

## THROUGH OUR MEDIA AND EVENTS

# « MEDIA KIT



# Increase your exposure towards our wide community



## FIVE WAYS TO SHOWCASE YOUR BRAND



HongKongEcho  
magazine



Website



Newsletters



French Shopping & Dining  
in Hong Kong Blog



Event  
sponsorship

# Hong Kong *Echo* Magazine



## A PREMIER PUBLICATION SHOWCASING IN-DEPTH BUSINESS INSIGHTS

As the French Chamber's signature publication, HongKong*Echo* is distributed **directly 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.**



Print run of  
**4,000 +  
online copy**



**issues:**  
March, June,  
September,  
December



Published  
in English



Position	Members rate (HK\$)		Non-members rate (HK\$)	
	1 issue (-10%)	4 issues (-20%)	1 issue	4 issues
Back cover	27,000	96,000	30,000	120,000
Double page spread	21,000	70,400	23,100	88,000
Inside front cover	17,100	60,800	19,000	76,000
Inside back cover	17,100	60,800	19,000	76,000
Full page facing Content	15,300	54,400	17,000	68,000
Full page facing <i>What we're watching</i>	15,300	54,400	17,000	68,000
Full page	13,500	48,000	15,000	60,000
Half page	9,000	32,000	10,000	40,000
Flyer Insertion	16,200	57,600	18,000	72,000



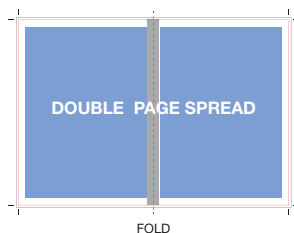
## HALF-PAGE

- Trim Area: 210mm(w) x 142mm(h)
- Text Safe Zone: 200mm(w) x 132mm(h)
- Bleed Area: 216mm(w) x 148mm(h)



## SINGLE-PAGE

- Trim Area: 210mm(w) x 285mm(h)
- Text Safe Zone: 200mm(w) x 240mm(h)
- Bleed Area: 216mm(w) x 291mm(h)



## DOUBLE-PAGE SPREAD

- Trim Area: 420mm(w) x 285mm(h)
- Text Safe Zone (Single-page): 200mm(w) x 240mm(h)
- Bleed Area: 426mm(w) x 291mm(h)
- Spine Area: 16mm(w) x 240mm(h)

## ARTWORK SUBMISSION REQUIREMENT

Color: CMYK  
Screen Line: 175 - 200  
Resolution: At least 300dpi (Scale 1:1)  
Binding: Perfect Binding  
File Format: EPS (in outlines) / Press Ready PDF / JPG / TIF

NOTE: You may submit your artwork file by email or via any online server, also send a printed colour proof to us for printing reference.



## OUR ADVERTISING PARTNERS FOR HONGKONGECHO

AIRFRANCE

BANQUE  
TRANSATLANTIQUE  
HONG KONG REPRESENTATIVE OFFICE

CHANEL

CA CRÉDIT  
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Dragages  
HongKong  
A member of the Bouygues Construction group

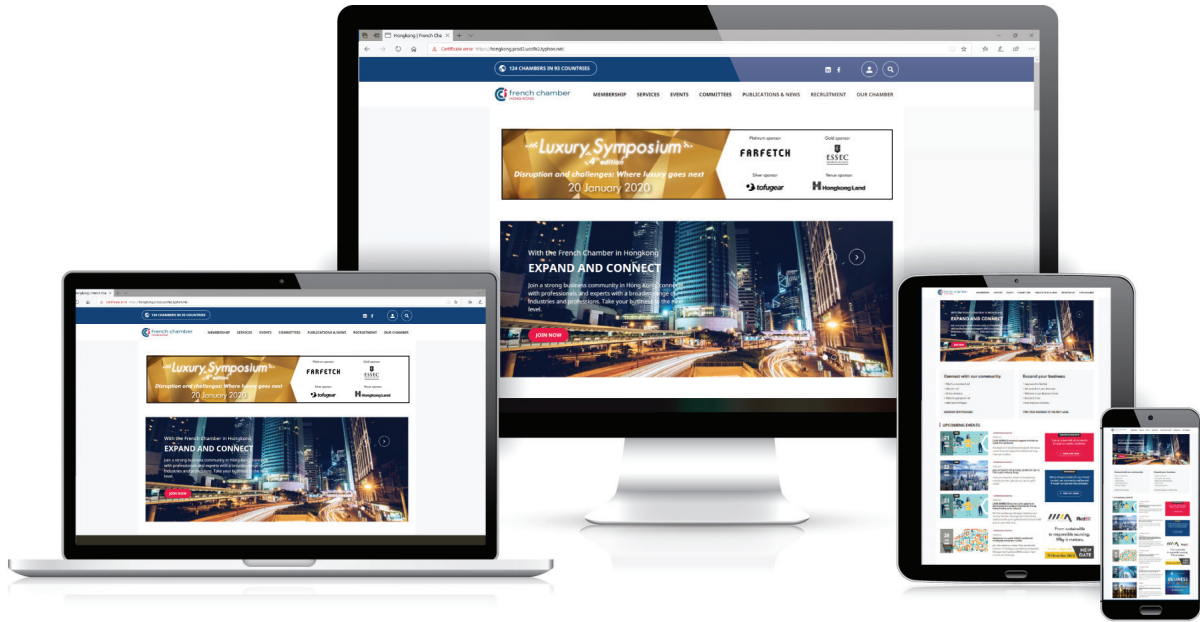
HERMÈS  
PARIS

KERRY  
LOGISTICS

THE MURRAY  
HONG KONG



# Our website



## A HIGHLY-FREQUENTED PLATFORM TO ENHANCE YOUR VISIBILITY

The Chamber's website provides access to the latest news, market insights, events and job opportunities to anyone interested in doing business in Hong Kong, making it a fantastic launchpad for visibility towards a wide audience.

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



**12,000+**

unique visitors  
per month



**90,000+**

page views  
per month



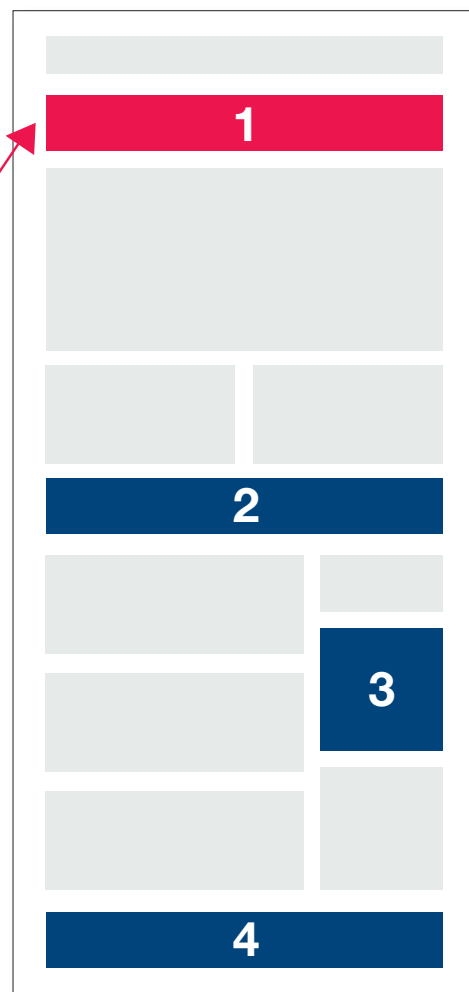
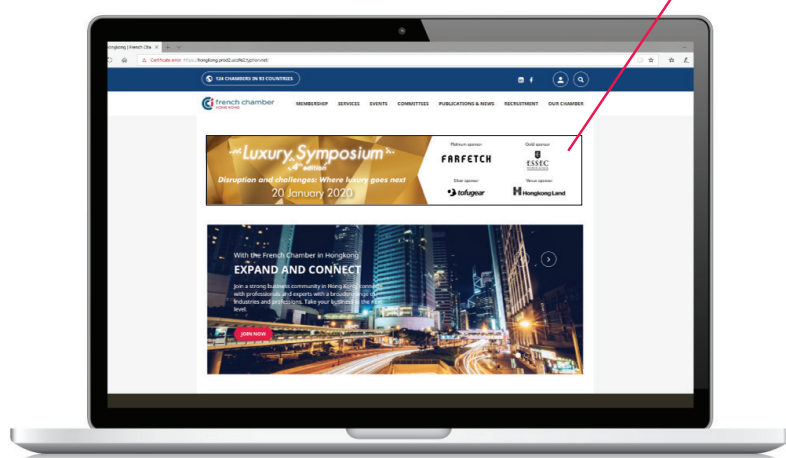
pages viewed  
per session



length of  
sessions

## FORMAT AND SPECIFICATIONS

Increase your brand visibility by getting your **advertorial banner** on our platform **with a direct link** to your website.



## POSITION

Homepage		Members rate (HK\$)		Non-members rate (HK\$)	
		2 weeks	1 month	2 weeks	1 month
1	Top Banner	3,000	5,400	3,600	6,500
2	Inline Banner (Below Carousel)	2,600	4,700	3,100	5,600
3	Square Banner (Right Column)	2,000	3,600	2,400	4,320
4	Footer Banner	1,500	2,700	1,800	3,240

Upcoming events page		Members rate (HK\$)		Non-members rate (HK\$)	
		2 weeks	1 month	2 weeks	1 month
1	Top Banner	2,600	4,700	3,100	5,600

News page		Members rate (HK\$)		Non-members rate (HK\$)	
		2 weeks	1 month	2 weeks	1 month
1	Top Banner	2,000	3,600	2,400	4,300

# Our newsletters

**AN EFFECTIVE MEDIA TO QUICKLY REACH  
OUR WIDE BUSINESS COMMUNITY**

## EVENTSINFO

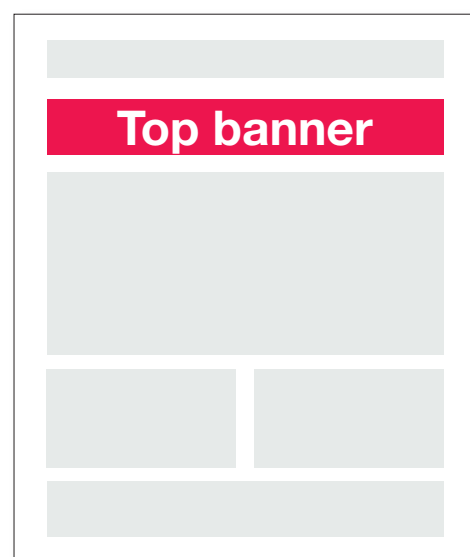
**Sent out weekly on Mondays**

The newsletter informs members and non-members specifically about upcoming French Chamber events.

## FLASHINFO

**Sent out fortnightly on Fridays**

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



**7,000+**  
contacts



**18%**  
open rate



**Direct link**  
to your digital  
platform

### EVENTSINFO AND FLASHINFO

#### Top banner

### Members rate (HK\$)

(-20%)

### Non-members rate (HK\$)

1 issue

3,900

4,900

2 issues

5,500

6,900



### JOBLINK

#### 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.



A premium visibility  
towards HR leaders and  
executive managers

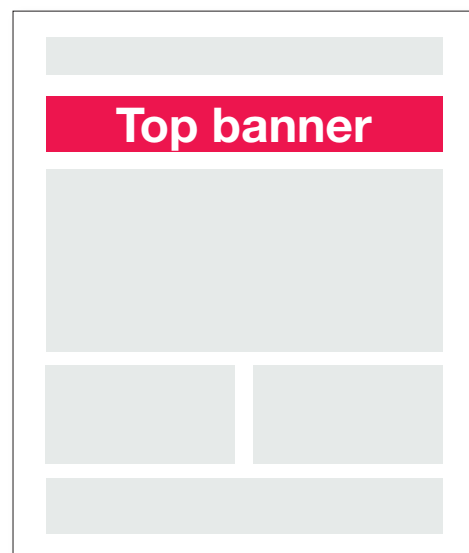
**4,500+**

contacts



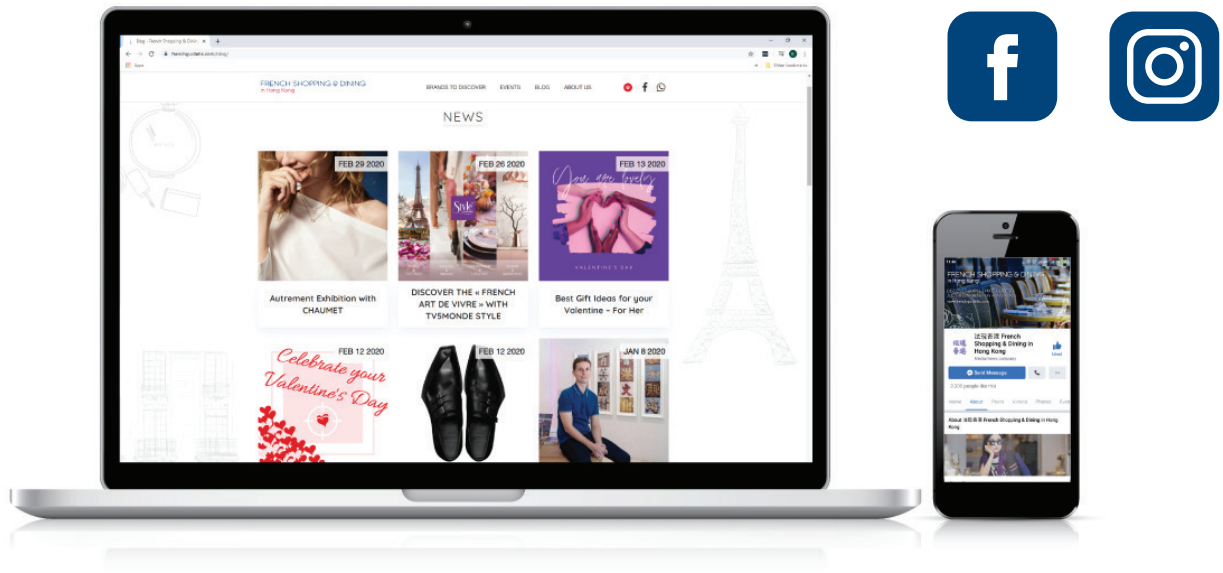
**15%**

open rate



JOBLINK	Members rate (HK\$)	Non-members rate (HK\$)
Top banner	(-20%)	
1 issue	3,000	3,800
2 issues	4,400	5,500

# FRENCH SHOPPING & DINING in Hong Kong

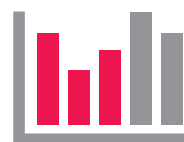


## SHOWCASING THE BEST OF FRENCH BRANDS AND ART DE VIVRE IN HONG KONG TO LOCAL AND INTERNATIONAL CONSUMERS

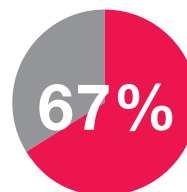
The French Shopping & Dining in Hong Kong Guide is the only bilingual (English / Chinese) lifestyle blog dedicated to French *art de vivre* in Hong Kong.

Operating both a **website** and **highly-active Facebook and Instagram pages**, the Guide is an essential tool for learning the nuances of French *art de vivre* and discovering the many French brands in Hong Kong.

**2,700+**  
followers



**1,500+**  
visitors  
each month



audience age  
25 - 45

**40%**  
male  
followers

## PACKAGES

### ENTRY PACKAGE

(Validitiy 1 year)

**Members rate (HK\$)**

(-20%)

**Non-members rate (HK\$)**

#### Includes:

- 1 Dedicated page on brands directory
- 10 Facebook posts
- 1 Blog post
- 10 Events posts

**5,000**

**7,000**

### ADD-ONS - Blog posts

Text min 200 words +

Social media coverage (Facebook & Instagram)

**Members rate (HK\$)**

(-10%)

**Non-members rate (HK\$)**

#### Number of posts per year

1

**2,700**

**3,000**

5

**7,200**

**8,000**

10

**13,500**

**15,000**

### ADD-ONS - Event posts

Text max 200 words

Social media coverage (Facebook & Instagram)

**Members rate (HK\$)**

(-10%)

**Non-members rate (HK\$)**

#### Number of posts per year

1

**2,250**

**2,500**

5

**3,600**

**4,000**

10

**6,750**

**7,500**

### BANNERS

On brands directory (Validitiy 1 week)

**Members rate (HK\$)**

(-10%)

**Non-members rate (HK\$)**

**1,350**

**1,500**





# Event Sponsorship

## SHOWCASE YOUR BRAND WITHIN THE FRENCH AND INTERNATIONAL BUSINESS COMMUNITY

A packed calendar of high-level business events means plenty of opportunities for your brand to benefit from visibility in our community and beyond through our sponsorship packages.

Sector-specific symposiums, breakfast talks, and networking cocktails all offer differing levels of exposure and target audience depending on your brand's needs.

Among other benefits, increase awareness of your brand on the day of the event itself through dedicated promotion. Likewise, feature in all the post-event coverage via our 'thank you' EDMs and write-ups in our HongKongEcho magazine.



« To find the right sponsorship package for you, please contact us: [events@fccihk.com](mailto:events@fccihk.com)

**3,000+**  
participants  
per year



Targeted high-level  
attendees



More than  
1 event per week



Annual Dinner



Luxury Symposium



Made In Asia



Talks and conference series



New year's drink



HeForShe conference celebrating International Women's Day

# About the French Chamber

The French Chamber of Commerce and Industry in Hong Kong has been serving the interests of the French business community in Hong Kong for over 30 years. Our presence is larger than ever, but over time our mission has stayed the same: Help companies set up and expand in Hong Kong and drive closer engagement between the French and local business communities.

Whether you're a large multinational corporation, startup or SME, our community of 1,000 members is the right place for you to connect to Asia's World City.

We offer a wide range of services to take your business to the next level: Committees, Events, Corporate Services, Recruitment and Training, Business Consulting, Communication and Advertising, as well as a Business Centre in the heart of Central.

With an extensive network through CCI France international across Asia, we're also an ideal platform to develop your activity across the region and beyond.

 **For any enquiry, please contact us:**  
**[membership@fccihk.com](mailto:membership@fccihk.com)**





 @FRENCH CHAMBER IN HONG KONG

 FACEBOOK.COM/FCCIHK

FCCIHK.COM