

M U T Z I N E

MUTZINE is a Korean fashion and culture magazine,  
from runway to street-style & everything in between!

We are the #1 source for all Korean cool.

Media Kit 2016

# Mission

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Pop music, film and food—these are among the many exports that the *Korean Wave* has brought on worldwide. However, there are **NEW** rising segments: fashion and art, begging to be packaged and exported.

MUTZINE's aim is to do exactly just that.

## Our goal is to nurture the growing interest around Korean fashion and art.

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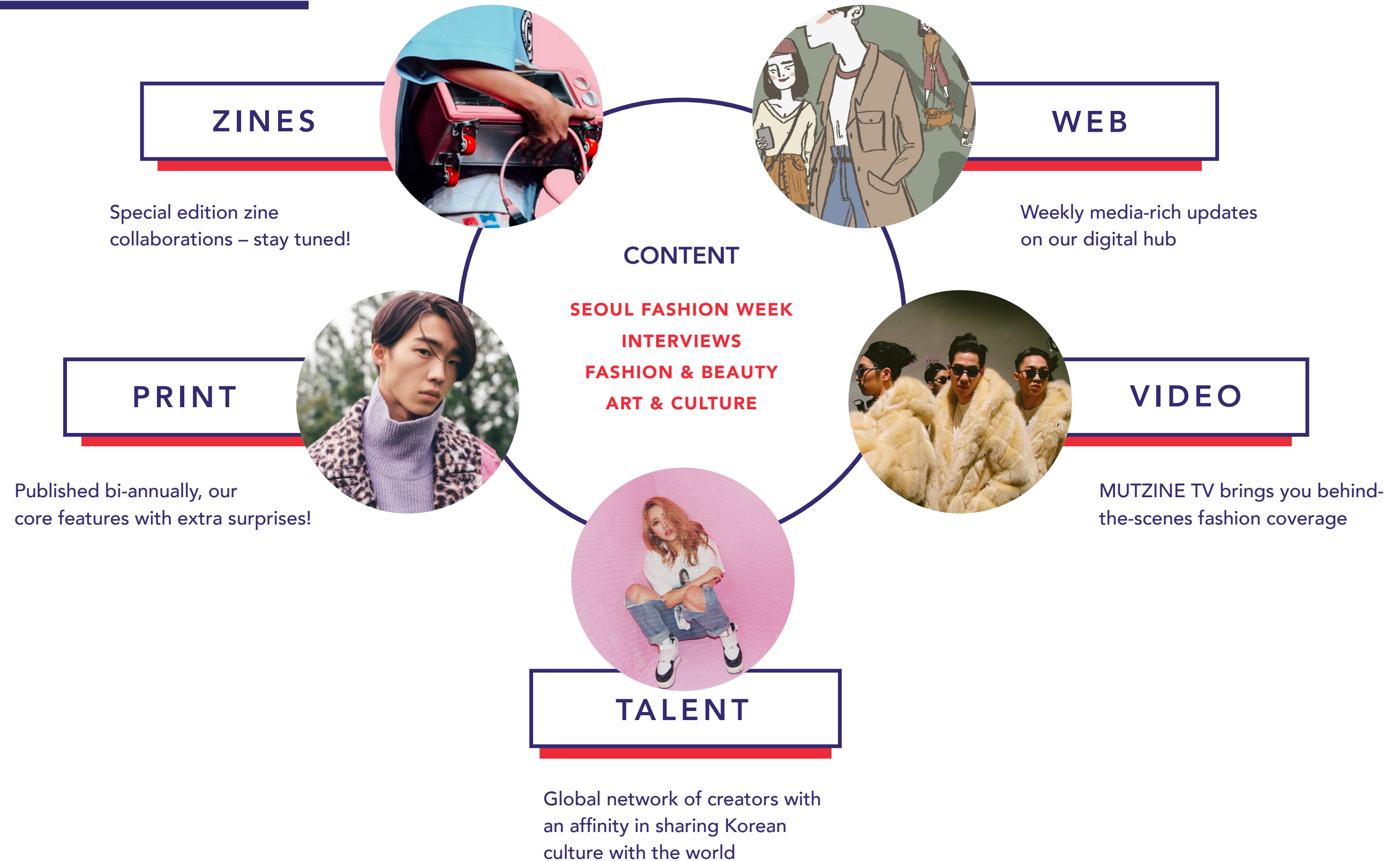
With a killer aesthetic, we publish original narratives that give the world a different perspective to Korea and sheds light on its emerging global influence.

“Over the past decade, South Korea has been positioned at the most lucrative of crossroads where fashion, music, entertainment and celebrity collide to form a nebulous cool factor.”

—Business of Fashion, April 2015

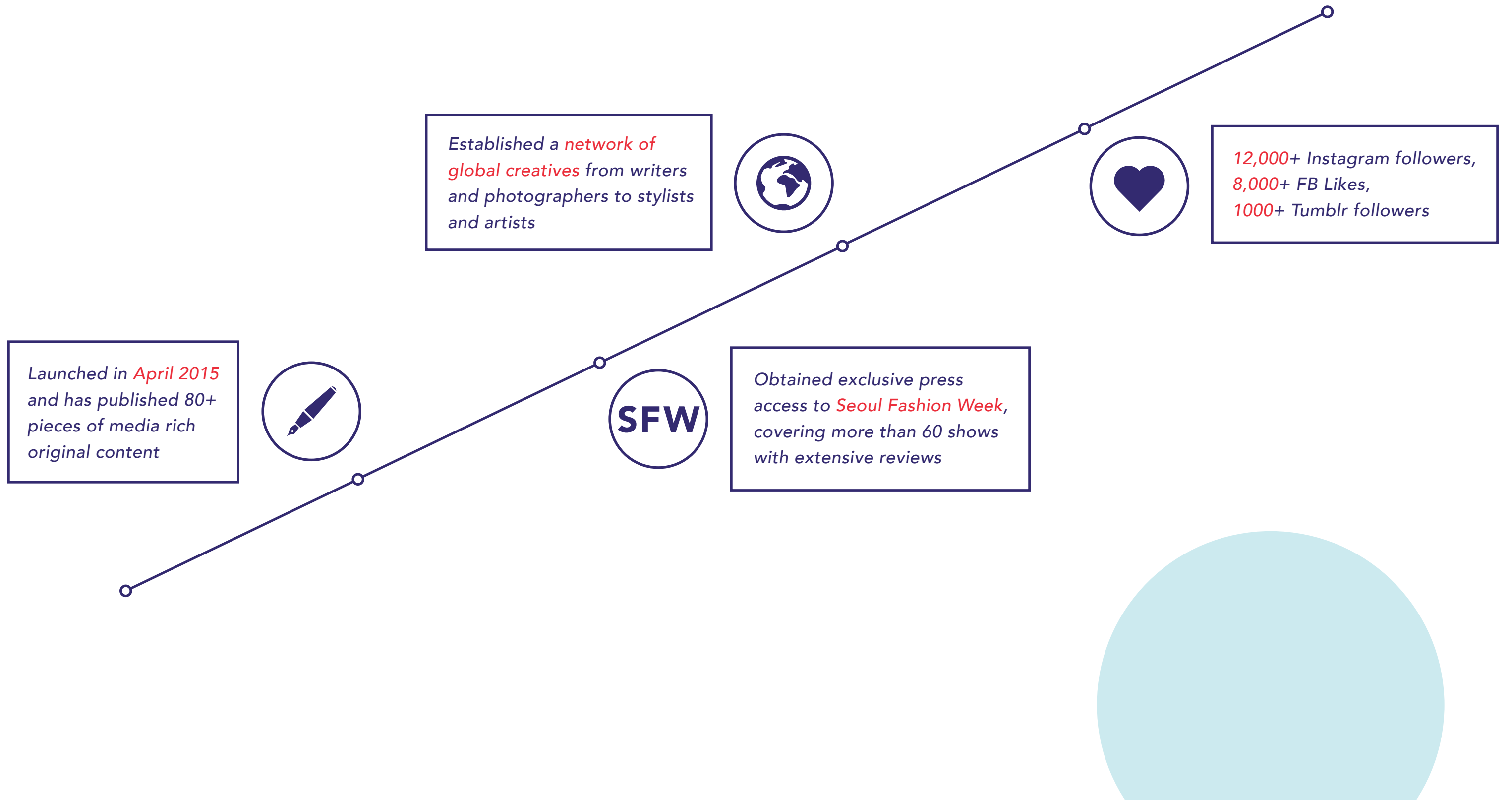
# Identity

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# Achievements

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# Audience

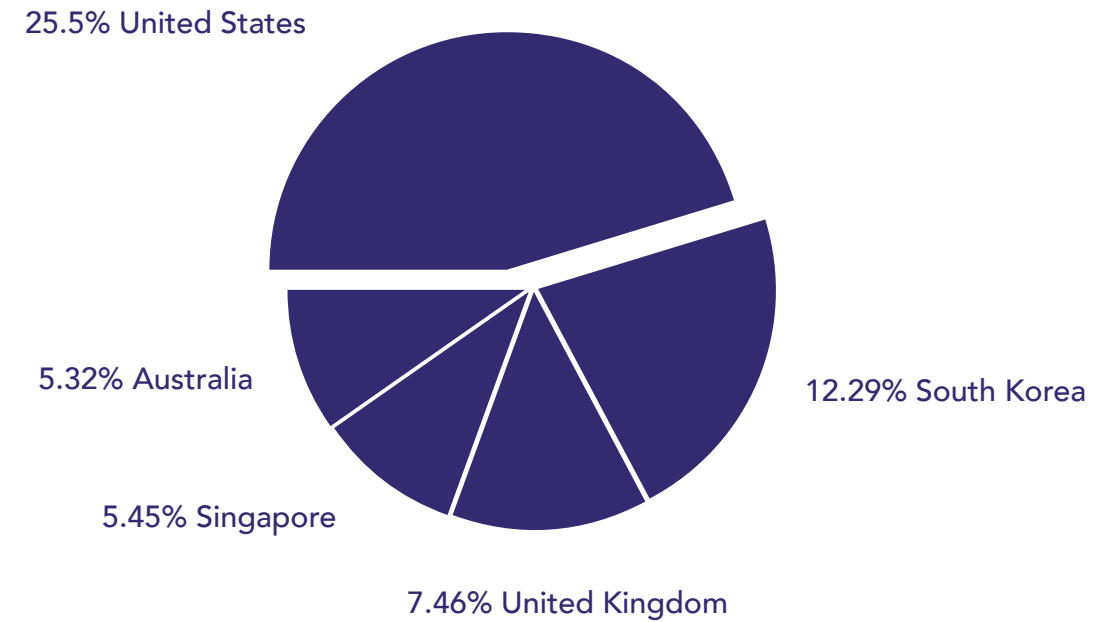
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**10,000+** Monthly Views

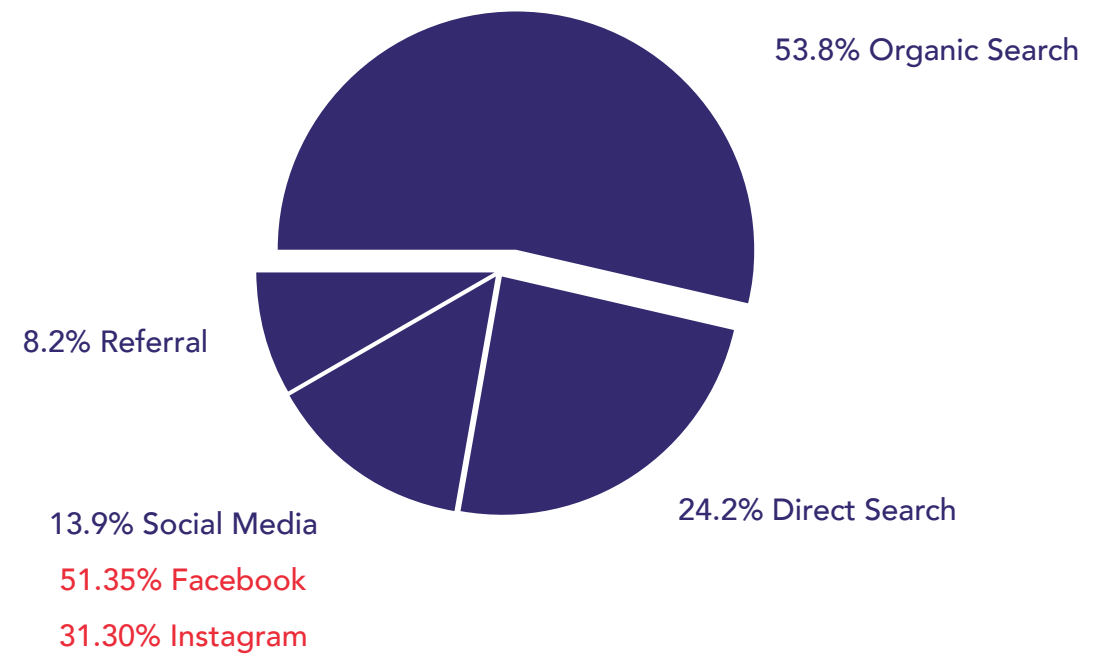
64.5% are between the ages of **18 to 24**, while **28.4%** are from the ages of **25 to 34**.

78% are **female**, 22% are **male**.

Reader Demographics



They Find Us Through:



# Join Us

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