

MEDIA KIT 2023

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CCI FRANCE CHINE
中国法国工商会



MEDIA KIT 2023



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NETWORK

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



NORTH CHINA

522 members

BEIJING BRANCH

Representations: Dalian and Qingdao

CENTRAL CHINA

819 members

SHANGHAI BRANCH

Representations:
Chengdu, Chongqing and Hangzhou

SOUTH CHINA

296 members

GUANGZHOU, SHENZHEN BRANCHES

Representations: Guangxi and Kunming

2022 KEY FIGURES



1,637

Members

73

Patron Members



210

Events
Offline & Online



12,544

Events
Participants



72

Hosted
Companies



19

Business Support
Projects



97

Trainings
Offline & Online



844

Trainees



33

Recruitments



4

Recruitment Fairs
76 companies
930 Candidates

PATRON MEMBERS



CONNEXIONS

The magazine of the French business community in China.



Created 23 years ago, the Chamber's magazine is the only publication in French 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

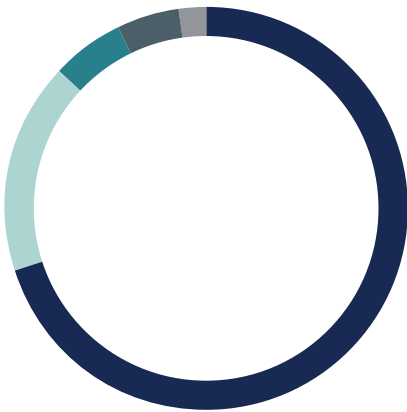
PRINT RUN: 4,100 copies

ONLINE VISIBILITY: website, Wechat & LinkedIn

READERSHIP: 20,000 readers

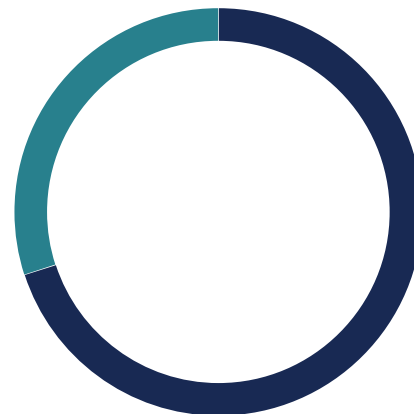
CIRCULATION: free of charge to all our members, French Chambers of Industry and Commerce in France and Asia, French Embassy, Consulate, trade offices in China, 16 Accor hotels in China, 7 Parkway Health hospitals, Alliance Française, French bookshops in China.

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%

2023 MAIN TOPICS

- n° 96 • 1992 - 2022: The adventure of French companies in China
- n° 97 • Environmental, Social and Governance Criteria - Innovative solutions from French companies in China
- n° 98 • To be determined

HIGH-LEVEL CONTRIBUTORS

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



CONNEXIONS 92

François TARDIF

VICE-PRÉSIDENT EXÉCUTIF
FAURECIA CHINE



CONNEXIONS 93

Fabrice FOURCADE

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

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 2023 RATES

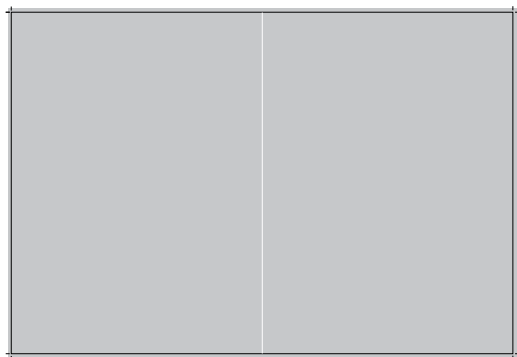
*Rates in RMB, taxes excluded**

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

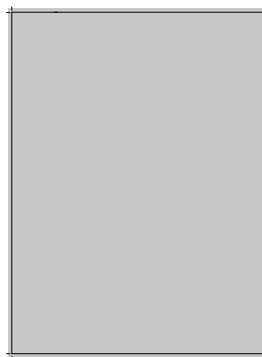
ADVERTISING POSITIONS	OFFER 1 ISSUE		OFFER 3 ISSUES	
	STANDARD PRICE	MEMBER PRICE	STANDARD PRICE	MEMBER PRICE
BACK COVER	¥25,000	¥20,000	¥68,000	¥54,000
INSIDE FRONT COVER	¥20,000	¥16,000	¥54,000	¥43,000
INSIDE BACK COVER	¥19,000	¥15,000	¥51,000	¥41,000
PREMIUM PAGES – FIRST 3 POSITIONS	¥18,000	¥14,000	¥49,000	¥38,000
FULL STANDARD PAGE	¥13,000	¥11,000	¥35,000	¥30,000
DOUBLE STANDARD PAGE	¥24,000	¥19,000	¥65,000	¥51,000
HALF PAGE	¥8,000	¥7,000	¥22,000	¥19,000
ADVERTORIAL - 1 PAGE	¥18,000	¥15,000	¥49,000	¥41,000
ADVERTORIAL - 2 PAGES	¥29,000	¥23,000	¥78,000	¥62,000
INSERT (PRINTED ON BOTH SIDES)	¥16,000	¥13,000	¥43,000	¥35,000
COMPANY BROCHURE (4 PAGES MAXIMUM)	¥30,000	¥24,000	¥81,000	¥65,000

** All above prices are subject to 8.5% taxes.*

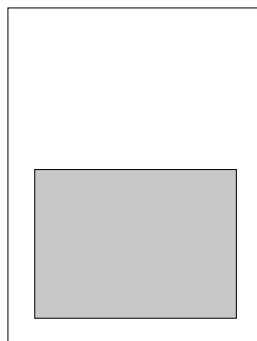
SIZE SPECIFICATIONS OF ADVERTISEMENTS IN CONNEXIONS



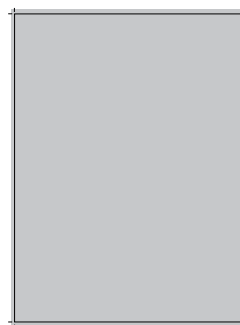
Double page | Picture size: H 285mm x L 420mm
Margin (3mm) | Bleed



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 L 190 mm
Marge (3mm) | Bleed

MEMBERS' DIRECTORY 2024

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 31st, 2023

MEMBERSHIP RENEWAL:

before December 31st, 2023

RECEPTION OF INFOS & ADS:

before December 31st, 2023

PUBLICATION: January 2024

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.

CCI FRANCE CHINE

b**b** *Bookmark*

C Facing Patron Members

d Profile

Sold



Sold

Our expertise in audit, tax and a range of advisory services brings together many technical skills to serve our clients with consistent quality around the world.

Move forward with Mazars.

[illegible][illegible]

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MEMBERS' DIRECTORY 2024 RATES



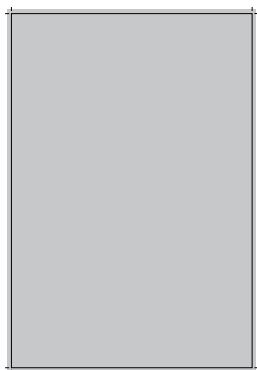
*Rates in RMB, taxes excluded**

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

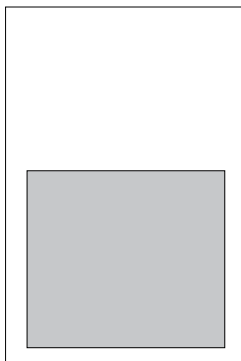
ADVERTISING POSITIONS	STANDARD PRICE	MEMBER PRICE
INSIDE FRONT COVER / INSIDE BACK COVER	¥42,500	¥34,000
BACK COVER	¥78,000	¥65,000
BOOKMARK	¥36,000	¥29,000
FULL PAGES WITHIN THE FIRST PAGES (P.3 TO P.7)	¥39,500	¥31,500
1/2 PAGE P.4	¥23,500	¥19,000
FACING BOARD OF SPONSORS FACING TABLE OF CONTENTS	¥39,000	¥31,000
FACING THE CCIFC PRESIDENT EDITORIAL OR THE FRENCH AMBASSADOR EDITORIAL (IN ENGLISH OR CHINESE)	¥30,500	¥24,500
FULL PAGE WITHIN THE INTRODUCTION PAGES (SEVERAL POSITIONS AVAILABLE)	¥30,500	¥24,500
1/2 PAGE IN THE INTRODUCTION PAGES (SEVERAL POSITIONS AVAILABLE)	¥17,500	¥14,000
FULL PAGE SECTION DIVIDER FRONT OR BACK (BEIJING, SHANGHAI)	¥29,500	¥23,500
FULL PAGE FACING YOUR COMPANY PROFILE (BEIJING, SHANGHAI)	X	¥19,500
1/2 PAGE FACING YOUR COMPANY PROFILE (BEIJING, SHANGHAI)	X	¥6,000
FULL PAGE SECTION DIVIDER BACK AND FRONT (SOUTH CHINA, HONG KONG & MACAU)	¥23,500	¥19,000
FULL PAGE FACING YOUR COMPANY PROFILE (SOUTH CHINA, HONG KONG & MACAU)	X	¥15,000
1/2 PAGE FACING YOUR COMPANY PROFILE (SOUTH CHINA, HONG KONG & MACAU)	X	¥6,000

** All above prices are subject to 8.5% taxes.*

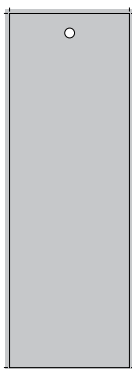
SIZE SPECIFICATIONS OF ADVERTISEMENTS IN DIRECTORY 2024



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 2024

Reservation
dead-line :
before October 1st, 2023

Reception of the
advertisements picture
dead-line :
December 23th, 2023

WEBSITE

Updated daily, the www.ccifc.org portal covers all the services and activities of the CCI FRANCE CHINE and its branches.

Statistics

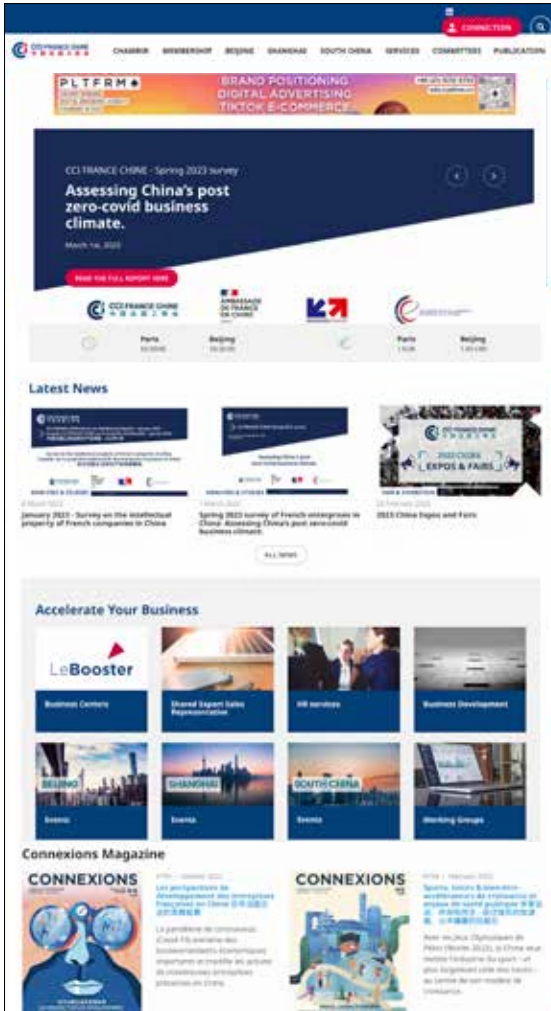
5,436 ^{*} page views per month

1,088 ^{*} unique visitors per month

34% ^{*} of visits originate in China

30% ^{*} of visits originate in France

^{*} Google analytics 03/2023



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.

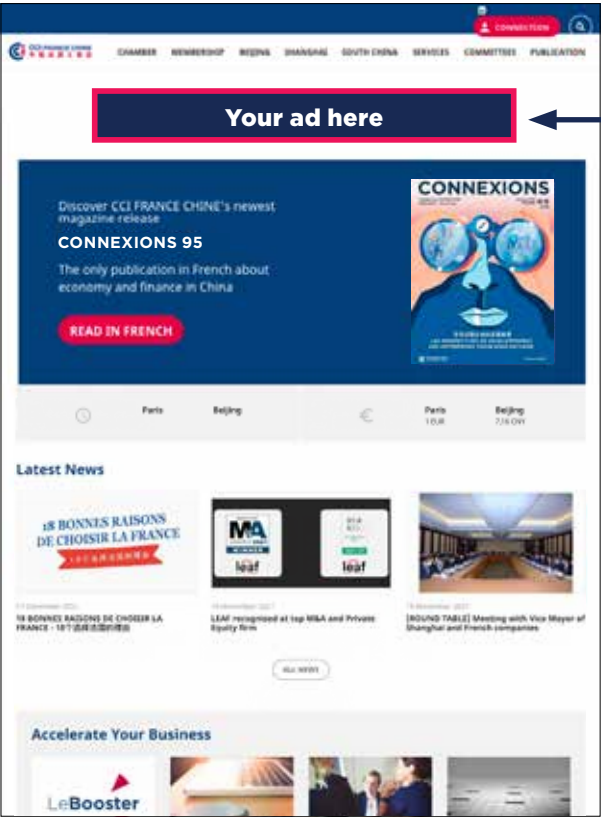
FEATURE YOUR COMPANY ON

WWW.CCIFC.ORG

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: 219px x L: 1600px
jpg | gif | link

WEBSITE Banner on every page

DURATION	STANDARD PRICE	MEMBER PRICE
2 WEEKS (UNDER THE HEADER)	¥7,000	¥5,000
1 MONTH (UNDER THE HEADER)	¥11,000	¥8,000
2 MONTHS (UNDER THE HEADER)	¥14,000	¥11,000

Rates in RMB, Taxes excluded Special discounts are offered on certain communication packages, contact us for more information.*

* All above prices are subject to 8.5% taxes.

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 5,000 contacts.

SHANGHAI

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

SOUTH CHINA

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

TARGET

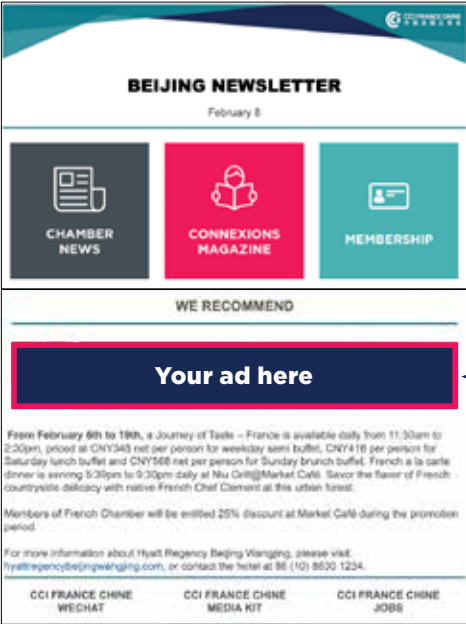
French, Chinese and English-speaking directors and employees from our 1,637 member organisations, along with French-speaking and other foreign institutions in China and the media.

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	¥10,000	¥8,000	H 88 X L 600
HORIZONTAL (1 MONTH)	LOCAL	¥3,500	¥2,500	H 88 X L 600

*Rates in RMB, taxes excluded**
Special discounts are offered on certain communication packages, contact us for more information
** All above prices are subject to 8.5% taxes.*

WECHAT OFFICIAL ACCOUNT



- 10,600 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	¥7,000	¥6,000

** All above prices are subject to 8.5% taxes.*

ADVERTISE IN OUR MEDIA CONTACT US

BEIJING

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81号楼二层203-216&222室
邮政编码: 100027



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利通广场8楼802室
邮政编码: 510623



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AND INDUSTRY IN CHINA

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