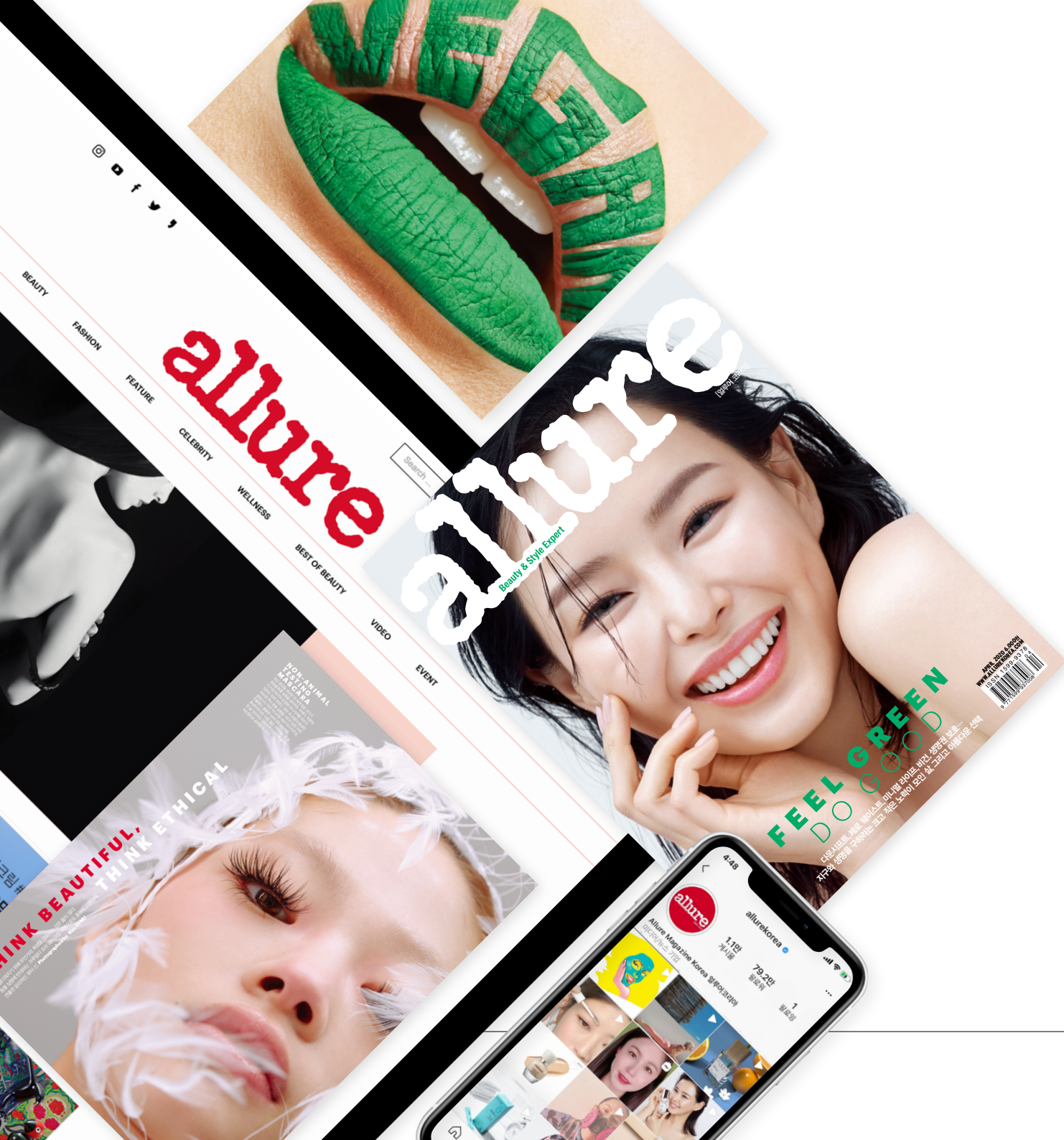


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allure

Beauty & Style Expert

[얼루어 코리아]



BEAUTY & STYLE EXPERT

Intelligent Women's Wise Choice

- LAUNCHING DATE | AUGUST 2003
- CONCEPT | BEAUTY & LIFESTYLE MAGAZINE
- TARGET READERS | 25-34 SINGLE WOMEN
- CIRCULATION | 75,000 COPIES

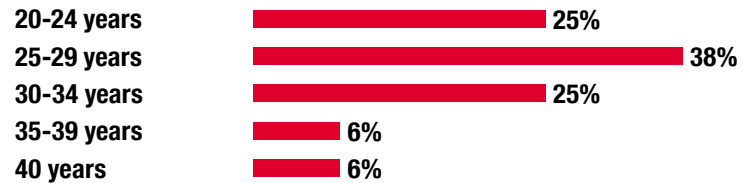
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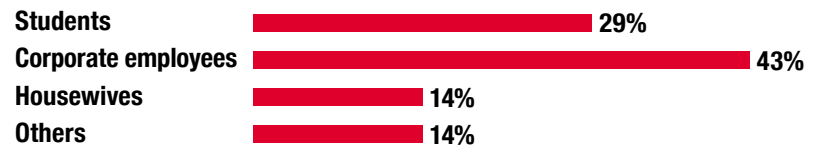
PRINT AUDIENCE

Audiences of Allure are in their late 20s,
working women with purchasing power.

AGE



OCCUPATION



MONTHLY HHI

Percentage of Allure audiences with average
monthly household income over 4 million won **73%**

* Source: Korea Media Index 2019

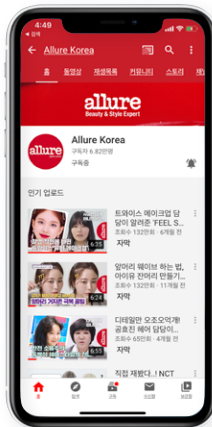
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MULTI-PLATFORM

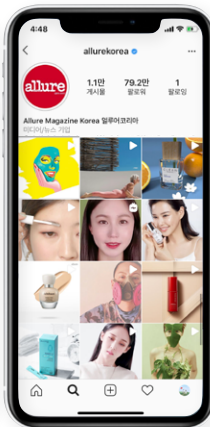
Allure has powerful influence as one media with multi-platform.



| PRINT MAGAZINE |



| YOUTUBE |



| INSTAGRAM |



| FACEBOOK |

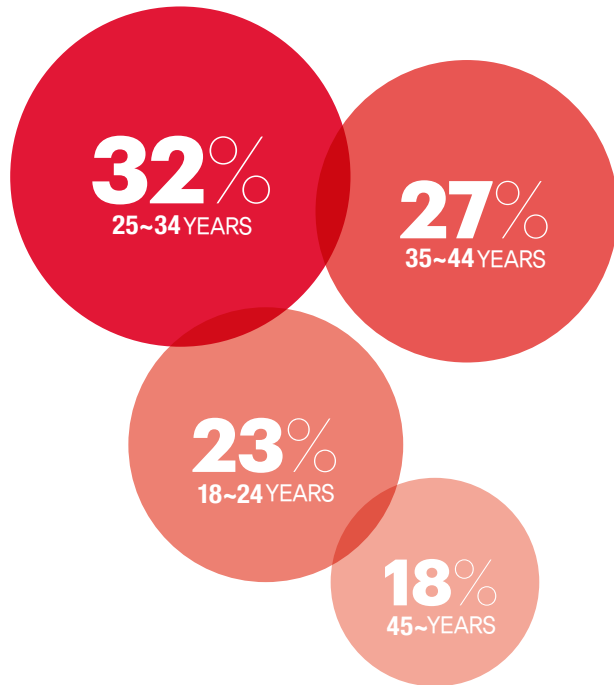


| WEB SITE |

WEBSITE

Allure.com provides Allure's unique contents by strengthening connections with SNS channels. Especially, Allure.com has UI/UX optimized for video to create an environment where audiences can immerse more on contents.

WEBSITE VISITORS



PAGE VIEW | 1,500,000

VISITOR | 570,000

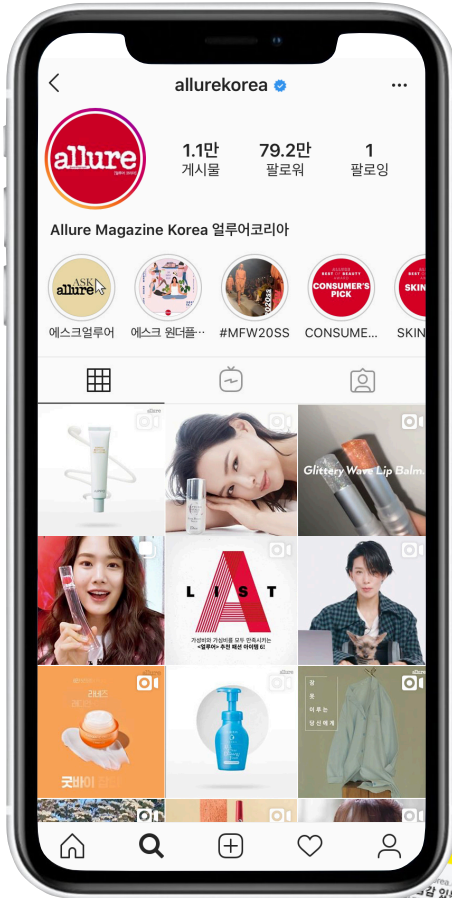
(a monthly average, 2020)

Source Google Analytics, 2020



SNS

Allure communicates with audiences in real time and suggests attractive events with practical tips about beauty and fashion products through SNS. Especially, Allure's YouTube channel continuously produces original contents suitable for platform to strengthen its influence as media.



INSTAGRAM

1,135,000 FOLLOWERS



FACEBOOK

708,700 FANS



KAKAO STORY + KAKAO PLUS

143,208 SUBSCRIBERS



YOUTUBE

144,000 SUBSCRIBERS

(February, 2022)

EVENTS

Allure provides opportunity for brands and audiences to meet together for a year with various themes such as environment, beauty, and wellness.

APRIL | GREEN CAMPAIGN



Eco-Friendly Campaign for sharing preciousness of environment and recommending eco lifestyle

SEPTEMBER | BEST OF BEAUTY AWARD



The fairest and most powerful Korean Beauty Award in 100% blind test

OCTOBER | BEST OF BEAUTY AWARD



Biggest Korean Beauty Festival with beauty brands and cosmetics lovers gathering together

NOVEMBER | WONDERFLOW FESTIVAL



Trendy Wellness Festival held under the slogan of Being Myself Joyfully

GREEN CAMPAIGN

Green Campaign suggests eco-friendly lifestyle and sustainable alluring life & environment.



More than
3,000 visitors

ALLURE GREEN CAMPAIGN

Event promotions with various brands for eco lifestyle.

Date | The end of April
Program | Eco-brand promotion, Event zone, Photo zone, etc
Donation | Green Korea United

BEST OF BEAUTY AWARD

Allure started Best of Beauty Award to provide accurate and reliable information about beauty products launched during the recent 1 year as a 'Beauty & Style Expert' in 2007. Allure Best of Beauty Award is the most influential Beauty Award in the beauty industry with its trustworthy research method which is renowned for 'Blind Test'.



FAIR PRODUCT SCREENING

- Blind test by 450 Allure Beauty testers
- Blind test by Allure beauty editors and 50 professional Hair/Makeup artists
- 'Award Winners and Editor's Pick' products are selected in more than 50 categories

BENEFITS OF SELECTED PRODUCTS

- Exposing products through various Allure channels such as Allure SNS, newspaper, website
- Using Award Winner/Editor's Pick logo as a marketing tool in commerce
- Guidelines on Best of Beauty Award Logo Usage shall be observed

BEAUTY FAIR

A place where beauty brands and Allure audiences meet together. The event expanded to the biggest Korean beauty festival by integrating online and offline fields.



More than
4,000 Visitors

ALLURE BEAUTY FAIR

More than 20 brands participate and share Fall and Winter beauty information and brand-new products. The result of <Best of Beauty> open to public for the first time.

Date | In late September or early October(TBD)

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WONDERFLOW FESTIVAL

In Wellness Festival, participants who are willing to invest for themselves experience yoga class, brands, and various events under the slogan of Being Myself Joyfully.



WONDERFLOW FESTIVAL

Program | Yoga class, Brand promotion, F&B, Photo zone, etc
Participants | 20-30 women with purchasing power
Number of participants for 2019 Wonderflow Festival | 1,023
Date | In November
Host | Allure Korea, JAI Yoga&Meditation

ALLURE
ADVERTISING RATE

ADVERTISING RATE

- PRINT

POSITION	RATE (KOREAN WON)
GATE FOLD	30,000,000
INSIDE FRONT COVER DOUBLE PAGE SPREAD	16,000,000
2nd DOUBLE PAGE SPREAD	15,000,000
3rd DOUBLE PAGE SPREAD	14,000,000
4th DOUBLE PAGE SPREAD	13,000,000
5th DOUBLE PAGE SPREAD	12,000,000
SINGLE PAGE FACING TOC	6,000,000
DOUBLE PAGE SPREAD AFTER TOC	11,600,000
SINGLE PAGE FACING MASTHEAD	5,500,000
DOUBLE PAGE SPREAD AFTER MASTHEAD	11,000,000
SINGLE PAGE FACING EDITOR'S NOTE	5,000,000
DOUBLE PAGE SPREAD AFTER EDITOR'S NOTE	10,000,000
SINGLE PAGE FACING CONTRIBUTOR	4,500,000

POSITION	RATE (KOREAN WON)
DOUBLE PAGE SPREAD AFTER CONTRIBUTOR	9,000,000
SINGLE PAGE FACING / MAIL	4,300,000
SINGLE PAGE FACING / ALLURE REPORTER	4,200,000
DOUBLE PAGE SPREAD AFTER / ALLURE REPORTER	8,400,000
SINGLE PAGE FACING BEAUTY	4,000,000
SINGLE PAGE FACING FASHION	3,800,000
SINGLE PAGE FACING HEALTH & FITNESS	3,300,000
DOUBLE PAGE SPREAD BEFORE THE WELL	6,000,000
SINGLE PAGE FACING THE WELL	3,000,000
SINGLE PAGE AFTER THE WELL	2,500,000
INSIDE BACK COVER SPREAD	8,000,000
INSIDE BACK COVER	4,500,000
OUTSIDE BACK COVER	18,000,000

SCHEDULE

BOOKING DEADLINE
THE 12th OF PREVIOUS MONTH

MATERIAL DEADLINE
THE 14th OF PREVIOUS MONTH

ON SALE DATE
THE 19th OF PREVIOUS MONTH

AD SPEC

SINGLE PAGE
TRIMMED SIZE / 210×275mm
INCLUDING BLEED / 216×281mm

AD DATA FTP

<http://doosan.webhard.co.kr>
ID & PW / alluread
7th FOLDER

ADVERTISING RATE

- DIGITAL

DISPLAY AD

DEVICE	SLOT	BANNER	SIZE	TYPE	PERIOD	UNIT PRICE(KRW)	E.CTR
MOBILE	MAIN/SUB	TOP BANNER	640*100	JPG/GIF	WITHIN PERIOD	7,000	0.10%
	MAIN/SUB	TOP BANNER-VIDEO	640*360	MOV/AVI/MP4		12,000	VTR : 0.50%
	MAIN/SUB	BILLBOARD BANNER	640*200	JPG/GIF		5,000	0.10%
	MAIN/SUB	MIDDLE BANNER	600*500	MOV/AVI/MP4		5,000	0.10%
	MAIN/SUB	MIDDLE BANNER-VIDEO	별도가이드	IMAGE		10,000	VTR : 2.0%
	MAIN/SUB	FOOTER BANNER	640*100	JPG/GIF		5,000	0.10%
DESKTOP	MAIN/SUB	TOP BANNER	970*90	JPG/GIF		7,000	0.10%
	MAIN/SUB	TOP BANNER-VIDEO	1600*900	MOV/AVI/MP4		12,000	VTR : 0.50%
	MAIN/SUB	BILLBOARD BANNER	970*250	JPG/GIF		5,000	0.30%
	MAIN/SUB	MIDDLE BANNER	930*180	JPG/GIF		5,000	0.10%
	MAIN/SUB	MIDDLE BANNER-VIDEO	1600*900	MOV/AVI/MP4		10,000	VTR : 2.0%

ADVERTISING RATE

- DIGITAL

SNS AD

DEVICE	POSITION	PERIOD	FOLLOWERS	UNIT PRICE (KRW)
ALLURE FACEBOOK	POSTING	1 TIME	FAN 750,000	3,500,000
ALLURE INSTAGRAM	POSTING	1 TIME	FAN 1100,000	4,000,000
FACEBOOK, INSTAGRAM	SPONSORED AD	TBD		TBD

ADVERTORIAL AD

PRODUCT	POSITION	Period	E. IMPS	UNIT PRICE (KRW)
ADVERTORIAL	ALLURE WEBSITE	1 TIME		3,500,000
ARTICLE THUMBNAIL	ALLURE WEBSITE	1 WEEK	3,000~5,000	2,000,000
OK CASHBAG APPLICATION	OK CASHBAG	1 WEEK	200,000	7,000,000

- * The above impressions are “estimated”, and may vary depending on the situation.
- * Banner position & AD spec guide: <http://adguide.doosanmagazine.kr/index.html>
- * Various package configurations are available. Please contact for further suggestions.

CONTACT POINT

ADVERTISING MANAGER

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