

THE SEOUL EDIT

MEDIA KIT / OCTOBER 2026

Stories worth discovering. Thoughtful English-language coverage of Seoul, Korean culture, food, beauty and travel.

SEOULEDITBLOG.COM

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A local lens on Korea

Independent editorial storytelling with a personal point of view.







THE PUBLICATION

The Seoul Edit is an independent English-language lifestyle and travel publication covering the cafés, restaurants, neighborhoods, beauty discoveries and everyday details that make Korea memorable.

MEET THE EDITOR

Park Sue writes from Seoul with a curiosity for hidden corners, beautiful spaces and genuinely useful advice. The publication blends first-hand visits with researched guides, making clear which stories come from personal experience.

FOOD & CAFÉS

Places worth visiting

BEAUTY & STYLE

Shopping and trends

TRAVEL & CULTURE

Guides and local life

The audience, in numbers

Verified Google Analytics data · last 90 days · captured October 10, 2026

4,665	2,576
PAGE VIEWS	ACTIVE USERS
3,078	**2,573**
SESSIONS	NEW USERS

WHERE READERS ARE

Singapore	692	Australia	59
South Korea	440	Canada	51
United States	390	India	48
China	231	Philippines	46
Japan	100	France	33

Country figures are Google Analytics active users by country. Countries shown are a selection, not a complete audience breakdown.

READER INTERESTS

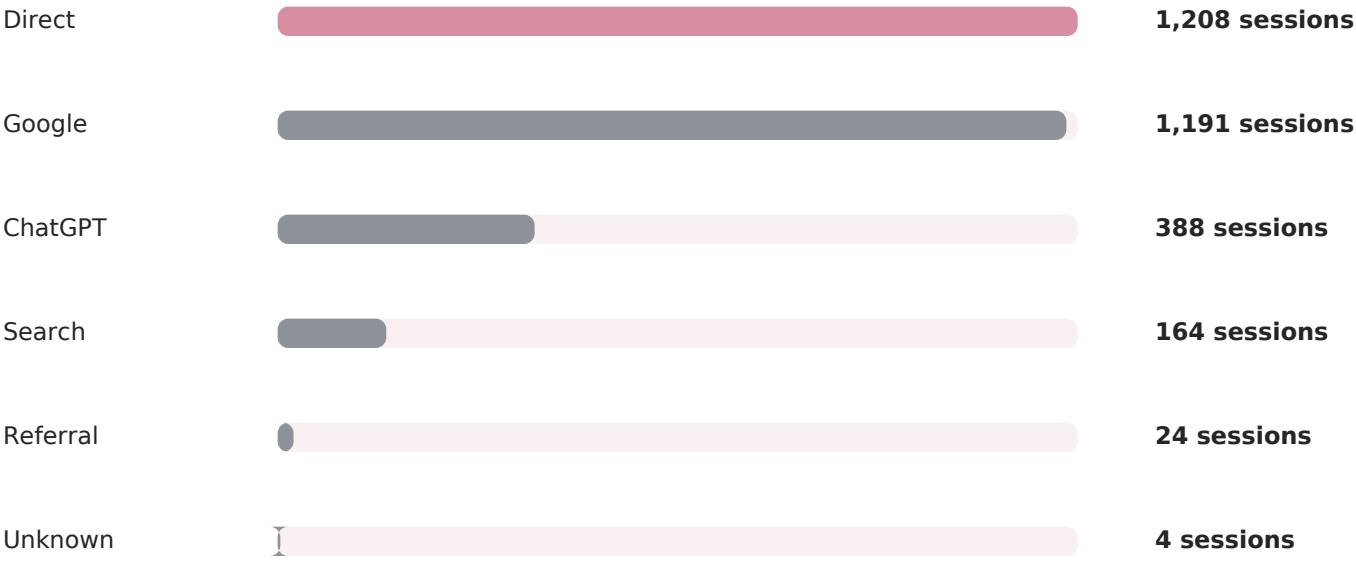
Seoul travel planning, cafés and restaurants, Korean beauty, local shopping, neighborhood guides and contemporary Korean culture.

A cross-border, English-reading audience discovering Korea through practical guides and editorial stories.

How readers discover us

Traffic acquisition and organic search performance · selected 90-day reports

TRAFFIC SOURCES



GOOGLE SEARCH CONSOLE

74	3,683	2.0%	7.7
CLICKS	IMPRESSIONS	CTR	AVG. POSITION

TOP SEARCH CONTENT

Why Korean Food Is So Sweet	**118**
Best Korean Rainy Season Boots	**76**
Why Everyone Is Korea Buying Squishies?	**50**
The 7 Summer Shoes Korean Girls Are Wearing	**38**

Top search pages are ranked by Search Console clicks; onsite article tracking is a separate measurement system.

Selected editorial stories

Examples of independent editorial work — not previous paid partnerships.



CAFÉS & EXPERIENCES

An Afternoon at Café Onion Anguk



FOOD & RESTAURANTS

Discovering Lipswich in Seongsu



SHOPPING & DESIGN

Inside Bomulseom’s Ceramics Collection



TRAVEL & FOOD

A Food Day at Busan’s Jagalchi Market

Photography-led features, practical guides, detailed reviews and local storytelling across Seoul and beyond.

Let’s tell your story

Introductory starting rates, as published on The Seoul Edit.

01 / ADVERTISING

Business Advertisement

One agreed image advertisement placement with a link to your business.

KRW 30,000

Starting at · 30 days

02 / EDITORIAL

Sponsored Blog Feature

One original English-language feature with agreed images and relevant business details.

KRW 80,000

Starting at · per article

03 / COMBINATION

Feature + Advertisement

One sponsored article plus one 30-day advertising placement.

KRW 100,000

Starting at · package

04 / BESPOKE

Custom Collaboration

Multiple articles, seasonal guides, brand spotlights or tailored campaigns.

On request

Individually quoted

Starting rates; final pricing depends on scope and availability. Travel, visits and original photography may cost extra. Sponsored content is disclosed; no specific results are guaranteed.

LET’S WORK TOGETHER

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