

MEDIA KIT 2026

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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.



CCI FRANCE CHINE
中国法国工商会

MEDIA KIT 2026

NETWORK

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

NORTH CHINA	543 members	BEIJING BRANCH
CENTRAL CHINA	850 members	SHANGHAI BRANCH
SOUTH CHINA	336 members	GUANGZHOU, SHENZHEN BRANCHES

4

CONNEXIONS

The magazine of the French Business community in China.

Created in 2006, 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 followed by a theme that aims to be relevant to the French business community in China such as the services sector, luxury industry, R&D, finance, ...

Consisting of 20,000 readers are directors, investors and French and Chinese economic decision-makers at the French website.

7

MEMBERS' DIRECTORY 2027

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

EXPOSURE
PROMOTE your company in an effective way on a communication tool.
BENEFIT from a year's exposure in the French business community in China in a multi-use directory.

GET LISTED
RESERVATION (minimum 100 days)
MEMBERSHIP RENEWAL (minimum 100 days)
RECEPTION OF INFO & ADS.

PUBLICATION: January 2027
VISIBILITY: 1 year
PRINT RUN: 3,200 copies
READERSHIP: Chinese readers (25%), Managing Directors, Senior Managers, French official services in China, CEOs, etc.
CIRCULATION: Free distribution for our 1,729 members, 120 French Chambers around the world, French Chambers in France, French institutions in China, Foreign chambers of commerce in China.

14

WEBSITE

Updated daily, the www.ccfra.com portal covers all the services and activities of the CC FRANCE CHINE just as branches.

Statistics

- 9,533 page views per month
- 916 unique visitors per month
- 45% of visits originate in China
- 41% of visits originate in France

Google Analytics (G-02028)

TARGET
 CC FRANCE CHINE members and non-members, CC branch offices in France, thought leaders, senior managers, operators, founders and Chinese political and economic bodies.

FEATURE YOUR COMPANY ON
www.ccfra.com
MAX your strategic access to French and Chinese
PROMOTE your organization to a audience with an interest in China.

18

NEWSLETTERS

All types of **list e-mails newsletters** – Beijing, Guangzhou, Shanghai and Shenzhen – are sent out by email, allowing users about the CC 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 2,000 contacts

SOUTH CHINA
 Published weekly
 Distribution by email to 2,000 contacts

TARGET
 French, Chinese and English-speaking directors and employees from our 1,700 member organizations, 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 20,000 contacts
TARGET your communications by region: Beijing, Shanghai and South China (Guangzhou/Shenzhen).

20

WECHAT OFFICIAL ACCOUNT

2,238 Active Followers
1 post/week
100% engagement

Horizontal Banner inside All Articles

JOIN OR RENEW YOUR MEMBERSHIP 2026
 Picture size: 3,200 x 1,900px
 1st 1st-1st

- THANK YOU FOR YOUR SUPPORT -
MEMBERSHIP RENEWAL STATE

POSITION	DIFFUSION	STANDARD PRICE	MEMBER PRICE
MEMBERSHIP TOP NATIONAL	NATIONAL	49,800	11,800

As we bid farewell to a successful 2025, we extend our deepest gratitude for the

22

Network	4
Connexions Magazine	7
Members Directory	14
Website	18
Newsletters	20
WeChat	22
Contacts	23

NETWORK



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



2025 KEY FIGURES



1,729

Members

73

Patron Members



253

Events
Offline & Online



12,540

Events
Participants



1.5 million

Online
participants



58

Hosted
Companies



32

Business Support
Projects



94

Trainings
Offline & Online



766

Trainees



42

Recruitments



5

Recruitment Fairs
79 companies
1,600 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

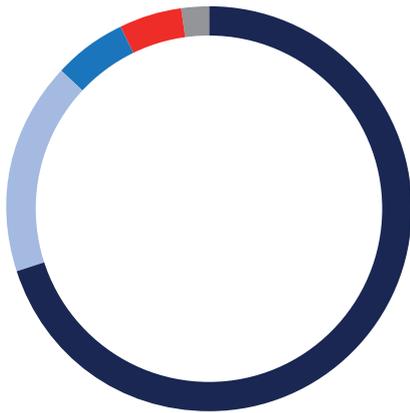
PRINT RUN: 4,100 copies

ONLINE VISIBILITY: website, Wechat & LinkedIn

READERSHIP: 20,000 readers

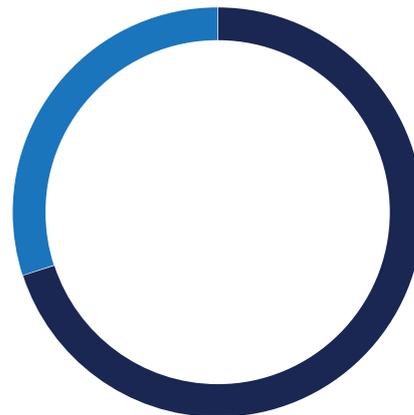
CIRCULATION: free of charge to all our members, French Chambers of Industry and Commerce in France and Asia, French Embassy, Consulate, trade offices in China, 16 Accor hotels in China, 7 Parkway Health hospitals, Alliance Française, French bookshops in China.

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%

2026 MAIN TOPICS



- n° 100 • Digital and artificial intelligence: French enterprises at the core of ai innovation in China
- n° 101 • To be determined
- n° 102 • To be determined

HIGH-LEVEL CONTRIBUTORS

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



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

CHIEF OPERATING OFFICER
ACCOR GREATER CHINA



CONNEXIONS 98

Pascal GONDRAND

DIRECTOR FOR CHINA &
DIRECTOR FOR BEIJING
OFFICE, BUSINESS
FRANCE



CONNEXIONS 99

Jean-Pierre RAFFARIN

PREMIER MINISTRE DE LA
FRANCE (2002 – 2005)

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

法美娜百年之旅
VALRHONA
Let's imagine the best of chocolate
法美娜
携手共享 无限之巧
Let's imagine the best of chocolate
www.Valrhona.cn

PARIS VOUS ATTEND.
PARIS IS WAITING FOR YOU.
S'ENVOLER EN TOUTE ÉLEGANCE
AIRFRANCE

BUSINESS RELOCATION SERVICES
Office Move • Retail Move • Factory Move
Laboratory Move • IT Rooms Move
661

DS SPIRIT
世人赞叹的奢华杰作有两件
一座城 一座驾
DSS 新世代豪华跨界车
DS

THEY TRUST US



CONNEXIONS MAGAZINE 2026 RATES



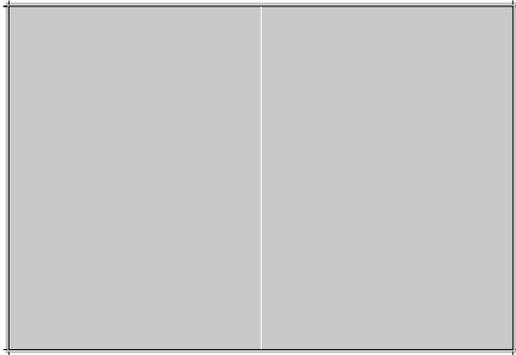
Rates in RMB, taxes included

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

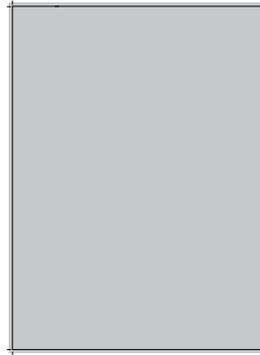
ADVERTISING POSITIONS	OFFER 1 ISSUE		OFFER 3 ISSUES	
	STANDARD PRICE	MEMBER PRICE	STANDARD PRICE	MEMBER PRICE
BACK COVER	¥27,000	¥22,000	¥74,000	¥59,000
INSIDE FRONT COVER	¥22,000	¥17,500	¥59,000	¥47,000
INSIDE BACK COVER	¥21,000	¥16,000	¥55,000	¥45,000
PREMIUM PAGES – FIRST 3 POSITIONS	¥19,500	¥15,000	¥53,000	¥41,000
FULL STANDARD PAGE	¥14,000	¥12,000	¥38,000	¥33,000
DOUBLE STANDARD PAGE	¥26,000	¥20,500	¥71,000	¥55,000
HALF PAGE	¥9,000	¥7,500	¥24,000	¥21,000
ADVERTORIAL - 1 PAGE	¥20,000	¥16,500	¥53,000	¥44,500
ADVERTORIAL - 2 PAGES	¥32,000	¥25,000	¥85,000	¥67,500
INSERT	¥35,000	¥30,000	¥95,000	¥80,000
COMPANY BROCHURE	¥40,000	¥35,000	¥105,000	¥92,000

PS: For inserts and brochures, the CCI FRANCE CHINE will be responsible for printing and integrate them into the magazine.

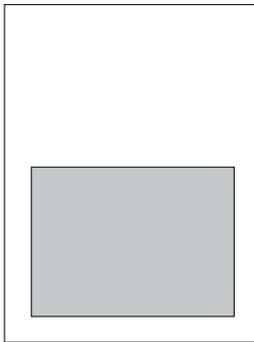
SIZE SPECIFICATIONS OF ADVERTISEMENTS IN CONNEXIONS



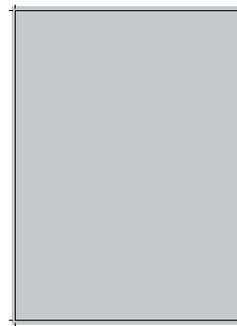
Double page | Picture size: H 285mm x L 420mm
Margin (3mm) | Bleed



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

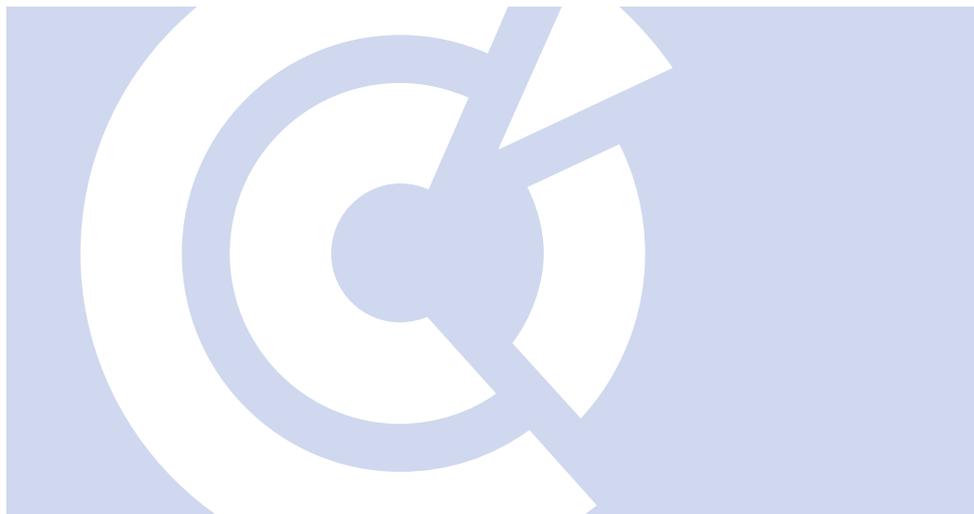
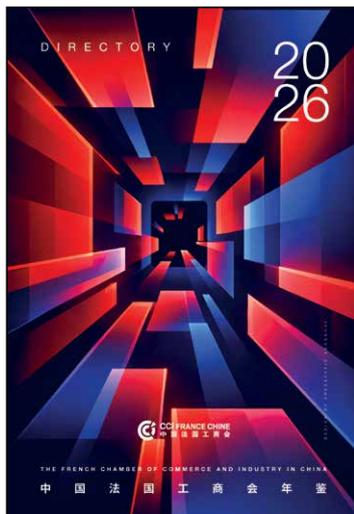


Insert
Picture size:
H 260 mm x L190 mm
Marge (3mm) | Bleed

MEMBERS' DIRECTORY 2027



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 20th, 2026

MEMBERSHIP RENEWAL:

before December 20th, 2026

RECEPTION OF INFOS & ADS:

before December 31st, 2026

PUBLICATION: January 2027

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 1,729 members, 125 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

d

c

MEMBERS' DIRECTORY 2027 RATES

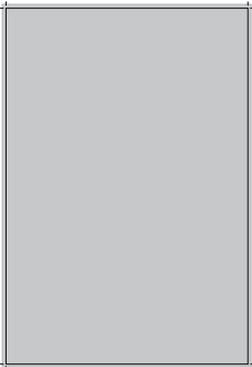


Rates in RMB, taxes included

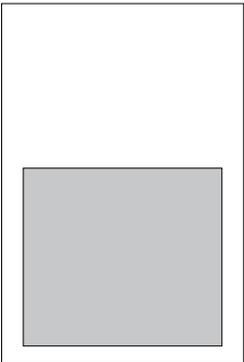
Special discounts are offered on certain communication packages, contact us for more information

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	¥43,000	¥34,500
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

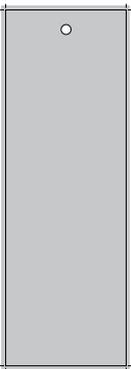
SIZE SPECIFICATIONS OF ADVERTISEMENTS IN DIRECTORY 2027



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



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



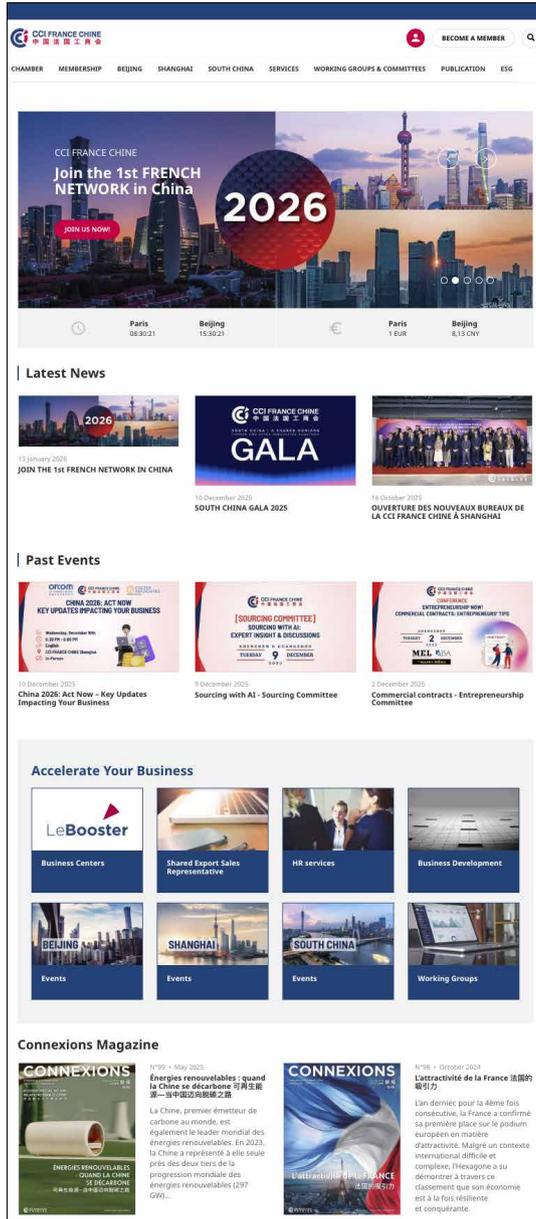
Book mark
Picture size:
H 180 mm x L 60 mm
Marge (3mm) | Bleed

- Publication:
January 2027
- Reservation
dead-line :
before December 20th, 2026
- Reception of the
advertisements picture
dead-line :
December 31st, 2026

WEBSITE



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



Statistics

9,485 ^{*} page views per month

942 ^{*} unique visitors per month

39% ^{*} of visits originate in China

46% ^{*} of visits originate in France

^{*} Google analytics 01/2026

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.

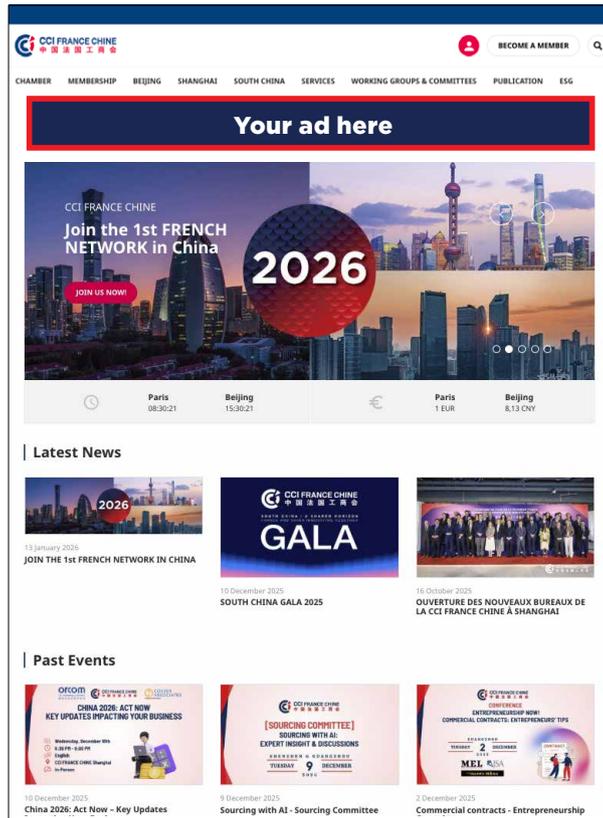
FEATURE YOUR COMPANY ON

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: 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 1,702 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

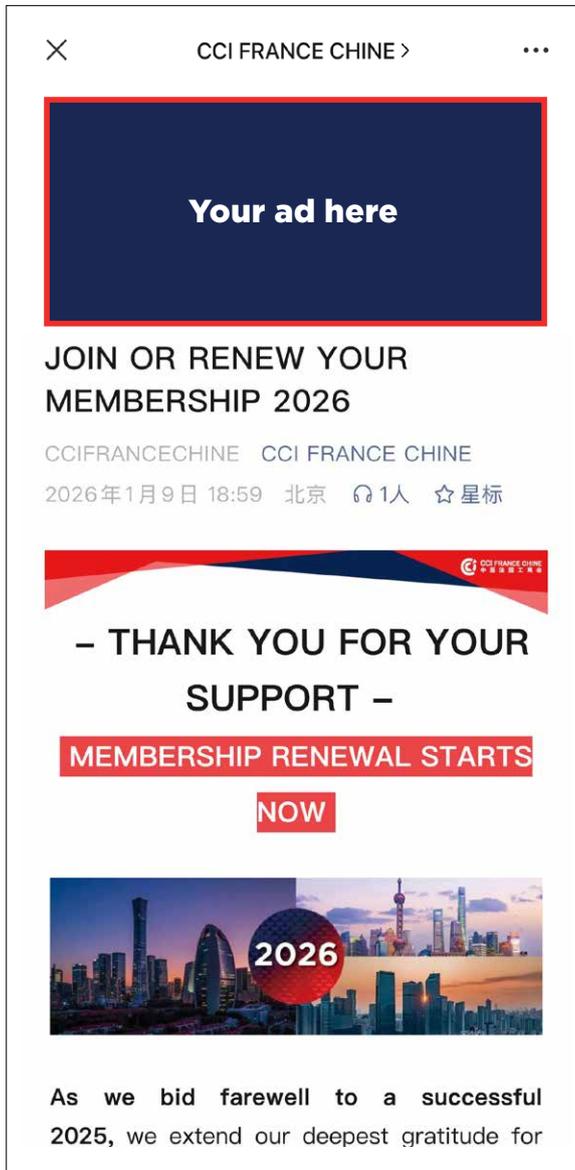
NEWSLETTERS

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



- 20,288 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

Alexis NIZAN

E-mail: 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

Tel: 158 2191 2759

5F & 6F, Dongyi Building,
88 Changshu Road, Jing'an District
Shanghai 200040, P.R.C.

上海市静安区常熟路88号东艺大厦5楼&6楼
邮政编码: 200040

SOUTH CHINA

Jean-Olivier DE SAUVAGE

E-mail: desauvage.jean-olivier@ccifc.org

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Guangzhou 510623, P.R.C.

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利通广场8楼802室
邮政编码: 510623



CCI FRANCE CHINE
中国法国工商会

THE FRENCH CHAMBER OF COMMERCE
AND INDUSTRY IN CHINA

WWW.CCIFC.ORG

Beijing • Guangzhou • Shanghai • Shenzhen

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Site