

# MEDIA KIT 2024

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CCI FRANCE CHINE  
中国法国工商会

**DID YOU  
KNOW ?**



**BUSINESS CENTER**

**CCI FRANCE CHINE**

has 4 Business Centers located in the city centers  
of Beijing, Guangzhou, Shanghai & Shenzhen.

# MEDIA KIT 2024

**NETWORK**

CO-FRANCE CHINE is represented by 4 branches and representatives across China.

**NORTH CHINA** 529 members  
**CENTRAL CHINA** 831 members  
**SOUTH CHINA** 315 members

**HUBEI BRANCH**  
 Representatives: Tian, Qinglin

**HANZHONG BRANCH**  
 Representatives: Chengyong and Qinglin

**HANZHONGHUI BRANCHES**  
 Representatives: Jieping and Qinglin

**4**

**CONNEXIONS**

The magazine of the French business community in China.

Created in 2008, the Chinese magazine is the only publication in French and Chinese on business and finance in China. It offers a unique perspective on the French business community in China, with a focus on the latest news and trends. It is published in French and Chinese, providing a unique insight into the Chinese market and business environment.

**7**

**MEMBERS' DIRECTORY 2025**

AN EXTREMELY USEFUL TOOL TO REACH & TO BE FOUND BY CLIENTS AND BUSINESS PARTNERS

**EXPOSURE**  
**FRONTS** your company on an effective international communication tool.  
**BENEFIT** from a global network in the French business community in China through our directory.

**SET LISTED**  
**REGISTRATION** (individuals or companies)  
**MEMBERSHIP FEES**  
**RECEPTION OF ARTICLES**

**PUBLICATION:** January 2025  
**VISIBILITY:** 1 year  
**PRINT RUN:** 3,000 copies  
**READERSHIP:** decision-makers (CEO, Managing Director, General Managers, Board of Directors, etc.)  
**CIRCULATION:** free distribution to our 1,000 members, 300 French Chapters around the world, French Chambers of Commerce, French Consulates in China, foreign chambers of commerce and business associations.

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**WEBSITE**

Updated daily, the website is the central point of the services and activities of the CO-FRANCE CHINE and its branches.

**Statistics**

- 12,333 single visits per month
- 874 registrations per month
- 43% of daily visitors in China
- 32% of daily companies in France

**TARGET**  
 CO-FRANCE CHINE, members and non-members, CO-creation offices in France, financial sector, social economy, business partners and Chinese political and economic leaders.

**FEATURE YOUR COMPANY ON**  
[www.cfcv.com](http://www.cfcv.com)

**RESERVE** your company space to a reference with an editorial in China.

**18**

**NEWSLETTERS**

A list of four weekly newsletters - Beijing, Shanghai, Hubei and Shenzhen - are sent out to email covering news about the CO-FRANCE CHINE and members of its Board of Directors.

**BEIJING**  
 Published weekly  
 Distribution by email to 4,000 contacts

**SHANGHAI**  
 Published weekly  
 Distribution by email to 2,500 contacts

**SOUTH CHINA**  
 Published weekly  
 Distribution by email to 2,500 contacts

**TARGET**  
 French, Chinese and English speaking professionals, decision-makers, 1,000+ members, financial sector, social economy, business partners and Chinese political and economic leaders.

**FEATURE YOUR COMPANY IN OUR NEWSLETTERS**  
 COMMUNICATE your news and information quickly and effectively to 8,500 contacts.

**TARGET** your communication to regions: Beijing, Shanghai and South China (Guangzhou/Shenzhen).

**19**

**WECHAT OFFICIAL ACCOUNT**

100,000+ Followers  
 1 platform  
 4 publications

Professional Banner inside ALL ARTICLES  
 Picture size: 2,100 x 1,100px  
 jpg, gif, png

More & content  
**197** ARTICLES

**CRITERES ESG**  
 环境、社会及治理  
**LES INNOVATIONS DES ENTREPRISES FRANÇAISES EN CHINE**  
 法国公司在中国的创新解决方案

**POSITION** (individuals or companies)  
**REGISTRATION**  
**MEMBERSHIP FEES**  
**RECEPTION OF ARTICLES**

**22**

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# NETWORK



CCI FRANCE CHINE is represented by 4 branches and representatives across China.



<b>NORTH CHINA</b>	<b>529</b> members	<b>BEIJING BRANCH</b> Representations: Dalian, Qingdao
<b>CENTRAL CHINA</b>	<b>831</b> members	<b>SHANGHAI BRANCH</b> Representations: Chengdu, Chongqing and Hangzhou
<b>SOUTH CHINA</b>	<b>315</b> members	<b>GUANGZHOU, SHENZHEN BRANCHES</b> Representations: Guangxi and Kunming

# 2023 KEY FIGURES



# 1,675

Members

# 79

Patron Members



## 212

Events  
Offline & Online



## 13,764

Events  
Participants



## 55

Hosted  
Companies



## 29

Business Support  
Projects



## 74

Trainings  
Offline & Online



## 569

Trainees



## 29

Recruitments



## 5

Recruitment Fairs  
110 companies  
2,000 candidates

# PATRON MEMBERS





# CONNEXIONS



*The magazine of the French business community in China.*



Created in 2000, the Chamber's magazine is the only publication in French and Chinese on economy and finance in China.

Written by experts for experts, Connexions provides an in-depth overview of China's contemporary economic issues.

Each publication is defined by a theme that aims to be relevant to the French business community in China such as the services sector, luxury industry, R&D, Internet...

Connexions' 20,000 readers are directors, managers and French and Chinese economic decision-makers at the heart of Sino-French relations.



# CONNEXIONS MAGAZINE KEY FIGURES

**COMMUNICATE** via a stylish magazine that is recognised by readers for its high-quality content.

**TARGET** hard-to-reach leading decision-makers in China.

**ALIGN** your brand with the only French magazine focused on China.

**PUBLISHED:** 3 times a year

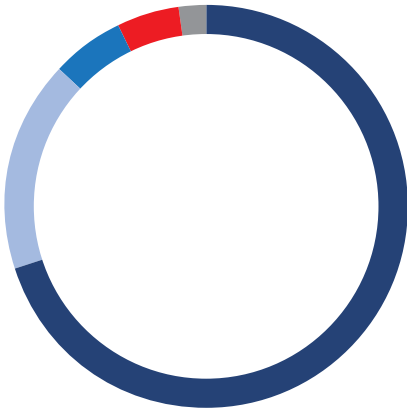
**PRINT RUN:** 4,100 copies

**ONLINE VISIBILITY:** website, Wechat & LinkedIn

**READERSHIP:** 20,000 readers

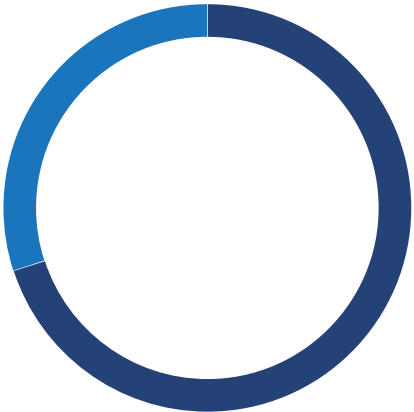
**CIRCULATION:** free of charge to all our members, French Chambers of Industry and Commerce in France and Asia, French Embassy, Consulate, trade offices in China, 16 Accor hotels in China, 7 Parkway Health hospitals, Alliance Française, French bookshops in China.

## PRINT CIRCULATION



- CHAMBER MEMBERS: 70%
- FRENCH AND CHINESE OFFICIALS: 17%
- ACCOR HOTELS IN CHINA: 6%
- CHAMBERS OF COMMERCE AND INDUSTRY IN FRANCE AND IN ASIA: 5%
- PLACES FREQUENTED BY FRENCH COMMUNITY IN CHINA: 2%

## READERSHIP



- DECISION-MAKERS: 70%
- MANAGERS: 30%



# 2024 MAIN TOPICS



n° 98 • Culture, Sport, Tourism - France's Attractiveness

n° 99 • To be determined

n° 100 • To be determined

## HIGH-LEVEL CONTRIBUTORS

*Recognised as a top-quality magazine, Connexions benefits from many experts contributions.*



CONNEXIONS 93

**Fabrice FOURCADE**

VICE-PRÉSIDENT CCI  
FRANCE CHINE  
PRÉSIDENT D'EDF CHINE



CONNEXIONS 94

**Magnus ALVARSSON**

MANAGING DIRECTOR  
CHINE  
ATOS



CONNEXIONS 95

**Grégoire OLIVIER**

CHIEF OPERATING OFFICER  
(CHINA)  
STELLANTIS



CONNEXIONS 96

**Annick de BENTZMANN**

PRÉSIDENTE D'HONNEUR  
DE LA CCI FRANCE CHINE



CONNEXIONS 97

**Christophe LAURAS**

PRÉSIDENT CCI FRANCE  
CHINE  
CHIEF OPERATING OFFICER  
ACCOR GREATER CHINA

# FEATURE YOUR COMPANY IN CONNEXIONS MAGAZINE



Several types of advertising inserts

a Back cover

b Full Page

c Half page

d Double page

a

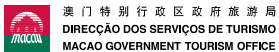
b

c

d



THEY TRUST US



# CONNEXIONS MAGAZINE 2024 RATES

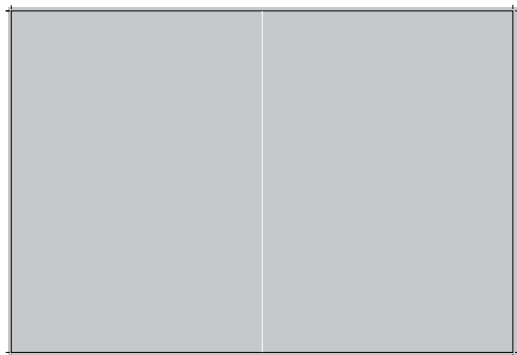
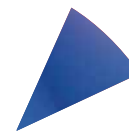


*Rates in RMB, taxes included*

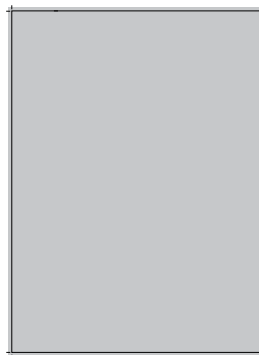
*Special discounts are offered on certain communication packages, contact us for more information*

ADVERTISING POSITIONS	OFFER 1 ISSUE		OFFER 3 ISSUES	
	STANDARD PRICE	MEMBER PRICE	STANDARD PRICE	MEMBER PRICE
BACK COVER	¥27,000.00	¥22,000	¥74,000	¥59,000
INSIDE FRONT COVER	¥22,000.00	¥17,500	¥59,000	¥47,000
INSIDE BACK COVER	¥21,000.00	¥16,000	¥55,000	¥45,000
PREMIUM PAGES – FIRST 3 POSITIONS	¥19,500.00	¥15,000	¥53,000	¥41,000
FULL STANDARD PAGE	¥14,000.00	¥12,000	¥38,000	¥33,000
DOUBLE STANDARD PAGE	¥26,000.00	¥20,500	¥71,000	¥55,000
HALF PAGE	¥9,000.00	¥7,500	¥24,000	¥21,000
ADVERTORIAL - 1 PAGE	¥20,000.00	¥16,500	¥53,000	¥44,500
ADVERTORIAL - 2 PAGES	¥32,000.00	¥25,000	¥85,000	¥67,500
INSERT (PRINTED ON BOTH SIDES)	¥17,000.00	¥14,000	¥47,000	¥38,000
COMPANY BROCHURE (4 PAGES MAXIMUM)	¥33,000.00	¥26,000	¥88,000	¥71,000

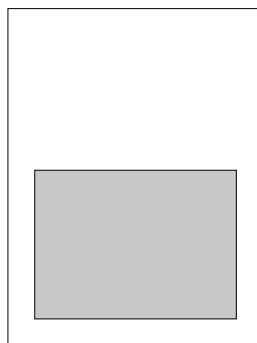
# SIZE SPECIFICATIONS OF ADVERTISEMENTS IN CONNEXIONS



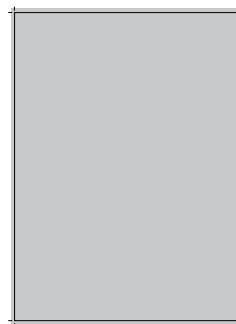
Double page | Picture size: H 285mm x L 420mm  
Margin (3mm) | Bleed



Full page  
Picture size: H 285mm x L 210mm  
Marge (3mm) | Bleed



Half page  
(vertical or horizontal)  
Picture size:  
H 125 mm x L : 170 mm  
ou H 245 mm x L 81 mm



Insert  
Picture size:  
H 260 mm x L190 mm  
Marge (3mm) | Bleed

# MEMBERS' DIRECTORY 2025



AN EXTREMELY USEFUL TOOL TO REACH & TO BE FOUND (BY) CLIENTS AND BUSINESS PARTNERS



## EXPOSURE

**PROMOTE** your company in an effective institutional communication tool.

**BENEFIT** from a year's exposure in the French business community in China's number one directory.

## GET LISTED

### RESERVATION:

before December 1<sup>st</sup>, 2024

### MEMBERSHIP RENEWAL:

before December 1<sup>st</sup>, 2024

### RECEPTION OF INFOS & ADS:

before December 1<sup>st</sup>, 2024

**PUBLICATION:** January 2025

**VISIBILITY:** 1 year

**PRINT RUN:** 3,200 copies

**READERSHIP:** decision makers (CEOs, Managing Directors, Senior Managers), French official services in China, Local authorities.

**CIRCULATION:** free distribution to our 1,637 members, 119 French Chambers around the world, French Chambers in France, French institutions in China, foreign chambers of commerce in China.



# FEATURE YOUR COMPANY IN CCI FRANCE CHINE DIRECTORY



Several types of advertising inserts

a Full page

b Bookmark

c Facing Patron Members

d Profile

b

a



c



d



# MEMBERS' DIRECTORY 2025 RATES

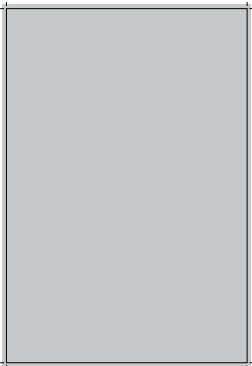


*Rates in RMB, taxes included*

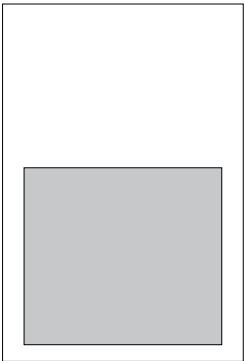
*Special discounts are offered on certain communication packages, contact us for more information*

ADVERTISING POSITIONS	STANDARD PRICE	MEMBER PRICE
INSIDE FRONT COVER / INSIDE BACK COVER	¥46,000	¥37,000
BACK COVER	¥85,000	¥72,000
BOOKMARK	¥40,000	¥31,500
FULL PAGES WITHIN THE FIRST PAGES (P.3 TO P.7)	¥43,000	¥34,500
1/2 PAGE P.4	¥25,500	¥21,000
FACING BOARD OF SPONSORS FACING TABLE OF CONTENTS	¥42,500	¥33,500
FACING THE CCIFC PRESIDENT EDITORIAL OR THE FRENCH AMBASSADOR EDITORIAL (IN ENGLISH OR CHINESE)	¥33,000	¥26,500
FULL PAGE WITHIN THE INTRODUCTION PAGES (SEVERAL POSITIONS AVAILABLE)	¥33,000	¥26,500
1/2 PAGE IN THE INTRODUCTION PAGES (SEVERAL POSITIONS AVAILABLE)	¥19,000	¥15,000
FULL PAGE SECTION DIVIDER FRONT OR BACK (BEIJING, SHANGHAI)	¥32,000	¥25,500
FULL PAGE FACING YOUR COMPANY PROFILE (BEIJING, SHANGHAI)	N/A	¥21,500
1/2 PAGE FACING YOUR COMPANY PROFILE (BEIJING, SHANGHAI)	N/A	¥6,500
FULL PAGE SECTION DIVIDER BACK AND FRONT (SOUTH CHINA, HONG KONG & MACAU)	¥25,500	¥21,000
FULL PAGE FACING YOUR COMPANY PROFILE (SOUTH CHINA, HONG KONG & MACAU)	N/A	¥16,000
1/2 PAGE FACING YOUR COMPANY PROFILE (SOUTH CHINA, HONG KONG & MACAU)	N/A	¥6,500

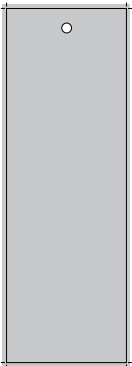
# SIZE SPECIFICATIONS OF ADVERTISEMENTS IN DIRECTORY 2025



Full page  
Picture size:  
H 240mm x L 162mm  
Marge (3mm) | Bleed



Half page  
Picture size:  
H 120mm x L 134mm



Book mark  
Picture size:  
H 180 mm x L 60 mm  
Marge (3mm) | Bleed

- Publication:  
January 2025
- Reservation  
dead-line :  
before December 1<sup>st</sup>, 2024
- Reception of the  
advertisements picture  
dead-line :  
December 23<sup>th</sup>, 2024

# WEBSITE



Updated daily, the [www.ccifc.org](http://www.ccifc.org) portal covers all the services and activities of the CCI FRANCE CHINE and its branches.

## Statistics

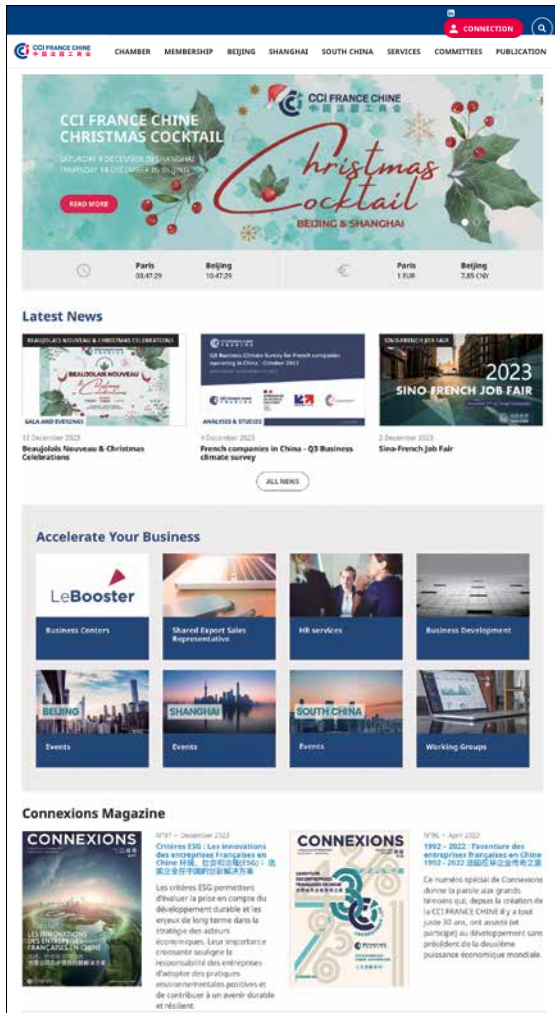
12,333 <sup>\*</sup> page views per month

874 <sup>\*</sup> unique visitors per month

43% <sup>\*</sup> of visits originate in China

32% <sup>\*</sup> of visits originate in France

<sup>\*</sup> Google analytics 01/2024



## TARGET

CCI FRANCE CHINE members and non-members, CCI branch offices in France, thought leaders, service providers, journalists, students and Chinese political and economic bodies.

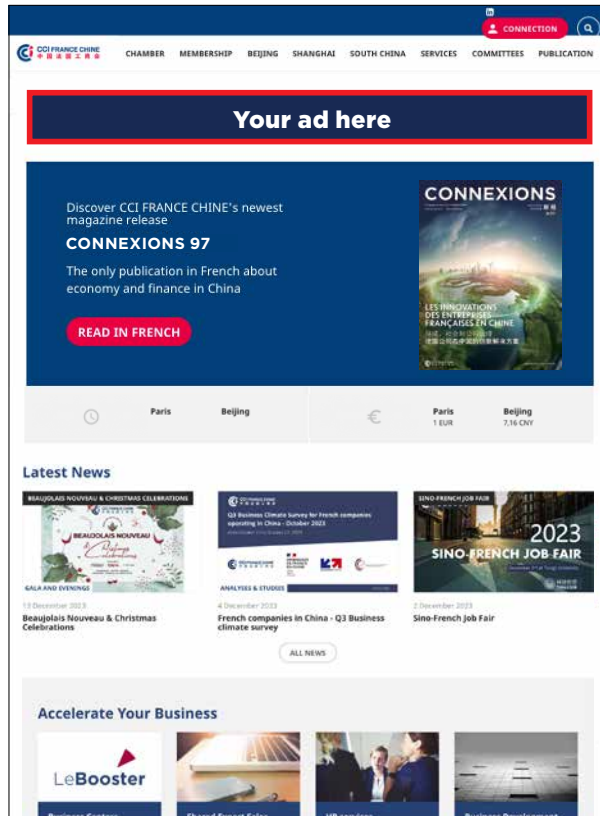
## FEATURE YOUR COMPANY ON

[WWW.CCIFC.ORG](http://WWW.CCIFC.ORG)

**GET** your message across to Internet users in France and China.

**PROMOTE** your organisation to a large target audience with an interest in China.

# SIZE SPECIFICATIONS OF ADVERTISEMENTS IN WEBSITE



← **Under the header**  
**Visible on every page**  
 Picture size:  
 H: 90px x L: 1000px  
 jpg | gif | link

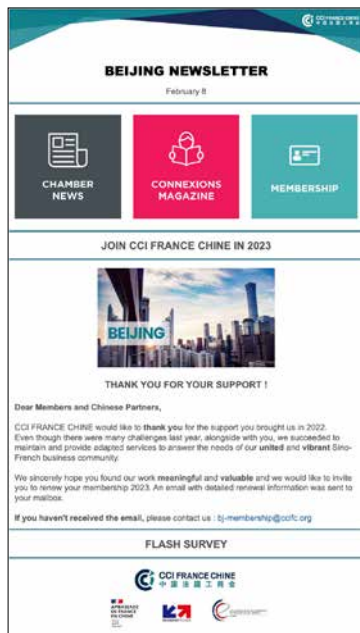
## WEBSITE Banner on every page

DURATION	STANDARD PRICE	MEMBER PRICE
2 WEEKS (UNDER THE HEADER)	¥7,500	¥5,500
1 MONTH (UNDER THE HEADER)	¥12,000	¥8,500
2 MONTHS (UNDER THE HEADER)	¥15,000	¥12,000

*Rates in RMB, taxes included special discounts are offered on certain communication packages, contact us for more information.*

# NEWSLETTERS

A total of four weekly newsletters – Beijing, Guangzhou, Shanghai and Shenzhen – are sent out by email, covering news about the CCI FRANCE CHINE and members of its Board of Sponsors.



## BEIJING

Published: weekly  
Distribution: by email  
to 4,000 contacts.

## SHANGHAI

Published: weekly  
Distribution: by email to  
4,000 contacts.

## SOUTH CHINA

Published: weekly  
Distribution: by email to  
2,500 contacts.

## TARGET

French, Chinese and English-speaking directors and employees from our 1,637 member organisations, along with French-speaking and other foreign institutions in China and the media.

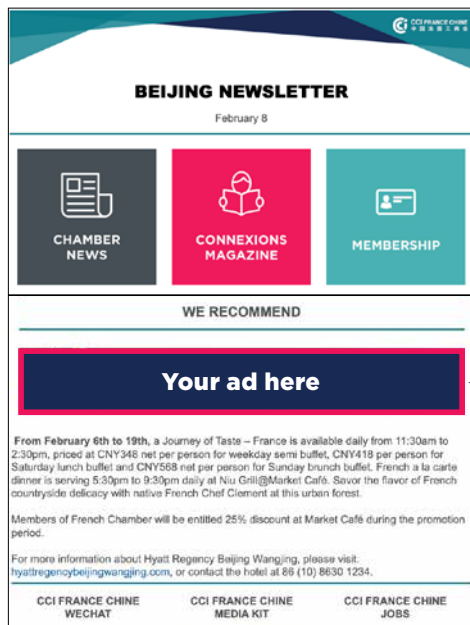
## FEATURE YOUR COMPANY IN OUR NEWSLETTERS

**COMMUNICATE** key news and information quickly and effectively to 11,500 contacts

**TARGET** your communications by region: Beijing, Shanghai and South China (Guangzhou/Shenzhen)



# SIZE SPECIFICATIONS OF ADVERTISEMENTS IN NEWSLETTERS



## Horizontal Banner

Picture size:  
H 88px x L 600px  
jpg | gif | link

## NEWSLETTERS

POSITION	DIFFUSION	STANDARD PRICE	MEMBER PRICE	DIMENSIONS IN PIXELS
HORIZONTAL (1 MONTH)	NATIONAL	¥11,000	¥8,500	H 88 X L 600
HORIZONTAL (1 MONTH)	LOCAL	¥4,000	¥3,000	H 88 X L 600

*Rates in RMB, taxes included*

*Special discounts are offered on certain communication packages, contact us for more information*

# WECHAT OFFICIAL ACCOUNT



- 17,332 Actives Followers
- 1 push/week
- 8 articles/push

## Horizontal Banner Inside All Articles

Picture size:  
H 334px x L 960px  
jpg | gif | link

POSITION	DIFFUSION	STANDARD PRICE	MEMBER PRICE
HORIZONTAL TOP POSITION (1 MONTH - 4 PUSHES)	NATIONAL	¥8,000	¥7,000

*Rates in RMB, taxes included  
Special discounts are offered on certain communication packages,  
contact us for more information*

# ADVERTISE IN OUR MEDIA CONTACT US

## BEIJING

**Lydie QIN-SAVOIE**

E-mail: [qin-savoie.lydie@ccifc.org](mailto:qin-savoie.lydie@ccifc.org)

Tel: (010) 6461 0260 ext. 102

**Alexis NIZAN**

E-mail: [nizan.alexis@ccifc.org](mailto:nizan.alexis@ccifc.org)

Tel: (010) 6461 0260 ext. 135

Suites 203-216&222, 2F, Building 81,  
No 4 Gongti North Road,  
Chaoyang District,  
Beijing 100027, P.R.C.

北京市朝阳区工体北路4号院  
81号楼二层203-216&222室  
邮政编码: 100027



**WeChat  
Official Account**

## SHANGHAI

**GAO Zeqi**

E-mail: [gao.zeqi@ccifc.org](mailto:gao.zeqi@ccifc.org)

Tel: (021) 6132 7107

2/F, Mayfair Tower,  
83 Fumin Road,  
Shanghai 200040, P.R.C.

上海市富民路83号巨富大厦2楼  
邮政编码: 200040

## SOUTH CHINA

**Walter JANVIER**

E-mail: [janvier.walter@ccifc.org](mailto:janvier.walter@ccifc.org)

Tel: (020) 2916 5530

Room 802, 8/F Leatop Plaza,  
32 Zhujiang Dong Road, Zhujiang New Town,  
Guangzhou 510623, P.R.C.

广州市珠江新城核心区珠江东路32号  
利通广场8楼802室  
邮政编码: 510623



THE FRENCH CHAMBER OF COMMERCE  
AND INDUSTRY IN CHINA

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Beijing • Guangzhou • Shanghai • Shenzhen

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