



Communication and Advertising Kit 2023





Our **website**

4,000+

unique visitors every month

18,000+

page views every month



Our **newsletters**

12,000+

contacts

25-30%

open rate



HongKongEcho

20,000+

readers

21,000+

followers on our social
media channels

making us the most-followed
international chamber in
Hong Kong



18,000+
followers

10%
Engagement



3,200+
followers

15%
Engagement

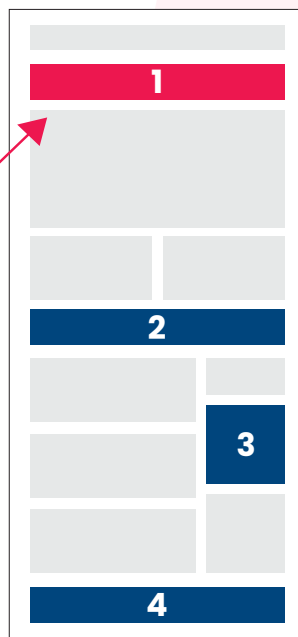
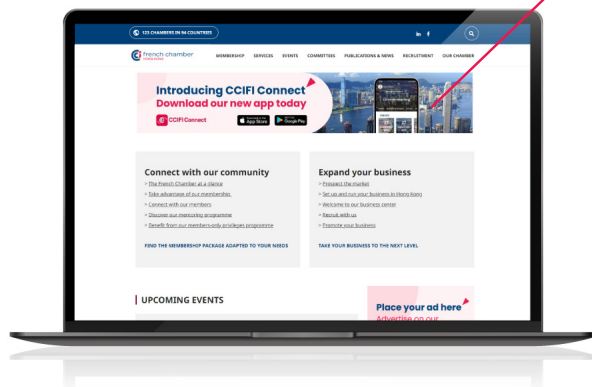
Our Communications Channels

Across both digital and print, we offer a wide range of insights from in-depth articles about the local business environment to **all the latest news from our members.**

[Click here for more info](#)



A highly-frequented platform with 4,000+ unique visitors and 18,000+ page views per month, our website is a fantastic launchpad for visibility towards a wide audience.



Positions [Click here for more info](#)

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		Non-members rate	
	2 weeks	1 month	2 weeks	1 month
1 Top banner	2,600	4,700	3,100	5,600

News page	Members rate		Non-members rate	
	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.



The screenshot shows the newsletter interface with the French Chamber Hong Kong logo and 'Highlights' section. The main content area features a 'Save the date' announcement for the '2023 Gala Dinner' on '2 June 2023'. Below this is a 'News' section with a photo of a group of people and a headline: 'Business France Hong Kong awards the FCCIHK the public service contract for export support services'. The text below the headline states: 'Business France Hong Kong, the sole correspondent of Team France Export in Hong Kong, has awarded the French Chamber of Commerce and Industry in Hong Kong the public service contract for export support services for French companies on the Hong Kong market for the next two years.' A 'Read more' button is visible. At the bottom, there is a section for 'The Hong Kong Business Dashboard' by 'The French Chamber of Commerce X Ekimetrics', with a brief description: 'We are very pleased to launch today the Hong Kong Business Dashboard developed* with Ekimetrics, which provides'.

Highlights

Sent out weekly

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

Highlights newsletter

[Click here for more info](#)

Top banner	Members rate (HK\$) 20% off		Non-members rate (HK\$)	
	1 issue	2 issues	1 issue	2 issues
12,000+ contacts				
25-30% open rate	3,900	5,500	4,900	6,900

Top Talents

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, retails, sales, marketing, IT and many more.

Top Talents

[Click here for more info](#)

Top banner	Members rate (HK\$) 20% off		Non-members rate (HK\$)	
	1 issue	2 issues	1 issue	2 issues
2,000+ contacts				
30%+ open rate	3,000	4,400	3,800	5,500



Our
magazine

HongKong**Echo**

As the French Chambers' signature publication, **HongKongEcho** is **directly distributed 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.**



Positions Click here for more info	Members rate (HK\$)		Non-members rate (HK\$)	
	1 issue (10% off)	2 issues (20% off)	1 issue	2 issues
Back cover	27,000	48,000	30,000	60,000
Double page spread	21,000	35,200	23,100	44,000
Inside front cover	17,100	30,400	19,000	38,000
Inside front cover (double page spread)	24,300	43,200	27,000	54,000
Inside back cover	17,100	30,400	19,000	38,000
Inside back cover (double page spread)	24,300	43,200	27,000	54,000
Full page facing Contents	15,300	27,200	17,000	34,000
Full page	13,500	24,000	15,000	30,000
Half page	9,000	16,000	10,000	20,000
Flyer Insertion	On quotation		On quotation	



Bespoke
Communications &
Advertisement
Solutions

@ **Exclusive once-a-month bespoke eNewsletter**

Communicate on your products, special events, key news & projects to a broader audience. The French Chamber has an excellent audience and solid eDM opening rates.

To be sent through
from the French
Chamber's database

12,000+
contacts

8,000 HKD
per insertion

Exclusive*
once-a-month
opportunity

***12 bespoke eDM opportunities per year**





Promotional Social Media & Website Posts



LinkedIn

18,000+
followers

10%
Engagement



Facebook

3,200+
followers

15%
Engagement



Promotional
Website Article

4,000+
unique views
/month

18,000+
page views

3,000 HKD
per insertion

2 insertions
per month
available

3,000 HKD
per insertion

2 insertions
per month
available





Why Hong Kong

Hong Kong is back on the Global Stage!

You want to relay a special message? We will highlight your words, so it can be broadcast to a wider audience.

Our Social Media Channels



LinkedIn

18,000+
followers

10%
Engagement



Facebook

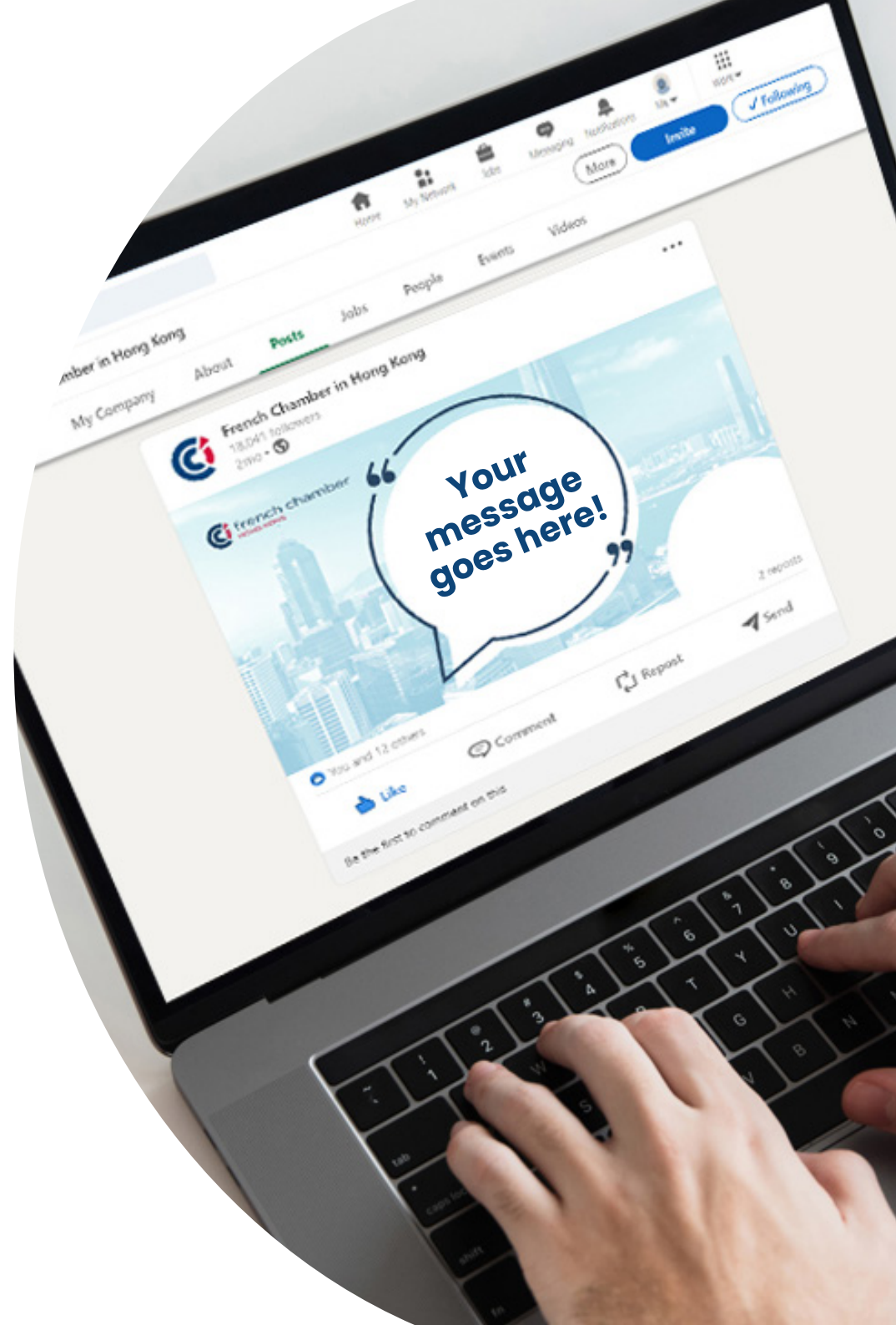
3,200+
followers

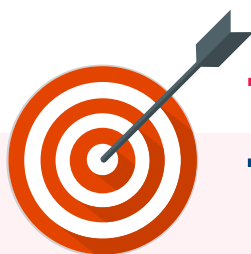
15%
Engagement

1,500 HKD
per insertion

Exclusive*
once-a-month
opportunity

***12 insertion opportunities per year**





**Thank you
for your time**

Contact us for details

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