

CEO& | No.1 Lifestyle Business Magazine

CEO&

Magazine

|

Online News

|

Forum

|

Academy

|

Publishing

# Introduction

CEO&

<b>Title</b>	CEO& Monthly Magazine
<b>Owned by</b>	CEO PARTNERS Inc.
<b>Publisher</b>	Hong Rag Son
<b>Format</b>	218 x 288mm
<b>Circulation</b>	15,000 / month
<b>Theme</b>	A business lifestyle guide that provides innovative and successful case studies, along with their CEO's business philosophy
<b>Target Audience</b>	Executive members Head of public institutions, organizations, culture and art groups Innovative business-minded startup CEOs, Young office workers whose goals are to run a business
<b>For questions or inquiries</b>	E-mail. <a href="mailto:press@ceopartners.co.kr">press@ceopartners.co.kr</a> Tel. 02.2253.1114



# Strengths / Community

CEO&

## Recognized by Domestically and Internationally

- Interviewed approximately 1,000 CEOs during our ten year history
- Distribute widely to approach executive members.  
(Ex. Executive offices, business organizations, major meeting locations and golf resorts)

## Events for Companies and Goods

- Running promotions available to the target audiences with high purchase intent, many on-site contract signings and sales.  
(Ex. Ananti Penthouse Seoul (Gapyeong-gun) membership sales)
- Numerous purchase contracts such as yachts, Porche, Mercedes-Benz, luxury watches, etc.

## Hosting Events for Executive Members

- CEO& Bizart Climbing Club , Yacht Events, CEO& BizArt Academy, Breakfast Meetings, Golf Tournaments

## Feedback Available to Business, Goods, or Services

- 300 Bizart forum members can provide immediate feedback in regards to the articles published monthly.
- Reactions from target audiences are available to collect.

## Company Newsletter and Book Publishing

- The Deep Dive on Korea's CEOs series
- Company Magazines for Philip Morris Korea Inc., Hyundai Yachts, etc.



# History

CEO&

**2022.10**

CEO&'s 13th Anniversary Reception



**2022. 7**

The 5th CEO& and Bizart Golf Tournament

**2010.7 ~ 2017.12**

Year-end fundraiser concert, a CEO& art and music events,



**2012.12 ~ 8 consecutive years**

Co-sponsored with Chosun Ilbo, 2012 Korea's Good Company Conference

**2013.1**

Business partnership with Hilton HHonors

**2013.5**

A book launch event for 'A Deep Dive to CEOs vol.3' and CEO& Bizart Founding Conference, sponsored by Pernod Ricard Korea.



**2014 ~ 2018**

2013 Survey (Best Brand Pick by CEOs)  
Official Partner Press of Superbrands Korea



**2012.12**

Sponsored 'Malte 100th Anniversary',  
Vacheron Constantin





# Distribution

CEO&

A Global Media you can access  
at Korean Air VIP lounges  
in 31 major international airports.

USA	JFK in New York City, LAX in Los Angeles, ORD in Chicago
Europe	LHR in UK, FRA in Germany, FCO and MXP in Italy, AMS in Netherlands, CDG in France
Japan	FUK in Fukuoka, KIX in Osaka, NGO in Nagoya, NRT in Tokyo
China	HKG in Hong Kong, XIY in Xi'an, CGO in Zhengzhou, SHE in Shenyang, WUH in Wuhan
Southeast Asia	BKK and HKT in Thailand, BOM in India, CGK in Jakarta, DPS in Bali, HAN in Vietnam, SIN in Singapore
Oceania/Guam	GUM in Guam, SYD in Australia, ROR in Palau
Central Asia/ Russia/Mongolia	VVO in Russia, TAS in Uzbekistan
Middle Asia/Africa	TLV in Israel

## Major Distribution Sites

- 6,800 copies domestically, Korean Air VIP lounges in international airports and its Duty Free shops
- Korea's 2,000 biggest corporation executive and board member offices and their homes, Private banking branches, major golf resorts, top-class hotel lounges and fitness centers
- Exclusive distributions for monthly CEO morning meetings
- KSA(Korean Standards Association), KMI, KHDI(Korean Human Development Institute), International Corporation CEOs in Korea, Korean Marketing Association, etc



# Distribution

CEO&

## Find CEO& in 31 Major International Airports Worldwide

Los Angeles, USA



Guam, USA



Chicago, USA



New York, USA



Tegel, Germany



Frankfurt, Germany



Milano, Italy



Rome, Italy



Amsterdam, Netherlands



Heathrow, UK





# Distribution

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## Find CEO& in 31 Major International Airports Worldwide

Narita, Japan



Kansai, Japan



Zhengzhou, China



Shenyang, China



Nagoya, Japan



Hong Kong, China



Wuhan, China



Bali, Indonesia



Fukuoka, Japan



Hong Kong, China



Ngurah Rai,  
Indonesia



Bangkok, Thailand



# Distribution

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## Find CEO& in 31 Major International Airports Worldwide

Soekarno-Hatta, Jakarta



Ben Gurion, Israel



Phuket, Thailand



Vladivostok, Russia



Tashkent, Uzbekistan



Andhra Pradesh, India



Changi, Singapore



Koror, Palau



Chhatrapati, India





# Distribution

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## Find CEO& in 31 Major International Airports Worldwide

· CEO's Selfies with CEO&, from VIP airport lounges all around the world



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## CEO Interview



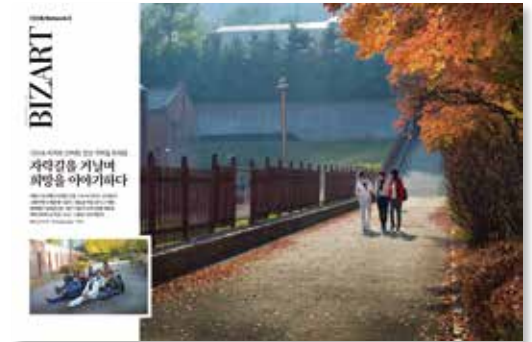
We deliver trending CEOs' in-person interviews about their business philosophy, emerging topics in business, future directions, and other interests.



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## CEO Network



· Major monthly breakfast meetings (KSA, HDI, Korean Marketing Association, etc) · CEO& Bizart forum's regular breakfast meetings and dinner meetings, golf, and yacht club activities

# Contents

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## CEO Lifestyle



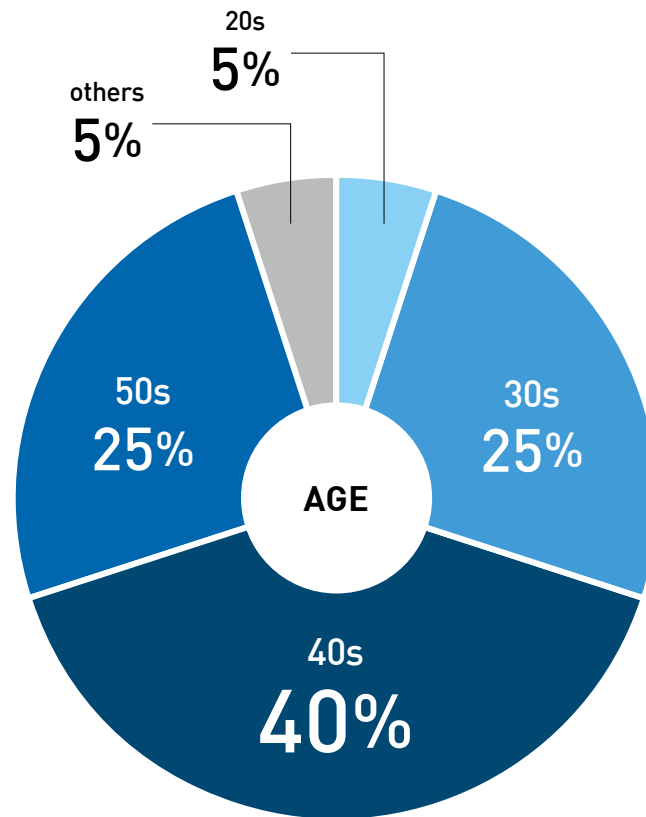
· Articles about fashion, luxury watch brands, restaurants, performances, tourism, and liquors · CSR and Mecenat stories · Misc. Advertorials



# Target Audience Analysis

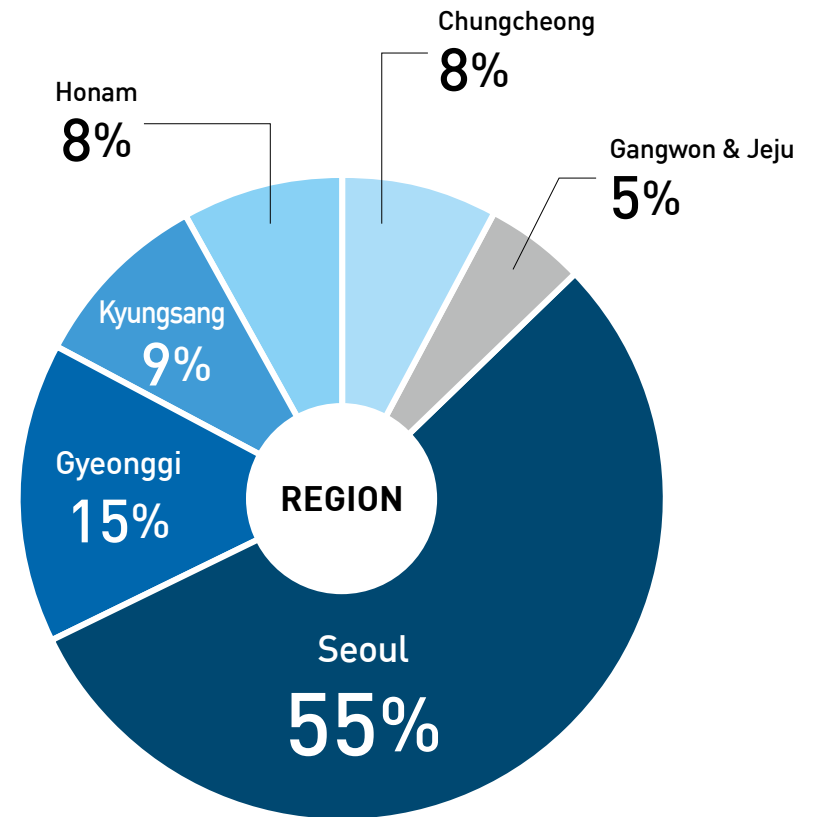
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- Total 15,000 calculation per month
- Over 80% of online visitation were made by executives and board members from 3,000 major corporations in Korea.  
(Analysis on executives : Powerful and consecutive buying power and proactive on market trend, viral and new information)
- precisely defined target audience, a guaranteed, exclusive medium



## By Ages

90% of our readers are 30-50s and are also known as active consumers and majority of purchasing decision makers in their families. They also tend to have a very specific taste on brands and companies.

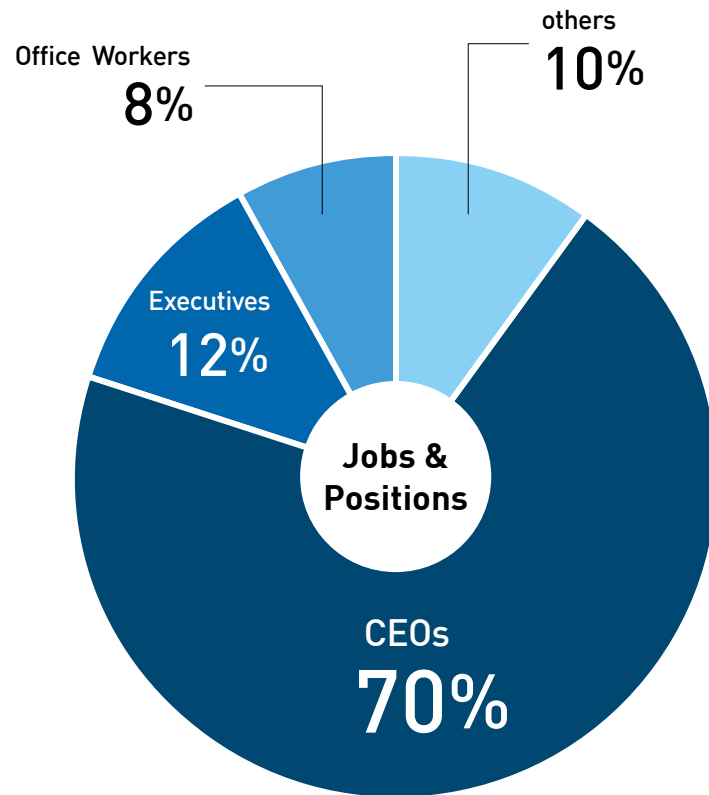


## By Region

Greater Seoul area, where people find what's trending, we have 70% of our readers. That is why our subscribers are mainly lifestyle and social agenda readers.

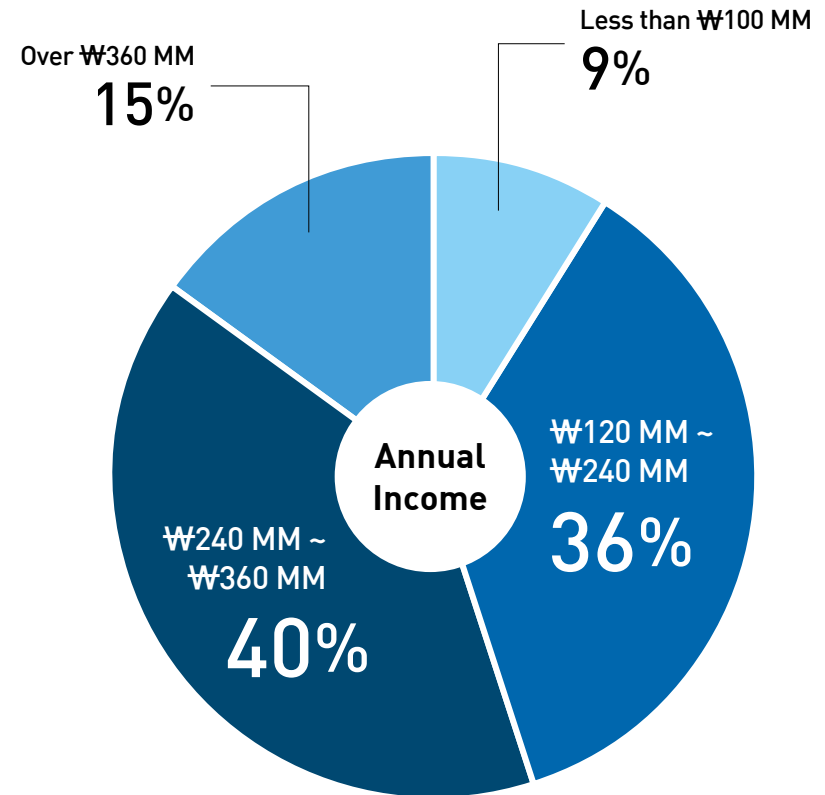
# Target Audience Analysis

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## by jobs and positions

As our catchy phrase, a lifestyle business magazine for CEOs, 70% of our readers are CEOs (80% if other executives are included), opinion leaders of companies. Obviously, the stakeholders of Korean business economy are our major subscribers.



## by annual income

Because 30s-50s are our main readers, 90% of them makes more than 10 million won a year on average. This proves that our readers enjoy their consumption culture by their active ideas.



# SNS Marketing

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## Official Blog and pages on **NAVER** & **facebook**.

- CEO& Blog and postings, officially featured by Naver
- more than 50k views per month
- more than 3k followers

- Micro targeting via CEO networks
- Actual visits ← Bigger outcome**



Official blog and postings on Naver

Our Facebook page, a CEOs' central community

## Embedded Marketing in TV shows



SBS Drama  
'Suspicious  
Mother-in-law'  
ep.99 10.7.2019



MBC Drama  
'Upbeat Everyone'  
ep 60  
10.7.2019



SBS Drama  
'Suspicious  
Mother-in-law'  
ep.99 10.7.2019



SBS Drama  
'A secret Boutique'  
ep.9  
10.24 .2019

*Thank you*