

WINTER SPORTS **USA**

Issues

Interview with Winter Olympics Champions

Find Out Your Winter Holiday Destinations

Meet the Official Sponsors of Winter Olympics



WINTER SPORTS **USA** Magazine

DISCOVER THE OPPORTUNITIES IN KOREA

Timing focused on the Pyeongchang 2018 Winter Olympics



PARTICIPATION OPPORTUNITIES



MAGAZINE ARTICLE

Winter sports related articles promoting your business and brand.



DIRECT ADVERTISEMENT

Full page and other forms of advertising opportunities.



COMPANY DIRECTORY

Detailed company directory with 1/2 page placements.

For more information visit the website or contact:

<http://2016.export.gov/southkorea/pyeongchangolympics/wintersportsmag/index.asp>

Tyler Hacking
Commercial Officer
Tyler.Hacking@trade.gov

Jinjoo Lee
Commercial Specialist
Jinjoo.Lee@trade.gov



Magazine targeted at the Korean market to promote U.S. winter sports related businesses.

- **140+ page full color magazine** with size of 8.45"x11.22"
- Targeted distribution of hard and soft copies to **over 4,000 Korean companies, buyers, government, and public stakeholders**
- Published in the **Korean language** (Translation for the article and directory will be provided)
- Managed and distributed by the U.S. Embassy, U.S. Commercial Service in Seoul, Korea
- Distributed from **the spring 2017 through the 2018 Olympics**
- **March 31, 2017** is the final deadline



Who should consider participating?

- Winter sports destinations
- Manufacturers and retailers of apparel, equipment, etc.
- Related service providers
- Associations
- Olympic associated advertisers

WINTER SPORTS **USA** Magazine

PARTICIPATION DETAILS

Magazine Article

2 or 4 page article with the following topic areas:

- Winter sports tourism destinations, attractions, etc.
- Sponsored athletes or sports teams
- Winter sports and Winter Olympics related technologies
- Other related topics



4 page Opening Article	\$ 2,200
4 page Article	\$ 1,700
2 page Article	\$ 1,000

Article Requirement

	2 page Article	4 page Article
Word Count	Between 400 and 600	Between 700 and 1,200
# of Images	2 to 5	4 to 8
Images	Images in various sizes including descriptions within 25 words	
General Image Specification	JPEG files with resolution of 300 or higher dpi	
One Major Image Specification	JPEG files with minimum 10MB, resolution of 300 or higher dpi, and minimum image width of 20cm (7.87")	

Not every image submitted shall be used, but article provider can indicate 1 major image that should not be omitted. CS Korea has the right to choose images to be used in the magazine.

Direct Advertisement

Advertisement focused on:

- Tourism destinations, attractions, etc.
- Winter sports companies, products, or services
- Winter Olympics focused creatives
- Other related creatives

Advertisement Specification

Color	Full color (CMYK)	
Format	AI or EPS file JPEG file with resolution of 300 or higher dpi	
Size	Full Page	Trim size (mm): width 205 x height 275 (8.07"x10.83") Bleed size (mm): width 215 x height 285 (8.45"x11.22")
	Bookmark	Trim size (mm): width 100 x height 200 (3.94"x7.87") Bleed size (mm): width 110 x height 210 (4.33"x8.27")
	Gatefold	Trim size (mm): width 601 x height 275 (23.66"x10.83") Bleed size (mm): width 611 x height 285 (24.06"x11.22")



Inside Front Cover	\$ 1,500
Inside Back Cover	\$ 1,500
Opposite inside Front Cover	\$ 1,300
Opposite inside Back Cover	\$ 1,300
Opposite Table of Contents	\$ 1,000
Single Page in First pp.6-11	\$ 900
Single Page after p.11	\$ 800
Coated Paper	\$ 2,400
Bookmark	\$ 2,400
Gatefold	\$ 3,200

Company Directory

Half page company directory providing:

- Company and product/service information

Directory Requirement

General Info	Contact information filled in the template provided Description of company, products, or services within 100 words
Company Logo Specification	AI file
# of images	1
Image Specification	JPEG file with minimum 5MB, resolution of 300 or higher dpi, and minimum image width of 10cm (3.94")



Large Company	\$ 200
Small and Midsize Company (Under 500 employees)	\$ 100