



**ADVERTISEMENT  
SERVICES**

**2024**



# Why Communicating With Us?

Boost your visibility through all of our communication services!

## Who will see your campaign?




**Created in 1986**, FKCCI reaches out to more than **5000 business leaders** of the French-Korean business community composed of institutions and companies of all sizes and sectors of activity. FKCCI also reaches a larger bicultural audience.

Through **customized services**, FKCCI can also create and deliver your campaign to **targeted audience** both on the Korean and French markets, thanks to its **wide network of partners**.

## How to boost your marketing strategy?

Thanks to its network of partners (media, press agencies, digital agencies,...), and FKCCI bicultural communication team's experience, we provide **marketing studies and consultancy services** based on your needs on the Korean and French markets.

## Our Tool Kit

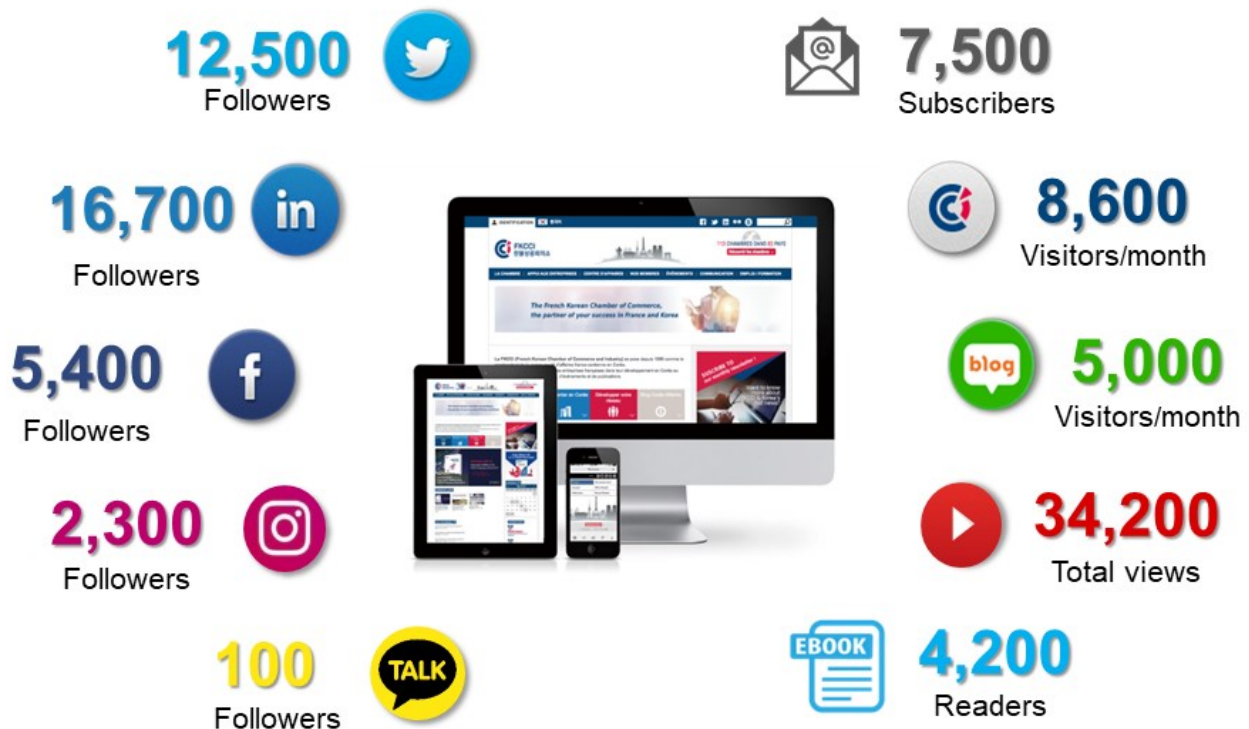
-  WEBSITE & BLOG
-  NEWSLETTER & E-MAILING
-  SOCIAL NETWORKS
-  DIRECTORY & MAGAZINE
-  CUSTOMIZED CAMPAIGN
-  MARKETING STRATEGY

## Contacts

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## CHANNELS

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Your banner on our website	
<b>Newsletter</b> .....	<b>p 5</b>
Your banner in our monthly newsletter	
<b>E-Mailing</b> .....	<b>p 6</b>
Customized e-mailing service	
<b>Advertorial</b> .....	<b>p 7</b>
Versatile offline/online solution with targeted communication on SNS, newsletter, website, blog, and magazine!	
<b>Corée Affaires</b> .....	<b>p 8</b>
Your banner or advertorial in the only French-Korean business magazine distributed to business leaders	
<b>Directory</b> .....	<b>p 9</b>
Advertise in our annual Directory : a great opportunity to target the French-Korean businesses	
<b>Restaurant Guide</b> .....	<b>p 10</b>
Your banner in the 2023 reedition of our restaurant guide	

## CUSTOMIZED CAMPAIGN

<b>Public Relations</b> .....	<b>p 11</b>
Maximize your presence in the Korean press through tailored press releases and targeted distribution	
<b>Customized Campaign</b> .....	<b>p 12</b>
On-demand campaign creation and/or distribution on French and Korean markets to targeted audiences	

## COMMUNICATION STRATEGY

<b>Communication Strategy &amp; Consulting</b> .....	<b>p13</b>
Get to know the marketing landscape of France or Korea and get leverage for your communication strategy	



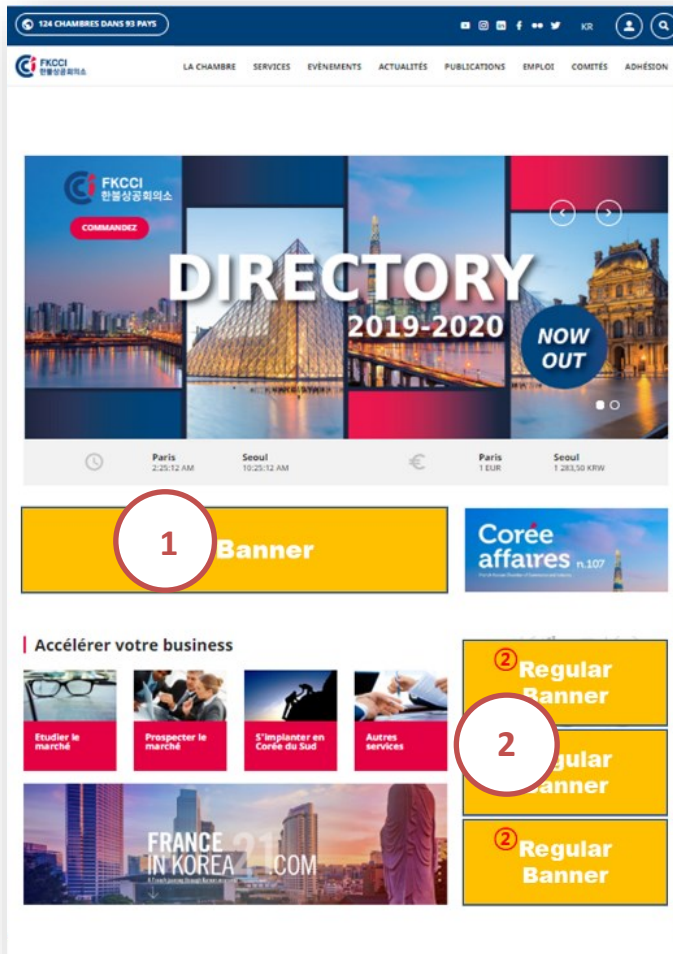
# Website

**A reference for the French-Korean business community!**

Maximize your company's exposure using FKCCI website : [www.fkcci.com](http://www.fkcci.com)

**Visibility:**

**11,500** monthly views



<b>Top Banner No1</b>	*KRW 800,000/month
<b>Regular Banner No2</b>	*KRW 600,000 /month

\* All rates are subject to 10% V.A.T

## **Package Discount**

**10% discount** for 3-months banner

**15% discount** for 6-months banner

Additional AD spaces are available on demand depending on your strategy, such as HR, events, publications pages, and so on....

# Newsletter



## Top Banner

## TOP STORY



Dear FKCCI Members, dear Friends,

We are already quite advanced in January, but I guess it is not too late to wish you a happy New Year 2022 and at the same time, it is not too early to wish you a happy Seollal, the Lunar New Year coming soon.

## | SUMMARY

### French Presidency of the EU

### Covid-19 Updates

Entry conditions, Social distancing, Vaccination

### Upcoming Events

HR Seminar, General Assembly & French Business Awards, Career Forum 2022

### Past Events

Career Forum 2021, IFEZ Symposium, HR training replays, Visit in Gwangju, Personal tax & social insurance replay

### Insights

Wine imports, Economic Francophonie, HR Management, E-commerce

### Members' News

Vinessen, Le Cordon Bleu, Sofitel Ambassador Seoul, ECM Technologies, Michelin, OnTheList with Sephora

### Regulatory Watch

New legislative bills in December

### France-Korea News

Data transfer from EU to Korea, Business French cursus, Visit of Cédric O

## The monthly feed for the French-Korean business community!

FKCCI newsletter shares the latest economic and business news between France and Korea

### Periodicity

Last week of the month

### Readership

**5,700 readers**

Leaders and decision makers of the French-Korean business community.  
**25%** Average opening rate

### Rates

**Top Banner**

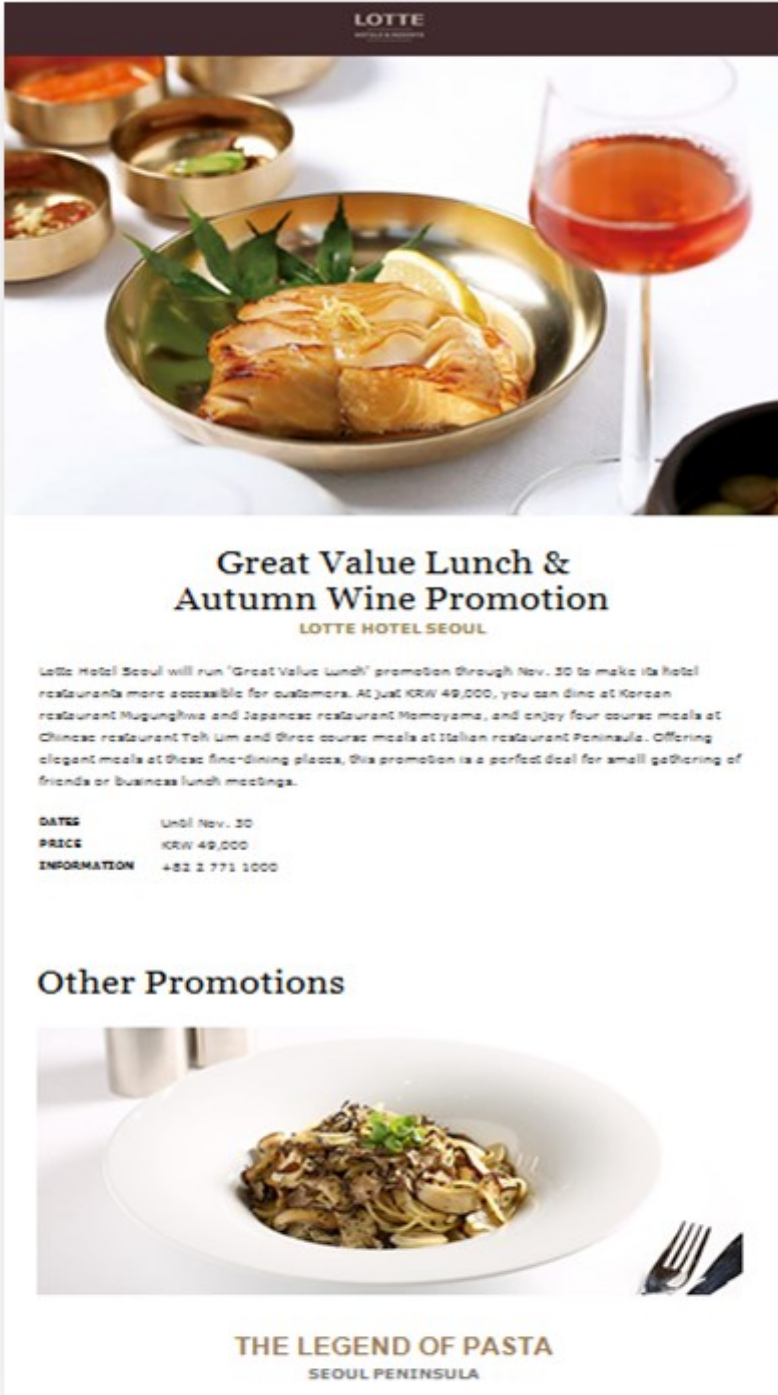
\*KRW 400,000/ 1 time

\* All rates are subject to 10% V.A.T


### Package Discount

**10% discount** for 3 newsletters

# E-Mailing



**LOTTE**  
HOTEL & RESORTS




**Great Value Lunch & Autumn Wine Promotion**  
LOTTE HOTEL SEOUL

Lotte Hotel Seoul will run "Great Value Lunch" promotion through Nov. 30 to make its hotel restaurants more accessible for customers. At just KRW 49,000, you can dine at Korean restaurant Mugunghwa and Japanese restaurant Momoyama, and enjoy four course meals at Chinese restaurant Tok Um and three course meals at Italian restaurant Peninsula. Offering elegant meals at great fine-dining places, this promotion is a perfect deal for small gathering of friends or business lunch meetings.

**DATE** Until Nov. 30  
**PRICE** KRW 49,000  
**INFORMATION** 482 2 771 1000

**Other Promotions**



**THE LEGEND OF PASTA**  
SEOUL PENINSULA

## The most direct way to promote your services and products!

E-mailing is a cost-effective and efficient promotion service.

### Periodicity

One e-mail shot, any time upon discussion about e-mailing calendar.

### Readership

**1,200 readers:** Members Only

**5,700 readers:** General

Leaders and decision makers of the French-Korean business community

**25%** Opening rate

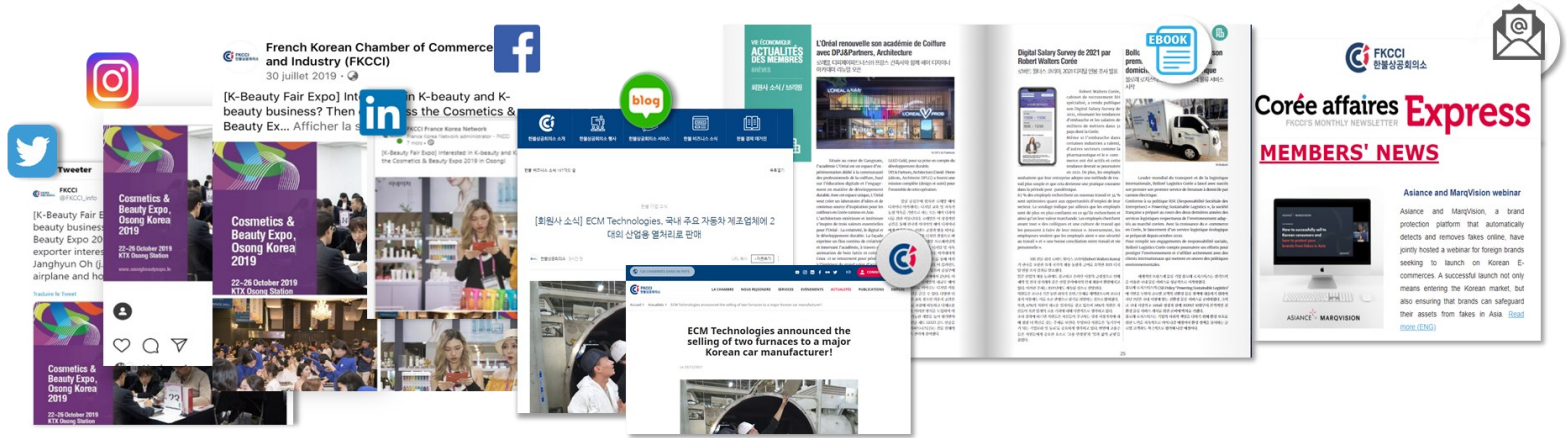
### Rates

<b>Members</b>	*KRW 500,000/ 1 time
<b>General</b>	*KRW 850,000/ 1 time

\*Additional charge of design service if needed:  
KRW 250,000 / 1 e-mail

\*All rates are subject to 10% V.A.T

# Sponsored Content



## A turnkey offline/online solution for your promotion

From the article redaction to translation services, we take care of everything **for great SEO visibility!**

## Diffusion Channels

Magazine, Website, Naver Blog, SNS (Facebook, Instagram, Twitter, LinkedIn...), Newsletter, with a possibility of a sponsored targeted campaign\*!

## Readership

**37,000** followers on SNS, **15,000** views per month on Naver and corporate website, **4,200** readers on e-book, **5,700** readers on Newsletter.

<b>Rates</b>	1 Advertorial (FR/KR) - Print & Online	*KRW 2,100,000
	1 Advertorial (FR or ENG/KR) - Online only	*KRW 1,200,000

\* All rates are subject to 10% V.A.T

\* Possibility to sponsor the article on demand on Social Media

# Corée Affaires



## The Only French-Korean Economic Magazine

Published on a biannual basis, it covers each edition a different topic in Korea's news, but also French-Korean business news and opportunities.

## Readership

**4,200 Readers** per magazine on [e-book](#)  
**1,000 copies** distributed to over 450 members, French-Korean business leaders, institutions (FKI, KCCI, KITA, KOTRA, Embassies, Ministries...)

**Topics in 2023:** Macroeconomic trends, Energy, Deep Tech, HR, legal issues ...

## Released in April and September 2024

\*The schedule may be subject to change



Position	Number of available	Rates* (per edition)
Inside front cover	1	KRW 1,500,000 /page
Page before/after contents	2	KRW 1,300,000 /page
Double page advertorial	2	KRW 2,000,000 /unit
Advertorial page	1	KRW 1,100,000 / page
Regular page	5	KRW 1,300,000 /page
Inside back cover	1	KRW 1,500,000 /page
Back cover	1	KRW 1,950,000 /page

\* All rates are subject to 10% V.A.T <sup>8</sup>



# Directory



## The reference to know the ecosystem of actors between France and Korea

With more than **450 members'** profiles, FKCCI Directory is not only a comprehensive list but also a valuable source of information in 3 languages.

## Readership

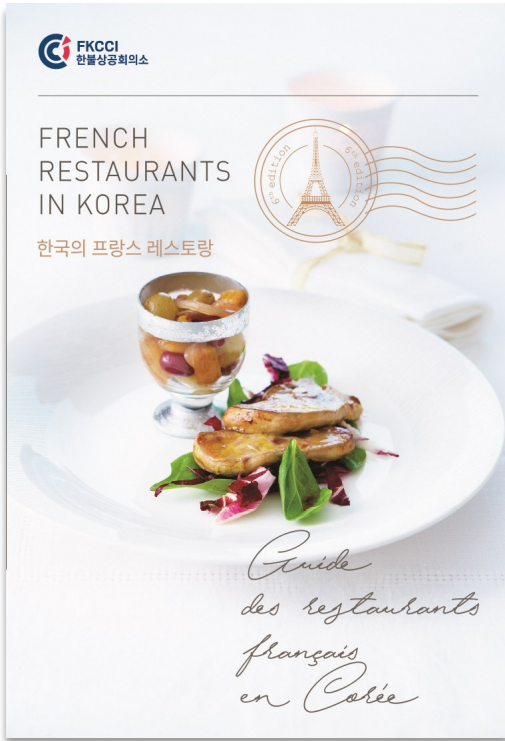
**1,000 copies** distributed every year to the most influential circles: institutions and ministries (FKI, KCCI, KITA, KOTRA, Embassies,...), HQ of Korean/French companies, as well as business lounges of air companies from Paris to Seoul (Air France-Korean Air) and hotels.

## 2023-2024 edition released in January 2024

Position	Number of availa-	Rates*
Inside front cover	1	KRW 3,600,000 /page
First - Second page	1	KRW 3,400,000 /page
Page before contents	1	KRW 3,200,000 /page
Page after contents	1	KRW 3,000,000 /page
Opposite section (coated paper)	3	KRW 3,500,000 /page
Regular page	5	KRW 2,500,000 /page
Bookmark	2	KRW 4,000,000 /page
Inside back cover	1	KRW 3,600,000 /page
Back cover	1	KRW 4,300,000 /page

\* All rates are subject to 10% V.A.T

# Restaurant Guide



## The ultimate reference book for gourmets and French food lovers

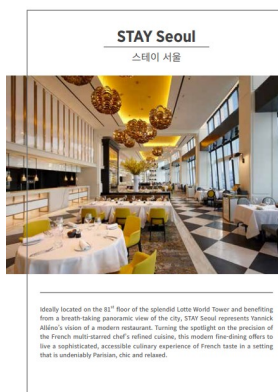
It is the only guide listing all the French restaurants located in Seoul and everywhere in Korea. "French restaurants in Korea" will give comprehensive information in 3 languages (Korean, French and English) on the well-established and always popular places as well as on the new restaurants.

## The perfect corporate gift for Christmas

**3,000 copies** distributed and sold to the French-Korean business community, as well as business lounges of air companies from Paris to Seoul and hotels.

\* All rates are subject to 10% V.A.T

Position	Number of available pages	Rates*
Inside front cover	1	KRW 3,000,000 /page
First Page	1	KRW 2,700,000 /page
Page before contents	1	KRW 2,400,000 /page
Regular Page	5	KRW 1,700,000 /page
Page after contents	1	KRW 2,300,000 /page
Inside back cover	1	KRW 3,000,000 /page



# Public Relations



## [2024 New Service]

**Our comprehensive PR service includes crafting compelling Press releases, distribution to English and Korean language publications, and targeted outreach to industry-specific newspapers, ensuring maximum visibility for your business in the Korean market.**

- **Tailored PR:** Tailored press releases written in English and Korean.
- **Wide Circulation:** Sent to local press in both languages.
- **Industry Targeting:** Reach relevant newspapers based on industry.
- **Cross-Cultural Expertise:** Bridging cultural gaps effectively.

**Quotation on demand**

# Customized Campaign



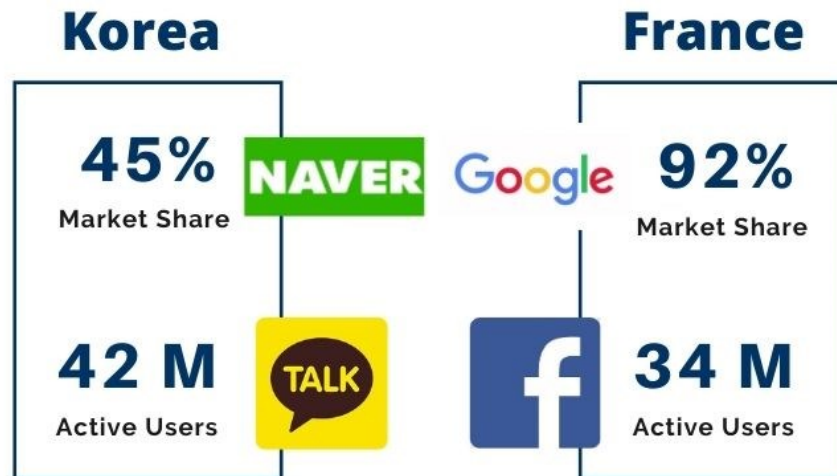
**Depending on your needs on the French or Korean markets, we can provide a full range of communication services. We can realize and communicate campaigns, and be you're A to Z communication service providers thanks to our network:**

- Content creation (visual design, videos, texts, brochures, press releases) and content translation
- Communication to a targeted audience via print and/or web media (economic magazines and web platforms, SNS campaign, Google Ads, Naver Ads ....)
- Reporting and analytics of the campaign's impact

**Quotation on demand**

# Digital Strategy

**Korea is one of the few countries in the world that has digital sovereignty with an ecosystem dominated by local solutions (Naver, Kakao, etc.), so it is key to be guided in this new environment as a foreign-invested company.**



**As both countries' ecosystems are very different, it is essential to be counseled!  
We can provide you a study on:**

- The digital marketing landscape in France or Korea and dos and don'ts to communicate locally
- The targeted audiences that suit your message on the local market and trends in your audience
- Solutions on your key messages and the process to communicate your service or product via appropriate local media
- A review of your current marketing contents to adapt to France or Korea

**Quotation on demand**

**We are committed to give you the best visibility through all communication channels!**

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## Patron Members 2024

