

SEOUL

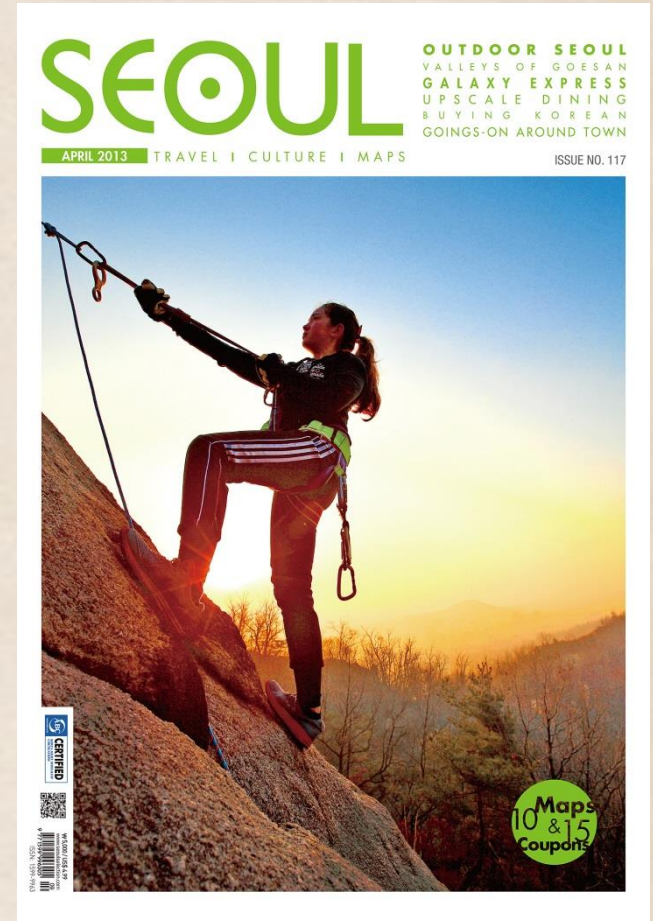
Monthly Magazine **SEOUL**
TRAVEL & CULTURE

Seoul Selection



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01 About SEOUL

A Magazine Name
SEOUL

B Publisher

Co-published by
Seoul Selection and
Seoul Metropolitan Government

C Details

Released monthly
Cost: 5,000 won a copy
Language: English
(for overseas tourists and
international residents of Korea)

D Publication goals

To promote Korean culture worldwide
by providing information on
tourism and culture to overseas
tourists and international residents
of Korea.

E Basic Information

Size: 260x380mm
Distribution: 15,000–20,000 copies
Page number: Around 50 pages

F Registration
with ABC



SEOUL is registered
with the Korea Audit
Bureau of Circulations.

02 Content

"The magazine is a fun read and makes for a nice souvenir to take back home as well. It has crisp and breathtaking pictures that entices a traveller."

A TRAVEL

SEOUL's travel section plays the role of guidebook better than any other magazine on the market by developing tourism content to spark the interest of overseas tourists and providing cultural information in an easy-to-understand way.



B LIVING

By providing information on food, fashion, shopping and leisure, our living and culture section helps international residents enjoy a richer experience in Korea.



C GOINGS ON AROUND TOWN

This section provides information on all sorts of events, performances, festival and exhibits in a convenient manner.



03 Maps and Online Content

www.seoulselection.com/seoul/

D MAPS & COUPONS

Practically a mini-guidebook, our Maps & Guides provides useful information on restaurants, clubs, museums and tourist destinations on a neighborhood-by-neighborhood basis.



E SEOUL WEEKLY

Sent out every Tuesday by email to 4,200 subscribers and posted online, this online newsletter provides information on the week's events and happenings in the foreign community. Events also posted to Facebook and Twitter.



F WEBSITE

Our online magazine provides useful information to overseas tourists and international residents, activates social networking and strengthens connections with our magazine.



04 Distribution

	Distribution Locations	
Hotels and Serviced Residences	W Hotel, Shilla Hotel, Seogyo Hotel, Grand & Coex Intercontinental Hotel, Park Hyatt Hotel, Imperial Palace Hotel, Somerset Palace, Marriott Executive Apartments, Renaissance Hotel, Ritz Carlton, Lotte City Hotel, Vabien Seoul, Vabien Suite, Fraser Place Central Seoul, Fraser Suites, Dragon Hill Lodge, Gogung Hotel, Best Western Hotel Kukdo, Biwon Guest House, Hostel Korea, Lim's House, Holiday Inn, Travelers' A Hostel, Doulos Hotel, Lexington Hotel, Riviera Hotel, Seoul Residence, Grand Ambassador Hotel, Ibis Ambassador Hotel, Ibis Ambassador Seoul, Hotel Queen Incheon Airport, Koreana Hotel, Hotel Sunbee, Hotel Prima Seoul, Astoria Hotel, Hillside, Hotel Sevilla Incheon Airport, Blu Guest House, Hong Guesthouse, Sophia Guesthouse, Bukchon Guesthouse, CO-OP Residence, Petra Hotel, Banana Backpackers, Seoul Backpackers, Tea Guest House, Yeha Guest House, Banyan Tree, Namsan Guest House, Seoul Guesthouse, etc.	Local
Major Cafes	Starbucks(400 shops), Angel-in-Us(350 shops), Nescafe(70 shops)	Local
Overseas Cultural Centers	New York, Los Angeles, Beijing, Shanghai, Tokyo, Osaka, Argentina, United Kingdom, Argentina, Germany, Russia, Paris, Vietnam, etc.	Overseas
Bookstores	Kyobo Bookstore, Youngpoong Bookstore, Bandi & Luni's (Jonggak, COEX Mall), GS Books (Incheon Airport), Seoul Selection Bookshop, Song-In Books	Local
Foreign Community	US Chamber of Commerce, UK, Chamber of Commerce, Canada Chamber of Commerce, Seoul Club, Seoul Foreign School, Seoul International School, Seoul Academy International School, Yongsan International School, Chung Dahm language academies, Pagoda language academies, Hackers Academia, SIWA, AWC, KOTRA ISC, etc.	Local
Tourist Information Centers	Incheon International Airport, Gimpo Airport, Insa-dong, Itaewon, Hongik University area, Myeong-dong, Gwanghwamun, Namdaemun, Jamsil, Samcheong-dong, etc.	Local

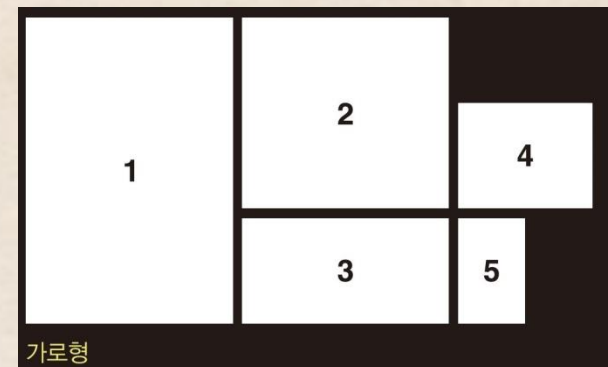
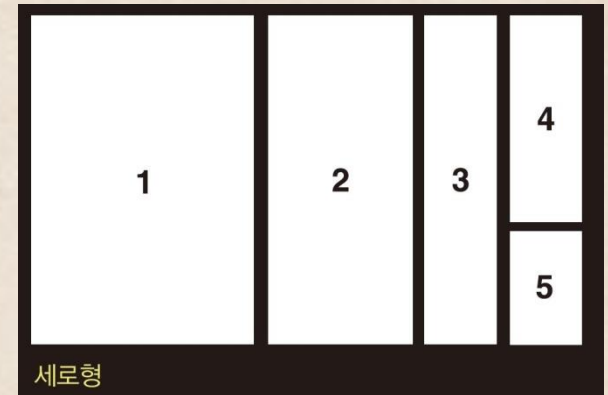
	Distribution Locations	
Educational Institutions	Hanyang University's International Cooperation Office, Asia Pacific International School, Korea Kent Foreign School, Seoul Foreign School, Seoul International School, Namsan International School, Seoul Academy International School, Yongsan International School, Korea International School, Korea International Christian School, Seoul Global Village Center (Seorae Village, Itaewon, Yeonnam, Ichon, Yeoksam), National Institute for International Education, Ganada language academies, Seoul Korean Language Academy, Chung Dahm language academies, Hackers Academia, Pagoda language academies, Jogyesa Temple, Templestay Program, Mrs. Higgins, KOTRA ISC, USO, etc.	Local
Restaurant	Many restaurants in districts frequented by international residents (Itaewon, Hannam-dong, Gangnam, Gwanghwamun), including Bärlin, Le Saint-Ex, 3 Alley Pub, Buddha's Belly, Sortino's, Tomatillo, Haecheon, Sosonjae, Sujji's, Gecko's Garden, Moghul	Local
Fashion & Beauty	Hair & Joy, TONI & GUY, Zen Hair Salon, Park Jun Beauty Lab, etc.	Local
Hospitals & Clinics	Imperial Palace Hotel Medical Center Dentistry, M Athletic Square, Jaseng Hospital of Oriental Medicine, IP&I, NY Wholistic Care, Migreen Oriental Medical Clinic, Hu Care, Gangnam Severance Hospital	Local
Cultural Spaces	Seoul Dream Forest Art Center, Gallery K.O.N.G., Cheongwadae Sarangchae, Touch Art Gallery, National Gugak Center, Seoul Partners House, Boryeong Mud Festival, Chongdong Theater, Korea Foundation Cultural Center, NANTA, Korea House, etc.	Local
Others	Relocation companies (Asian Tigers Relocation, Allied Pickford, Ilyang Move One), hospitals (Imperial Palace Hotel Medical Square, Jaseng Oriental Medicine Hospital, Gangnam Severance Hospital) and about 20 real estate agencies (in the Hannam-dong and Seongbok-dong areas) specializing in international residents.	Local



05 Advertising Rates

No-haggle pricing

No	Type	SIZE(in mm)	Ad Location	Price in Korean won
1	1p	260 × 380	Back Cover	₩6,000,000
			Center pages double page spread	₩5,000,000
			Inside front cover	₩3,700,000
			Inside back & front facing cover	₩3,500,000
			The last page	₩3,000,000
			Facing contents page	₩2,500,000
			Inside Page	₩2,200,000
2	2/3p	173 × 380 / 260 × 253	Inside Page	₩1,200,000
3	1/3p	86 × 380 / 260 × 126	Inside Page	₩600,000
4	2/9p	86 × 253 / 173 × 126	Community page, Goings on Around town page	₩400,000
5	1/9P	86 × 126		₩250,000
	Coupons	60 × 26		₩100,000
	Banner in Maps	Type A (40 × 15)		₩100,000
		Type B (40 × 30)		₩150,000



* Advertorials are 1.5 times greater than the listed advertisement price.

06 Online Advertising Rates

www.seoulselection.com/magazine

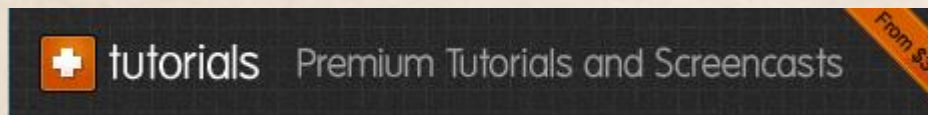
No	SIZE(in mm)	Ad Location	Price in Korean won
1	726 x 88	1 ST banner below the menu	₩3,000,000
2	726 x 88	2 nd banner below the menu	₩2,500,000
3	466 x 58	Banner right of the title	₩2,000,000
4	640 x 125	Bottom banner	₩1,000,000
5	125 x 125	Right Sidebar Box	₩1,000,000
6	125 x 125	Ads inside articles	₩500,000

* Ad examples

1, 2, 4



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