

**Company:** Korea representative

**Nomination Submitted by:** KCU

**Company Description:** Bae Seog Bong is the official representative of the Stevie Awards in South Korea.

**Nomination Category:** Publication Categories

**Nomination Sub Category:** Other Publication - Public Relations

**Nomination Title:** Korea 006 KB GOLD&WISE's 『KB GOLD&WISE』

1. Date this publication was first distributed:

The first issue of 『KB GOLD&WISE』 was published in January 2005 and is published monthly.

- 2023: 12 times
- 2024: 12 times
- 2025: 7 times (by July)

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

**Total 166 words used.**

『KB GOLD&WISE』 has received many international prestigious awards because it is recognized as the best magazine in Korea by showing excellent performance compared to competitors, such as providing differentiated comprehensive asset management contents and high-quality life care services to its readers.

It was awarded as the Gold Prize in 'Publication category' at 2024 International Business Awards.

In addition, 『KB GOLD&WISE』 was held a variety of events that reflect readers' interests and trends to provide premium life care services to VIP readers.

We offer several classes, such as custom lectures and experience services that satisfy the reader's lifestyle such as hobbies, health, and art.

『KB GOLD&WISE』 will strive to provide dignity and comfort to the daily lives of our readers.

Various events held for VIP readers

1. KB GOLD&WISE 20th Anniversary Concert with the Vienna Philharmonic
2. Fragrance Marketing – 'Scent of KB GOLD&WISE'
3. e-CLASS DAY Event – 'Raising a pet tree', 'Drip coffee Class', 'Home Training Class', 'Flower Arrangement Lesson'.
4. Customer Invitational 'Asia Hotel Art Fair Busan'

3. Provide the applicable creative and production credits for this entry:

『KB GOLD&WISE』, published by KB Kookmin Bank, is a VIP membership magazine for the private banking customer and has the highest profile in Korea, including professional workers and business representatives. It boasts the largest number of circulation magazines issued by private banks in Korea and more than 60,000 copies are issued per month.

The main theme of 『KB GOLD&WISE』 is 'Korean traditional Beauty', It gives readers the beauty of Korean tradition with a unique and new perspective.

In the financial section, KB Kookmin Bank's experts provide readers with various and useful economic information such as economy, real estate, and finance.

And with a clean layout and modern design, readers can read it more easily and comfortably.

The magazine 『KB GOLD&WISE』 was first published in 2005, and is published 12 times a year, and has been in constant communication with readers through the Internet and mobile apps since 2014.

## Attachments/Videos/Links:

[Korea 006 KB GOLD&WISE's 『KB GOLD&WISE』](#)



[REDACTED FOR PUBLICATION]

