



ADVERTISEMENT SERVICES 2026



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 **9000 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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KR/ENG: communication@fkcci.com



CHANNELS

Website	p 4
Your banner on our website	
Newsletter	p 5
Your banner in our newsletter	
E-Mailing	p 6
Customized e-mailing service	
Corée Affaires.....	p 7
Your banner or advertorial in the only French-Korean business magazine distributed to business leaders	
Directory	p 8
Advertise in our annual Directory : a great opportunity to target the French-Korean businesses	
Restaurant Guide.....	p 10
Your banner in the 2023 reedition of our restaurant guide	

CUSTOMIZED CAMPAIGN

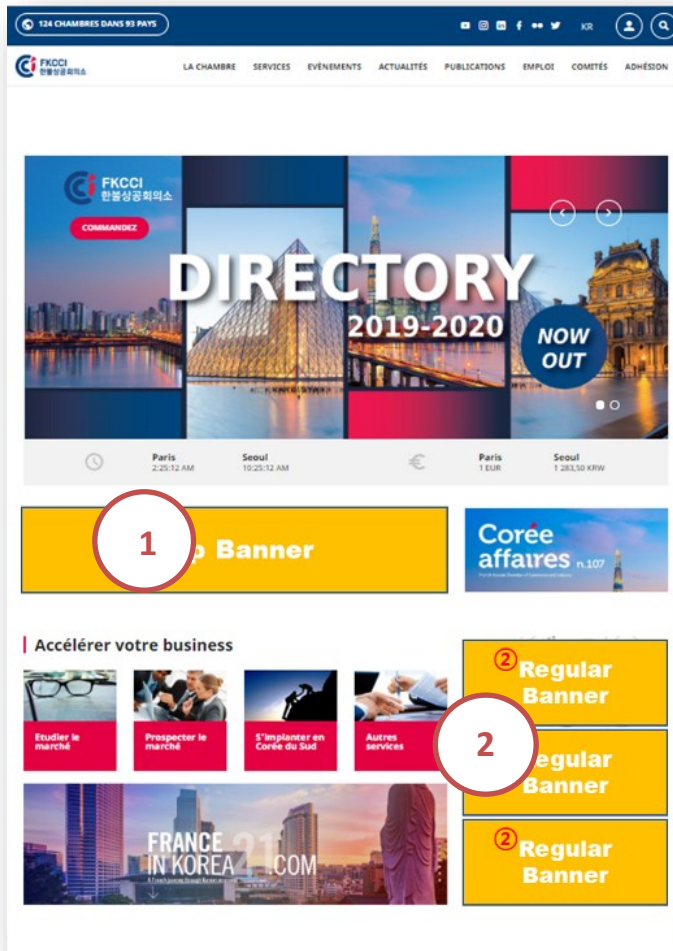
Press & Media Relations	p 11
Maximize your presence in the Korean press through tailored press releases and targeted distribution	
Advertorial & Customized Campaign	p 12
Versatile offline/online solution with targeted communication on SNS, newsletter, website, blog, and magazine!	
On-demand campaign creation and/or distribution on French and Korean markets to targeted audiences	

MARKETING & COMMUNICATION STRATEGY

Marketing & Communication Strategy & Consulting...	p13
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

Visibility:
18,000 monthly views

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

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

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

9,000 readers

Leaders and decision makers of the French-Korean business community.

28% Average opening rate

Rates

Top Banner

*KRW 500,000/ 1 time

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

E-Mailing

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.

Audience reach

3,050 readers: Members Only

9,000 readers: General

Leaders and decision makers of the French-Korean business community

30% Opening rate

What's Included

- **Distribution** through FKCCI databases
- Campaign **setup** and **scheduling**
- **Delivery** monitoring
- Detailed **performance report**
(1 month after the campaign: **Open rate, CTR, delivery statistics, audience engagement analysis**)

Rates

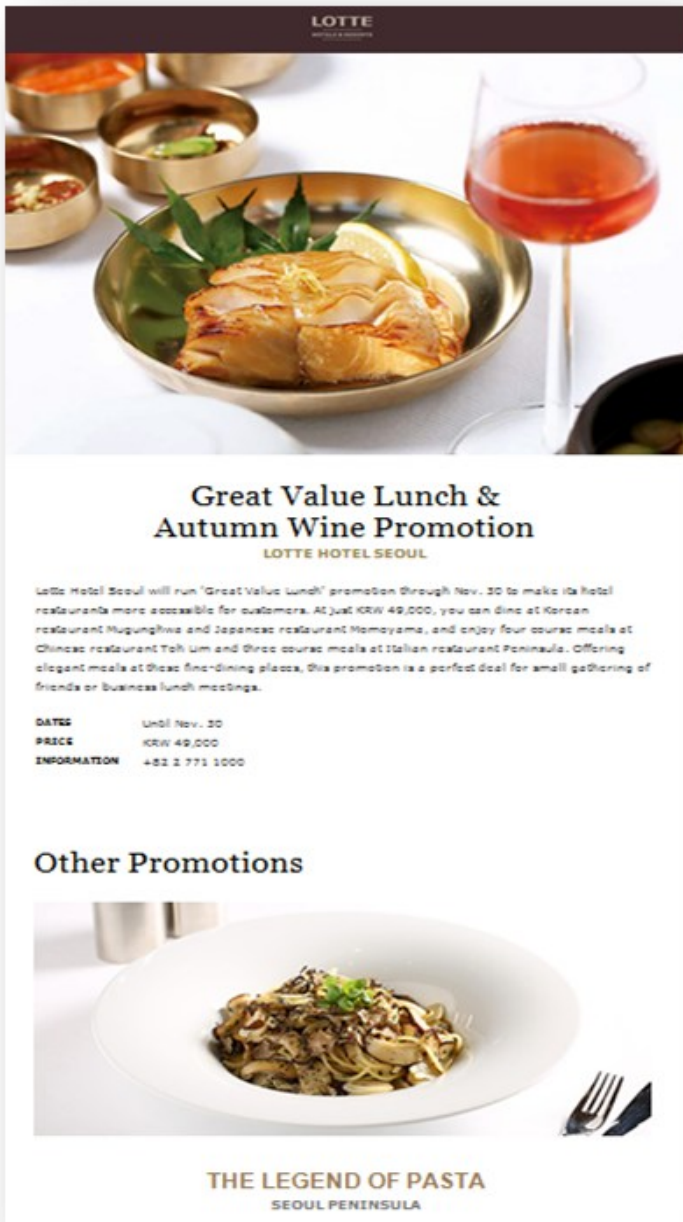
Members	*KRW 750,000/ 1 time
General	*KRW 1,450,000/ 1 time

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

*Additional charge of advanced audience segmentation service if needed:

(Targeted distribution : Industry sector, company profile, Executive level...): KRW 300,000

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



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](#)
500 copies distributed to over 475 members, French-Korean business leaders, institutions (FKI, KCCI, KITA, KOTRA, Embassies, Ministries...)

Topics in 2026: Robotics & IA in Retail ...

Released in October 2026

*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 ⁷

Directory



DIRECTORY 2025

CONNECT PEOPLE PROVIDE INSIGHT DEVELOP YOUR BUSINESS



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

With more than **475 members'** profiles, FKCCI Directory is not only a comprehensive list but also a valuable source of information in 3 languages.

Readership

500 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.

2026 edition released in September 2026

Position	Number of available pages	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

Special Packages

Get your package at the same time for Directory Online campaign and the next Corée Affaires and get:

- **10% discount** for the next Corée Affaires
- **15% discount** for the next two Corée Affaires

New services included

DIRECTORY ONLINE CAMPAIGN	
2 months Homepage Top Banner	✓
Logo banner on website publication page	✓
Directory Email Top Banner	✓
Logo on all Directory design (Social Media, Banners, Directory Banners during event...)	✓

Homepage Top banner



Showcase your brand at the most visible location on the FKCCI website.

Positioned on the homepage, this premium banner offers maximum exposure to members, partners, and visitors seeking information about the French-Korean business community.

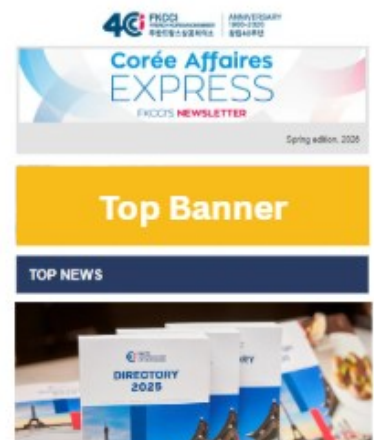
Visibility: 18,000 monthly views

Email Top Banner

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

Readership: 3,050 readers: Members Only/ **9,000 readers:** General

30% Opening rate



Logo on All Directory design

Increase your brand visibility by featuring your logo across the **FKCCI Directory design** and promotional materials. Gain year-round exposure through FKCCI events, communication campaigns, social media channels, and interactions with the French-Korean business community.

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

Restaurant Guide



The ultimate reference book for gourmets and French food lovers

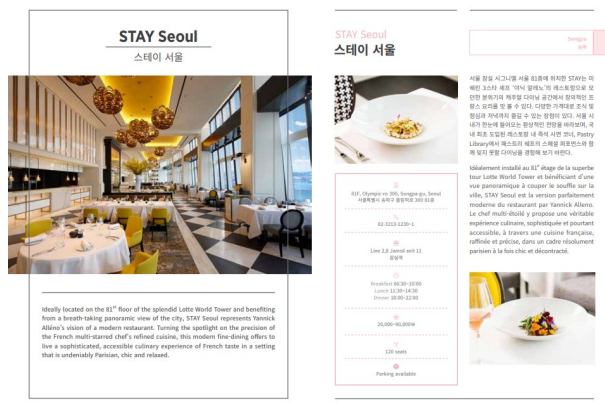
It is a guide listing the best French dining experiences located in Seoul and everywhere in Korea. This ultimate guide to French restaurant in Korea will give comprehensive information in 3 languages (Korean, French and English) on the well-established and always popular places as well as on the new restaurants.

The perfect corporate gift for Chuseok, Christmas...

2,000 copies distributed and sold to the French-Korean business community. Copies will be offered as a premium corporate gift during Chuseok for employees and clients of French and Korean companies operating in South Korea.

* 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



Press Relations



[2026 Enhanced Service]

Our comprehensive PR & media Relations service helps you build awareness, enhance your reputation, and expand your visibility in the Korean market through strategic media outreach, influencer engagement, press invitations, and targeted communication campaigns.

 Press Relations	 Media & Influencer Engagement	 Press Invitations	 Reporting & Performance Analysis
• Press release drafting (English & Korean) • Translation and localization • Media list development • Distribution to relevant media outlets • Follow-up with journalists • Interview coordination	• Influencer identification and outreach • KOL (Key Opinion Leader) collaborations • Content creator invitations • Brand discovery sessions • Community engagement initiatives	• Targeted invitation management • RSVP tracking • Guest list coordination • On-site reception support • Follow-up communications	A detailed report is provided after each campaign, including: • Media coverage summary • Publication tracking • Audience reach estimates • Influencer performance metrics • Attendance & engagement statistics • Key outcomes and recommendations

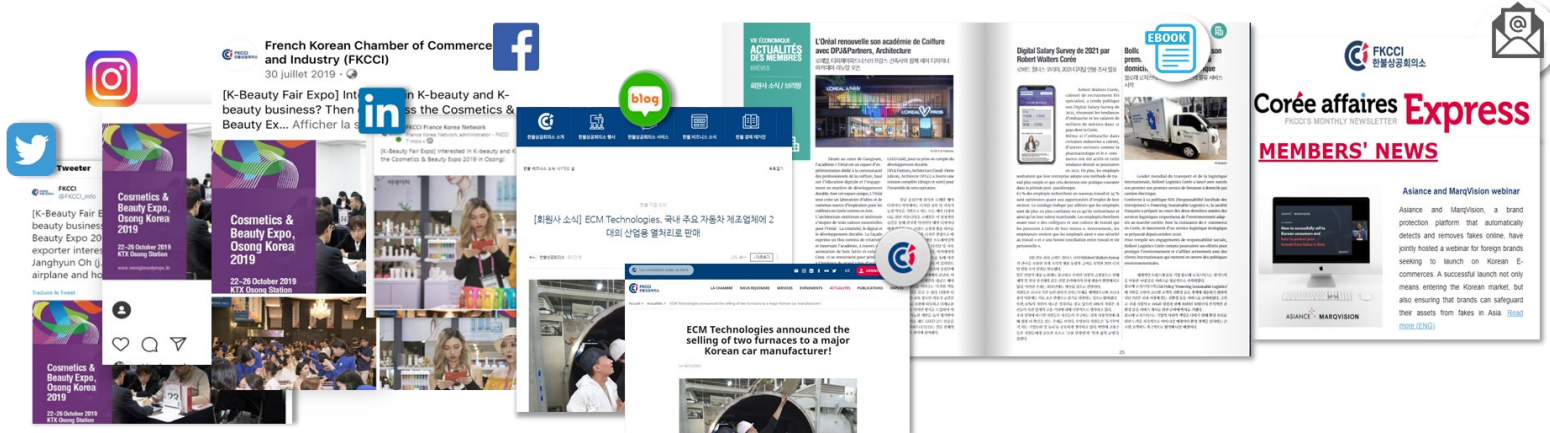
Price

Starting from

***KRW 5,000,000**

** 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

39,000 followers on SNS, **15,000** views per month on Naver and corporate website, **4,200** readers on e-book, **9,000** readers on Newsletter.

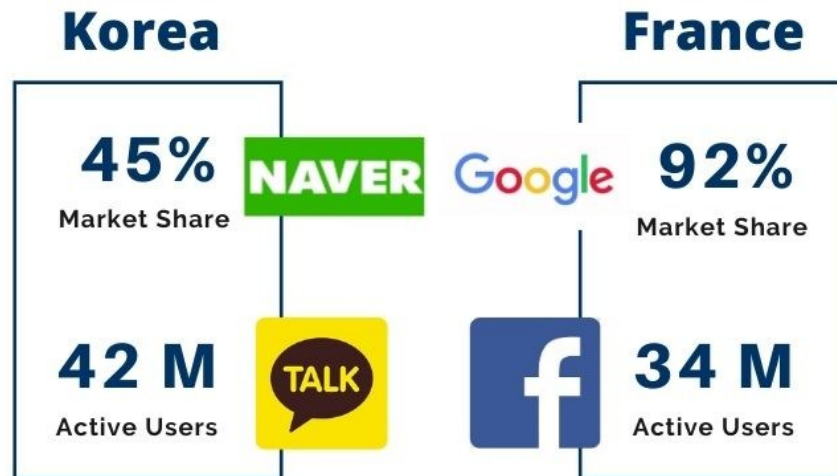
Rates	1 Advertorial (FR/KR) – Print & Online	*KRW 2,500,000
	1 Advertorial (FR or ENG/KR) – Online only	*KRW 1,200,000

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

* Possibility to sponsor the article on demand on Social Media

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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<https://www.fkcci.com/>

FKCCI PATRON MEMBERS



AIRFRANCE



Cartier



KIM & CHANG



Van Cleef & Arpels

