



French Chamber
Singapore

Media Kit 2024

ADVERTISE WITH US

Benefit from our wide range of advertising tools and reach key business players in Singapore



THE FRENCH CHAMBER SINGAPORE

Established in 1979, the French Chamber of Commerce in Singapore belongs to a worldwide network of 125 French Chambers (CCIFI) in 95 countries with over 33,000 companies. Our mission is to foster business relations between our members and the Singaporean business community as well as promoting trade, commerce, and investment relations between France and Singapore.

With over 700 companies and individual members representing a total network of 7,000 contacts, we represent a vibrant business platform in Singapore that provides access to people and information.

OUR COMMUNICATION TOOLS

We offer a wide range of advertising options, available for both members and non-members, including our **website, weekly English e-newsletter, bimonthly French e-newsletter, our quarterly magazine Focus, and the sochic.sg online lifestyle guide.**

Depending on your target and communication goals, we have the right solution for a successful marketing campaign.

WE ORGANISE YOUR EVENTS

We can organise your own events to showcase your company & services and reach a qualified target audience.

Our team will look to share your events with the most relevant committees for their support and to take the idea forwards as a French Chamber event in our general calendar.

- 01** WEBSITE
- 02** eMAILINGs
- 03** FOCUS MAGAZINE
- 04** EVENT SPONSORSHIP
- 05** EVENT ORGANISATION
- 06** CONNECT

01 WEBSITE - HOMEPAGE

A DYNAMIC WEBSITE

Our website www.fccsingapore.com provides a broad range of news, events and member spotlight to our members as well as anyone interested in doing business in Singapore.

We offer a real community platform where members can share their latest news, post job opportunities and discover relevant information about Singapore and its latest developments. Keep your finger on the pulse and join a growing network.

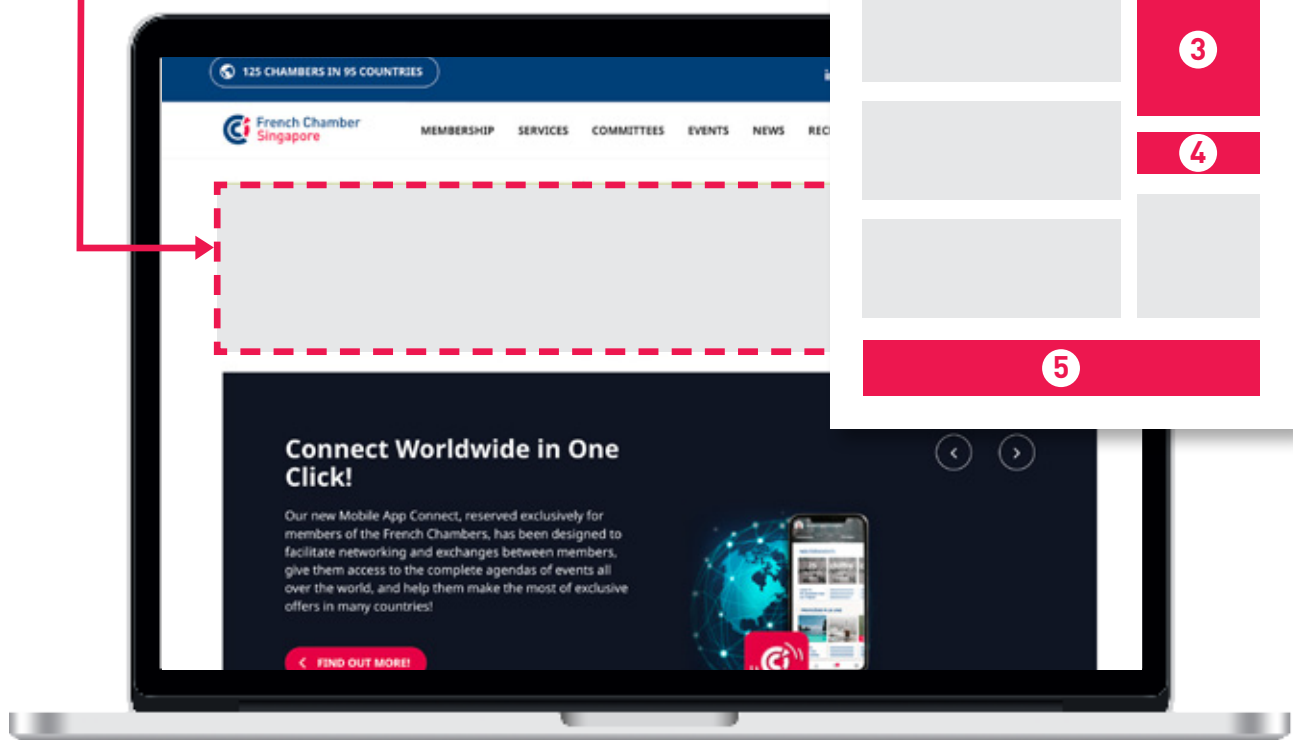


AD BANNER OPTIONS

Increase your website traffic and raise your brand visibility by getting your advertorial banner or corporate logo on our homepage with a direct link to your website.

Choose from the following:

1. Leaderboard (Above Carousel)
2. Inline Banner (Below Carousel)
3. Square Banner (Right Column)
4. Logo (Right Column)
5. Footer Banner



FRENCH CHAMBER AD BOOKING FORM // WEBSITE (HOMEPAGE)

RATES

Cost for 30 Days

1. Leaderboard (Above Carousel) ☐ S\$1400

2. Inline Banner (Below Carousel) ☐ S\$1200

3. Square Banner (Right Column) ☐ S\$800

4. Logo (Right Column) ☐ S\$500

5. Footer Banner ☐ S\$600

All rates exclusive of GST

SPECIFICATIONS

Format

JPG, GIF, PNG, EPS

Wide Banners



Size

1330 (w) pixels x 250 (h) pixels

Square Banner



Size

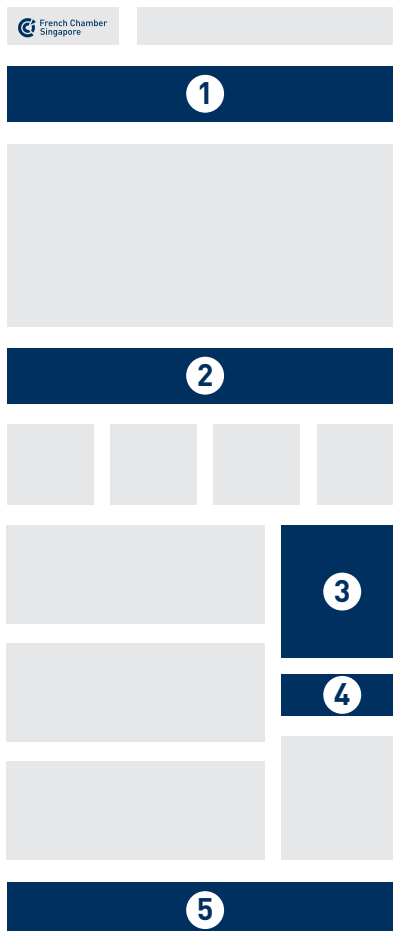
300 (w) pixels x 250 (h) pixels

Logo



Size

300 (w) pixels x 50 (h) pixels



CONTACT DETAILS

Company: _____

Contact Person: Mr / Mrs / Ms _____

Email: _____ Tel/DID: _____

Address: _____

Ad start date: _____

Signature and company stamp(s): _____ Date: _____

DETAILS TO APPEAR ON INVOICE

Exact name of entity to appear on invoice: _____

Address of entity to appear on invoice: _____

02 eMAILINGs

eDMs

An effective means to quickly reach over 5,000 French Chamber members. Reach French entrepreneurs and executives.

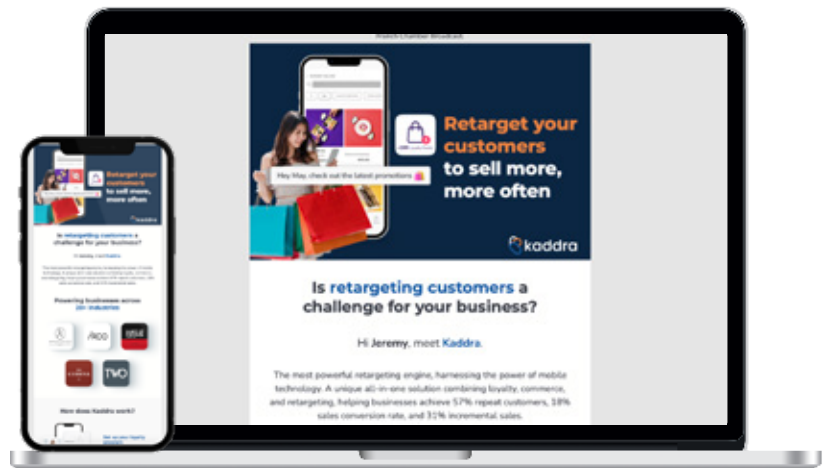
Fast and flexible.

Decide on the broadcast date* and provide us with your material just 2 days in advance.

SPECIFICATIONS

- Medium: eDM (Electronic Direct Mailer)
- Format: HTML
- We send out no more than 2 per month

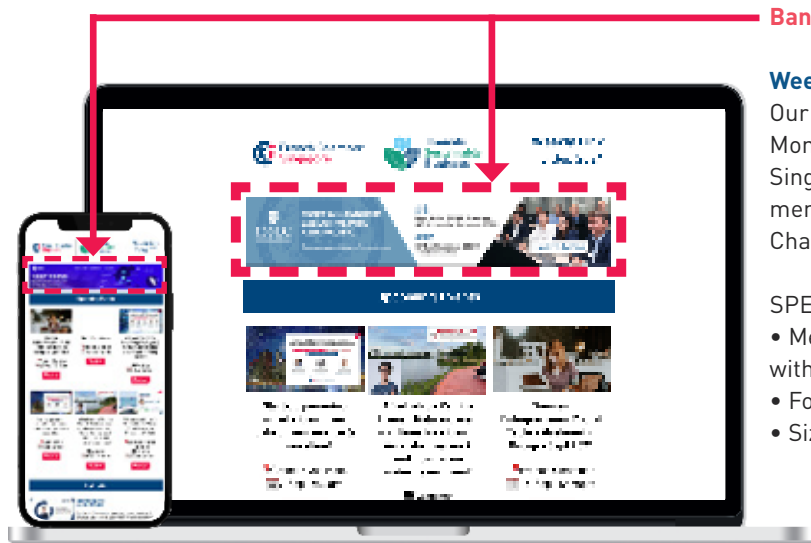
* Booking days - Wednesdays/Thursdays



10,000
Email contacts

30.0%
Average Open Rate

2.9%
Average Click Rate



Banner in our eNewsletters (Weekly Link)

Weekly Link Banner

Our Weekly Link e-newsletter is sent out every Monday to our 5,000 French Chamber members (in Singapore) and contains the latest business and members news as well as all upcoming French Chamber events.

SPECIFICATIONS

- Medium: Banner at the top of the e-newsletter with a link to your website
- Format: JPEG, PNG, GIF
- Size: 1330 pixels (W) x 250 pixels (H)

7500
Email contacts

22.3%
Average Open Rate

4.6%
Average Click Rate

Average email benchmarks for all industries 2021

Average open rate: 21.5%

Average click-through rate: 2.3%

[Source: Campaign Monitor]

FRENCH CHAMBER AD BOOKING FORM // eMAILINGS

EDMS

Member Rates Non-Member Rates

Full-screen, full-colour HTML e-mail broadcast

☐ S\$900

☐ S\$1,200

AD BANNER IN WEEKLY LINK

Member Rates Non-Member Rates

Banner in Weekly Link (in English) with a link to a HTML page

** The Weekly Link is sent on Mondays*

☐ S\$550

☐ S\$800

Graphic design services (optional)

☐ S\$550

☐ S\$950

All rates exclusive of GST

CONTACT DETAILS

Company: _____

Contact Person: Mr / Mrs / Ms _____

Email: _____ Tel/DID: _____

Address: _____

Ad date*: _____ (preferred date) _____ (second option)

Signature and company stamp(s): _____ Date: _____

DETAILS TO APPEAR ON INVOICE

Exact name of entity to appear on invoice: _____

Address of entity to appear on invoice: _____

03 FOCUS MAGAZINE



Promoting your services within the French business community

Focus magazine provides high-quality content with a cover story dedicated to a specific sector in each issue. We cover different subjects of interest to the Singapore business community and we involve several contributors to bring their expertise on specific topics, either from the French business community or from Singapore authorities.

Focus is a magazine distributed to the French, European and local business communities in Singapore, delivered free through direct mail and made available to the public in selected locations - French restaurants as well as the business centres, waiting rooms and lobbies of various hotels. Our direct mail reaches managers and top executives as well as government officials.

Focus is also distributed to French Chambers of Commerce in France and South East Asia, French companies in South East Asia, Air France's VIP waiting rooms at Changi Airport and to Singaporean officials in France.

SPECIFICATIONS

- Format: PDF files, CMYK, high resolution (at least 300 dpi)

Warning – Acrobat files distilled from Microsoft software are generally not suitable for press purposes. Colours default to RGB and fonts do not embed into the file.

Full Page



Bleed Size

220 (w) x 290 (h) mm

Trim Size

210 (w) x 280 (h) mm

Type Area

190 (w) x 260 (h) mm

Half Page Horizontal



Bleed Size

220 (w) x 150 (h) mm

Trim Size

210 (w) x 140 (h) mm

Type Area

190 (w) x 120 (h) mm

Double Page Spread



Bleed Size

430 (w) x 290 (h) mm

Trim Size

420 (w) x 280 (h) mm

Type Area

400 (w) x 260 (h) mm

Flyer Insertion



Flyer Maximum Size

200 (w) x 270 (h) mm

To be printed by client and delivered to the French Chamber who will take care of the insertion and handling

Print run of
4,000

3 issues
January, May, September

Published in
English

FRENCH CHAMBER AD BOOKING FORM // FOCUS MAGAZINE

MEMBER RATES

Unit cost for 1 issue

Unit cost for 2 issues

Unit cost for 3 issues

Outside Back Cover	<input type="checkbox"/>	S\$1,850	<input type="checkbox"/>	S\$1,750	<input type="checkbox"/>	S\$1,650
Inside Front or Back Cover	<input type="checkbox"/>	S\$1,650	<input type="checkbox"/>	S\$1,550	<input type="checkbox"/>	S\$1,450
Full Page	<input type="checkbox"/>	S\$1,400	<input type="checkbox"/>	S\$1,300	<input type="checkbox"/>	S\$1,250
Half Page (Horizontal)	<input type="checkbox"/>	S\$850	<input type="checkbox"/>	S\$800	<input type="checkbox"/>	S\$750
Double Page Spread	<input type="checkbox"/>	S\$2,400	<input type="checkbox"/>	S\$2,300	<input type="checkbox"/>	S\$2,200
Flyer Insertion	<input type="checkbox"/>	S\$1,750	<input type="checkbox"/>	Optional: Graphic design services at S\$550		

NON-MEMBER RATES

Outside Back Cover	<input type="checkbox"/>	S\$2,300	<input type="checkbox"/>	S\$2,200	<input type="checkbox"/>	S\$2,100
Inside Front or Back Cover	<input type="checkbox"/>	S\$1,950	<input type="checkbox"/>	S\$1,850	<input type="checkbox"/>	S\$1,750
Full Page	<input type="checkbox"/>	S\$1,750	<input type="checkbox"/>	S\$1,650	<input type="checkbox"/>	S\$1,550
Half Page (Horizontal)	<input type="checkbox"/>	S\$1,100	<input type="checkbox"/>	S\$1,000	<input type="checkbox"/>	S\$950
Double Page Spread	<input type="checkbox"/>	S\$3,000	<input type="checkbox"/>	S\$2,900	<input type="checkbox"/>	S\$2,800
Flyer Insertion	<input type="checkbox"/>	S\$2,100	<input type="checkbox"/>	Optional: Graphic design services at S\$950		

All rates exclusive of GST

CONTACT DETAILS

Company: _____

Contact Person: Mr / Mrs / Ms _____

Email: _____ Tel/DID: _____

Address: _____

Ad to appear in the following issue(s): _____

Signature and company stamp(s): _____ Date: _____

DETAILS TO APPEAR ON INVOICE

Exact name of entity to appear on invoice: _____

Address of entity to appear on invoice: _____

04 EVENT SPONSORSHIP

Strengthen your presence within the French and international business community in Singapore

We organise more than 200 events each year, so sponsorship opportunities are aplenty. Among other benefits, increase awareness of your brand on the day of the event itself, in our Weekly Link e-newsletter, in special EDMs, and in postevent coverage in our website. For sponsorship details, please contact us at events@fccsingapore.com.

[> VIEW BROCHURE](#)



05 EVENT ORGANISATION

WE ORGANISE YOUR EVENT

The French Chamber of Commerce in Singapore (FCCS) offers event management services.

We organise your event to either showcase your company & services, create business connections or to entertain your visiting or local clients, using our network of business contacts and suppliers. We take the stress away by planning and organising it for you and making sure it is a great success!

You will benefit from great visibility and exposure on our website, social media and e-newsletter. The invitation to your event will be emailed directly to our members' database, further increasing your network reach.



HOW TO PROCEED?

1. Prepare your event and send your brief to marketing@fccsingapore.com including the event thematic, the objectives, the target audience and preferred event format.
2. Partner with us and we will take care of it for you! Our event management services include the sourcing of targeted guests' list, the invites, the marketing of the event using French Chamber communication channels, the event logistics and the venue.

A TAILOR MADE OFFER ADAPTED TO YOUR NEEDS AND BUDGET

Whether it's logistics, finding speakers or qualifying the audience, we can help you from A to Z. We have a vast network of suppliers and partners in all sectors of activity.

- Host with us a virtual event and we will support you in the setup and the management of the session.
- Organise an onsite event and we will source the right location within the French Chamber boardroom or propose conference rooms with AV facilities including wireless internet, TV screen or LCD projector subject to availability.
- The event logistics before and after the event include the attendees invites, the badges names and event reminders to your guests.
- Our team will provide the best support on the event's day to ensure a smooth and successful event!

The price to members is **SGD 3,500+GST for event management** (does not include event venue rental and catering).

For more details and personalised quotation, please contact us at marketing@fccsingapore.com



06 CONNECT

ENHANCE YOUR BUSINESS

Our Connect mobile application, **reserved exclusively for members of the French Chambers**, has been designed to facilitate networking and exchanges between members, give them access to the complete agendas of events all over the world, and help them take advantage of exclusive offers in many countries.

A GLOBAL AND MULTILINGUAL
PLATFORM, A SPRINGBOARD TO:



EXPLORE THE WORLD

Choose from 80 destinations and discover key contacts, privileges, events, and information about the country you are targeting.



DEVELOP YOUR BUSINESS

Access more than 4,000 events per year and effectively network by contacting speakers or participants.



MEET EXPERTS

Connect with leading experts and business leaders by joining more than 300 exclusive industry committees and clubs (CEO, CFO, HR, Tech, CSR...)



CCIFI Connect



For more details and personalised quotation, please contact us at marketing@fccsingapore.com