


# Title : Morning Calm

## Korean Air Inflight Magazine

Updated: August 12, 2010

Quick Facts	Description
<p><b>Publisher</b> : Korean Air</p> <p><b>Launch Date</b> : 1977</p> <p><b>Category</b> : Inflight Magazine</p> <p><b>Format</b> : A4 Glossy</p> <p><b>Size</b> : 203mmW x 274mmH</p> <p><b>Language</b> : English &amp; Korean edition/ Japanese edition</p> <p><b>Frequency</b> : Monthly</p> <p><b>Circulation</b> : English edition: 300,000 Japanese edition: 50,000</p> <p><b>International Monthly Reach</b> : 1,130,000 (English)</p> <p><b>International &amp; Domestic Monthly Reach</b> : 1,920,000 (English)</p> <p><b>Monthly Reach</b> : 303,000 (Japanese)</p> <p><b>FP4C Cost</b> : English: USD21,200 Japanese: USD4,200</p> <p><b>Booking Deadline</b> : 8 weeks prior to publication date</p> <p><b>Material Deadline</b> : 4 weeks prior to publication date</p>	 <p><i>The Cultural Gate Between Korea and The World</i></p>

- **The Airline**

**One of the leading global carriers:**

Korean Air is a major player in the air industry and a leading carrier in Asia serving 117 cities in over 39 countries. As a founding member of Skyteam, Korean Air is a representative of airlines in Asia. It is a well known company that has achieved great success by being for 5 consecutive years the world's #1 commercial airline cargo carrier in 2004 – 2008 and by investing strongly in aircrafts, services and customer satisfaction.

In 2005, Korean Air introduced new uniforms designed by Gianfranco Ferre and upgraded its in-flight cabin with new seats and an in-flight entertainment system.

- **Concept – English / Korea edition**

**The cultural gate between Korea and the rest of the world**

*Morning Calm* is a bilingual magazine, written in both English and Korea, distributed onboard all flights, international and domestic, all classes and all Korean boarding lounges.

*Morning Calm* is not only a Korean Air in-flight magazine. It is also a representative of Korea, its traditions and culture.

The magazine presents the most beautiful places both in Korea and all around the world with top quality photography and design.

The purpose of the magazine is to build a “gate” between Korean cultural identity and the other countries.

*Morning Calm* has received many awards:

- 2002 Creativity 32
- 2003 Ozzie Award and Creativity 33
- 2005 WAEA “AVION Award”

The magazine maintains a close relationship with its readers thanks to its mailing service to over 18,000 customers with high revenue and high air miles.

- **Concept – Japanese edition**

Almost 30% of KAL's total No. of passengers is concentrated on the Korea-Japan route. 60% of the passengers making this route are Japanese.

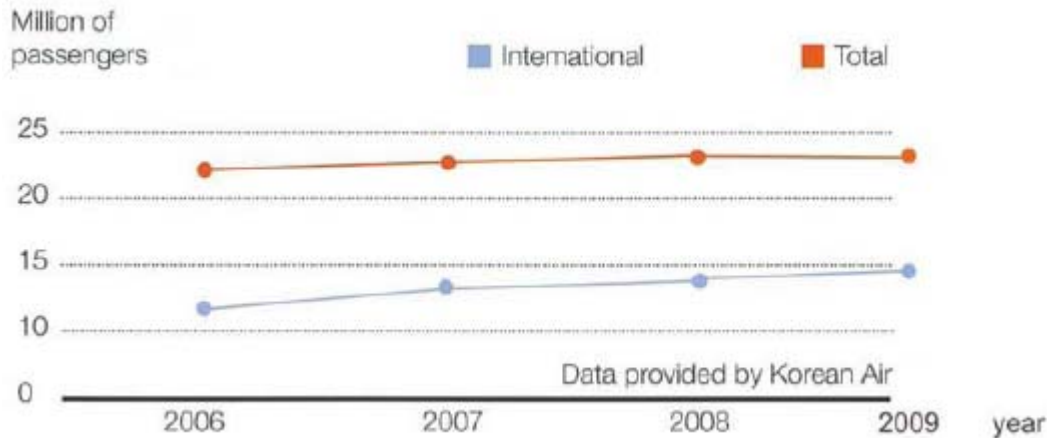
Therefore, Japanese passengers are an important part of the readers of *Morning Calm* and its Japanese edition.

Due to the short flight time, the 30 pages of the Japanese edition make it very effective and interesting magazine for Japanese passengers. This *Morning Calm* Japanese edition is published to meet the interest of almost 2.2M Japanese passengers every year

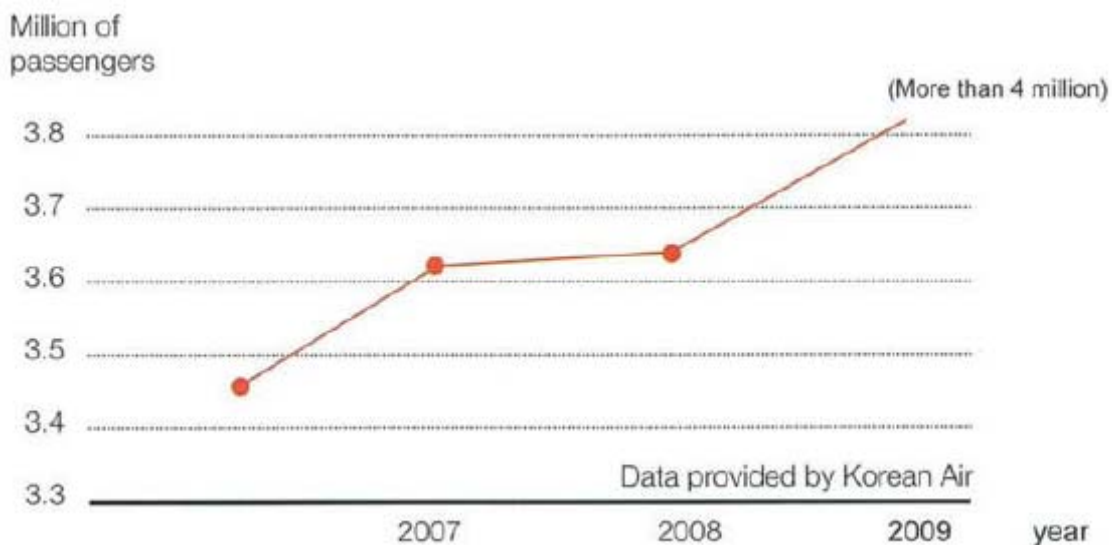
From fantastic Korean landscapes to popular celebrities, all in Japanese, its content is translated from KAL's in-flight magazines, *Morning Calm*.

- **Passenger**

### INCREASING NUMBER OF PASSENGERS



### INCREASING NUMBER OF PASSENGERS IN KOREA-JAPAN ROUTES



• **Readers Profile**

**Korean Air Passengers**

Total	23,056,860
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**Nationality**

Korean	59%
Japanese	17%
American	8%
Chinese	5%
others	12%

**Gender**

MALE	52%
FEMALE	45%

**Age**

- 11	3%
12 - 19	6%
20 - 29	17%
30 - 39	21%
40 - 49	20%
50 - 59	17%
60 - 69	10%
70 -	3%
Unknown	3%

- The magazines are mailed to 20,000 VIPs with high revenue and high air miles.
- Main results of the Morning Calm research report by HRC research company (Online 400-Interview 100):  
 The assisted awareness of **Morning Calm** is 57% and it reaches 72% among high income people (>5m WON per month).  
 Readers are connected deeply with **Morning Calm**. They feel proud when reading articles on their own culture and they feel a strong desire to discover new places in Korea or overseas, featured in the in-flight magazine.

**JAPANESE PASSENGERS' PROFILE**

**Age**

-18	5%
19-30	14%
31-40	25%
41-50	24%
51-60	19%
60-	13%

**Gender**

Male	53%
Female	47%

• **2011 Advertisement Rates (USD)**

Position	Morning Calm		Beyond	DC Rate
	Korean/English	Japanese		
<b>Standard Position</b>				
Full Page	21,200	4,200	15,900	
Double Page Spread	42,400	8,400	31,800	
<b>Fixed Position</b>				
Inside Front Cover Spread			46,900	
1st Double Page Spread	58,400	10,600	43,900	
2nd Double Page Spread	55,200		39,200	
Consecutive Full Page(2P)	50,800		38,300	
Facing Content	28,600	4,700	21,200	
Inside Back Cover	29,600	5,500	22,200	
Outside Back Cover	38,700	6,400	31,800	
Fixed Full Page	25,400		19,100	
Fixed Double Page Spread	50,800		38,300	
1st Right Hand Page	27,600			
Facing "Letter From Editor"			20,100	
Facing "Take One"			19,100	
Volume Discount	63,600 ~ 106,000	12,600 ~ 25,200	47,700 ~ 79,500	5%
	~169,000	~ 38,000	~ 111,300	7%
	~212,000	~51,500	~159,000	10%
	~318,000		~208,000	13%
	From 318,001	from 51,501	from 208,001	15%
Package Discount	Morning Calm+Beyond		1~2 insertions	3%
			3~5 insertions	5%
			6~9 insertions	7%
			more than 10 insertions	10%
	In-flight Magazine + In-flight Video (Run in same period of time)		more than 3 insertions	5%
			more than 6 insertions	10%

• **Advertisement Sizes (W x H)**

Size(W x H)	Non-Bleed	Bleed	Trimmed
Full Page	181 x 248	209 x 280	203 x 274
Double Page Spread	458 x 248	486 x 280	480 x 274

• **Booking and Material Deadline**

Month	On-Sale Date	Booking Deadline	Material Deadline
Jan. 2011	Jan. 1 2011	Nov. 26 2010	Dec. 2 2010
Feb. 2011	Feb. 1 2011	Dec. 23 2011	Jan. 3 2011
Mar. 2011	Mar. 1 2011	Jan. 26 2011	Feb. 2 2011
Apr. 2011	Apr. 1 2011	Feb. 25 2011	Mar. 2 2011
May 2011	May 1 2011	Mar. 25 2011	Apr. 1 2011
Jun. 2011	Jun. 1 2011	Apr. 26 2011	May 2 2011
Jul. 2011	Jul. 1 2011	May 26 2011	Jun. 2 2011
Aug. 2011	Aug. 1 2011	Jun. 24 2011	Jun.30 2011
Sep. 2011	Sep. 1 2011	Jul. 26 2011	Aug. 2 2011
Oct. 2011	Oct. 1 2011	Aug. 26 2011	Sep. 2 2011
Nov. 2011	Nov. 1 2011	Sep. 26 2011	Oct. 2 2011
Dec. 2011	Dec. 1 2011	Oct. 26 2011	Nov. 2 2011

• **Materials Required**

300dpi, Print PDF or Illustrator

**Digital Ad MTL**

Please upload ad mtl to <http://www.webhard.net> (this is English version)/Publicitas Folder  
ID : selpra / PW : Koreanair

**Traffic Inquires: Mandy Cheng**

Email: [mandy.cheng@publicitas.com](mailto:mandy.cheng@publicitas.com)  
Tel: 852 2516 1514

• **Payment Terms**

Strictly 30 days upon publishing. Pre-payment is required for new advertisers.  
Payment must be made in currency indicated and make cheque payable to “Publicitas Hong Kong Ltd.”

• **Ad Sales Contact**

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