

# Media Kit

**2024**

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Sydney  
Melbourne  
Brisbane  
Perth  
Adelaide

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[www.facci.com.au](http://www.facci.com.au)

# WHO ARE WE?

The French-Australian Chamber of Commerce & Industry (FACCI) is an **independant not-for-profit organisation** created in 1899. The Chamber's main mission is to promote our members and help French and Australian organisations succeed through information, networking and business support services.

The Chamber represents a dynamic business platform counting over **470 members, from individual members to multinational corporations, including SMEs as well.** FACCI is part of the worldwide network "CCI France International" (French Chambers of Commerce network abroad) composed of 119 French Chambers in 94 countries.

We offer a wide range of opportunities to advertise promotional content on our website, social media and monthly Newsletter. **FACCI MEMBERS benefit from 30 to 50% discount** on the entire Media Kit.



Website



Newsletter



Social Media

**Benefit from our wide range of advertising tools and reach key business players in Australia.**

## OUR AUDIENCE



**470**  
Corporate members



**15,000**  
Newsletter subscribers

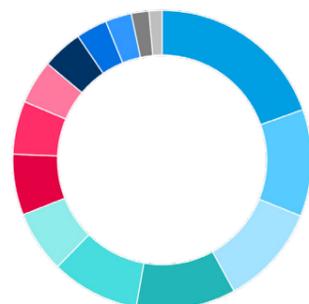


**100**  
Events per year



**Professional contacts**  
NRS A & B

## CONTACTS BY INDUSTRY SECTORS



- Finance - 20%
- Technology - 12%
- Energy & Environment - 11%
- Professional Services - 11%
- Transport & Infrastructure - 10%
- Aviation, Defence & Aerospace - 7%
- Retail & Consumer Goods - 7%

- Education, Culture & Art - 6%
- Hospitality, Travel & Tourism - 5%
- Other - 4%
- Administration & Government - 3%
- Marketing, Communication & PR - 3%
- Industrial Goods & Manufacturing - 2%
- Health, Medical & Pharmaceutical - 1%

# MEDIA KIT

## WEBSITE

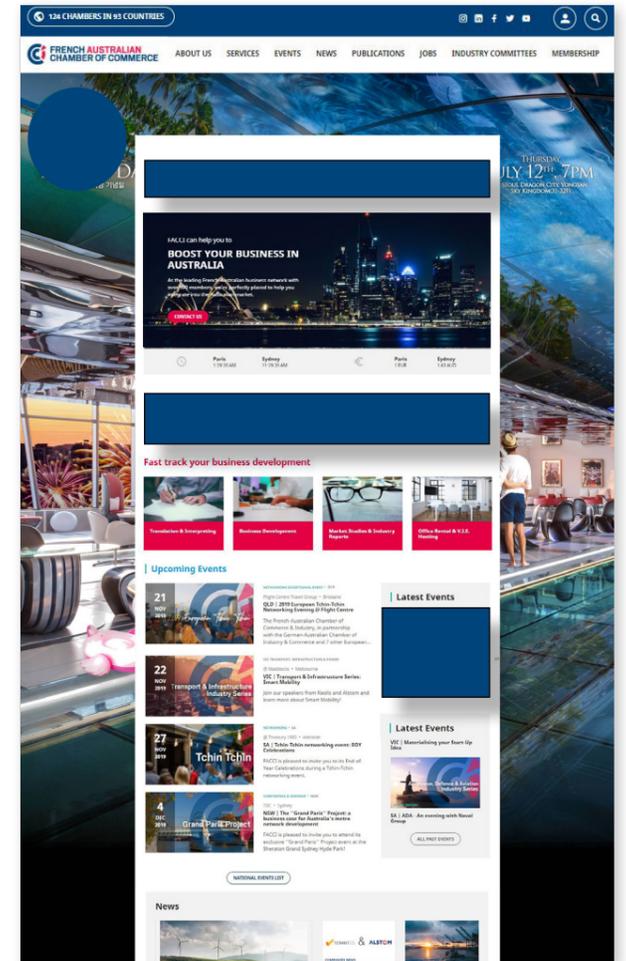
Our website [www.facci.com.au](http://www.facci.com.au) provides a broad range of news, events, member spotlights and job opportunities to anyone interested in doing business in Australia. We offer a real community platform where members can share their latest news, post job opportunities and discover relevant information about Australia and its latest developments.

Increase **your brand visibility** via prime advertising positions on our homepage and more specific pages where you will be **instantly noticed** by your potential customers.

**117,000**  
page views a year

**37,500**  
visits a year

**22,100**  
unique visitors per year



## Promotional Banners

1. **Wallpaper Banner** Home page + **Wide banner** Above Carousel
2. **Wide Banner Homepage** Above Carousel
3. **Wide Banner Homepage** Below Carousel
4. **Wide Banner other page** (News, Events, Jobs area, Private area...)
5. **Square Banner any page** (News, Events, Jobs area, Private area...)
6. **Footer Banner** Homepage

**AUSTRALIA 66%**



**FRANCE 19%**

**OTHER 15%**

# FRENCH CHAMBER AD BOOKING FORM - WEBSITE

## RATES - All rates exclusive GST

FACCI Members benefit from 30 to 50% Discount

	2 weeks	1 month
<b>Full Home page</b>	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$2,600
(1) Wallpaper Banner		
(2) Wide banner Above Carousel		
(3) Wide Banner Below Carousel		
(4) Square Banner		
(5) Wide Banner Footer Carousel		
<hr/>		
<b>Home page Gold</b>	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$2,100
(2) Wide banner Above Carousel		
(3) Wide Banner Below Carousel		
(5) Wide Banner Footer Carousel		
<hr/>		
<b>Home page Silver</b>	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1200
(2) Wide Banner Homepage Above Carousel		
(4) Square Banner		
<hr/>		
<b>Other page</b> <i>News, Events, Jobs area, Private area, Page by State</i>	<input type="checkbox"/> \$650	<input type="checkbox"/> \$800
(2) Wide Banner Top of page		
(4) Square Banner		

## SPECIFICATIONS

### Format

JPG, GIF, PNG, EPS

### Wide Banners

1110 (w) pixels x 125 (h) pixels



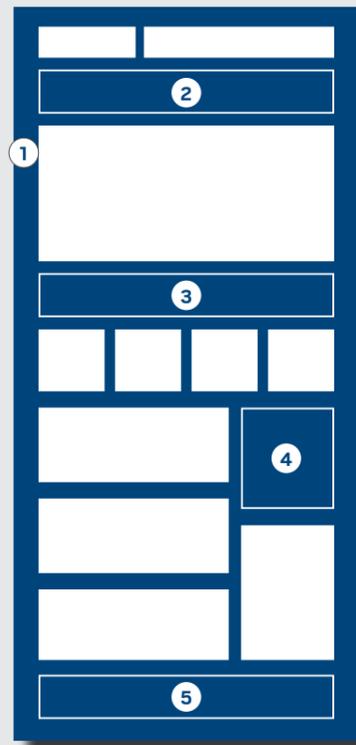
### Square Banners

300 (w) pixels x 250 (h) pixels



### Wallpaper Banner

300 (w) pixels x 250 (h) pixels



# MEDIA KIT

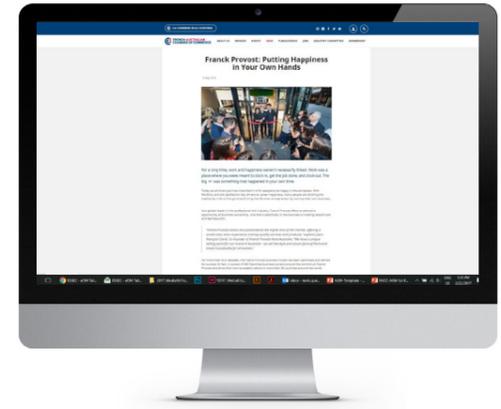
## CAMPAIGNS

### Promotional Article on Website + Social Media + Newsletter (1)

Publishing of a promotional article on the News area of our website and on the Home page. The promotional article is also shared on our social networks and in the national Newsletter (>14,000 recipients). The article can include any picture and/or Youtube video.

FACCI Members benefit from 30 to 50% Discount

- 1 article - \$2,200
- 2 articles - \$3,750



### Monthly Newsletter (2)

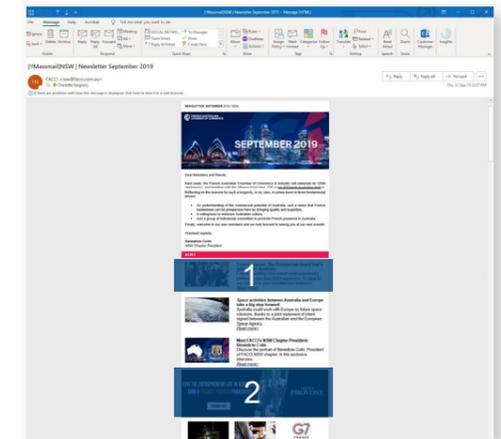
This Newsletter, written English, lists the latest business news, the upcoming events and presents the new FACCI members. One Newsletter is sent at the beginning of each month to our national database (>14,000 recipients).

#### Ad banner just below the Edito

Computer: 1920\*400px, Jpg or Png

FACCI Members benefit from 30 to 50% Discount

- 1 issue - \$700
- 2 issues - \$900
- 3 issues - \$1,250
- 4 issues - \$1,500



### Ad post on Social Media

Choose which media and benefit from our audience to promote your activity.

FACCI Members benefit from 30 to 50% Discount

- 1 post - \$400
- 2 posts - \$650
- 3 posts - \$790
- 4 posts - \$890

LinkedIn  
11,800 followers

Twitter - @FACCI\_Australia  
2,150 followers

Facebook  
4,300 followers

Instagram - @frenchaustralianchamber  
1,200 followers

\*All rates exclusive GST

## PROMOTION OF YOUR JOB OFFERS

Our Job area is an efficient platform to advertise job opportunities from junior to top management level positions in sectors ranging from business development, finance, retail, sales, marketing... to IT and many more.

In addition to appearing on the job area of our website, offers are regularly shared on social media.

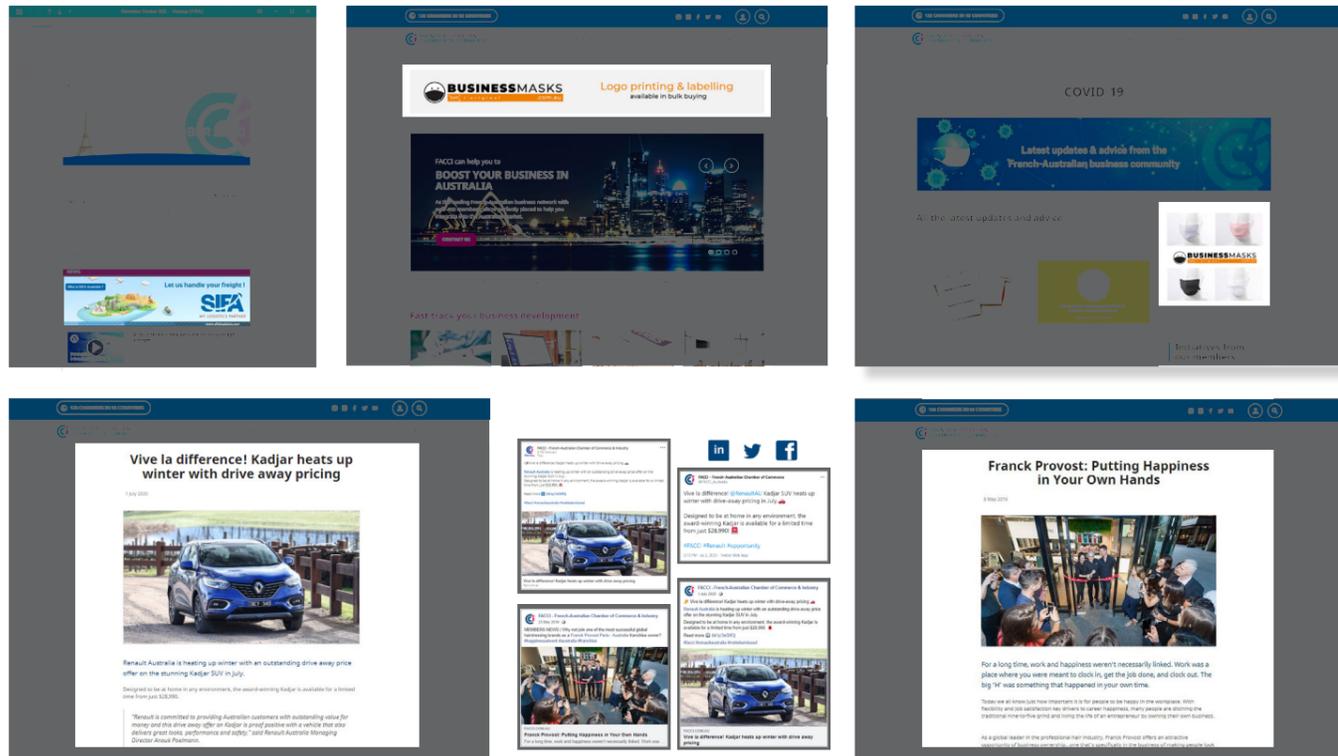
### Free for FACCI Members\*

- 1 job offer / 2 months - \$75
- 2 job offers / 2 months - \$120
- Annual Pack 5 job offers / 2 months - \$250
- Annual Pack 10 job offers / 2 months - \$400

\*All rates exclusive GST - ads displayed for 2 months



## THEY TRUSTED US



## THANK YOU TO OUR PATRON MEMBERS



## CONTACT

Marketing & Communication Department  
 T. (+61) 2 9099 1328  
[media@facci.com.au](mailto:media@facci.com.au)

\*Depending on the level of membership:

Patron members: 10 ads  
 Corporate members: 5 ads  
 SME & Start-up members: 2 ads  
 Wine & Dine members: 2 ads

*Job offers will be displayed for 2 months.  
 This benefit is not available for Individual and Young Pro memberships.*

**SYDNEY**

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