

BOOST YOUR VISIBILITY

THROUGH OUR MEDIA AND EVENTS

Interested in other visibility?
We have plenty more to offer.

« MEDIA AND SPONSORSHIP KIT



Hong Kong *Echo* Magazine

As the French Chamber’s signature publication, *HongKongEcho* 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.**



| 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 front cover (double page spread) | 24,300 | 86,400 | 27,000 | 108,000 |
| Inside back cover | 17,100 | 60,800 | 19,000 | 76,000 |
| Inside back cover (double page spread) | 24,300 | 86,400 | 27,000 | 108,000 |
| Full page facing Contents | 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 | — On quotation — | | — On quotation — | |

Hong Kong *Echo* Magazine

AVAILABLE PLACEMENTS



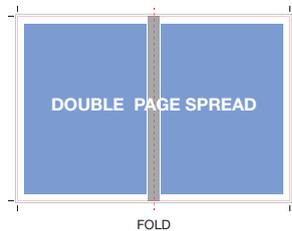
HALF-PAGE

- 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.

UPCOMING EDITIONS

As the Chamber's signature magazine, we tackle a different business topic each quarter, featuring some of the biggest names of business in Hong Kong and the Greater Bay Area. Advertise in the edition that fits your brands needs.



CONSUMER TRENDS
HongKongEcho #101
 (June 2021)



DATA
HongKongEcho #102
 (September 2021)



GREATER BAY AREA
HongKongEcho #103
 (December 2021)

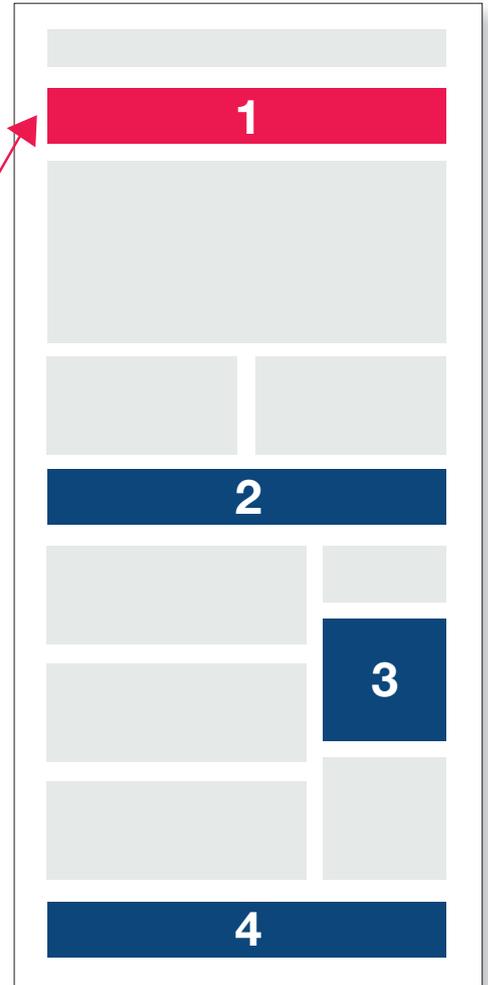
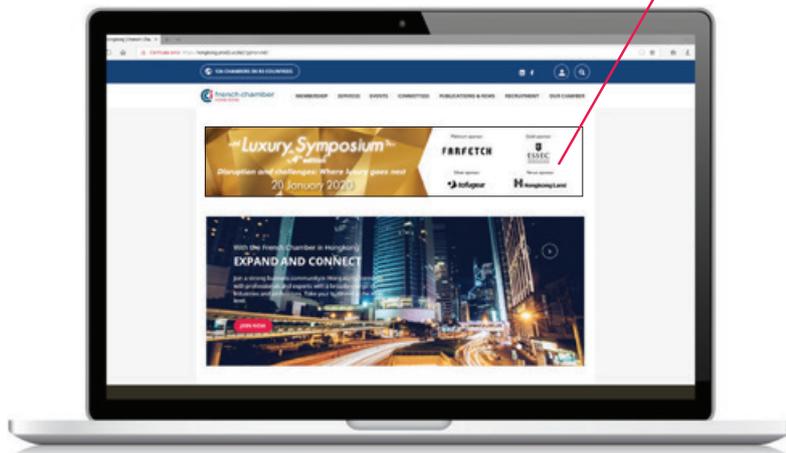


SMART CITY
HongKongEcho #104
 (March 2022)

Our website

A HIGHLY-FREQUENTED PLATFORM

With 12,000+ unique visitors and 90,000+ page views per month, our website is a fantastic launchpad for visibility towards a wide audience.



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

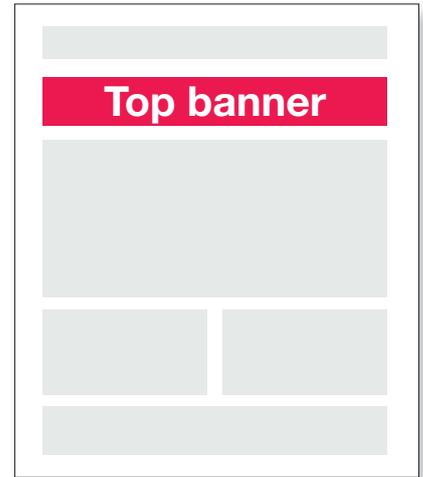
Sent out weekly on Mondays

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.



11,000+
contacts



18%
open rate



Direct link
to your digital platform

EVENTSINFO AND FLASHINFO

Members rate (HK\$)

Non-members rate (HK\$)

Top banner

(-20%)

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

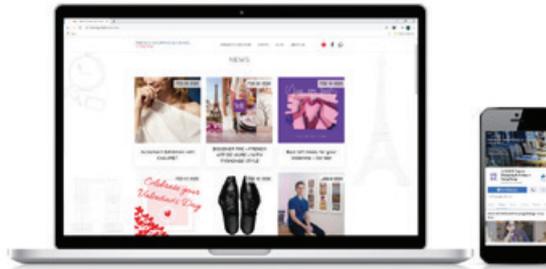
2 issues

4,400

5,500

FRENCH SHOPPING & DINING

in Hong Kong



PROMOTING YOUR BRAND ON OUR B2C LIFESTYLE PLATFORM TO REACH LOCAL AND EXPAT 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.

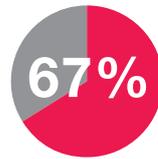
2,700+

followers



1,500+

visitors each month



audience age
25 - 45

40%

male followers

GET YOUR BRAND FEATURED

PAID CONTENT (ONE-OFF POSTS) Price (HK\$)

| | |
|--------------------------------------|-------|
| 1 Dedicated page on brands directory | 2,500 |
| 1 blog post | 3,000 |
| 1 event/promotion post | 2,500 |
| 1 banner on homepage | 2,500 |
| 1 Facebook post | 2,500 |
| 1 Instagram post | 2,500 |

Members receive
1 free Instagram post
with any paid content

PACKAGE OFFER

(Validity 1 year)

Members rate (HK\$)

(-50%)

Non-members rate (HK\$)

(-20%)

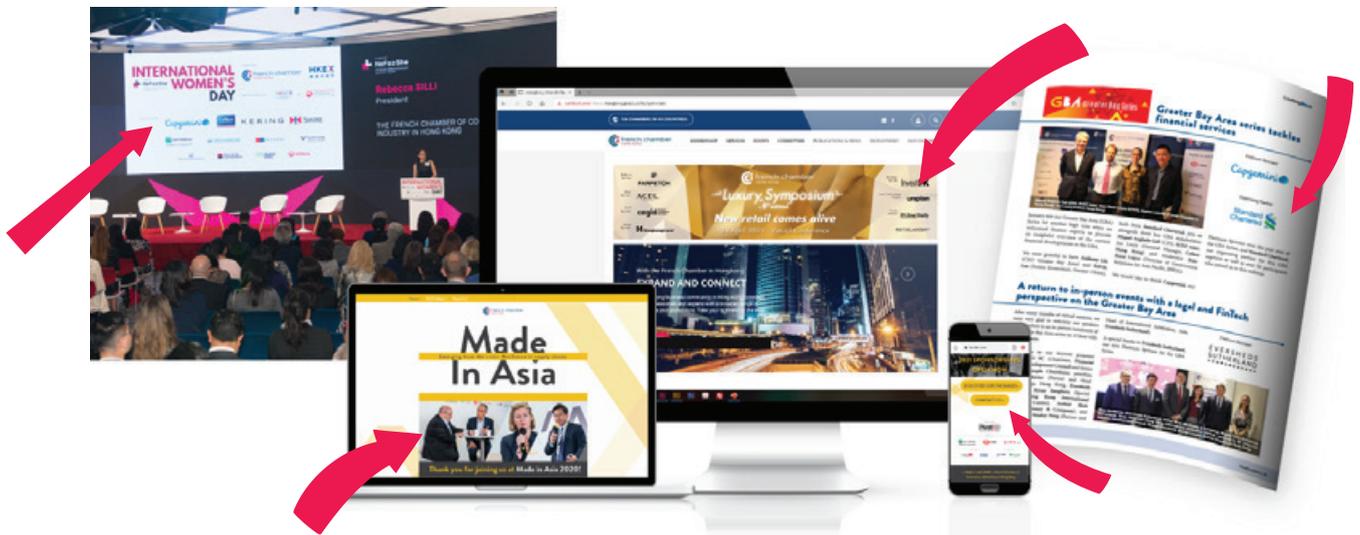
Includes:

- 1 dedicated page on brands directory (value: 2,500 HKD)
- 1 blog post (value: 3,000 HKD)
- 1 event/promotion post (value: 2,500 HKD)
- 1 banner on homepage (value: 2,500 HKD)
- 1 Facebook post (value: 2,500 HKD)
- 1 Instagram post (value: included free of charge)

6,500

10,400

Event sponsorship: Visibility at every stage



SHOWCASE YOUR BRAND WITHIN THE FRENCH AND INTERNATIONAL BUSINESS COMMUNITY

Get your company visible through all communication collaterals dedicated to the event:

- **Pre-event:** Mention and/or logo on promotion materials (webpage, EDM, electronic programme, media coverage, social media...)
- **During the event:** Verbal acknowledgment by the moderator during opening and closing remarks, logo on signage, on-site visibility (badges, hard copy programme, company banner...)
- **Post event:** Mention and/or logo on our social media post, press releases, recap video or replay, past event webpage ; mention, logo and/or advertising in the French Chamber magazine *HongKongEcho*.

LinkedIn



Facebook



Website



Newsletters



HongKongEcho



Our signature events and series



MADE IN ASIA

Our long-standing sourcing symposium, Made in Asia, has carved out a reputation as a must-see for anyone in the industry. It celebrated its landmark 10th edition in 2020.

Month: November 2021
Format: Half-day hybrid conference
Attendees: 600+ online viewers

Platinum sponsor: 128,000 HKD (Exclusivity)
Gold sponsor: 68,000 HKD
Silver sponsor: 28,000 HKD



GREATER BAY AREA SERIES

The continuation of a series of seminars launched by the French Chamber in 2019, to address the development of different aspects in the GBA, with a number of leading players, institutional actors, entrepreneurs and start-ups across the region.

Frequency: 3 events throughout the year
Format: Conferences
Attendees: 50+ professionals for each event

Platinum sponsor: 42,000 HKD (Exclusivity) **SOLD**
Gold sponsor: 28,000 HKD
Silver sponsor: 15,000 HKD



BUSINESS FOR GOOD SERIES

A first-of-a-kind series of webinars and events to inspire, connect, and share solutions to reach global sustainable development goals. Join us and a global movement of people using business as a force for good!

Frequency: 3 events throughout the year
Format: Conferences
Attendees: 50+ professionals for each event

Gold sponsor: 28,000 HKD
Silver sponsor: 12,000 HKD



HEFORSHE SERIES

A longstanding partnership with the Hong Kong General Chamber of Commerce, this flagship initiative for gender equality from the French Chamber has already gathered over 1,500 participants in 3 years. This series builds on the success of the 500+ strong International Women's Day Celebrations we first launched in 2016.

Frequency: 4 events throughout the year
Format: Conferences
Attendees: 30+ professionals for conferences

Gold sponsor: 28,000 HKD
Silver sponsor: 12,000 HKD

NOTE: Your health and safety are important to us and, as such, any of these in-person events could take place online subject to prevailing circumstances.

Our yearly events



BACK TO WORK

Each year, the French Chamber organises a special ‘Morning Talk’ to kick-off the business year with high level insight on topical issues from a prominent figure in the business community.

Month: September
Format: Conference
Attendees: 40+ professionals

Sponsor package: 8,000 HKD / event



PROMINENT SPEAKER SERIES

Influential leaders from a range of backgrounds share their immense experience and expertise to enable high-level conversations.

Frequency: 1 or 2 events per year
Format: Conferences
Attendees: 50+ professionals

Sponsor package: 8,000 HKD / event



PIONEER TALKS

Hear from inspiring individuals who have pushed the boundaries in their life or business. These unique speakers share their journey and vision of achievement and success.

Frequency: 1 or 2 events per year
Format: Conferences
Attendees: 50+ professionals

Sponsor package: 8,000 HKD / event



MENTORING PROGRAMME

Every year, the French Chamber’s mentoring programme matches ambitious young professionals with senior business executives as part of a two-way learning experience to further careers and enrich understanding.

Month: 1 event in September
Format: 1 match making session + visibility throughout the year
Attendees: 20+ mentors and 20+ mentees

Sponsor package: 20,000 HKD for the full year

NOTE: Your health and safety are important to us and, as such, any of these in-person events could take place online subject to prevailing circumstances.

Our networking events



ANNUAL GENERAL MEETING

The French Chamber's Annual General Meeting is a crucial moment in the calendar where members gather to elect the Chamber's Councillors and review the activity of the past year. As a key element of our governance, this event is a must-attend for members who wish to have their voice represented in the development of the Chamber's strategy.

Month: 30 September, 2021

Format: Conference

Attendees: 30-40 professionals

Platinum sponsor: 20,000 HKD

Gold sponsor: 15,000 HKD

Silver sponsor: 10,000 HKD



NEW MEMBERS WELCOME EVENTS

To welcome our new members we organise gatherings to meet and mingle with a drink. A dedicated moment to help our members make the most of their membership.

Frequency: 4 times per year

Format: Members-only casual cocktail reception

Attendees: 15-20 members per session

Sponsor package: 18,000 HKD for 4 sessions

10,000 HKD for 2 sessions

6,000 HKD for 1 session



JOB SEEKER WORKSHOPS

Thanks to our experience, we have put together a list of tips for finding a job for newly arrived professionals that we share in these very popular and useful workshops.

Frequency: 10 sessions throughout the year

Format: Conferences

Attendees: 15 professionals

Sponsor package: 15,000 HKD for the whole year

2,500 HKD per session



◀◀ COMMUNICATIONS@FCCIHK.COM

 [@FRENCH CHAMBER IN HONG KONG](https://www.linkedin.com/company/french-chamber-in-hong-kong)

 [FACEBOOK.COM/FCCIHK](https://www.facebook.com/FCCIHK)

[FCCIHK.COM](https://www.fcciHK.com)