



# **Communication and Advertising Kit 2024**





Our website

4,000+

unique visitors every month

18,000+

page views every month



Our newsletters

12,000+

contacts

25-30%

open rate



HongKongEcho

20,000+

readers

22,000+

followers on our social media channels

making us the most-followed international chamber in Hong Kong



19,000+ followers

10% Engagement



3,200+ followers

15% Engagement

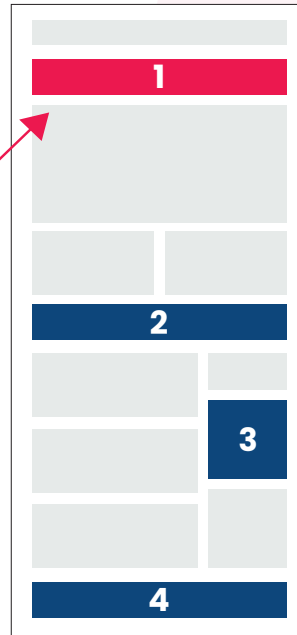
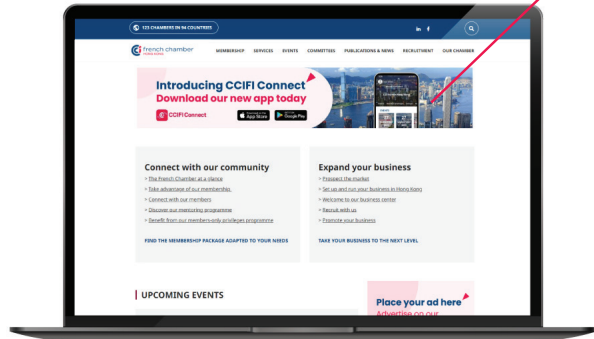
## Our Communications Channels

Across both digital and print, we offer a wide range of insights from in-depth articles about the local business environment to **all the latest news from our members.**

[Click here for more info](#)



**A highly-frequented platform** with 4,000+ unique visitors and 18,000+ page views per month, our website is a fantastic launchpad for visibility towards a wide audience.



**Positions** [Click here for more info](#)

Homepage	Members rate (HK\$)		Non-members rate (HK\$)	
	2 weeks	1 month	2 weeks	1 month
<b>1 Top banner</b>	3,000	5,400	3,600	6,500
<b>2 Inline banner</b> (Below carousel)	2,600	4,700	3,100	5,600
<b>3 Square banner</b> (Right column)	2,000	3,600	2,400	4,320
<b>4 Footer banner</b>	1,500	2,700	1,800	3,240

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Upcoming events page	2 weeks	1 month	2 weeks	1 month
<b>1 Top banner</b>	2,600	4,700	3,100	5,600

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News page	2 weeks	1 month	2 weeks	1 month
<b>1 Top banner</b>	2,000	3,600	2,400	4,300

 @ **Our newsletters**

An effective media to quickly reach our wide business community.



The screenshot shows a newsletter header with the French Chamber Hong Kong logo and the word "Highlights". Below the header is a large graphic with the text "Save the date 2 June 2023" and "2023 Gala Dinner". A "News" section follows, featuring a photo of a group of people and the headline "Business France Hong Kong awards the FCCIHK the public service contract for export support services". A "Read more" button is located below the headline. At the bottom, there is a section for "The Hong Kong Business Dashboard" by Ekimetrics.

## Highlights

### Sent out weekly

Aside from introducing new members, the newsletter informs readers about the latest Chamber news and events, while also featuring new members and prominent members' news.

### Highlights newsletter

[Click here for more info](#)

Top banner	Members rate (HK\$) 20% off	Non-members rate (HK\$)
<b>12,000+</b> contacts	<b>1 issue</b> <b>2 issues</b>	<b>1 issue</b> <b>2 issues</b>
<b>25-30%</b> open rate	3,900   5,500	4,900   6,900

## Top Talents

### Sent out fortnightly on Wednesdays

The recruitment newsletter is an efficient resource for many company managers as it features various high calibre candidates suited for junior to top management level positions in sectors ranging from business development, finance, retail, sales, marketing, IT and many more.

### Top Talents

[Click here for more info](#)

Top banner	Members rate (HK\$) 20% off	Non-members rate (HK\$)
<b>2,000+</b> contacts	<b>1 issue</b> <b>2 issues</b>	<b>1 issue</b> <b>2 issues</b>
<b>30%+</b> open rate	3,000   4,400	3,800   5,500



Our  
**magazine**

 **20,000+**  
readers

 Exclusive  
**C-level**  
audience

 Hardcopy and  
digital editions

## HongKong**Echo**

As the French Chambers' signature publication, **HongKongEcho** is **directly distributed to Chamber members** as well as the general public via targeted outlets, most notably selected airlines, official French institutions, company lobbies, and coworking spaces.

Each edition focuses on a particular theme that is relevant to the French, local and international business communities in Hong Kong. We invite **industry experts, business leaders and other high-level actors to share their insights.**

Positions <a href="#">Click here for more info</a>	Members rate (HK\$)		Non-members rate (HK\$)	
	1 issue (10% off)	2 issues (20% off)	1 issue	2 issues
<b>Back cover</b>	27,000	48,000	30,000	60,000
<b>Double page spread</b>	21,000	35,200	23,100	44,000
<b>Inside front cover</b>	17,100	30,400	19,000	38,000
<b>Inside front cover</b> (double page spread)	24,300	43,200	27,000	54,000
<b>Inside back cover</b>	17,100	30,400	19,000	38,000
<b>Inside back cover</b> (double page spread)	24,300	43,200	27,000	54,000
<b>Full page facing Contents</b>	15,300	27,200	17,000	34,000
<b>Full page</b>	13,500	24,000	15,000	30,000
<b>Half page</b>	9,000	16,000	10,000	20,000
<b>Flyer Insertion</b>	On quotation		On quotation	





**Bespoke**  
**Communications &**  
**Advertisement**  
**Solutions**



 **Exclusive once-a-month**  
 **bespoke eNewsletter**

Communicate on your products, special events, key news & projects to a broader audience. The French Chamber has an excellent audience and solid eDM opening rates.

To be sent through  
from the French  
Chamber's database

**12,000+**  
contacts

**8,000 HKD**  
per insertion

**Exclusive\***  
**once-a-month**  
**opportunity**

**\*12 bespoke eDM opportunities per year**





## Promotional Social Media & Website Posts



LinkedIn

**19,000+**  
followers

**10%**  
Engagement



Facebook

**3,200+**  
followers

**15%**  
Engagement



Promotional  
Website Article

**4,000+**  
unique views  
/month

**18,000+**  
page views

**3,000 HKD**  
per insertion

**2 insertions**  
per month  
available

**3,000 HKD**  
per insertion

**2 insertions**  
per month  
available







## Why Hong Kong

### Hong Kong is back on the Global Stage!

You want to relay a special message? We will highlight your words, so it can be broadcast to a wider audience.

### Our Social Media Channels



LinkedIn

**19,000+**  
followers

**10%**  
Engagement



Facebook

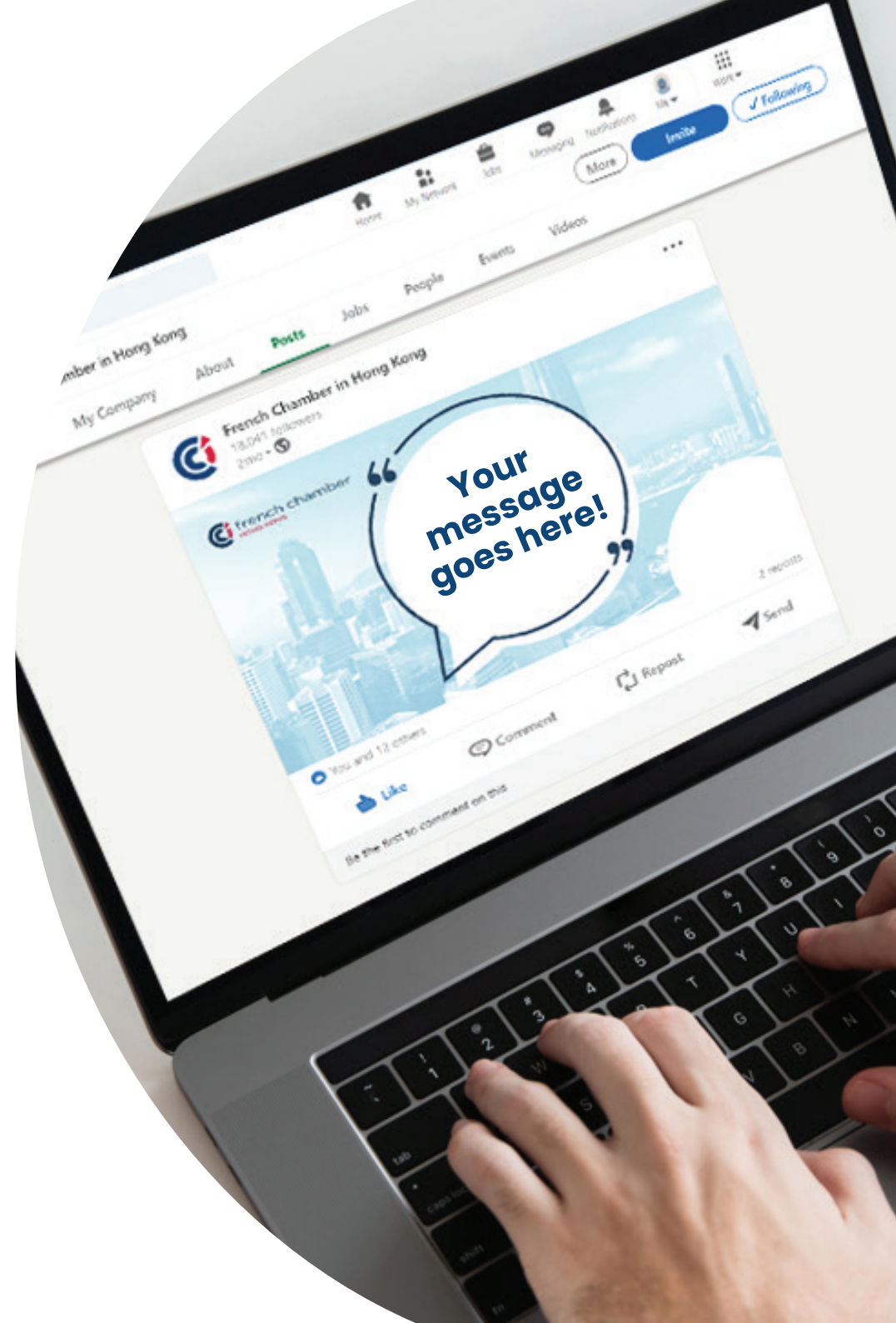
**3,200+**  
followers

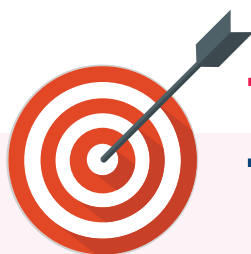
**15%**  
Engagement

**1,500 HKD**  
per insertion

**Exclusive\***  
once-a-month  
opportunity

**\*12 insertion opportunities per year**





**Thank you  
for your time**

**Contact us for details**

Email: [marine.deviller@fccihk.com](mailto:marine.deviller@fccihk.com)

Website: [fccihk.com](http://fccihk.com)

