



2025 W KOREA MEDIA KIT



# The first edition of W Magazine in Asia, 〈W Korea〉

Since 2005, <W Korea> has had a reputation as the most luxurious and unique fashion magazine in Korea based on its innovative visuals on a considerable size of high-quality paper.



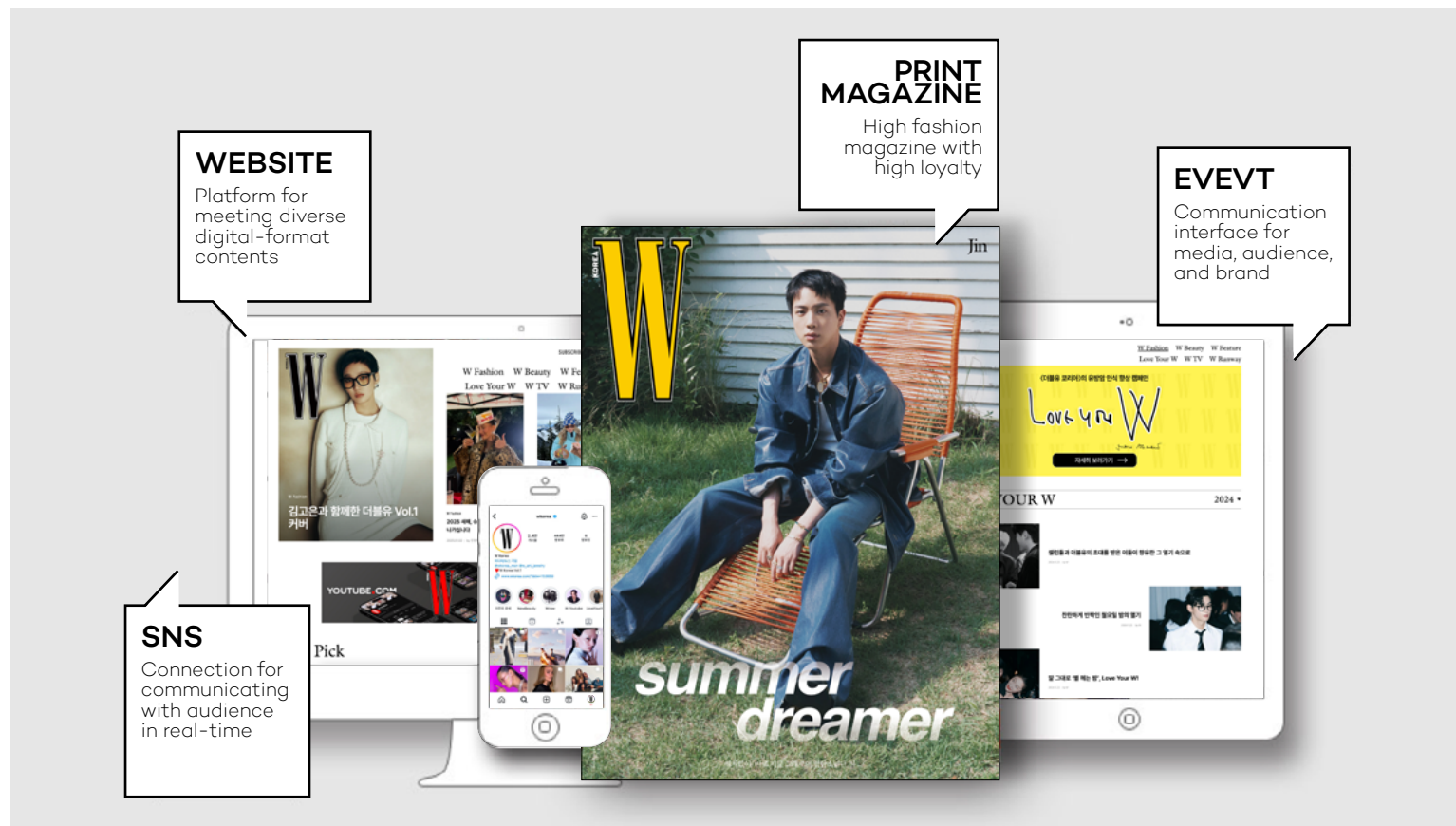
Launch : March 2005

Size : 254 × 330mm

On Sale Date : 19th of Each Month

# Powerful Media Influence of <W Korea>

<W Korea> provides communication in all directions  
by connecting premium print magazine, powerful digital platform, and online/offline events organically.

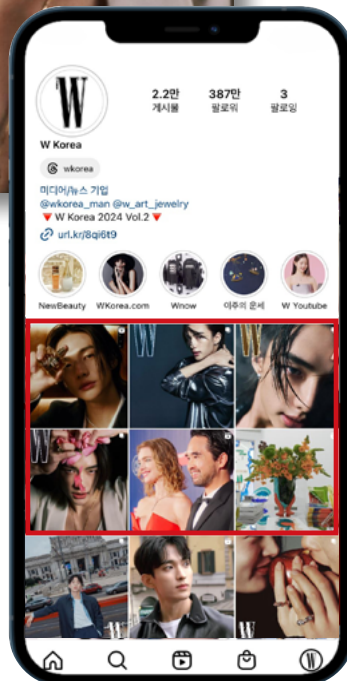
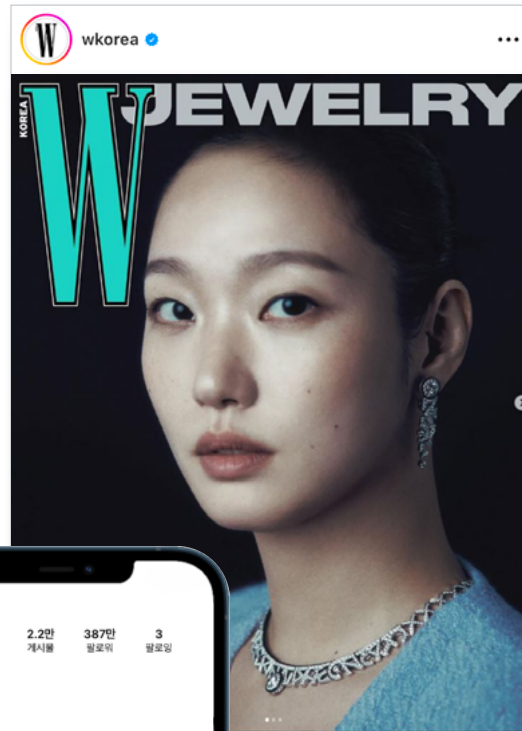




# Iconic Celebrity Content

<W Korea> sheds light on remarkable figures of contemporary over a broader spectrum with exceptional insight. From Jin of BTS, Jennie of Blackpink, Karina of Aespa, STRAY KIDS, Han Sohee, Kim Heeae and other K-Pop celebrities who recently shot covers of the <W Korea> and other iconic figures of various fields such as art, music, and sports represent the times of contemporary.





# Pioneer of Magazine's Digital Cover

With its unprecedented attempt in July 2021, <W Korea> created a new trend in the magazine industry, publishing an independent digital cover. <W Korea>'s forward-looking and flexible attitude has changed the media environment and provided a good reason for renowned brands to collaborate with.





## Man's Fashion Magazine 〈W Man〉

### Woman(W) and Man(M) issued separately

Since 2017

〈W Man〉 of the M logo that flipped the original W logo is independently published in March and September in line with the S/S and F/W seasons.

### Contents specialized for MAN

〈W Man〉 delivers fashion, beauty, lifestyle, and trend news with W's unique perspective on men's styles.

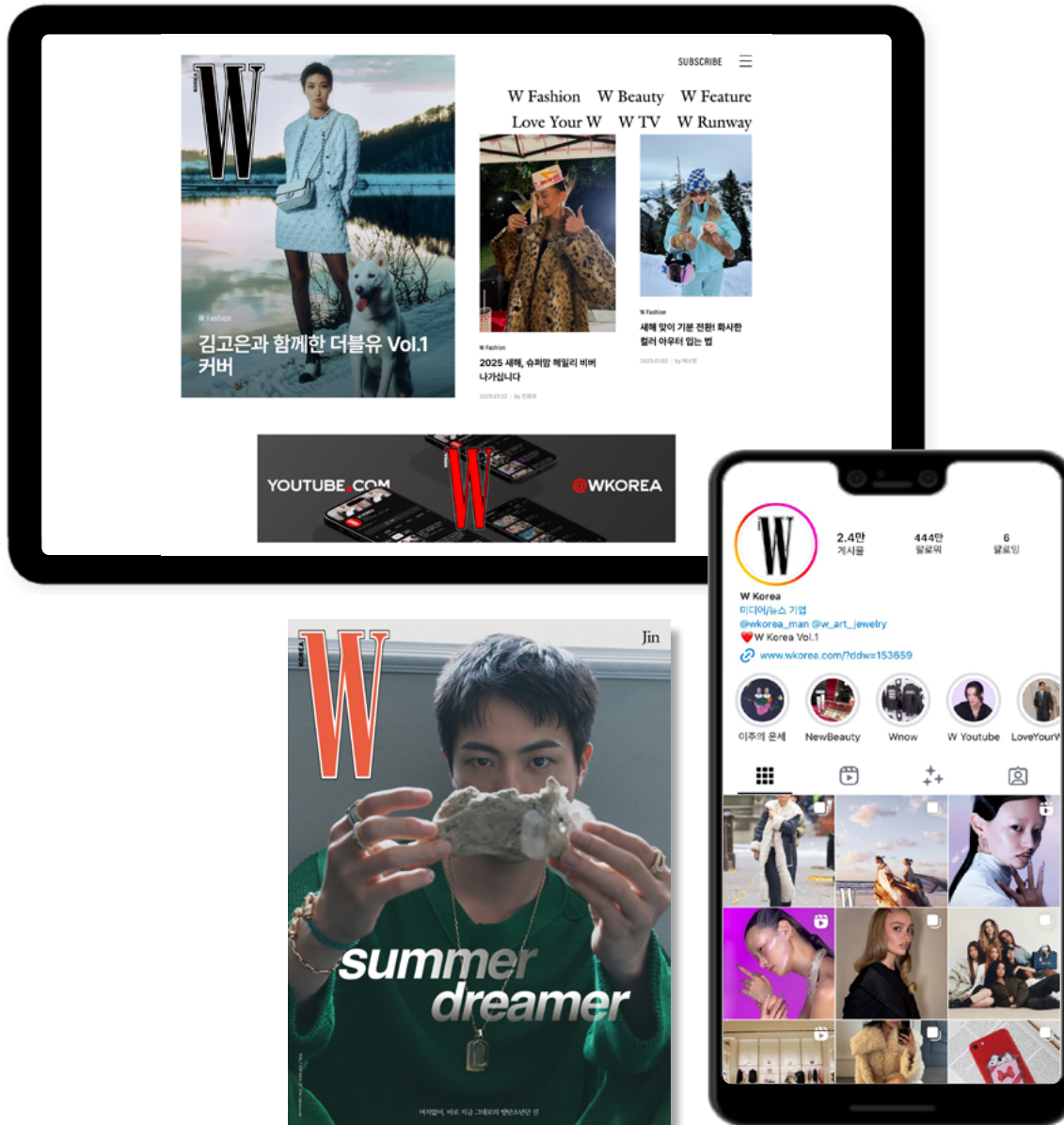
It offers richer attractions and entertainment to 〈W Korea〉 audiences, along with a dedicated Instagram account (@Wkorea\_man).

### Targeting women who are into borderless fashion!

Do not miss out on the recent influx of women looking for men's clothing drives the rise in sales of men's brands.

〈W Man〉 is not only for men, It's for everyone.





## Powerful and influential Digital channels

Digital platforms of <W Korea> have maintained their renowned reputation globally since the early stage.

Effective communication methods are applied through channels to optimize the spread of content.

# 7.6M+

Total Followers



\* INSTAGRAM ADDS UP THE MAIN ACCOUNT + MAN + ART & JEWELRY FOLLOWERS.

\* As of January 2025

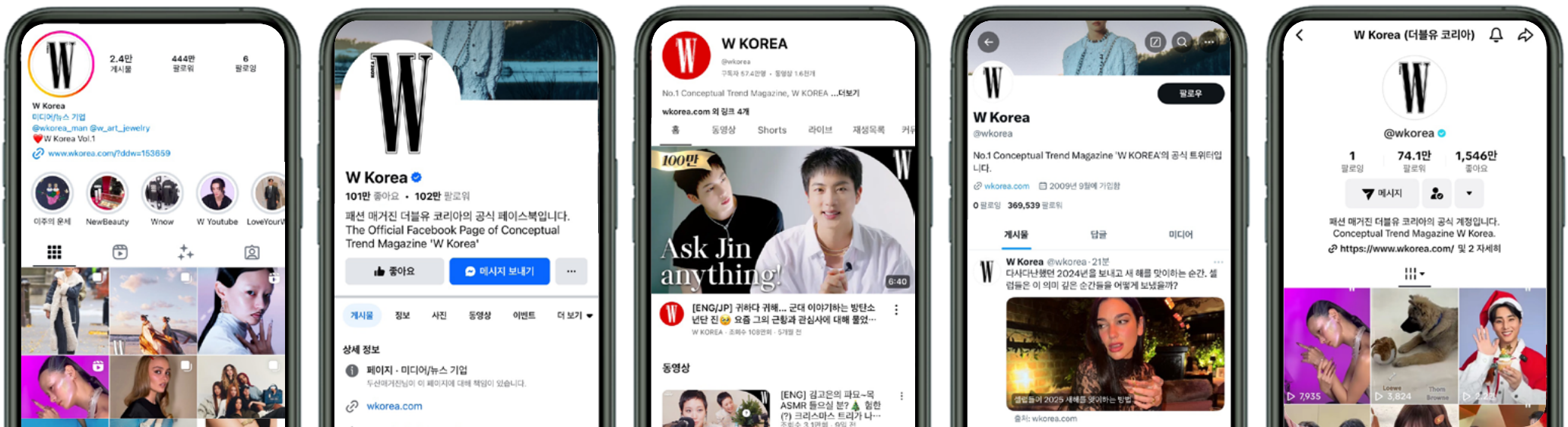


# No. 1 SNS platform with the most significant number of followers

<W Korea> has maintained a steady top position with its global audience at MZ's favorite channels.  
It is a very effective media platform for exposing brand issues targeting the MZ generation.

	INSTAGRAM	FACEBOOK	TWITTER	TIKTOK	YOUTUBE
<b>W Korea</b>	4.9M	1M	369K	716K	575K

\* AS OF JANUARY 2025

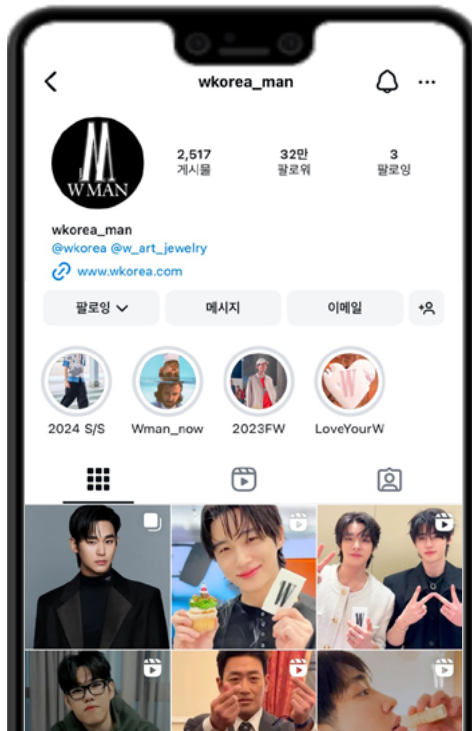




# Vertical platform

@wkorea\_man, @w\_art\_jewelry

〈W Korea〉 operates vertical platforms @w\_man and @w\_art+jewelry along with its main account.  
By expanding cultural content that encompasses a wide range of cultural areas,  
including men's fashion and style, art, and high jewelry,  
〈W Korea〉 communicates with global audiences and expands media influence.



@wkorea\_man

Man Style/ Fashion/ Culture

321K

FOLLOWERS

High efficiency

POINT

@w\_art\_jewelry

Art/ Culture/ High jewelry

103k

Majority is 2040 Audiences

GENDER  
COMPOSITION

62%

MAN

38%

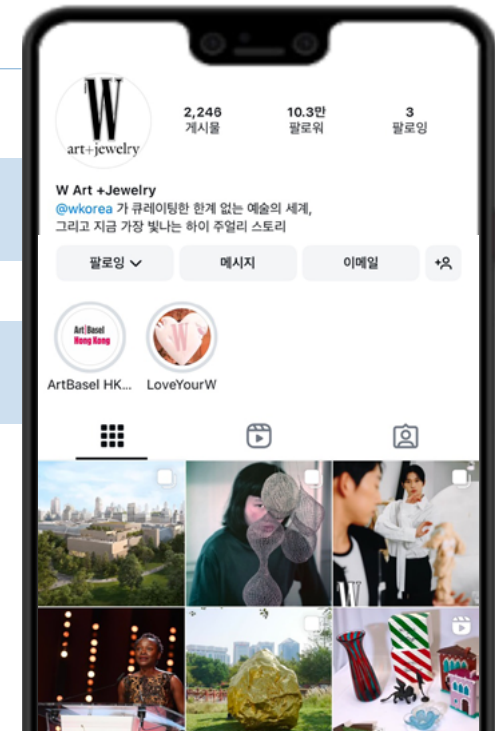
WOMAN

48%

MAN

52%

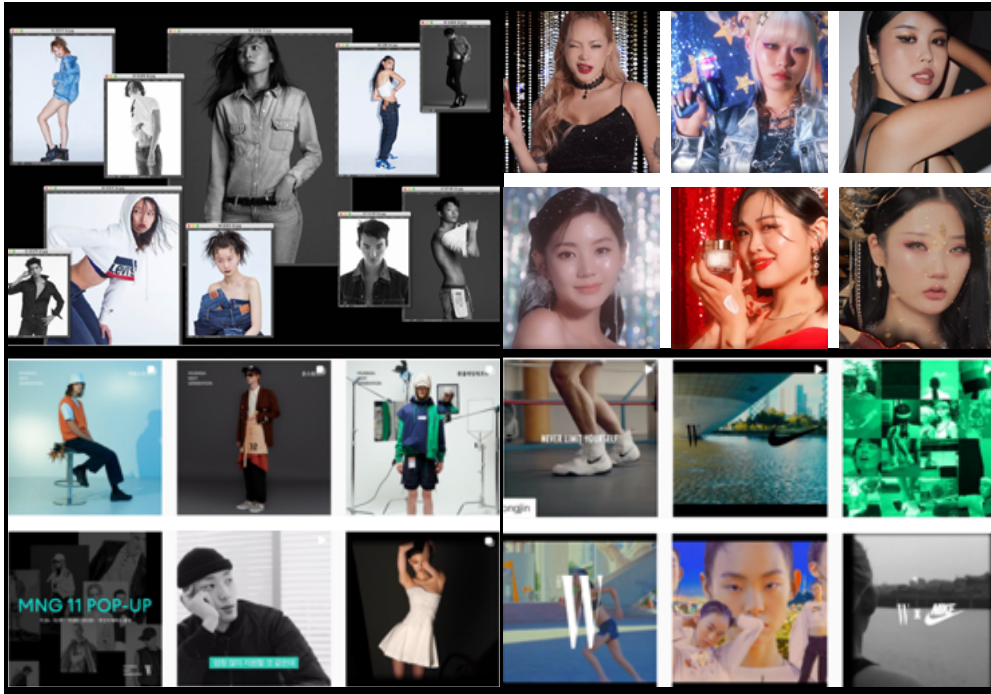
WOMAN



## Online Promotion

### SEARCH PROJECT

<W Korea> conducts various search projects with brands, such as finding a fresh face of the brand, beauty creators, young talented designers.



COLLABORATION BRAND:

LEVI'S, ESTEE LAUDER, DIOR COSMETICS, NARS, LAURA MERCIER, CHARLOTTE TILBURY, ETC.

## On/offline Promotion

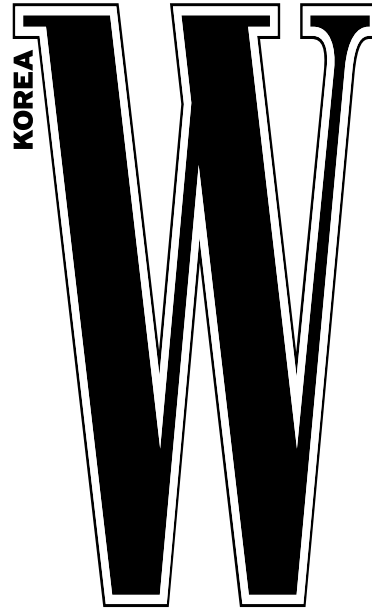
### LOVE YOUR W

"LOVE YOUR W" is a representative charity campaign of <W Korea> that has lasted for 18 years since 2006.

Numerous celebrities and support groups have been campaigning together to improve breast cancer awareness







THANK YOU!

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