



# FRENCH SHOPPING & DINING in Hong Kong

MEDIA KIT  
2021

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# Who we are

The French Chamber of Commerce in Hong Kong is delighted to introduce you to French Shopping & Dining in Hong Kong, the ultimate French lifestyle platform to discover the best of France in Hong Kong.

We've been serving the interests of the French business community in Hong Kong for over 30 years.

As one of our missions is to help French entrepreneurs and companies expanding locally, it made sense to create a tool to promote French brands in Hong Kong from the worldwide well-known luxury ones to the newly born ones.

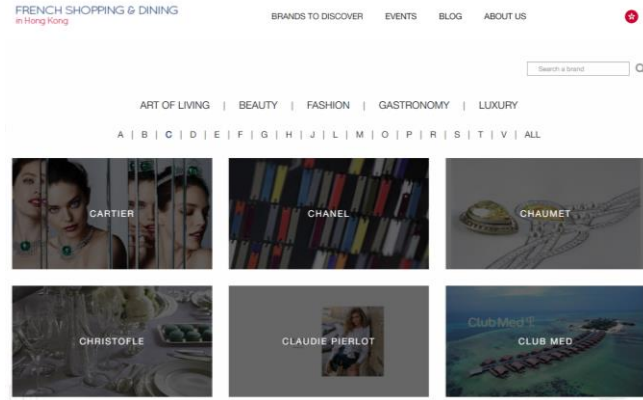
French facts, do's and don'ts of French art de vivre, tips and tricks...

**#SoFrench #FrenchGuide**

A platform to foster the **awareness of French products & services among Hong Kongese**

**Cantonese/English lifestyle platform** dedicated to French *art de vivre* in Hong Kong

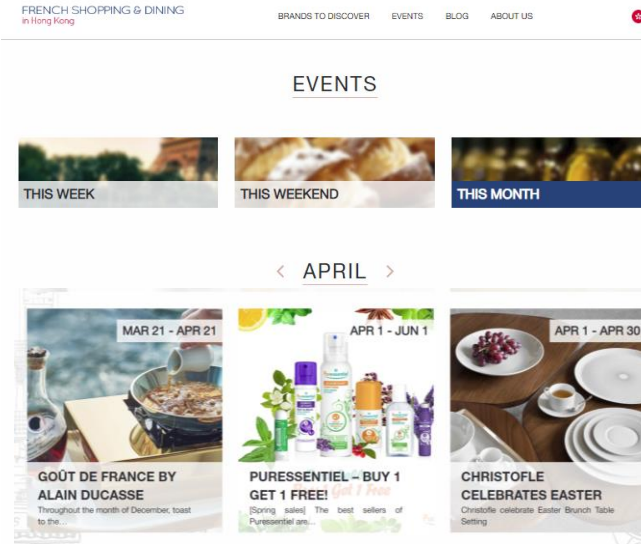
# What we Feature



## BRAND DIRECTORY

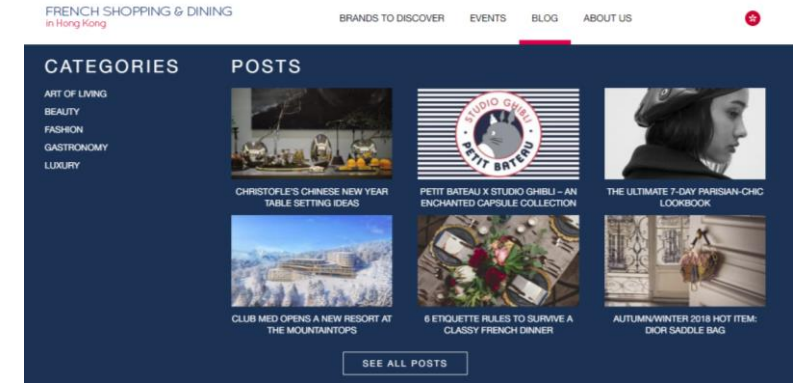
Dedicated page per Brand through 5 categories:

- Art of living
- Beauty
- Fashion
- Gastronomy
- Luxury



## EVENT CALENDAR

On which we share the upcoming events of our brands



## LIFESTYLE BLOG

To share latest news of the brands and lifestyle content about French *art de vivre*



# Advertise with us

BRANDS  
**60**

Nice split of well-known luxury brands & young entrepreneurs

FOLLOWERS  
**2,700**

Raising influence on social media & web

VISITORS  
**1,500+**  
EACH MONTH

Reading more than 7,000 pages per month

AUDIENCE  
**67%**  
AGE 25-45

Diverse audience with 40% male readers



Mobile friendly & handy platform

Customised branding & promotional experience

Bilingual French lifestyle ambassador in Hong Kong



# Yearly Package

## Members

of the French Chamber

Price: 5,000 HKD

ITEM	QUANTITY	VALIDITY TO USE
Brand page	1	1 YEAR
Blog post	2	
Event post	Unlimited	
Facebook post	1 per week (up to 52)	

## Non-Members

of the French Chamber

Price: 7,500 HKD

ITEM	QUANTITY	VALIDITY TO USE
Brand page	1	1 YEAR
Blog post	1	
Event post	10	
Facebook post	10	

# Advertorial Add-on

## Blog post 3,000 HKD

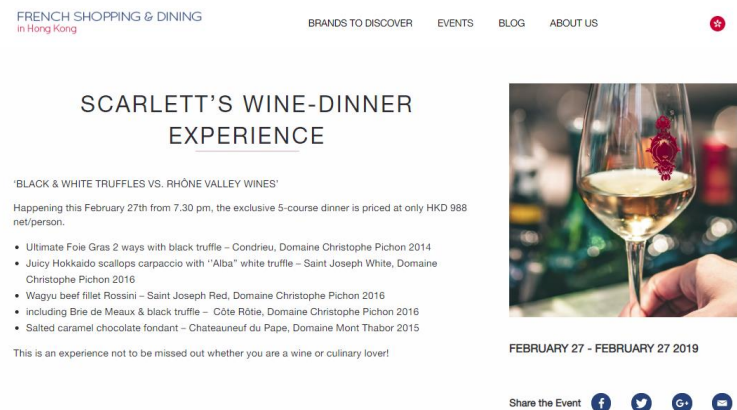
Foster your brand's awareness through storytelling, customer experiences, collections or brand background.



## Event post 2,500 HKD

Promote your collections and products. Share your special discounts and innovative experiences, pop-up store, etc.

The event post needs a specific duration.



## Facebook post 1,500 HKD

Share events, promotions, updates and news about your brand and products on our social media platform, the *most affordable way-to-market* your brand.



# Join the French Shopping and Dining in Hong Kong

Contact

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