

Maison
marie claire

- 2025 Media kit
- Sales Proposal





PART 1

Media kit

The only France licensed living magazine in Korea

- 31 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

Maison
marie claire

MAISONKOREA.COM

UV **800,000** VIEW(month)



INSTAGRAM

FANS **582,000**



FACEBOOK

FANS **79,000**



COMMUNITY FRIENDS

7,903,498

10

*Digital
Channels*



MARIEVIEW
INFLUENCER

170,000



KAKAO
PLUS FRIENDS

FANS **16,661**



KAKAO
HARMONY
Monthly Average Views

70,102



YOUTUBE

FANS **3,000**

20,000

Maison online member's survey

Who's the user of Maison?

GROUP 1

Young professional
workers in Seoul

GROUP 2

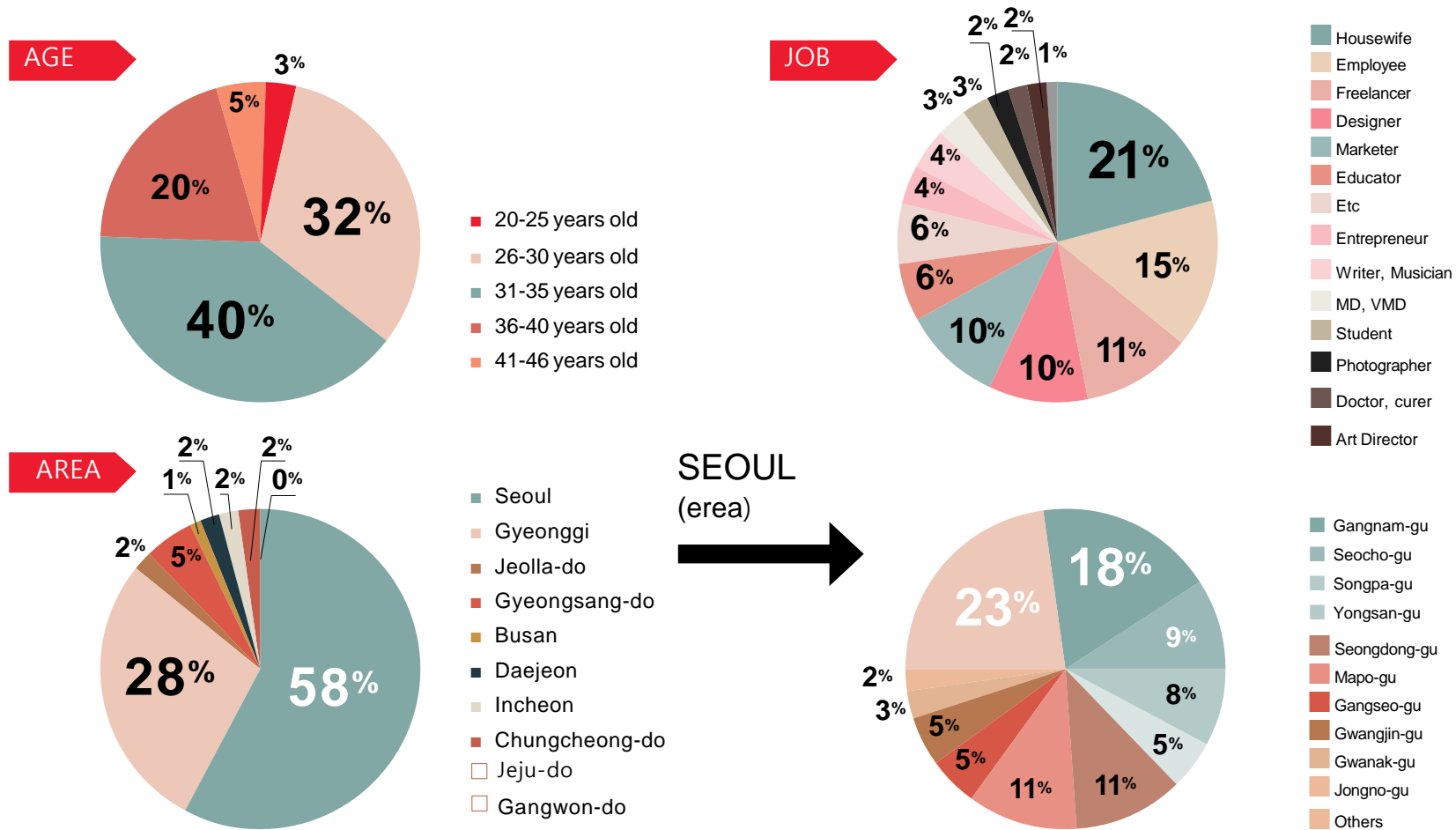
Young mothers in
Seocho, Gangnam
and Bundang

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.



SOURCE

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)

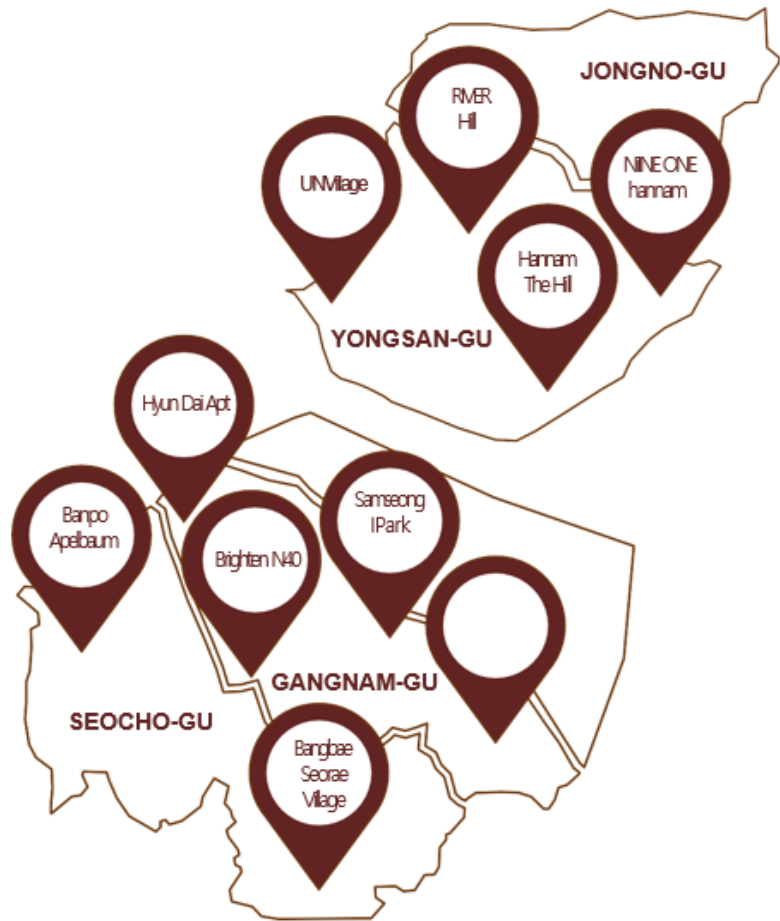


70%

Strategically distributed
(50,000ea)

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

1 Distributed mainly in Luxury apartments



Distribution area

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

Gangnam-gu Cheongdam, Apgujeong, Jamwon, Samsung

Tower Palace, Elisevill, Riverway, Apfelbaum, Seorae Village

Seocho-gu | Seocho, Dogok, Bangbae

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

Yongsan-gu | Hannam, Dongbu Ichon

Oksu Rivergen Hannam Heights

Seongdong-gu | Oksu

Galleria Palace, Samsung Park Tower, Park View Castle

Songpa-gu | Jamsil

Luxury hotel and resorts

All over the country



Hannam The Hill



Brighten N40



Samsung I-Park



Daechi Tower Palace



Sung-su Trimage



Acro Seoul Forest

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 place

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

Famous franchise cafe

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

Luxury car brand customer center

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

VIP Lounges of Hotels, Hospitals and Resorts

Luxuryhotel, Membershipfitness,Bank PBcenter,Cheongdamhair salon, HannamCafe, BanpoRaemian,FirstigeFitness

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.

2 Maison Nobility Club

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

3 Maison Art Club

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

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.

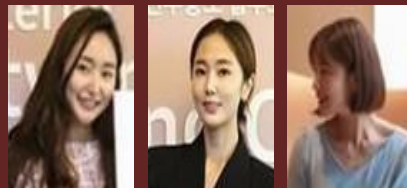
**SECURED
ABOUT
7.9million DB**

	community	member	URL
	Lemon Terrace	2,989,861	https://cafe.naver.com/remonterrace
	Mom's Holic Baby (Mon's Holic + Mon's Club)	3,438,854	http://cafe.naver.com/imsanbu https://moms-club.co.kr/
	Eunsaem's beginner cooking	688,975	https://cafe.naver.com/esyori
	Provence	399,390	http://cafe.daum.net/decorplaza
	Yeppeun Café Yeka	386,418	https://cafe.naver.com/mjann
	TOTAL	7,903,498	

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
+ 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

Attendance of 10 Maison members
(influencers with 10k+ followers)
+ One SNS (Instagram) post
+ 2-page magazine feature
+ Class hosting
+ Posts on Maison's Web article and Instagram

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.



DB Package

Maison private review team

The collage illustrates the 'DB Package' process, which includes selecting targets, conducting surveys, reviewing products, and providing a comprehensive report with an emblem.

Selecting targets and opening review page



Survey after product shipment & testing

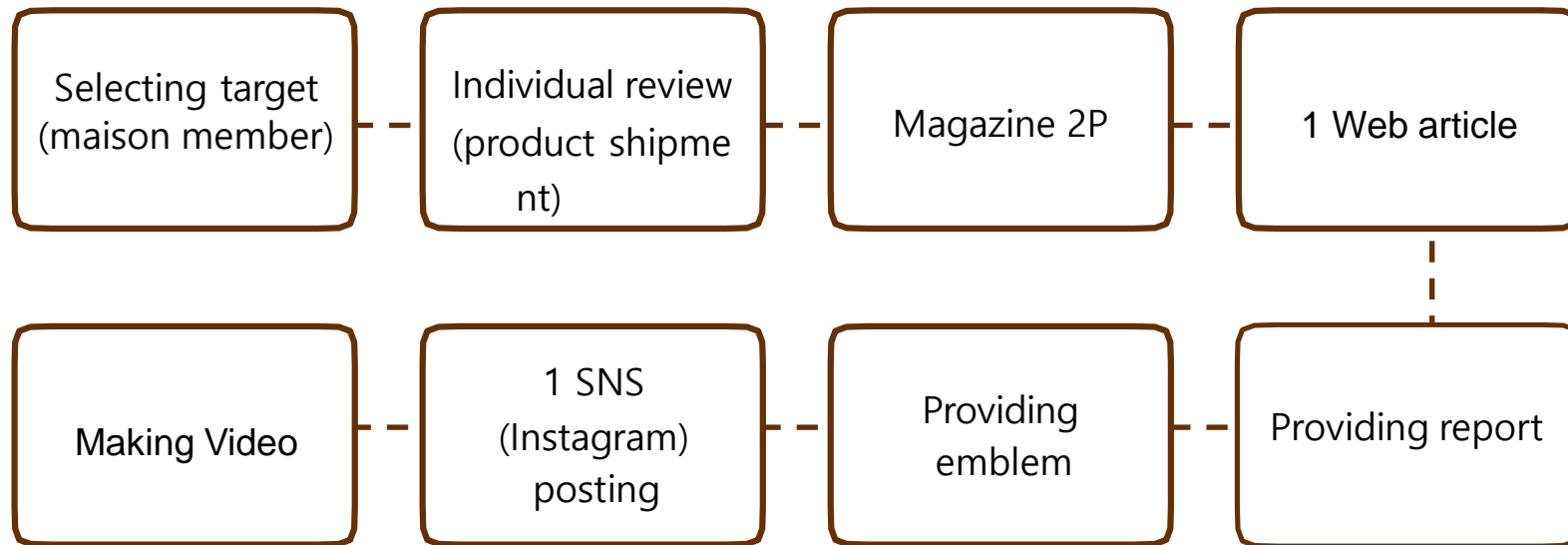


Review video + SNS(Instagram)



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

Editor's Pick Special

[illegible][illegible][illegible]

MARIE CLAIRE MAISON 73

[illegible]

가장 확실한 청소익즐거움, 켈비 어벨리아2 예코

아연이 어떻게 추천됩니다

참는 것은 중요한 여러 가지 부속품을 사용해 없애는 데 따라 청소를
합니다. 때때로 청소를 위해선 질보라색이 필요하다. 때때로 소파와
금속의 일부에 손상을 줄 수 있는 연도 연도 색상 부속품입니다. 무엇보다
참는 것은 소파를 고치고 벽과 장소를 하고 싶은 이유에게는 비
재용되는 다양한 부속품을 활용해 연도를 제대로 청소하고 싶
의지를 가진 이들. 반면에 아연이 반대로 있어도 집을 위험적
유지하고 싶은 이들. 모든 시간 내구성을 유지하면서 제대로
청소하고 싶은 이들. 모든 이들이 이런 것들. 아연이 어떤 사람

1 이로부터 파생된 스칼라 장의 동역학을 무의미하게 할 수 있는 장의 존재는, 본래 상시-상대론을 위한 모든 장은, 상시-상대론을 위반하지 않는 한, 임의의 스칼라 장을 도입할 수 있다.

² 이소브틸렌과 사인 테트라올을 기본 재료로 합성된 연료를 석탄으로 대체하면,

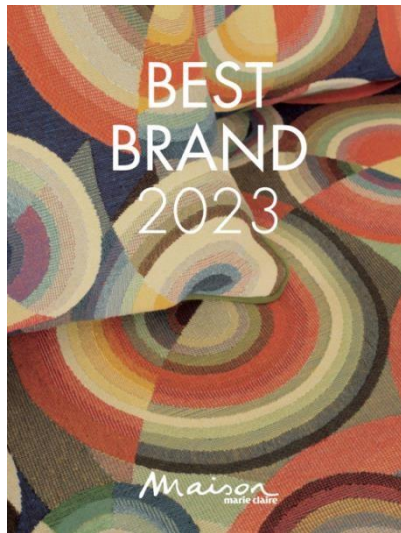
92 **MAISON** MADE CLAIRE

*inserting QR code for sale is possible. (provided by the brand)



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 + Display ad on Naver

ADVERTISE PACKAGE1 (Magazine)

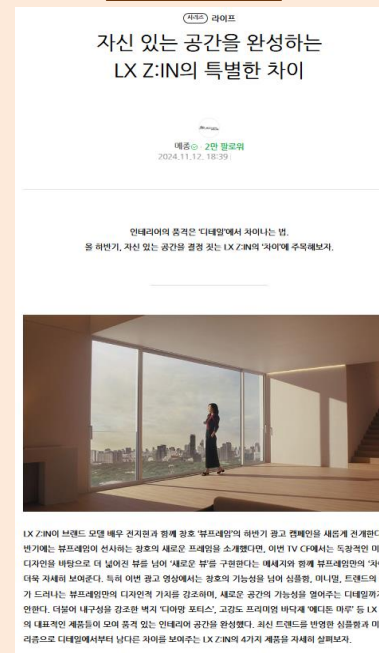
Magazine Advertorial



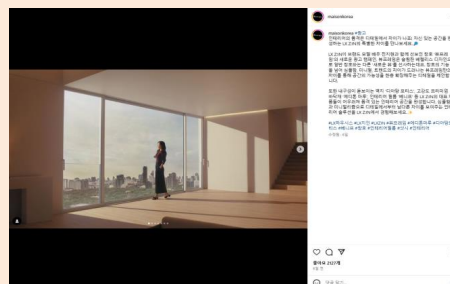
Image AD



Naver Post



Instagram



1 Advertise

1p 5,000,000KRW

2p 9,000,000KRW

2 Advertise + Instagram

+2,000,000KRW

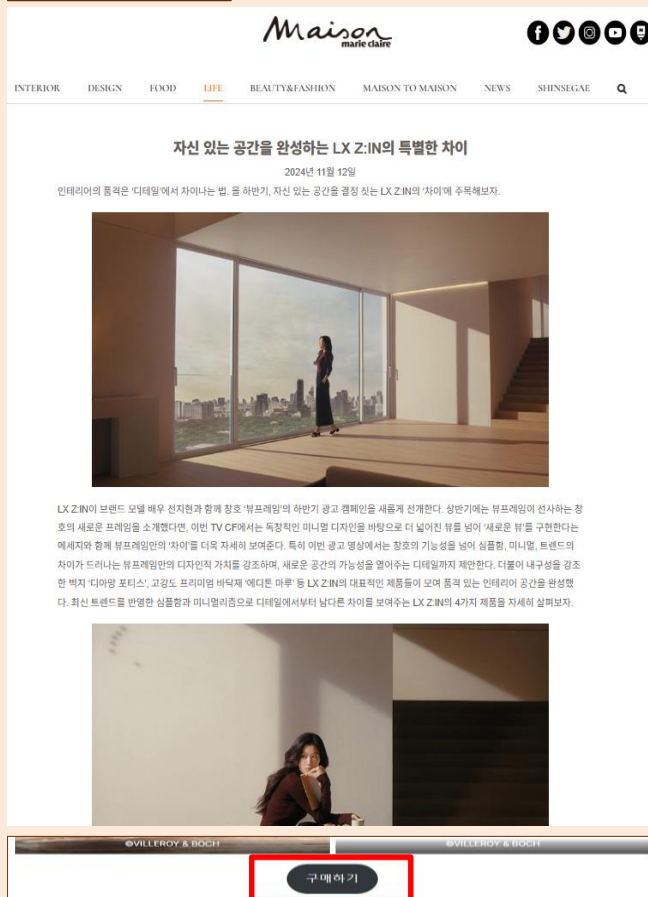
3 Advertise + Web article or Blog

+2,000,000KRW

4 Advertise + Magazine 1P
+3,000,000KRW

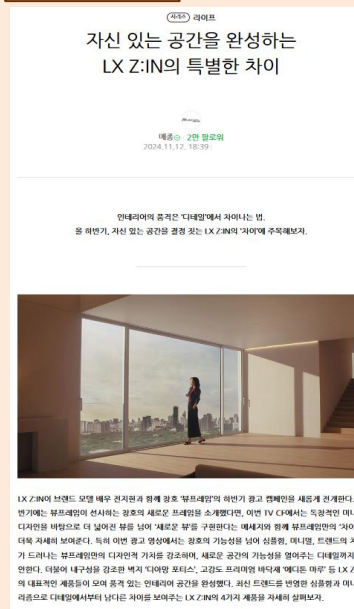
ADVERTISE PACKAGE2(Digital)

Web Advertisement



> Insert a 'landing button' in the article

Naver Post



인스타그램



1) Web Advertisement

1posting 4,000,000KRW

(Provided by the advertiser)

Including Brand Landing Channel

> Insert a "landing button" (e.g., Buy Now, SHOP)
within the web article to direct readers to the brand's channel.

Guaranteed traffic: 5,000 page views (PV)

> Provision of Results Report

2) 1 + Blog

5,000,000KRW

3) 2 + Instagram

6,000,000KRW

Tie-up Package (Magazine or Web)

Magazine Tie-up



Instagram



Naver Post



1 Tie-up

*Extra charges may apply by product

1P 6,000,000KRW

2P 10,000,000KRW

2 Tie-up+ Instagram

Tie-up+ 2,000,000KRW

3 Tie-up+ Web article

Tie-up+ 2,000,000KRW

4 Tie-up+ Image AD 1P

Tie-up+ 3,000,000KRW

Blog Package

Naver Post

자신 있는 공간을 완성하는
LX Z:IN의 특별한 차이

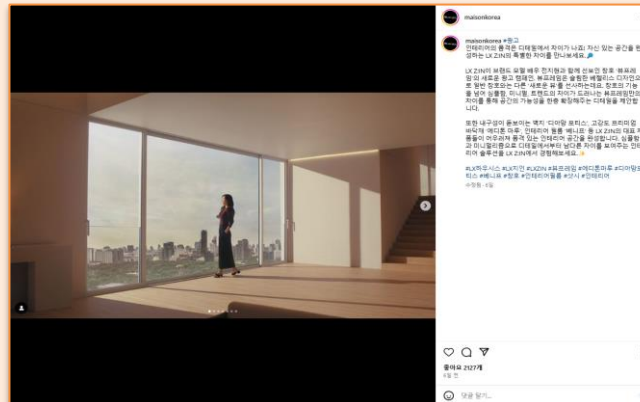
매종 2만 팔로워
2024.11.12. 18:39

인테리어의 품격은 '디테일'에서 차이 나는 법.
을 하변기. 자신 있는 공간을 결정 짓는 LX Z:IN의 '자이'에 주목해보자.



LX Z:IN이 브랜드 모델 배우 전지현과 함께 광고 캠페인을 새롭게 전개한다. 상반기에는 뷰프레이밍이 선사하는 창호의 새로운 프레임을 소개했다면, 이번 TV CF에서는 독창적인 미니멀 디자인을 바탕으로 더 넓어진 뷰를 넘어 '새로운 뷰'를 구현한다는 메시지와 함께 뷰프레이밍만의 '자이'를 더욱 자세히 보여준다. 특히 이번 광고 영상에서는 창호의 가능성을 넘어 심플함, 미니멀, 트렌드의 차이가 드러나는 뷰프레이밍만의 디자인적 가치를 강조하며, 새로운 공간의 가능성을 열어주는 디테일까지 제안한다. 더불어 내구성을 강조한 벽지 '디아망 포티스', 고강도 프리미엄 바닥재 '에디톤 마루' 등 LX Z:IN의 대표적인 제품들이 모여 품격 있는 인테리어 공간을 완성했다. 최신 트렌드를 반영한 심플함과 미니멀리즘으로 디테일에서부터 남다른 자이를 보여주는 LX Z:IN의 4가지 제품을 자세히 살펴보자.

Instagram

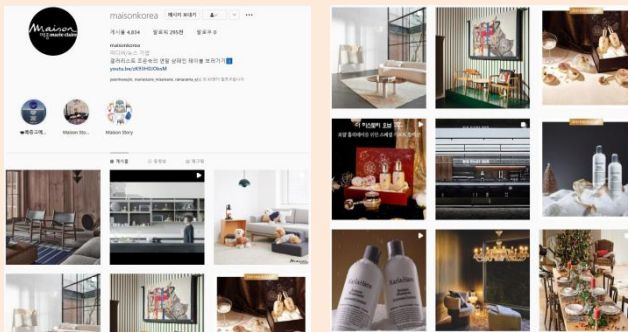


1 Blog
4,000,000KRW

2 Blog+Instagram
5,000,000KRW

3 Blog+Image AD 1P
8,000,000KRW

SNS Package



1 Instagram, Facebook Posting



INSTAGRAM

Followers count about 580,000

3,500,000KRW (Per time)



FACEBOOK

Followers count about 85,300

3,000,000KRW (Per time)

SNS Package

Instagram + Facebook

5,000,000KRW

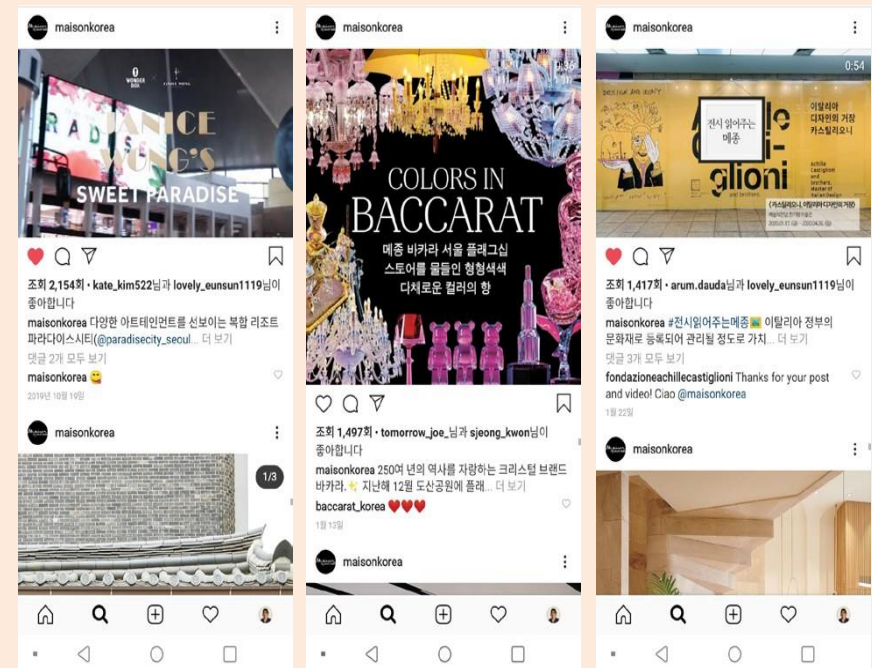
2 "MAISON-Y-Ganda." ("Maison is going.")

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 Grab attention with editor-shot camera techniques, capturing on-site interviews blended with music to enhance the sense of presence. Can be shared via Instagram Stories or live broadcasts

Viral Approximately 30-second video



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

*3,000,000 KRW will be added for production of the video team

*Secondary use requires consultation

VIDEO PRODUCTION PACKAGE

Video Production Package

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

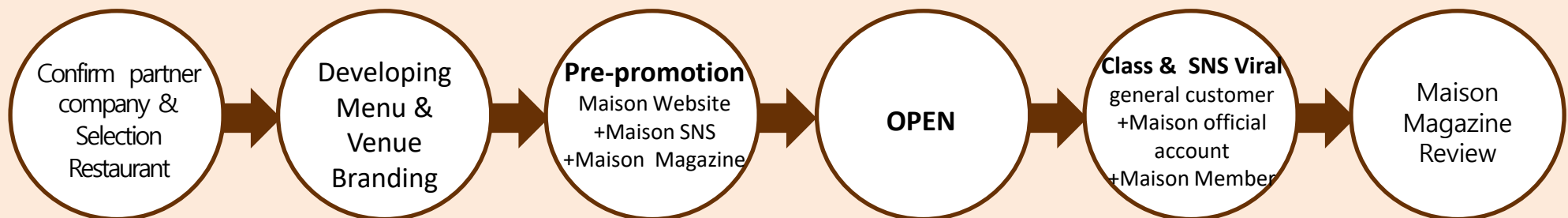
Price : Determined after consultation by campaign
(Available for annual contract)



OUTDOOR PACKAGE

Gourmet Festival

START



PARTICIPATION FEE

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

25,000,000KRW

35,000,000KRW

DESIGN COLLECTION BOOK



2025 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.)

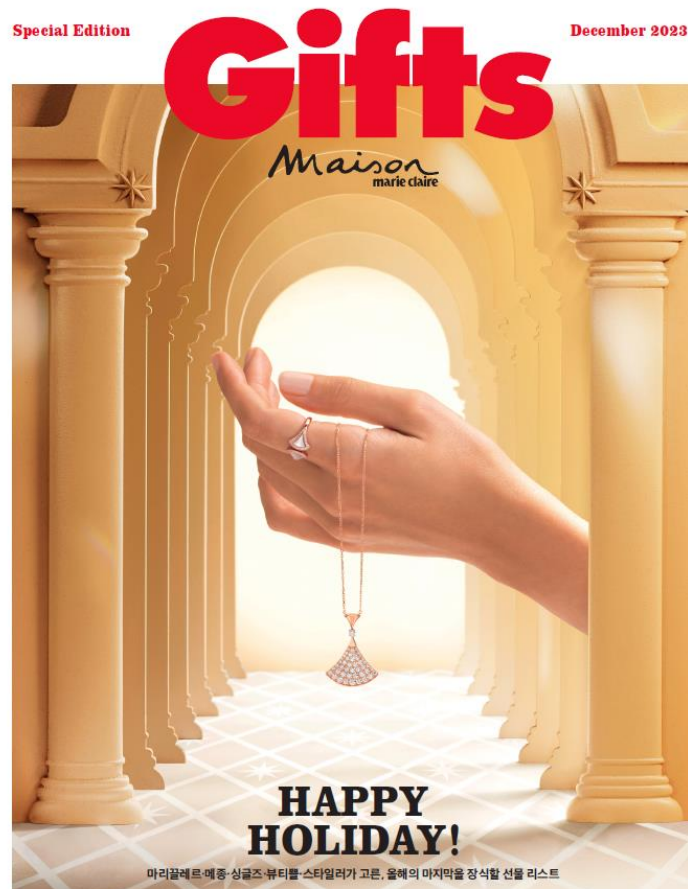
Design Collection Book

Magazine 2P+Blog+1 SNS(Instagram)posting

*Limited number of brands for oil-related campaigns, available upon consultation

10,000,000KRW

2025 GIFTS BOOK



2025 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

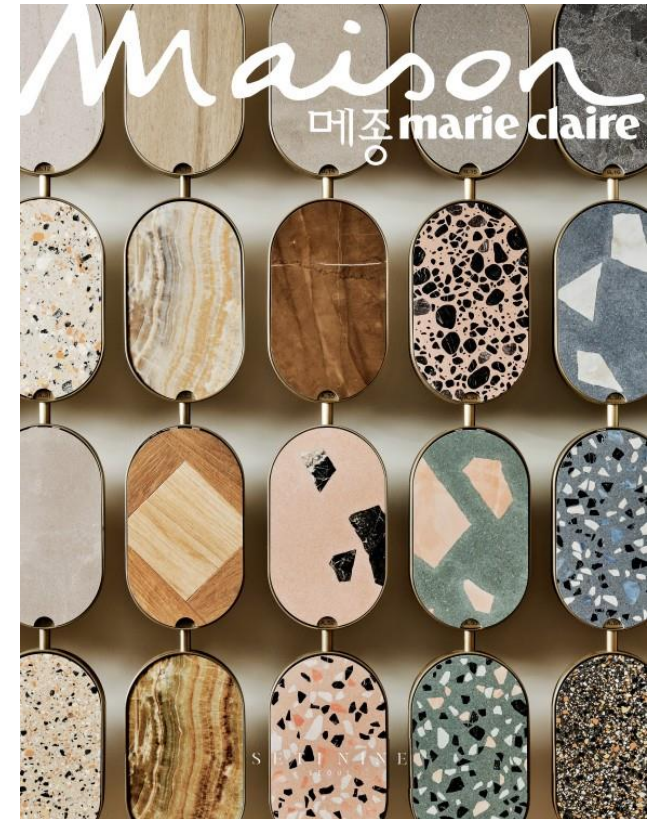
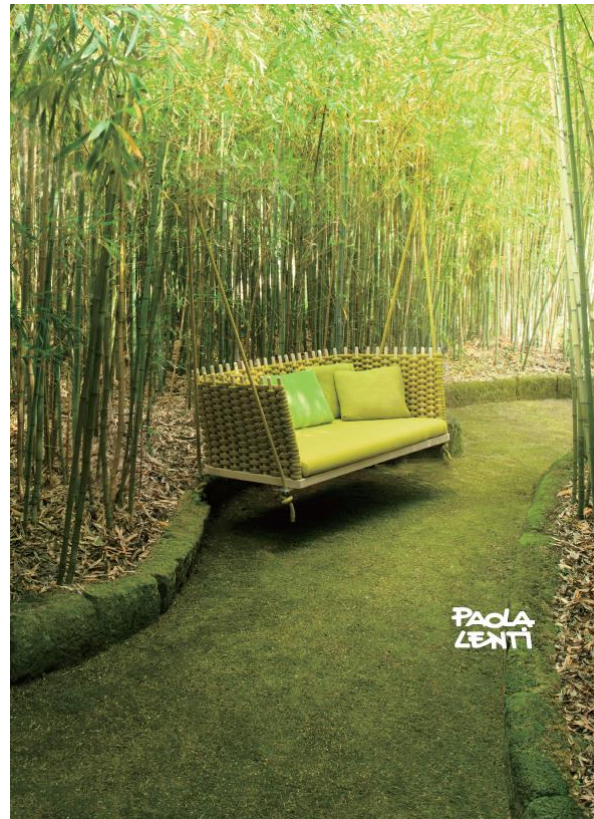
Integrated gifts book supplement 2p +

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

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

2025 COVER ADVERTISING



COVER Package

*Product shoot included (for beauty or small appliances; large items available at extra cost).

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

20,000,000KRW

2 Main Cover + Advertorial 2P + Web article
+ 1 SNS(Instagram) posting

25,000,000KRW

3 Main Cover + Advertorial 4P + Web article
+ 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 + Tie-up 2P	25,000,000
Main Cover + Tie-up 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
4 rd DPS	14,000,000
DPS Before T.O.C	12,000,000
T.O.C(Contents)	8,000,000
General Sheet 1p	5,000,000
General Sheet 2p	9,000,000
Tie-upl 1p	6,000,000
Tie-up 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

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

CONTACTS

MCK Publishing <MAISON>, THE BOOK COMPANY
Building 10th Floor,

226 Bongeunsa-ro, Gangnam-gu, Seoul, Republic of Korea (06135)

Main Number +82 2 3458 7345

SALES & MARKETING

Team Leader Bae Younghan

010 4735 4742 / 02 3458 7290 / nahani@mckorea.com

EVENT & INFLUENCER MARKETING

Team Leader Kang Minjung

010 5745 3001 / 02-3458-7331 / violetsuzy@mckorea.com

Assistant Manager Cho Seoyeon

010 6784 2013 / 02-3458-7354 / seoyeon0526@mckorea.com

Maison
marie claire

*Thank
you!*

