

Reach people making Seoul their home .

Settle Seoul is an independent magazine for people moving to and living in Seoul. We offer a small number of contextually relevant, clearly labelled partnerships — never advertising that interrupts the advice. Launch edition: audience statistics will be available after launch; we publish no invented figures and no rate card until real metrics exist.

Eight partnership categories .

Categories are opportunities subject to editorial approval. None is currently booked.

FEATURED

- Korean learning — courses, tutoring and language schools — beside our phrase and Hangul guides
- Housing & relocation — relocation services, licensed agents, movers — beside apartment and hanok-stay guides
- Weekends & experiences — tours, classes and venues — beside hiking and city-exploration features

CONTEXTUAL

- Connectivity & arrival — SIM/eSIM providers and arrival services — beside phone and arrival guides
- Banking & money transfers — banks and remittance apps — beside banking guides; placement never influences advice
- Food & coffee — cafés, roasters and restaurants — beside our coffee culture feature
- Shopping & home — homeware and furniture retailers — beside setting-up-home guides
- Families & study — study spaces and education services — beside study café and student guides

Where placements appear .

- At most one contextual, labelled placement per eligible article, and at most one homepage sponsor.
- No advertising on visa or immigration guidance, health checks, official forms, the directory,
- the job boards or Ask Seoul. Sensitive financial and regulatory topics may be declined entirely.

Founding partner packages .

Starting points for a conversation. Proposals, prices and timing are agreed individually.

- Digital Partner — One relevant, clearly labelled website placement beside an eligible feature, for an agreed period.
- Editorial & Download Partner — A website placement plus a labelled presence in an eligible downloadable guide.
- Newcomer Partner — Combinations of the above, plus potential institutional distribution and a Welcome Box collaboration.

At most one advertiser runs in any single placement at a time; a category may contain several placements, so category interest does not imply exclusivity.

Beyond the website .

- Magazine display placements — future editions of the designed magazine, agreed individually.
- Guide sponsorship — a labelled sponsorship on an eligible standalone or downloadable guide.
- Welcome Box collaborations — a proposed newcomer-kit partnership once the box launches.
- Already-published PDFs and print editions are never edited to insert advertising.

Our standards .

- Payment buys visibility, never conclusions; advertisers cannot review or change articles.
- Every placement is labelled Sponsored and kept separate from advice.
- We publish only services that genuinely fit newcomers and review every partner for legitimacy.
- Affiliate or sponsored content is always disclosed.

Talk to us

Email: sales@settleseoul.com · Enquiry form: settleseoul.com/advertise

Launch edition — audience statistics available after launch. Reviewed October 2026.