

Maison
메종 **marie claire**

MEDIA KIT



World's Best Lifestyle Magazine <Maison>

<Maison> was first launched as <La Maison de Marie Claire> in 1967 by the French-based international publisher, Groupe Marie Claire, whose most celebrated publication is <Marie Claire>.

<Maison> has dedicated itself in covering lifestyle insights that touch our day to day lives. Every month 140,000 copies of <Maison> are printed in France with its annual readership recording 2,760,000. Among many quality lifestyle magazines published in France, <Maison> distinguishes itself by the highest circulation. <Maison> is now published in four more countries including Italy, Korea, China, and Turkey.

the only international lifestyle magazine in Korea <Maison>

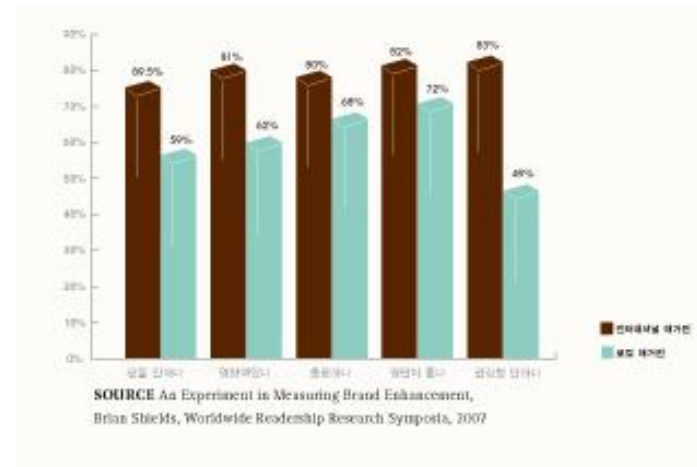
the very first international lifestyle magazine in Korea

<Maison> was launched in Korea in November 1994 as the first international lifestyle magazine. Packed with original and trendy style ideas and practical tips, <Maison> has been leading lifestyle trends in Korea for the past 15 years. In <Maison> readers find trendsetting deco photos, must-have fashion and beauty information, essential shopping items, global trend news as well as great weekend ideas. In addition to the crucial lifestyle information, <Maison> invigorates readers' creative senses to make life more stylish.

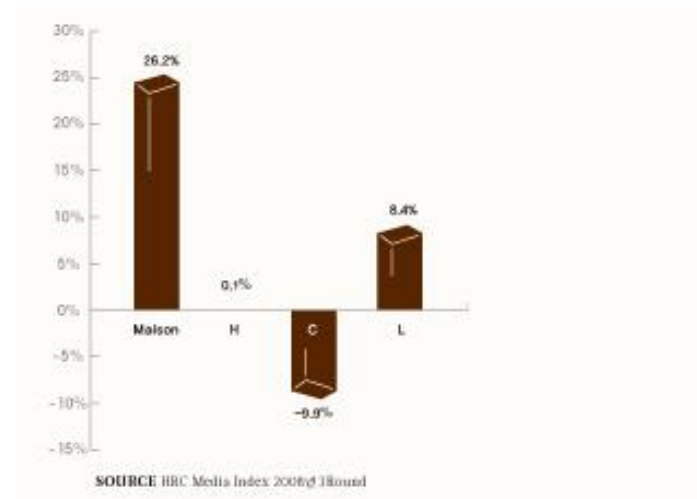
MCK Publishing, the lifestyle leader

MCK Publishing, the publisher of <Maison> and <Marie Claire>, in 2007 formed a joint venture with The Book Company, founded by three female editors in March 2004. With the successful launching of the magazine 'Singles' The Book Company has become the center of attention in the publishing circles. The Book Company's expertise and passion in magazine making will be poured into the making of <Maison> through more improved editorial and aggressive marketing.

readers' trust comparison between local and int'l titles



increase rate of readership (vs. 2008_2R)



Since its first issue in 1994, <Maison> has never stopped to grow in terms of readership as well as circulation. Recent research result shows that <Maison> is the fastest growing magazine in the lifestyle magazine category.

<Maison > is all about 'Home'

Home is where our heart is.

Home is the stage where the family life happens.

Home is where we feel content, comfortable and happy.

<Maison> provides fresh perspectives and ideas for beautiful home styling and better home life.

<Maison> presents inspirational yet accessible lifestyle information on home interior, food, fashion, beauty, and shopping.





“Make Your Life Stylish”

Korean women are changing. Their interests are not limited to fashion, beauty and food but expanded to interior and home décor. They pursue better lifestyle as they believe the lifestyle they lead describes who they are. <Maison> is THE guideline for the high quality lifestyle they pursue.

5 Editorial Keywords

Stylish

<Maison> shows what is 'stylish.' Chic and stylish European images from the French edition, blended with the contemporary and modern styles, <Maison> Korea satisfies the most critical readers and designers. <Maison> also encourages its readers to find their own style instead of being blindly consumed by the trend.

Urban & Global

<Maison> appreciates the fun of the city life. <Maison> presents the hip life in Seoul and other major cities like Paris, London and New York. Lifestyle in Northern Europe and other cities is also introduced.

Trendy

<Maison> readers the fast-changing international lifestyle trend. From home décor and architecture to fashion, beauty, food and travel, <Maison> covers a variety of international news a

Practical

<Maison> is not for your eyes only. With articles and ideas on practical home styling, <Maison> presents the readers with ideas and tools that are useful in real life.

Home & Family

Family is always the center of <Maison>. From ideas to create more snug and happy home for the family to exciting family outings and travel ideas <Maison> is packed with ideas for the whole family.





가장 새롭고 알찬 뉴스
Now!-10%

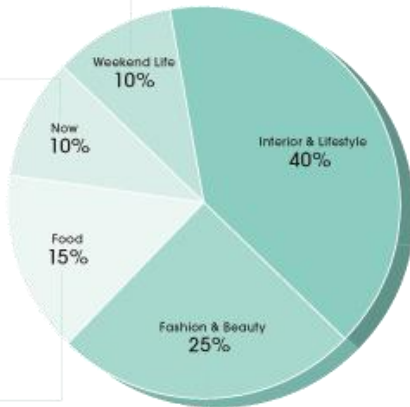
<Maison>'s 'Now!' section, quicker than any other magazines in bringing fresh news to readers, is packed with useful lifestyle information about trendy dining, fashion, beauty, culture and travel. In addition, news from trend-setting cities like Paris, New York, Tokyo and London keep the readers globally up-to-date.

건강한 푸드 라이프
Food-15%

Food section in <Maison> not only shows dazzling and creative cuisines but suggests healthy eating for the family. Readers find healthy cooking ideas and menus for parties and special occasions, as well as hot dining spots and editor's tryout experiences of restaurants and bars.



Editorial Mix



주말의 여가 제안
Weekend Life-10%

With lengthened weekends, how you spend your weekend states your lifestyle. <Maison> suggests a variety of weekend ideas as well as other necessities for better weekends such as golf, cars, fashion, accommodations and so on.



앞선 라이프스타일 제안
Interior & Lifestyle-40%

From latest trend on home décor and practical tips to design your home to an exclusive peek to the celebrity homes, <Maison>'s 'Interior & Lifestyle' section shows beautiful, inspirational spaces at the same time providing how-to information.

보다 업그레이드된 패션 & 뷰티
Fashion & Beauty-25%

<Maison>'s powerful fashion and beauty section, through beautiful photos, detailed information and distinguished layouts, delivers the trend and information in a very unique way that no other lifestyle magazines can come close.



Who is <Maison> reader?

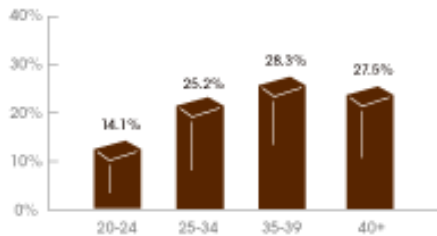
People who love <Maison>,
who always keep <Maison> on their coffee table,
who find their shopping info from <Maison>,
who get home décor ideas from <Maison>,
who know what to do on weekends after reading <Maison>
Who are they?

“<Maison> readers are urbanites open to new lifestyle trends and ideas”

Aggressive searcher of new ideas and information for better lifestyle, readers love and trust <Maison> for the trends, news and information it presents.

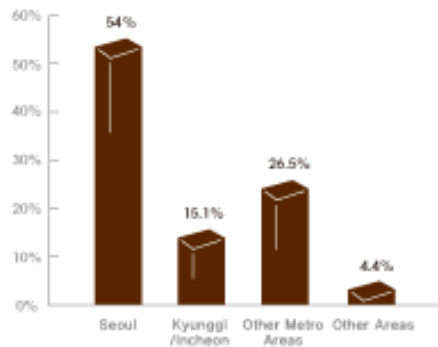
Women between 25 and 40 with economic power

<Maison> readers are female in their mid 20's and 30's with a higher income and keenness to news and information. Decision makers and active shoppers, they decide what to buy for the family – from food, furniture, clothes to cars, medical services, and travel packages. With their refined eyes and tastes for culture and style, <Maison> readers know how to enjoy good things and better their lives.



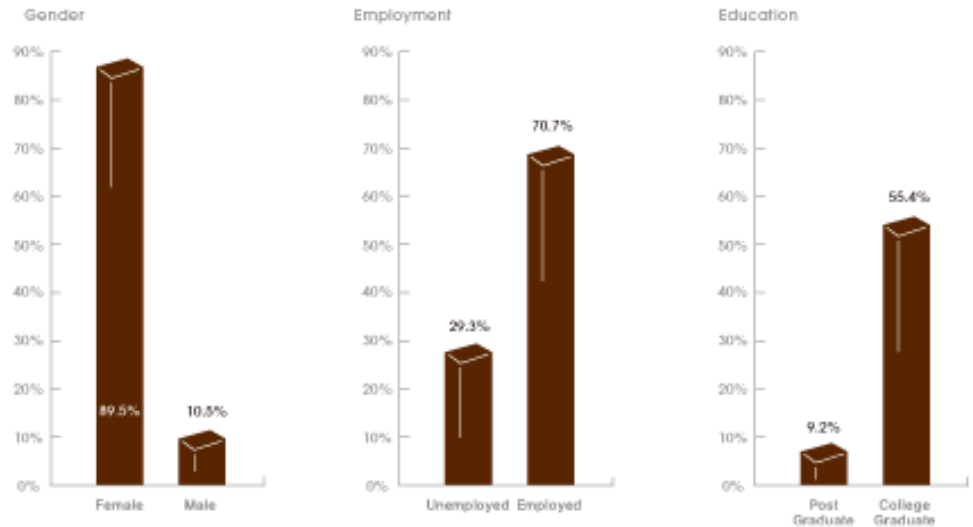
Home owners in Seoul and the surrounding area

Majority of <Maison> readers live in large apartments in the Seoul and the kyeonggi area. Having already done or plans to remodel their homes, they are very interested in new furniture and home décor.



Smart consumers, smart extravagance

<Maison> readers with their higher incomes do not hesitate to invest in better quality and brands. At the same time, they ask for reliable information for informed purchases. “Smart extravagance” is what <Maison> readers enjoy.



SOURCE 2008년 매출 독자 조사

EVENTS

1

Special Events connecting <Maison> readers and clients

Ecole de Maison

As <Maison> is a magazine made with strong reader participation, <Maison> always presents a variety of opportunities for readers to join. This series of classes offer readers chances to experience at firsthand what they saw and read in the magazine. From home interior trend and flower & gardening lessons to cooking, wine, coffee, and antique classes, Ecole de Maison boasts the extensive class list. Any interest and ideas from clients are always welcome.



<Maison> Design Awards

<Maison> Design Award is given each year to the most noted designs from Korean and international lifestyle brands selected by renowned designers and <Maison> editors.

<Maison> Year-end Bazaar

<Maison>'s end-of-year Bazaar, collaborating with fashion, beauty and lifestyle brands, presents a wonderful chance to readers and brands to meet under one roof.

2

<Maison>'s unique specials and brand supplements



Mook (magazine-book) series published by Korean and French editions of <Maison> with the vast database of DIY, home décor ideas and styling tips have been always loved by the readers. 'Source book,' collaborated efforts with makers of wallpapers, floor coverings and fabrics was extremely successful, and <Maison> plans to continue the effort to better serve its readers as well as the clients.

Mini Maison



<Maison> in your pocket? It's possible with <Mini-Maison>. Published quarterly with 2/3 size of the magazine, <mini Maison> is distributed free of charge at home interior and lifestyle shops to reach more readers and expand the readership.

Get interactive at maisonkorea.com! WWW.MAISONKOREA.COM

Beyond <Maison>



Readers find the information they just need at <Maison> online with the accumulated data of interior shop list (Interior Shop Guide) and product list by space, style and item (Interior Gallery). In addition readers get to peek at the behind the scenes of celebrity photo shootings and <Maison> editors' hard working life.

Where <Maison> Meets Readers



<Maison> online provides a space where readers can actively participate. 'Shopping Diary' where readers show off their recently obtained items and 'My Deco Idea' where readers post their newly-decorated homes and handmade deco items are two most frequented menus.

Where Advertisers Meet <Maison> Readers



Events such as beauty classes, cooking classes, trend lessons, new item previews and parties are excellent ways for brands to reach <Maison> readers, the most coveted audience by the lifestyle brands. <Maison> homepage is a very efficient for promotions, invitations and event applications for such events. 'Interior TV' is open to all advertising clients for ad-making films and promotional clips.

AD RATE

Zone Index		Positions		Advertising Rate (90%W, 부가세 별도 금액)	Remarks
A	표지반형	4	Gate Fold	30,000,000	
B	표2 표2대면	1st DP	Inside Front Cover DPS (IFC) 1st DPS	20,000,000	DPS_Double Page Spread
C	내지 2번째 양면 페이지 내지 3번째 양면 페이지 내지 4번째 양면 페이지 내지 5번째 양면 페이지 내지 6번째 양면 페이지 내지 7번째 양면 페이지 내지 8번째 양면 페이지 내지 9번째 양면 페이지 내지 10번째 양면 페이지	2nd DP	2nd DPS	19,000,000	
		3rd DP	3rd DPS	18,000,000	
		4th DP	4th DPS	17,000,000	
		5th DP	5th DPS	16,000,000	
		6th DP	6th DPS	15,000,000	
		7th DP	7th DPS	14,000,000	
		8th DP	8th DPS		
		9th DP	9th DPS		
		10th DP	10th DPS		
		D	목차	1	
1	Single Page Facing 2nd TOC				
1	Single Page Facing 3rd TOC				
1	Single Page Facing 4th TOC				
E	리더스 페이지	1	Single Page Facing 1st Readers' Letters	6,500,000	
		1	Single Page Facing 2nd Readers' Letters		
		1	Single Page Facing Readers' Page		
F	판권	1	Single Page Facing Masthead_1	6,000,000	
		1	Single Page Facing Masthead_2		
G	양면 페이지	2	DPS Before Editor's Words	12,000,000	
		2	DPS Within Now! Section	10,000,000	
		2	DPS After Now! Section	8,000,000	
H	컨트리뷰터	1	Single Page Facing Contributors	5,500,000	
I	NOW!	1	Single Page Facing Trend & Design	5,500,000	
		1	Single Page Facing Interior & Lifestyle Section	5,000,000	
		1	Single Page Facing Food Section	4,500,000	
		1	Single Page Facing Fashion & Beauty Section	4,000,000	
		1	Single Page After Fashion & Beauty Section	3,500,000	
J	삽지광고	4	Insertion Advertisement_4pages	16,000,000	Coating+Insertion paper/1p=1,000,000KRW
		8	Insertion Advertisement_8pages	32,000,000	
		12	Insertion Advertisement_12pages	48,000,000	
K	기사성광고	1	Advertorial	3,500,000	
L	표3대면	1	Single Page Inside Back Cover	8,000,000	
M	표4	1	Back Cover	20,000,000	

Technical Data

Size of Magazine(Trimmed)	228×300mm
Type of Film	Positive Film
Colors / 4 Colors	Cyan, Magenta, Yellow, Black
Number of Screen Line	175 Screen Lines
Screen Lpi (/cm)	Emulsion Down / 290 Max Density
Print Material	Data+Color Separation(proof)

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매거진 made closer

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