MEDIA KIT 2026

ATELIER



Supercars · Superyachts · Private jets · Watches · Jewelry · Fashion · Travel · Beauty

Photo: Riva Yachts

A LUXURY MAGAZINE

Only the high end

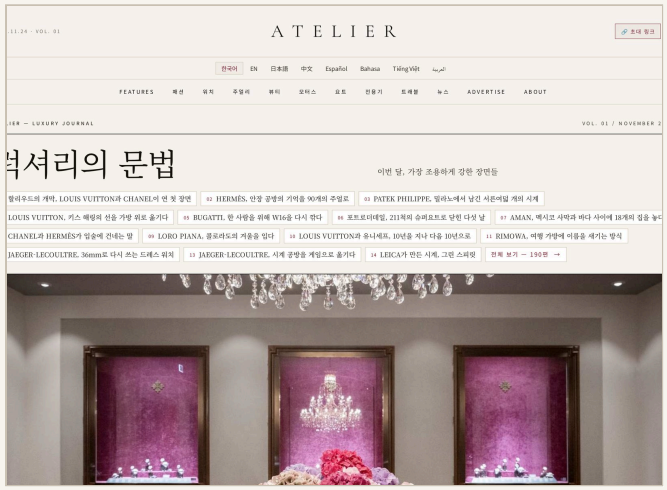
ATELIER is a digital magazine and internet newspaper covering supercars and superyachts, private jets, high-end watches and jewelry, luxury fashion and beauty, and high-end travel. One standard applies: only what a brand has announced, always with a verified source.

240
STORY
Stories in the first issue

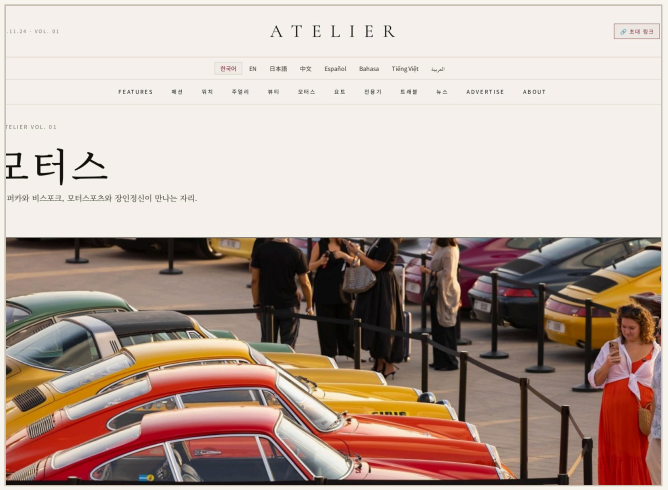
9
SECTION
From fashion to news

1,920
PAGE
Pages in eight languages

2026
VOL. 01
Launched 24 November 2026



Cover · home



Motors · 39



Jets · 23

The first issue was published on 24 November 2026 with 240 stories. From the next issue we add new stories every week.

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EIGHT LANGUAGES, ONE DAY

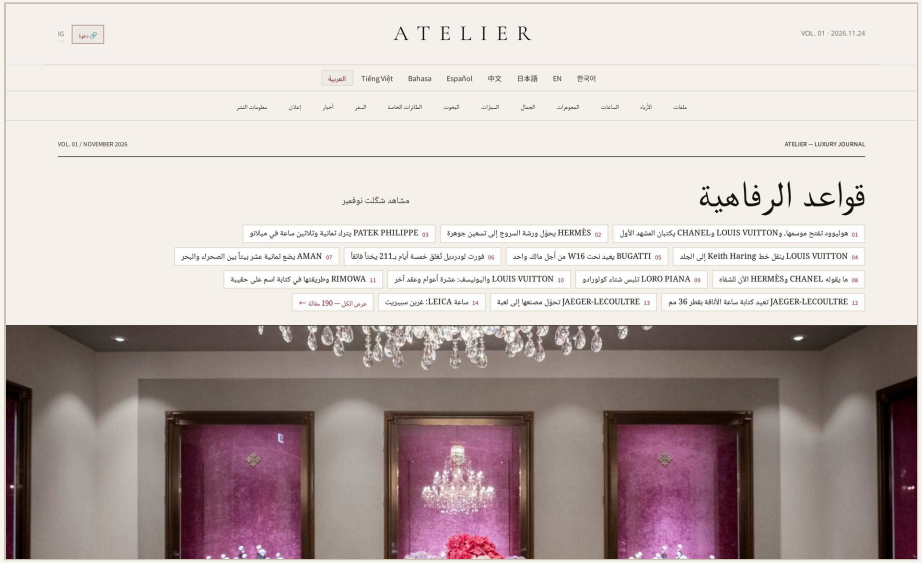
One story, published in eight languages

The moment a story is published it appears in Korean, English, Japanese, Chinese, Spanish, Indonesian, Vietnamese and Arabic. Each edition has its own home, sections, RSS feed and news sitemap, and meets readers in that market's search results and feeds.

8
LANGUAGE
Korean · EN · 日本語 · 中文 · ES · ID · VI · العربية

1,920
ARTICLE PAGE
240 stories × eight editions

1,628
INDEXED URL
Addresses in the sitemap



العربية — a right-to-left setting of its own



Mobile

Each edition is linked to the others with hreflang, and every new story is announced to Google, Bing and Yandex through IndexNow. Each language has its own RSS feed, which travels straight into readers and aggregators, so one publication starts in eight markets at once.

The sections and menus are identical in every edition; the cover story and its order are reset to what that market reads most.

Figures as of 24 November 2026.

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EDITORIAL SCOPE

Nine sections

Fashion, watches, jewelry, beauty, motors, yachts, jets, travel and news. Rather than widen the net, we keep the depth of each field. Photography comes only from official brand press rooms, and every image carries a caption and credit.

15	65	15
FASHION	WATCH	JEWELRY
Fashion	Watch	Jewelry
15	39	38
BEAUTY	MOTORS	YACHT
Beauty	Motors	Yacht
23	15	15
JET	TRAVEL	NEWS
Private Jets	Travel	News

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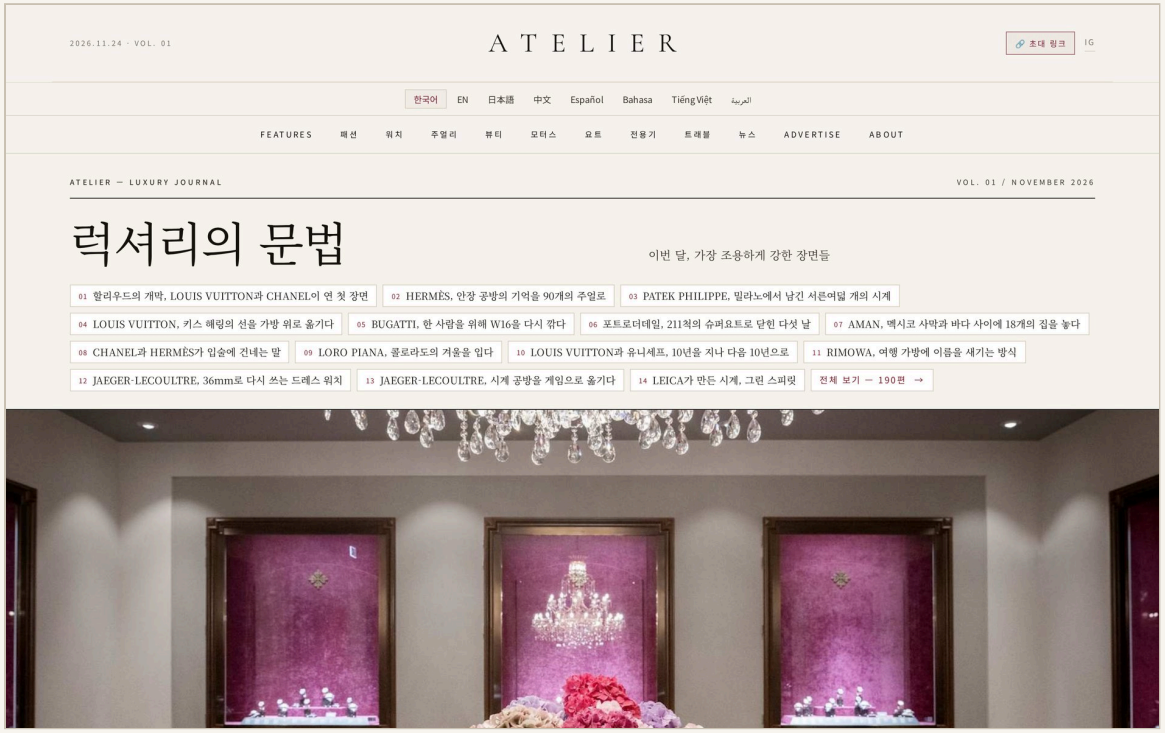
THE PAGE

Cover and front page

The cover opens with the quietest strong image of the month and a twelve-line index. Below the fold the issue unfolds in pictures, and every story carries its publication time and sources.



Cover · home (1440px)



Mobile (390px)



Story · superyacht

The index lists twelve stories from the month, and every story opens with one photograph and five lines of key fact. Screens captured from the live site on 24 November 2026.

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THE PAGE

Sections and stories

A section page leads with the newest story in that field, then sets the rest as a grid of cards. Each story carries its key facts, source links and publication time.



Motors — 39



Jets — 23



Story — superyacht, with caption and credit

Every story is built on official brand announcements, house press rooms and press releases. We publish no unverified figures or estimates, and we state that prices and dates are as announced.

Photography is used under free licence or as supplied by the brand; every image carries a caption and credit and comes down immediately when a rights holder asks.

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GLOBAL DISTRIBUTION

Eight language editions

Each language runs its own address, home, sections, RSS feed and news sitemap. The same story appears in all eight at once, and each edition is found in its own language's search results.

CODE	LANGUAGE	PAGE	FEED
KO	한국어	magazine.mbent.co.kr	/rss.xml
EN	English	/en/	/en/rss.xml
JA	日本語	/ja/	/ja/rss.xml
ZH	中文	/zh/	/zh/rss.xml
ES	Español	/es/	/es/rss.xml
ID	Bahasa Indonesia	/id/	/id/rss.xml
VI	Tiếng Việt	/vi/	/vi/rss.xml
AR	العربية	/ar/	/ar/rss.xml

One story → Eight translations → 8 pages · 8 feeds · news sitemap → Google · Bing · Yandex · Naver · RSS readers

New stories are announced to search engines through IndexNow and linked across languages with hreflang. The Arabic edition uses a right-to-left setting of its own.

8
RSS FEED
One per language

240
NEWS SITEMAP
In the news sitemap

9
HREFLANG
Eight languages + default

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WHY ONE TENTH

1/10

The same placement, at one tenth

Against the published rate card of a leading Korean lifestyle magazine, a placement of the same kind is priced at one tenth. The reasons are straightforward.

01

No print, no delivery

Most of a paper magazine's rate covers printing, mailing and agency fees. ATELIER publishes digital pages only, so that share is taken out of the price.

02

Eight languages are the default

The same copy runs in eight editions at once, and translation and multilingual pages are included at no extra cost, so the price per language is lower still.

03

The base price is fixed in dollars

Rates are quoted in US dollars, with local currency shown as a reference conversion. The base price does not move with the exchange rate; the local amount may differ with the rate on the day of payment.



PHOTO: PATEK PHILIPPE

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ADVERTISEMENT RATES

Rates 01 · display

Every display placement includes all eight language editions. Placement runs four weeks; extensions are charged by the week.

PLACEMENT	BASE PRICE (USD)	LOCAL CURRENCY, APPROX.
Display		
Cover wrap Full opening screen for four weeks, the first page every reader sees	**$1,500 USD**	약₩2,020,000
Cover story The first page after the cover, four weeks	**$1,200 USD**	약₩1,610,000
Back cover The closing page of the magazine, four weeks	**$1,100 USD**	약₩1,480,000
Opening spread Second spread of the issue, four weeks	**$1,050 USD**	약₩1,410,000
Feature spread Third spread of the issue, four weeks	**$750 USD**	약₩1,010,000
Section opener First page of a section, four weeks	**$380 USD**	약₩510,000
Closing page The last editorial page of the issue, four weeks	**$380 USD**	약₩510,000
Advertorial, one story Brand story in editorial form, 800-1,200 characters plus one or two press images, in eight languages	**$300 USD**	약₩400,000
In-story placement Brand placement below an article, four weeks	**$300 USD**	약₩400,000

Reference rate on 24 November 2026: US$1 = ₩1,343.51. Local currency amounts may change with the rate at the time of payment.

VAT excluded. Advertorials carry an ADVERTORIAL label and are set apart from editorial in page and type. Advertisers do not decide editorial content.

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ADVERTISEMENT RATES

Rates 02 · channels and packages

PLACEMENT	BASE PRICE (USD)	LOCAL CURRENCY, APPROX.
Channels		
Banner, one month Top-of-page placement across the site, one month	**$150 USD**	약₩200,000
Instagram Three feed and story posts	**$150 USD**	약₩200,000
Facebook Three feed posts	**$150 USD**	약₩200,000
Newsletter and RSS sponsor Sponsor credit in the eight-language feeds and the newsletter	**$150 USD**	약₩200,000
Packages		
Global launch package Cover story, advertorial, one month of banner and three social posts. Items total US$2,500	**$1,400 USD**	약₩1,880,000
Season retainer, three months One advertorial a month, always-on banner and six social posts	**$1,350 USD**	약₩1,810,000

Packages are priced below the sum of their parts. The global launch package, for example, totals US$2,150 if bought separately.

HOW A CAMPAIGN ADDS UP

Product launch	Cover story, one advertorial and three Instagram posts
Season campaign	Three-month retainer and newsletter/RSS sponsorship

EDITORIAL STANDARDS

To uphold ATELIER's luxury editorial standards, submissions that do not align with our curation criteria may be respectfully declined after review.

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CHANNELS

Touchpoints beyond the magazine

The same story is distributed again outside the page. Web, feeds and social carry one another, so a single booking is seen repeatedly across several touchpoints.

WEB

8

Eight language editions and nine sections, built to be read on a phone first, from cover to story.

magazine.mbent.co.kr

FEED

8 RSS

Eight language feeds and a news sitemap of 240 entries. A new story reaches the feed as it publishes.

/rss.xml · /en/rss.xml · /news-sitemap.xml

SOCIAL

43K

Instagram @mbent.korea (43,000 followers), plus X and Facebook, where stories are summarised and sent out again.

@mbent.korea · as of November 2026



Media kit page · magazine.mbent.co.kr/mediakit

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CONTACT

Enquiries and how it runs

01
Enquiry and assets by email

02
Placement and dates confirmed, quotation issued

03
Production starts on payment (five business days)

04
Brand sign-off before publication

05
Publication and a performance report

Advertising and partnerships

b01082234679@gmail.com

Send the brand, the product and your preferred timing and we reply the same day. Assets are due five business days before publication.

Title	ATELIER	Publisher	MBENT Co., Ltd.
Address	33, Hakdong-ro 101-gil, Gangnam-gu, Seoul, 5ho, Korea	Founded	24 November 2026
Languages	Eight	Newsroom	press@mbent.co.kr

Payment · PayPal (USD)

Advertising is paid in US dollars by PayPal or by invoice. Production begins as soon as payment clears, with publication within five business days. Invoices and payment instructions are issued from b01082234679@gmail.com.

b01082234679@gmail.com

Rates and figures are as of 24 November 2026, and the page examples were captured from the live site the same day. Local currency amounts may change with the exchange rate at the time of payment.

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