

wedding 21

PRINT & DIGITAL

A woman in a wedding dress is sitting in the back of a car, looking out the window. The image is in a muted, monochromatic color scheme. The text is overlaid on the image.

All about wedding

wedding21

Only Wedding Culture Magazine in Korea
with 23 Years of History

HISTORY



“Let’s talk about the 21st century wedding”

First published in March 1999 with the famous actress Lee Na Young on the cover. Sensation with wedding photo shoot of top star Kim Hee Sun.

1999.03



“Let’s talk about the 21st century wedding”

As the main organizer of “Dokdo Wedding campaign”, Wedding21 left important mark on every scene of the campaign.

2006.05

Top celebrity Kim Sarang, Lee Yo Won, Kim So Yeon.



Appeared on the magazine with the sensational wedding photos.

2000



Launch of Wedding21 News

Recognized as the wedding portal site to service various news.

2009

Celebrating the 10th anniversary “US Edition” has launched.

Distributed over the major US cities including LA & New York.

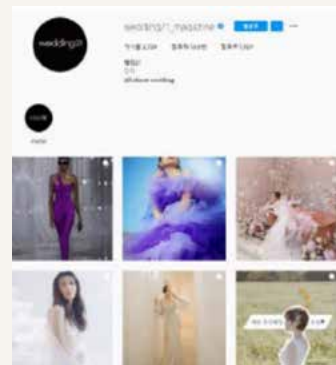
2008.05



Launch of Wedding21 Official supporters “Wedding Friends”

Popular as wedding magazine where readers can participated in various activities.

2013



Official Instagram open

Various contents open to public such as easy-to-access wedding photos, card news and more. Reached 10,000 followers.

2014

2018.03

19th Anniversary Wedding Party “A FANTASTIC WEDDING DAY”

From wedding bazaar, auction of collections to demonstration of traditional weddings, a party of 300 prospective couples participated.



Renewal of the Wedding21 magazine

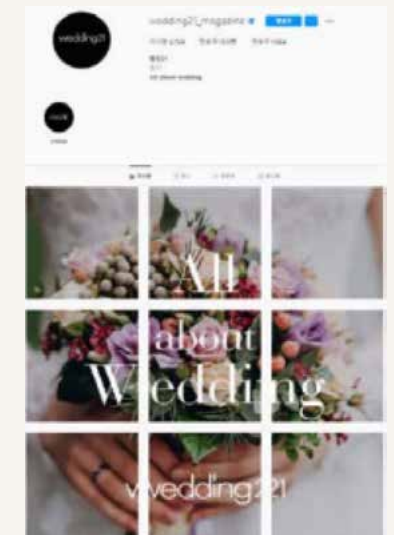
With new visuals, live feature articles, real wedding stories, Wedding21 freshened up as exclusive wedding magazine.

2021.10

2022.04

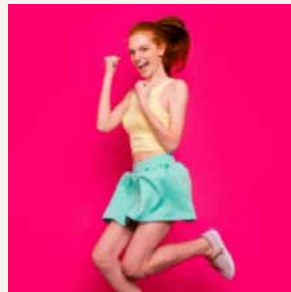
Renewal of the Wedding21 official Instagram

Under the slogan "All about wedding," Instagram freshened up as a digital platform that offers everything about wedding.



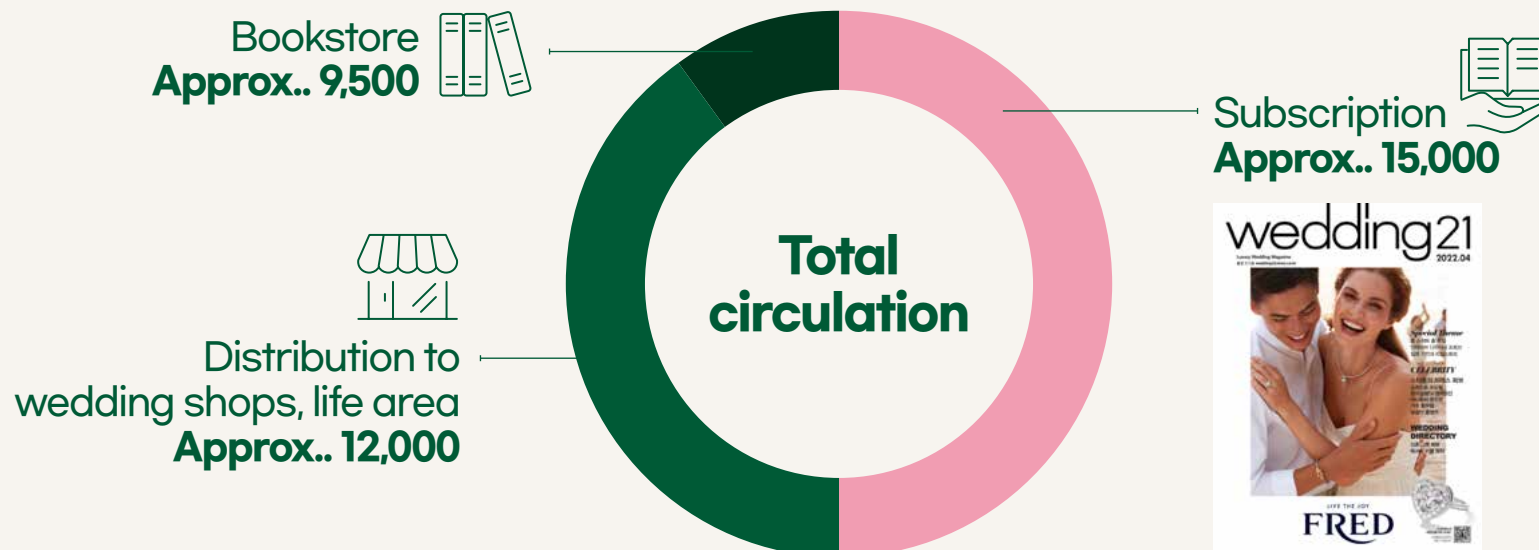
TARGET

The readers of “Wedding 21”
are the **trendsetters**
to lead a **unique wedding culture**
and enjoy it themselves.



Monthly circulation approximately **36,000** copies

Approximately **40% of all sales** are made through **regular subscription**.
The rest are distributed to major online and offline bookstores in Korea.



Best marketing tool to target the real consumers.

More than 90% of the readers, aged **2539 woman** wedding, fashion, beauty and lifestyle brands.



PRINT

COVER

WEDDING21 provides brands with various planned / dress pictorials where veteran wedding photographers and designers collaborate and which can be on the magazine cover.



LOOKBOOK

Top wedding experts create high-quality pictorials with diversity.



CELEBRITY

Brand can be the part of the celebrity wedding pictorial with the hottest stars.



AD

Brand can expect more effective advertising results through the AD.



CONTENTS

Opening Sections present various trendy contents.
They provide practical information about wedding and broad cultural sectors.



WEDDING

- | High-quality pictorials that show all about wedding trends from dresses, studios to jewelry.
- | Curations by wedding editors with an excellent eye provide practical wedding information



BEAUTY&FASHION

- | In-depth coverage and trend information on global fashion & designer brands information.
- | Reliable articles on high-end watches and jewelry based on professional knowledge and reporting know-how.



FEATURES

- | Introduce significant figure to meet the interest from the consumers.
- | Fresh and exciting articles which suggest the trends about wedding & Life in general.



LIFE STYLE

- | Latest trends to lead your life to a rich lifestyle.
- | Focusing on before or after marriage, provides readers with featured articles helping them to seek a happy lifestyle.

AD RATES

COVER	AD UNIT	RATE
FRONT COVER +COVERSTORY	-	25,000,000
BACK COVER	1p	15,000,000
GATE FOLDER	4p	24,000,000
1ST SPECIAL DOUBLE PAGE SPREAD (DPS)	2p	16,000,000
INSIDE BACK COVER DPS	2p	12,000,000
INSIDE BACK COVER SINGLE	1p	8,000,000

PREMIUM	AD UNIT	RATE
2nd SPECIAL DPS	2p	12,000,000
3rd SPECIAL DPS	2p	11,000,000
SPECIAL COUBPE PAGE SPREAD BEFORE CONTENTS	2p	9,000,000
1st SINGLE PAGE BEFORE CONTENTS	1p	7,000,000
CONTENTS SINGLE PAGE	1p	5,000,000

INSIDE	AD UNIT	RATE
SINGLE PAGE FACING ARTICLE	1p	3,000,000
DOUBLE PAGE SPREATED (DPS)	2p	6,000,000
ADVERTORIAL	1p	2,000,000

FREQUENCY monthly
CIRCULATION 36,000 copies/month
SIZE 227mm x 295mm
ON-SALE DATE 29th of previous month
MATERIAL DEDLINE 16th of previous month

DIGITAL

WEDDING21 DIGITAL BOARD

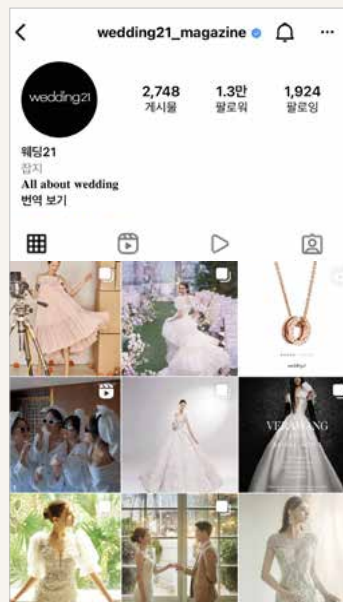


INSTAGRAM

@ WEDDING21_MAGAZINE

Follower 1.4 m

The social channel to get WEDDING21 news in the fastest way
From feeds, stories, reels, brand news, event sketches various contents for daily update.



Feed



Posting



Reels



Story

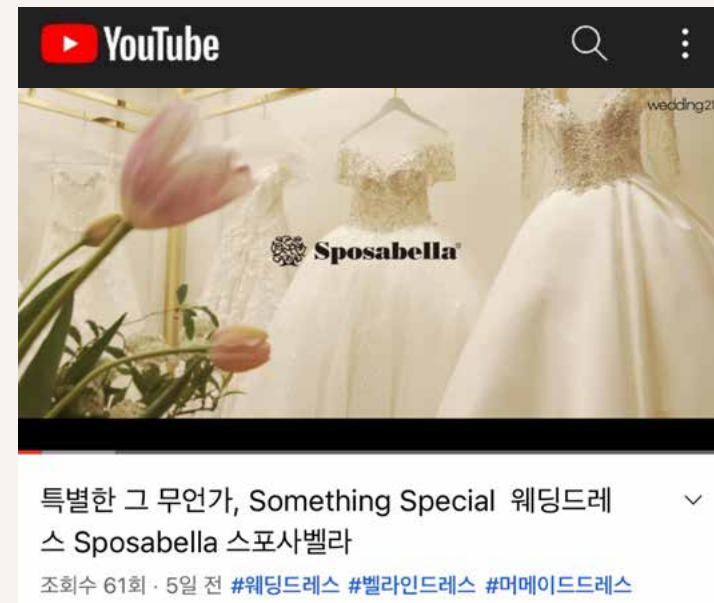
YOUTUBE

wedding21 Magazine

From brand ads, sketch films, campaign videos,
social channel where various contents are released.



Brand ads



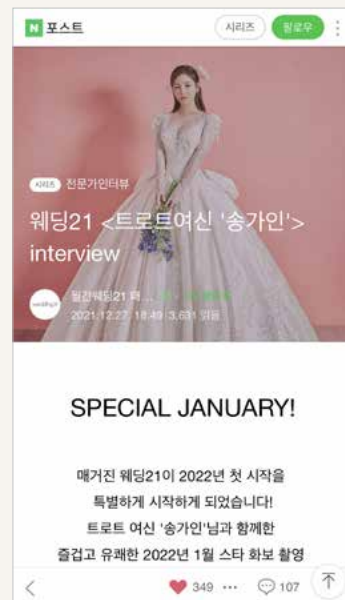
Sketch film

NAVER POST

@ WEDDING21_MAGAZINE

Follower 1.4 m

Korea's representative portal site Naver's official WEDDING21 post account.
It delivers brand and wedding content in detail.



Pictorial / Interview



Brand



Behinds contents

WEDDING 21 NEWS

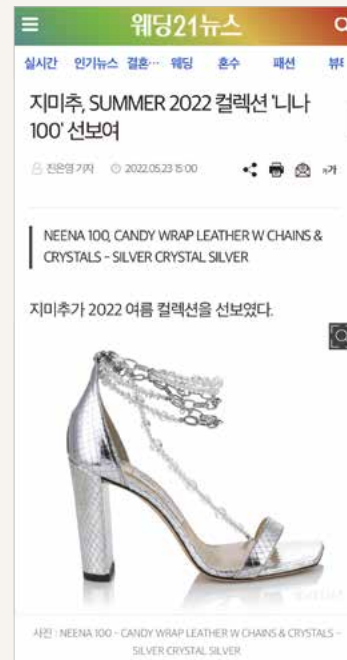
wedding21news.co.kr

PV 25,000 /day | Partner Total PV 900,000 /month

Wedding life related Internet news channels run by wedding21.

Brand can be expose to a wide range of target audiences.

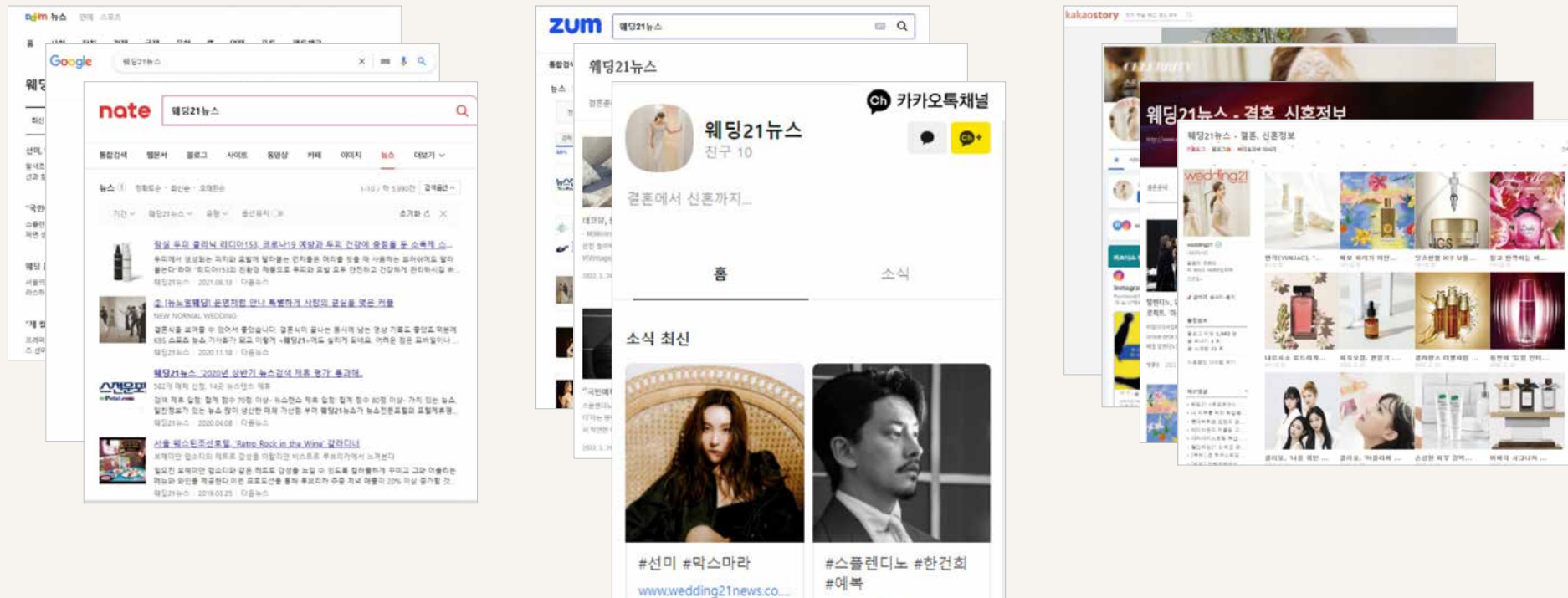
Also it conveys a variety of news related to fashion, beauty, living, life, culture, art, entertainment, pregnancy, parenting, etc. It delivers brand and wedding content in detail.



WEDDING 21 NEWS

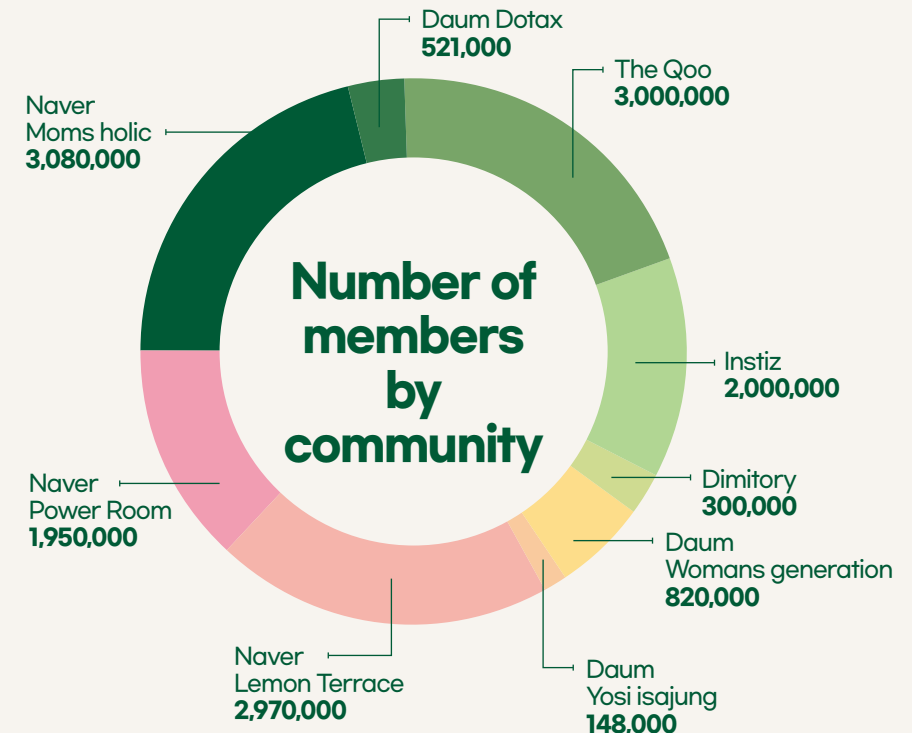
wedding21news.co.kr

“Wedding 21 News” coverage is also posted on the following channels: Daum news
Daum “My news” / NewsPICK / Naver Post / Naver Blog / T-Story / Kakao Story
Google News Search / Daum News Search / Nate News Search / Zoom News Search.



VIRAL MARKETING

Viral marketing proceeded to the large, trend-driven communities
WEDDING21 can spread the content to the mass communities by using
posting, photos, and videos. It's a product that can maximize keyword marketing.



Viral marketing case study

"Black Dress" viral contents reached more than **140,000 VIEW** only in Instiz community

Related brands to be exposed to the mass at maximum

DIGITAL AD RATES

Digital branding package provided ash the benefits of Wedding21 Magazine brand ads

MEDIA	AD	UNIT	RATE	REMARKS
Instagram	Feed Posting	2	1,000,000	
	Story	1		
	Highlight	1		
	Reels	1		
Naver Post	Posting	1	1,000,000	
Naver Blog	Posting	1		
Facebook	Posting	1		
Wedding21 News	Articles	1		
Wedding2 You tube	Brand Ad Posting	1	Cost negotiable	
	Branded Contents	1	Cost negotiable	production cost not included
	Brand PPL	1	Cost negotiable	
Viral Marketing	5 major community viral marketing	1	1,000,000	

END