	https://cafe.naver.com/remonterrace
	Mom's Holic Baby (Mon's Holic + Mon's Club)	3,078,528	http://cafe.naver.com/imsanbu https://moms-club.co.kr/
	Eunsaem's begin ner cooking	732,243	https://cafe.naver.com/esyori
	Provence	464,997	http://cafe.daum.net/decorplaza
	Yeppeun Café Yeka	362,548	https://cafe.naver.com/mjann
	TOTAL	7,701,013	

PART 2

Sales Proposal



<MAISON>
Advertising Package
Focused on
Digital Performance

COMMUNITY PACKAGE

1 Maison Member Seeding



100,000

differentiated influencers with Maison's special infrastructure

Maison PKG 1

20 influencer postings +
Maison SNS(Instagram) posting

Maison PKG 2

20 influencer postings +
Maison SNS(Instagram) posting +
Maison advertorial article 2p

For visiting event venue, 100,000 won per person is added.
Guarantee influencers of at least 10K followers.

2 'HOW TO' REAL REVIEW by MAISON MEMBERS

A special product including review posting by 5 Maison members experiencing 2~4 weeks of real use, advertorial article and digital viral marketing.

*Influencer postings are basically based on image, but video posing for once is possible in need.



Maison How-to 1

- 3 posting by each 5 Maison members in 2~4 weeks.
- + Advertorial 2p
- + Naver post
- + SNS(Instagram) posting

Maison How-to 2

- Maison how-to 1
- + Posting edited video(for viral use ONLY)
- (3 months of usage for brand's digital channel is available.)

3 MAISON CLASS

<Maison> plans various classes for aesthetical Maison members, community moms that fit the class concept.

- *Contact of instructors and experts is possible at an additional cost when requested by advertisers.
- *Expenses will be added for special places. (hotel, cooking studio etc..)
- *Expenses will be added when requesting additional attendees.



Maison Member Class

Inviting 10 Maison members + advertorial 2p + class hosting + SNS(Instagram) posting



Community Class

Inviting 15 Community moms + advertorial 2p + class hosting+ SNS(Instagram) posting

Online Class

Inviting 20 Maison members or community members + advertorial 2p + class hosting + SNS(Instagram) posting

4 BRAND LAUNCHING EVENT

Unit price is determined after consultation

Maison hosts various brand events for which hold in line with the launch of new brands or products.

- Possible to :
- *Recruiting instructors and experts of field.
 - *Booking special venue (hotel, cooking studio. . .).
 - *Taking a video of the event.
 - *Proceeding a media viral.
 - *Making photo wall or providing catering services on the day.



BRAND ISSUE

바이오 에탄올 난로 EcoSmart Fire

안전하고 그들을 가장 있는 친환경으로 만든 바이오 에탄올 난로를 찾고 싶으신가요?
오스트레일리아에서 탄생한 바이오 에탄올 난로 브랜드 에코스마트 파이어를 소개합니다.

세계를 가리지 않고 다양한 공간에 함께 걸맞은 필수품으로 자리매김하고 있는 바이오 에탄올 난로. 그들을 가장 있는 바이오 에탄올 난로 브랜드 에코스마트 파이어를 소개합니다. 안전하고 친환경으로 만든 바이오 에탄올 난로. 다양한 공간에 걸맞은 필수품으로 자리매김하고 있는 바이오 에탄올 난로 브랜드 에코스마트 파이어를 소개합니다.

난로 분야의 선두 브랜드
오스트레일리아에서 탄생한 바이오 에탄올 난로 브랜드 에코스마트 파이어. 세계를 가리지 않고 다양한 공간에 걸맞은 필수품으로 자리매김하고 있는 바이오 에탄올 난로 브랜드 에코스마트 파이어를 소개합니다. 안전하고 친환경으로 만든 바이오 에탄올 난로. 다양한 공간에 걸맞은 필수품으로 자리매김하고 있는 바이오 에탄올 난로 브랜드 에코스마트 파이어를 소개합니다.

다양한 설치
에코스마트 파이어는 다양한 공간에 설치 가능합니다. 벽걸이, 탁상, 바닥 설치 등 다양한 공간에 설치 가능합니다. 에코스마트 파이어를 소개합니다. 안전하고 친환경으로 만든 바이오 에탄올 난로. 다양한 공간에 걸맞은 필수품으로 자리매김하고 있는 바이오 에탄올 난로 브랜드 에코스마트 파이어를 소개합니다.

수용에서 환경 후 구입 가능
에코스마트 파이어는 다양한 공간에 설치 가능합니다. 벽걸이, 탁상, 바닥 설치 등 다양한 공간에 설치 가능합니다. 에코스마트 파이어를 소개합니다. 안전하고 친환경으로 만든 바이오 에탄올 난로. 다양한 공간에 걸맞은 필수품으로 자리매김하고 있는 바이오 에탄올 난로 브랜드 에코스마트 파이어를 소개합니다.



DB PACKAGE

Maison private review team

The collage illustrates the 'DB PACKAGE' for a product review campaign. It features:

- Left Panel:** A Korean flyer for the 'fresh BLACK TEA KOMBUCHA FACIAL TREATMENT ESSENCE' campaign. It includes text about skin health, a list of participating cities (Seoul, Gyeongju, etc.), and a call to action for a 'Real Review' event.
- Center:** A large image of the product bottle with the text 'marieclaire x fresh 도시여자 품평단 <뷰티시티즌>을 모집합니다!' (City Women Product Review Team 'Beauty Cityizens' Recruitment!).
- Middle:** A 'BEAUTY' magazine-style page featuring a 'REAL REVIEW' section with photos of the product and a woman's face.
- Right Panel:** A circular emblem with 'Maison 100% REAL REVIEW' and '메종 프라이빗 품평단 프리츠한센' (Maison Private Product Review Team Fritz Hansen). Below it is a screenshot of a data report showing various charts and tables.

Selecting targets and opening review page



Survey after product shipment & testing

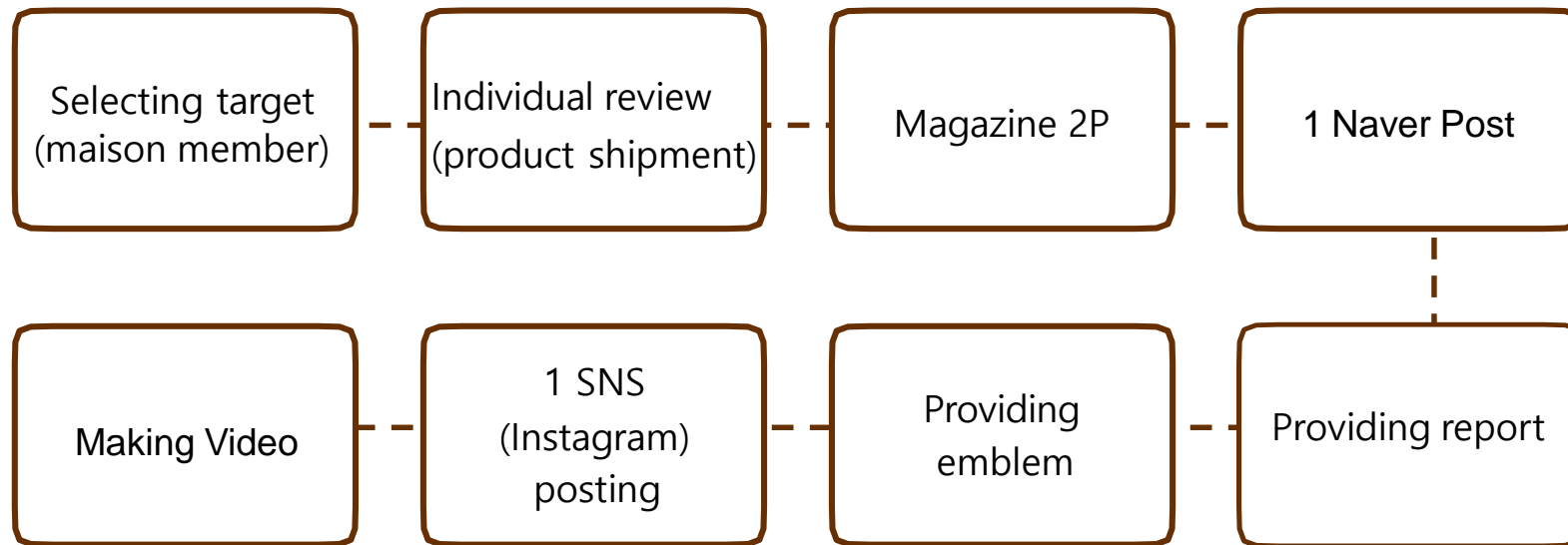


Review video + SNS(Instagram)



Providing emblem & report

COMPOSITION OF MAISON PRIVATE REVIEW TEAM 360 ADVERTISEMENT



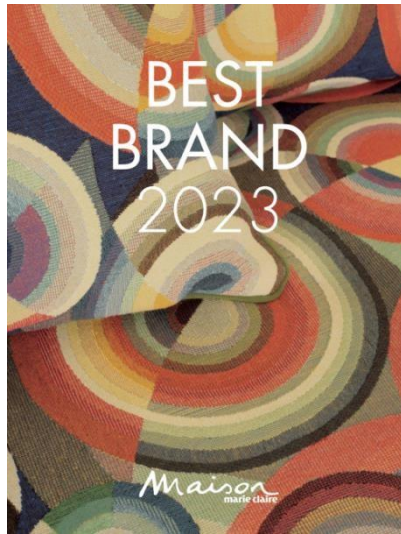
100 Review team member
25,000,000KRW

1,000 Review team member
40,000,000KRW



EMBLEM PACKAGE 2

Maison Best Brand Special



Maison Best Brand 2024 Package

Emblem + Awarding a plaque + Magazine 2P + Making video + 1 SNS(Instagram)posting + 10 Influencer postings + Maison Naver Post(integrated all brands) + Display ad on Naver

ADVERTISE PACKAGE

(on Web or on Paper)



공간의 품격을 높이는 라이프스타일 스크린,
LG 올레드 evo 오브제컬렉션

이름이: 2021.11.24. 14:00 - 21:00

*본 콘텐츠를 LG전자 제품으로 대체하여 제작하였습니다.



포토나로 인해 집안이 어둡도록 시간이 길어져서
싫어 전화하여 이왕치킨을 불러주고 있습니다.

간혹스케 촬영의 큰 비용을 절약하고 싶은 TV를 디자인 올레드 스크린을 추천하고 있습니다.
디자인의 취향과 라이프스타일을 선택하여,
TV 디자인의 향상을 이루고 싶은
LG전자가 이러한 고민을 해결할 TV를 소개합니다.



바로 LG 올레드 에vo 오브제컬렉션입니다. 이는 단순 스크린 품질뿐 아니라 LG 올레드 에vo(OLED evo)
의 초저거울형스크린의 차별화된 공간 인테리어 감성을 위한 제품입니다.

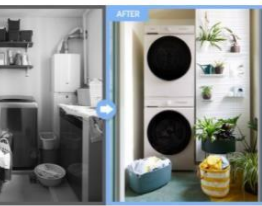
미시촬영과 세련된 디자인을 통해 최고급 스킨을 사용한 것처럼 완벽하게 보여주고 벽이 없게해서
가운데 벽이 없게 가능한 다양한 활용이기에 일회적인 장난감 연출부터 디자인까지 각종
LG 올레드 에vo 오브제컬렉션!
의 가치를 느껴주세요!

우리 집 세탁실을 부탁해!

이름이: 2021.10.29. 18:00 - 19:00

세탁 시설의 취향과 라이프스타일을 담은 '집'은 또 다른 나를 표현하는 수단이 되겠습니다. 하지만 어떤
취향 가를 주어야 하는지 세탁실을 각종 촬영결과 상담이후로 알려드리고 싶고, 최종 결정으로
달라 있습니다. 세탁실도 나만의 취향이 반영되기를 바라는 마음입니다.

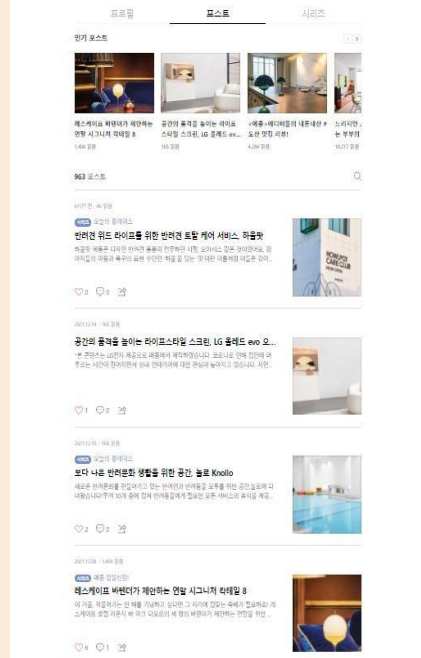
전문적인 상담원이 언제든 전화가 오시면 바로바로 스킨을 발송합니다. 100% 만족합니다.
이후에 촬영한 라이프스타일 프로젝트로 관련된 디자인 서비스를 소개합니다.



[BEFORE] 전황적인 4인 가구의 세탁실



오늘 소개할 공간을 위한 가구가 함께 사용 가능합니다. 이미 세탁실입니다. 있어 있는 촬영결과 발표하신 날



1 Advertise

*Filming is not included

1P : 5,000,000KRW

2P : 9,000,000KRW

2 Advertise + Instagram

Adver. Price + 2,000,000KRW

3 Advertise + Naver Post

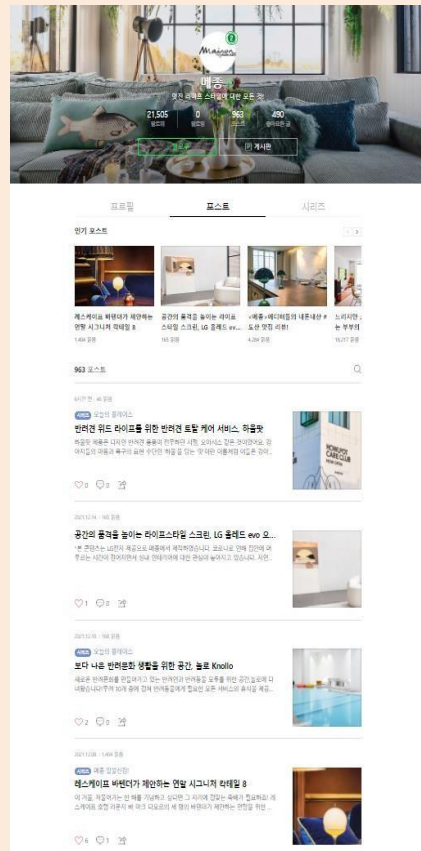
Adver. Price + 2,000,000KRW

4 Advertise + Magazine 1P

Adver. Price + 3,000,000KRW

ADVERTORIAL PACKAGE

(on Web or on Paper)



1 Advertorial article

*Filming is not included

*Cost might be added depend on the product.

1P : 6,000,000KRW

2P : 10,000,000KRW

2 Advertorial + Instagram

Advertorial price + 2,000,000KRW

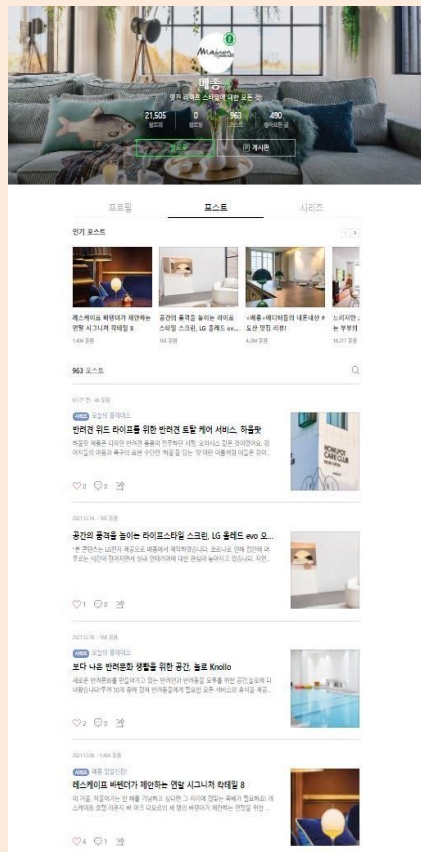
3 Advertorial + Naver Post

Advertorial price + 2,000,000KRW

4 Advertorial + Magazine 1P

Advertorial price + 3,000,000KRW

NAVER POST PACKAGE



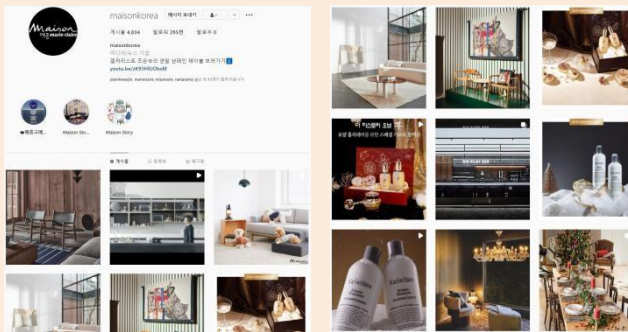
1 Naver Post
4,000,000KRW

2 Naver Post + Instagram
6,000,000KRW

3 Naver Post + Magazine ad 1P
7,000,000KRW

SNS PACKAGE

SNS Package



1 Instagram, Facebook Posting



INSTAGRAM

about 510,000 followers

3,500,000KRW (1time)



FACEBOOK

about 85,300 followers

3,000,000KRW (1time)

SNS Package

(Instagram + facebook)

5,000,000KRW

2 “MAISON-Y-Ganda.” (“Masion in going.”)

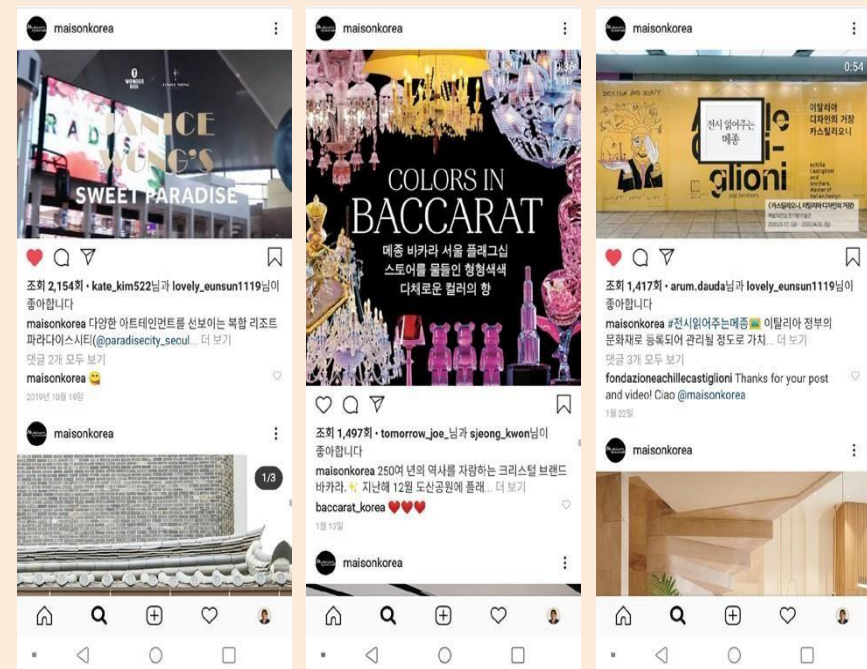
Making Video + Instagram Posting

Target Fashion, beauty, lifestyle brand those who wants to viral in real time with event video containing editor's coverage power and sense of reality

Contents Drawing attention with a special shooting method of carrying the camera by editor itself.
Containing on-site interviews and music to share the vibe of the site.
Posting Instagram Story or live is available.

Viral Video within 30 seconds

*3,000,000 KRW will be added for production of the video team
*Secondary use requires consultation



Video + 1 SNS(Instagram) posting
6,000,000KRW

VIDEO PRODUCTION PACKAGE

3 types Video Production

3 Video Production Package

Digital advertisement production, media mixing, client channel operation, etc.

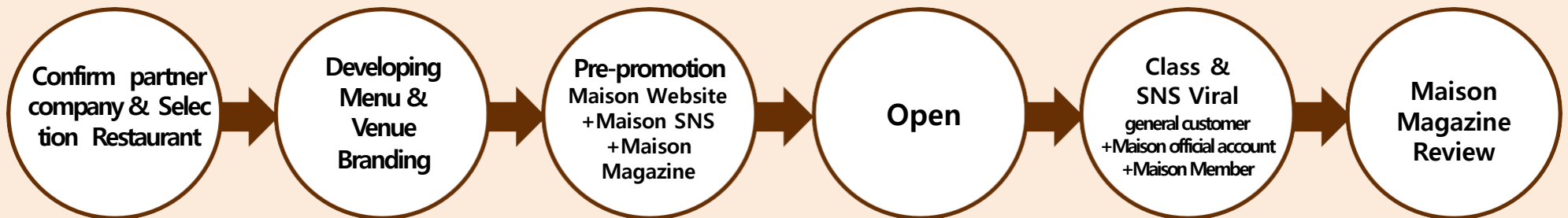
Price : Determined after consultation by campaign
(Available for annual contract)



OUTDOOR PACKAGE

Gourmet Festival

START



PARTICIPATION FEE

1. Restaurant Cast+ Magazine 2P + SNS(Instagram) posting + Developing Recipes + Naver Post
2. Restaurant Cast(*Including Venue branding) + Magazine 2P + SNS(Instagram) posting + Developing Recipes + Class(10 people of 10K~30K followers) + Naver Post

25,000,000KRW

35,000,000KRW

DESIGN COLLECTION BOOK



2024 Design Collection Book

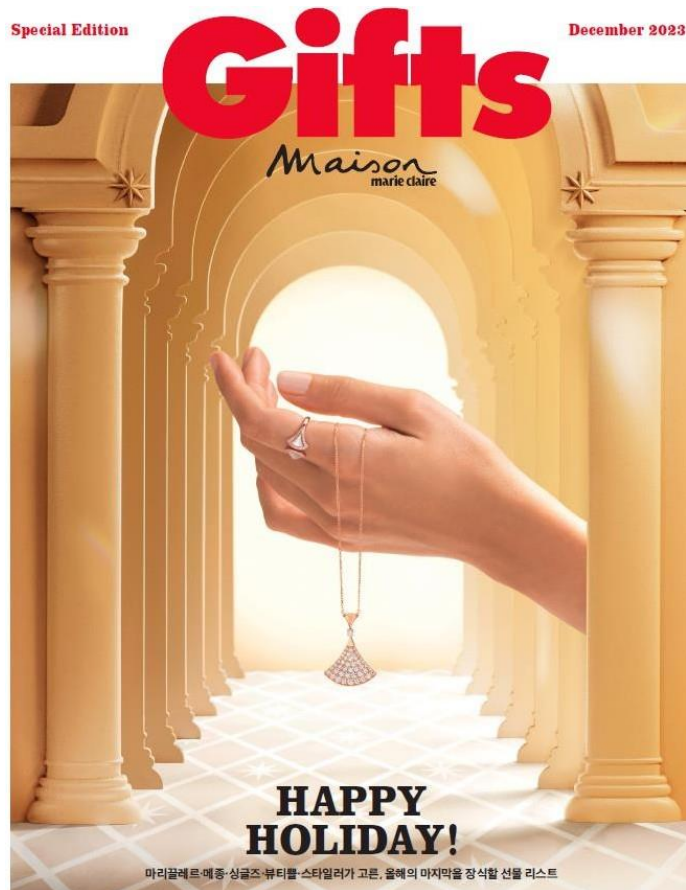
Once a year, Maison Design Collection Book based on articles from Milan Furniture Fair (produce 50,000 copies in August. Sales are on going at bookstores through the year.)

Design Collection Book

Magazine 2P+Maison Naver Post+1 SNS(Instagram)posting
*need to consult with before proceeding.

10,000,000KRW

2024 GIFTS BOOK



2024 Year-end Gift Book

It's a special edition during year-end season, proceeding Best PR with integrated 6 medias of TBC and MCK.

INTEGRATED GIFTS BOOK

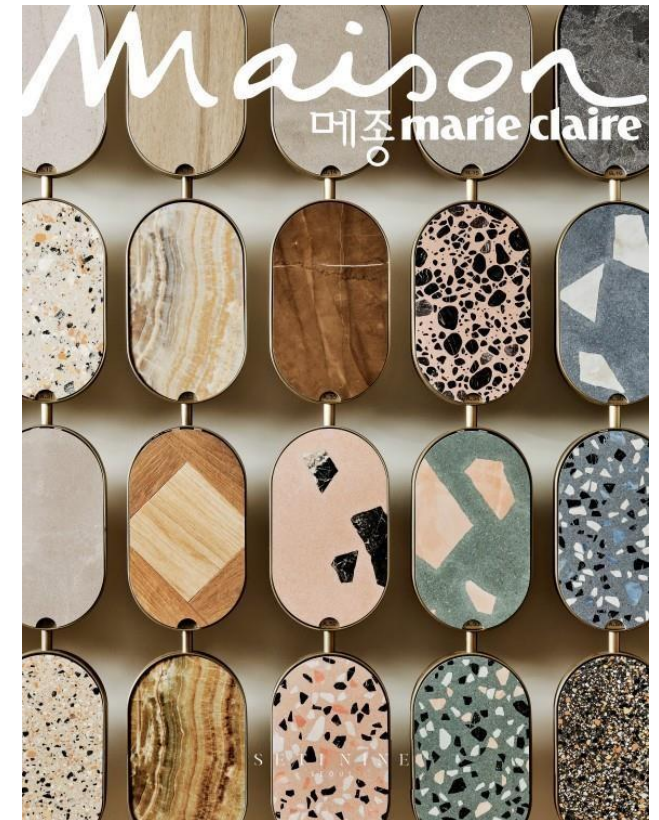
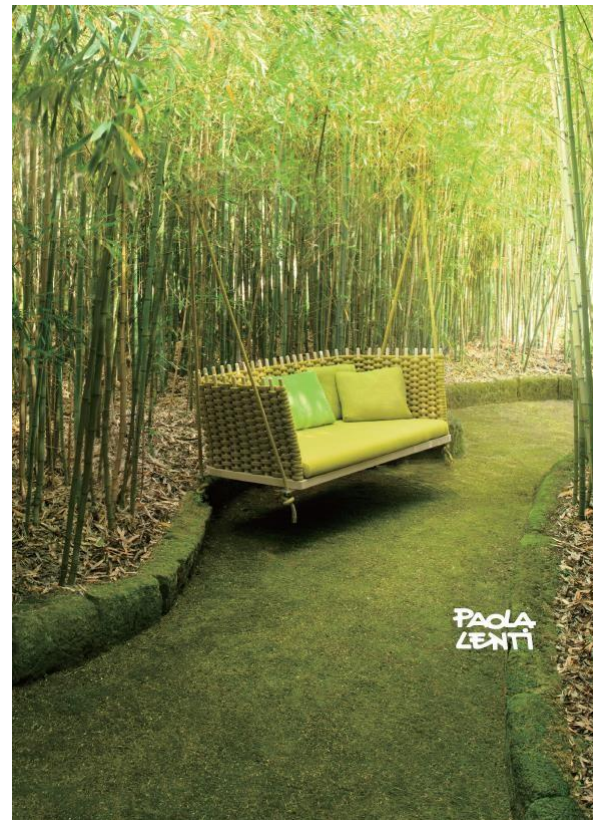
Integrated gifts book supplement 2p +

Product focused video + Integrated SNS posting (Instagram/
Facebook/Kakaostory/Naverpost)

Outdoor advertising (integrated brand clip)

25,000,000KRW

BOOK IN BOOK & EXTRA ISSUE



The cost will be decided after discussion about pages, papers, and number of delivery copies, etc. with the person in charge

2024 COVER ADVERTISING

2024 MAISON MEMBER COVER



COVER Package

*Including product shooting

1 Main Cover + Magazine 1P + 1 SNS(Instagram) posting

20,000,000KRW

2 Main Cover + Advertorial 2P + Naver Post
+ 1 SNS(Instagram) posting

25,000,000KRW

3 Main Cover + Advertorial 4P + Naver Post
+ 1 SNS(Instagram) posting

30,000,000KRW

*30% penalty for booking amount will be incurred if the booking is canceled before 30 days from the booked month, considering it is a special page.





Advertising Rate Card

POSITION	RATE (W)
Main Cover + Advertorial 1P.....	20,000,000
Main Cover + Advertorial 2P	25,000,000
Main Cover + Advertorial 4P	30,000,000
Back Cover	20,000,000
Inside of Back Cover	10,000,000
1 st DPS	20,000,000
2 nd DPS	18,000,000
3 rd DPS	16,000,000
DPS Before T.O.C	12,000,000
T.O.C(Contents)	8,000,000
General Sheet 1p	5,000,000
General Sheet 2p	8,000,000
Advertorial 1p	6,000,000
Advertorial 2p	10,000,000
UV Coating	1,000,000

ADVERTISING SPECIAL FREQUENCY RATES

D/C RATE	5%DC	10%DC	15%DC	20%DC
TOTAL PAGES	6P	12P	24P	30P

2024 SCHEDULE

REGULAR EVENTS	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
												
MAGAZINE	TREND	WEDDING	FABRIC	OUTDOOR	FAMILY	VACANCE	TROPICAL NIGHT	HOTEL	COUNTRY HOUSE	BED ROOM	BERST BRAND	TBC, MCK GIFT BOOK
EXTRA ISSUE		WEDDING BOOK IN BOOK					WEDDING BOOK IN BOOK	DESIGN COLLECTION BOOK	GALLERIST HOUSE			
OUTDOOR	CLASS	CLASS	CLASS	CLASS	CLASS	GANGNAM DESIGN WEEK	CLASS	CLASS	CLASS	CLASS	MAISON TO MASION , CLASS	CLASS

Advertising Information

PUBLICATION

Date : 22nd of Every Month
Circulation : 70,000 Copies/Month
Pagination : Average 200 Pages/ Month
Advertising Deadline : 18th of Every Month(Technical data)
Printing Process : Offset
Magazine Trimmed Size : 228X300mm
Bleed : 3mm(Width), 6mm(Length)
Screen Ruling : LINE 175/cm
Binding Process : Wireless Iron
Printer : Dong-a Publishing Co., LTD.

TERMS & CONDITIONS

Cancellation : 10days Before the Monthly Release Date
Invoice : Issued and Submitted on the 1st of the Month
Payment : Payment on KRW within 30days after Issuance of Invoice
Tax : VAT 10%(On Domestic Transactions),
VAT Rate fluctuates when sending money directly from overseas

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Thank
you!

