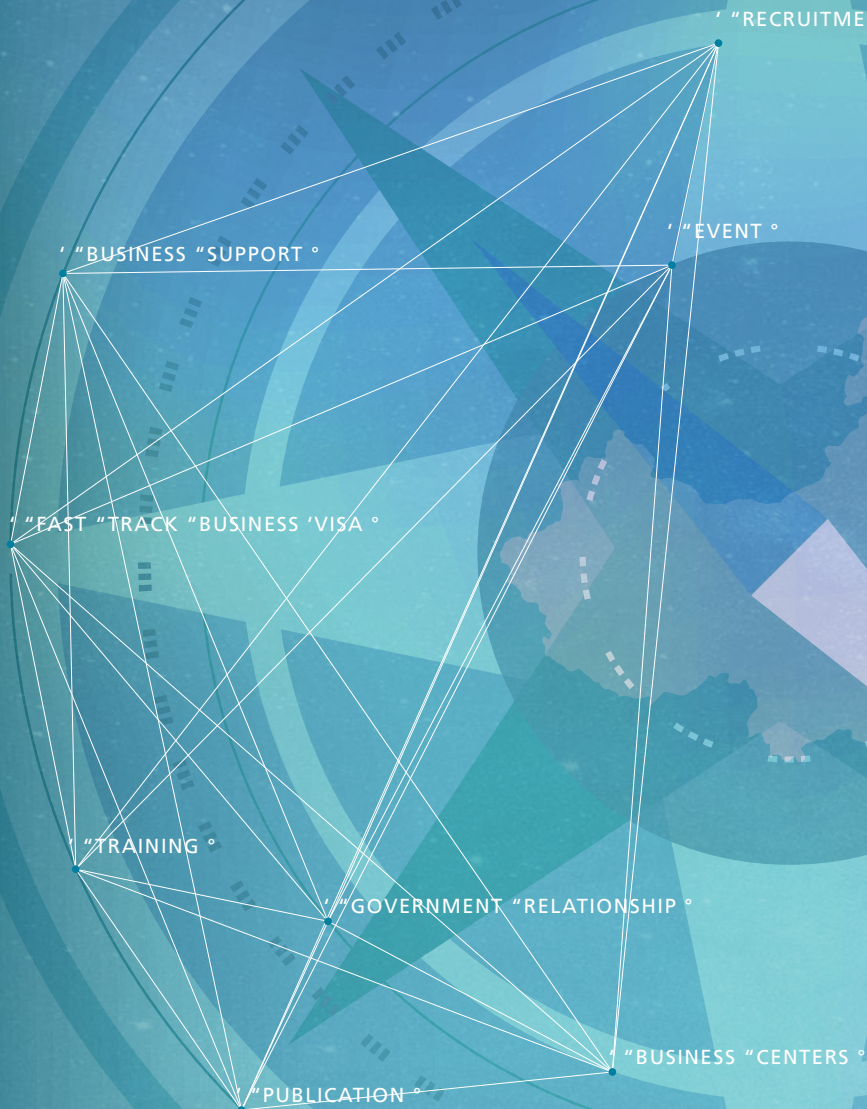


MEDIA KIT

2020



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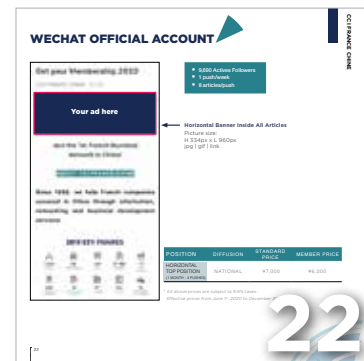
Site

**DID YOU
KNOW ?**



CCI FRANCE CHINE
has 4 Business Centers located in the city center
of Beijing, Guangzhou, Shanghai & Shenzhen.

MEDIA KIT 2020



Network	4
Connexions Magazine	7
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NETWORK

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



NORTH CHINA

482 members

BEIJING BRANCH

Representations: Dalian and Qingdao

CENTRAL CHINA

874 members

SHANGHAI BRANCH

Representations:
Chengdu, Chongqing and Hangzhou

SOUTH CHINA

330 members

GUANGZHOU, SHENZHEN BRANCHES

Representations: Kunming and Xiamen

2019 KEY FIGURES



1,686

Members

69

Patron Members



394

Events



17,200

Events
Participants



72

Hosted
Companies



425

Visas issued
to France



29

Business support
projects



77

Trainings



393

Trainings
Participants



71

Recruitments
for our clients

PATRON MEMBERS



The magazine of the French business community in China.



Created 18 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

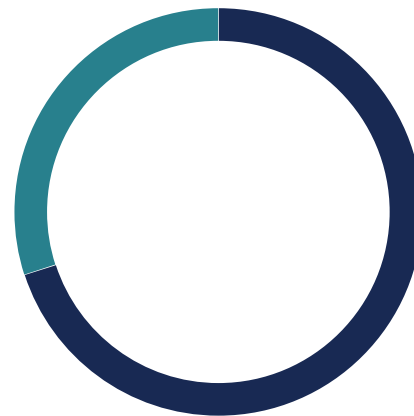
CIRCULATION: free of charge to all our members, French Chambers of Industry and Commerce in France and Asia, French Embassy, Consulate, trade offices in China, 16 Accor hotels in China, 7 Parkway Health hospitals, Alliance Française, French bookshops in China.

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%

2020 MAIN TOPICS

n° 90 • Shaping Tomorrow: Notre monde après la crise

n° 91 • To be defined

n° 92 • To be defined

HIGH-LEVEL CONTRIBUTORS

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



CONNEXIONS 85

Gilles LANGOURIEUX

FONDATEUR ET CEO
DU GROUPE VIRTUOS



CONNEXIONS 87

Thierry GARNIER

PRÉSIDENT & CEO
CARREFOUR CHINE



CONNEXIONS 88

LAN Zhenzhen

VP L'ORÉAL CHINA



CONNEXIONS 89

Jean-Pierre RAFFARIN

PREMIER MINISTRE DE LA
RÉPUBLIQUE FRANÇAISE
(2002 – 2005)
REPRÉSENTANT SPÉCIAL DE
LA FRANCE POUR LA CHINE

d Double page

a b

cd



THEY TRUST US



CONNEXIONS MAGAZINE 2020 RATES

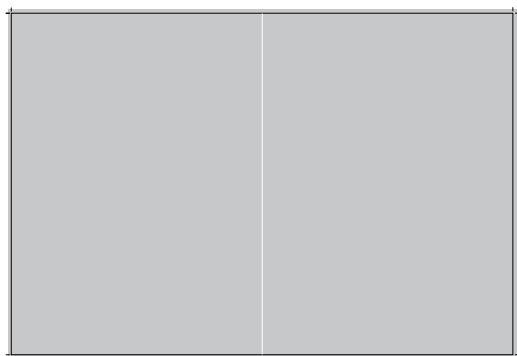
*Rates in RMB, taxes excluded**

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

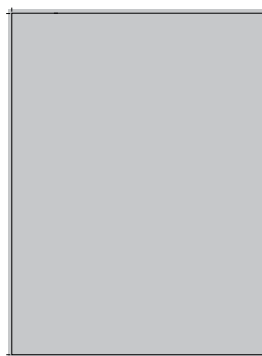
ADVERTISING POSITIONS	OFFER 1 ISSUE		OFFER 3 ISSUES	
	STANDARD PRICE	MEMBER PRICE	STANDARD PRICE	MEMBER PRICE
BACK COVER	¥25,000	¥20,000	¥68,000	¥54,000
INSIDE FRONT COVER	¥20,000	¥16,000	¥54,000	¥43,000
INSIDE BACK COVER	¥19,000	¥15,000	¥51,000	¥41,000
PREMIUM PAGES – FIRST 3 POSITIONS	¥18,000	¥14,000	¥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 9.9% taxes. Effective prices from June 1st, 2020 to December 31st, 2020.*

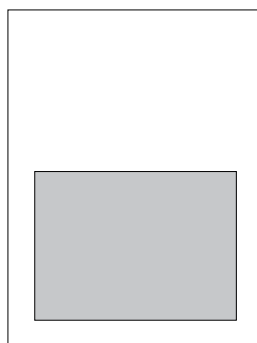
SIZE SPECIFICATIONS OF ADVERTISEMENTS IN CONNEXIONS



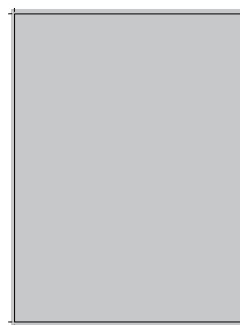
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Margin (3mm) | Bleed



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 2020

THE CHAMBER'S MEMBERS DIRECTORY CONTAINS DETAILS ON MORE THAN 1,686 MEMBERS.



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.

PUBLISHED: January 2020

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 1,686 members, 124 French Chambers around the world, French Chambers in France, French institutions in China, foreign chambers of commerce in China.

E-directory accessible online on www.ccfrc.org (Coming soon)

FEATURE YOUR COMPANY IN CCI FRANCE CHINE DIRECTORY

Several types of advertising inserts

a Back cover

b Inside front cover

c Bookmark

d Facing Patron Members

e Profile

Acropolis Group
Acropolis Entrepreneur Center

Future Manager Alliance
Des entrepreneurs au service des entrepreneurs
Equipe de Direction Franco-Chinoise

Recrutement de cadres, dirigeants et futurs managers
Depuis 2004 en Chine Continentale, Hong Kong et Asie
Nous sommes spécialistes dans l'identification et l'expertise de cadres d'entreprises chinoises ou de cadres européens ayant l'expérience de la Chine.
www.futuremanageralliance.com

Depuis fin 2016, dans plus de 33 pays
Acropolis Future Manager est le leader du groupe de ressources humaines FMA (Future Manager Alliance), et entre au sein du groupe en tant qu'associé pour la Chine Continentale et Hong Kong.
www.futuremanageralliance.com

Future Manager Alliance
FMA est présent dans plus de 33 pays sur tous les continents. Nous sommes à la recherche de futurs managers pour les entreprises chinoises et européennes. Nous sommes en mesure de leur fournir les ressources humaines et les services de recrutement nécessaires pour leur développement.
Nous sommes en mesure de leur fournir les ressources humaines et les services de recrutement nécessaires pour leur développement.
www.futuremanageralliance.com

Portage Salarial en Chine d'employés chinois ou européens, permis de travail
Partenaire de la CCI France Chine de Shanghai, Acropolis Future Manager est le leader du groupe de ressources humaines FMA (Future Manager Alliance), et entre au sein du groupe en tant qu'associé pour la Chine Continentale et Hong Kong.
www.futuremanageralliance.com

Identification de partenaires industriels, commerciaux ou financiers
Partenaire de la CCI France Chine de Shanghai, Acropolis Future Manager est le leader du groupe de ressources humaines FMA (Future Manager Alliance), et entre au sein du groupe en tant qu'associé pour la Chine Continentale et Hong Kong.
www.futuremanageralliance.com

Contact: Nicolas HENRI (186) 21 8238 1228 (Shanghai) / contact@futuremanageralliance.com

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中 華 永 華

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MEMBERS' DIRECTORY 2021 RATES

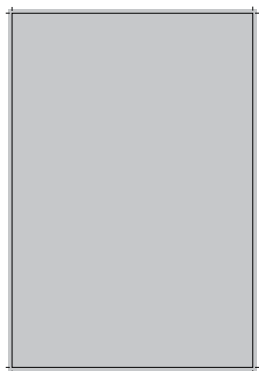
*Rates in RMB, taxes excluded**

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

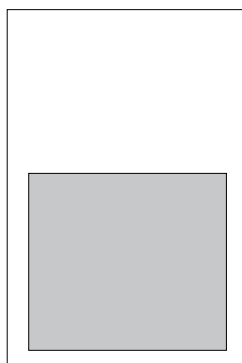
ADVERTISING POSITIONS	STANDARD PRICE	MEMBER PRICE
INSIDE FRONT COVER / INSIDE BACK COVER	¥42,500	¥34,000
BACK COVER	¥67,500	¥54,000
BOOKMARK	¥36,000	¥29,000
FULL PAGES WITHIN THE FIRST PAGES (P.3 TO P.7)	¥39,500	¥31,500
1/2 PAGE P.4	¥23,500	¥19,000
FACING BOARD OF SPONSORS FACING TABLE OF CONTENTS	¥39,000	¥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	¥11,000
1/3 PAGE FACING YOUR COMPANY PROFILE (BEIJING, SHANGHAI)	X	¥8,500
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	¥8,500
1/3 PAGE FACING YOUR COMPANY PROFILE (SOUTH CHINA, HONG KONG & MACAU)	X	¥6,500

* All above prices are subject to 9.9% taxes. Effective prices from June 1st, 2020 to December 31st, 2020.

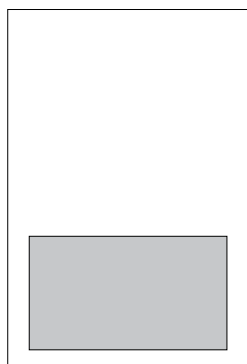
SIZE SPECIFICATIONS OF ADVERTISEMENTS IN DIRECTORY 2021



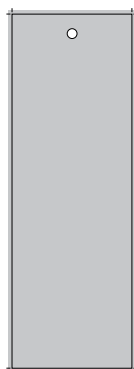
Full page
Picture size:
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Marge (3mm) | Bleed



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



1/3 page
Picture size:
H 70mm x L 134mm



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

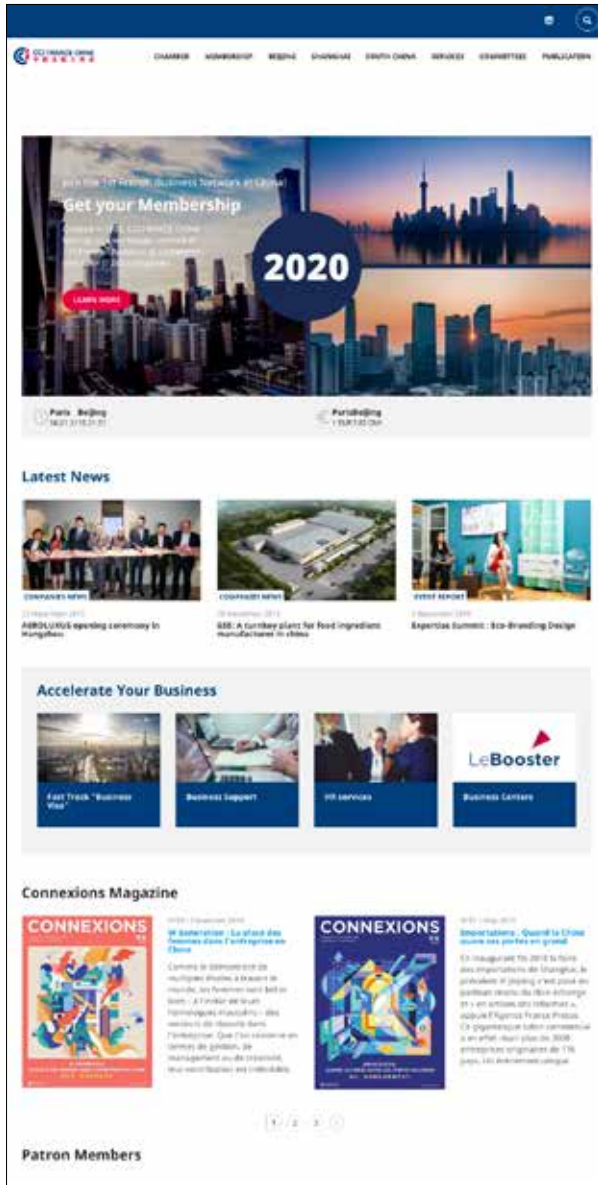
Publication:
December 2020

Reservation
dead-line :
September 28th 2020

Reception of the
advertisements
picture dead-line :
October 23th, 2020

WEBSITE

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



Statistics

11,249 ^{*} page views per month

1,833 ^{*} unique visitors per month

61% ^{*} of visits originate in China

23% ^{*} of visits originate in France

^{*} Google analytics 04/2020

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.

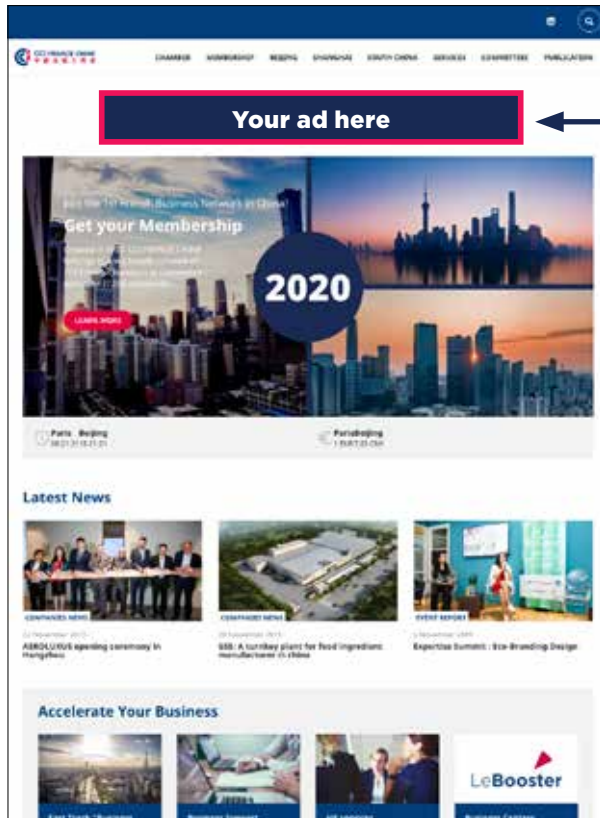
FEATURE YOUR COMPANY ON

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 768px (expandable to H 90px x L 1,000px)
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 9.9% taxes. Effective prices from June 1st, 2020 to December 31st, 2020.*

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 1,686 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 70px x L 474px
jpg | gif | link

Vertical Banner

Picture size:
H 233 px x L 172px
jpg | gif | link

NEWSLETTERS

POSITION	DIFFUSION	STANDARD PRICE	MEMBER PRICE	DIMENSIONS IN PIXELS
HORIZONTAL (1 MONTH)	NATIONAL	¥10,000	¥8,000	474 X 70
VERTICAL (1 MONTH)	NATIONAL	¥9,000	¥7,000	233 X 172
HORIZONTAL (1 MONTH)	LOCAL	¥3,500	¥2,500	474 X 70
VERTICAL (1 MONTH)	LOCAL	¥3,000	¥2,500	233 X 172

*Rates in RMB, taxes excluded**

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

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ABOUT CCI FRANCE CHINE

Since 1992, we help French companies
succeed in China through information,
networking and business development
services.

2019 KEY FIGURES



- 9,690 Actives Followers
- 1 push/week
- 8 articles/push

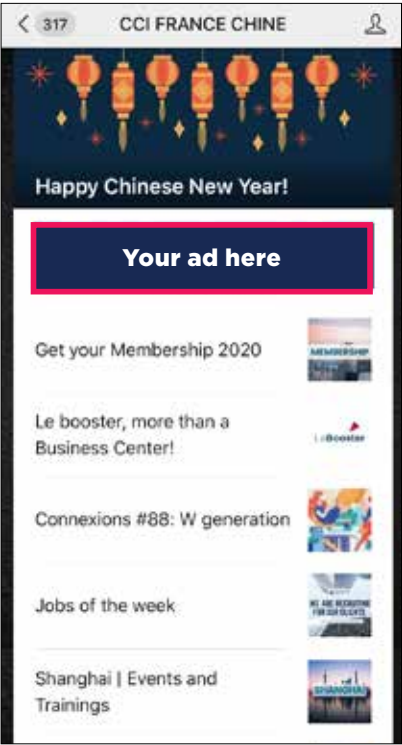
Horizontal Banner Inside All Articles

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 9.9% taxes.
Effective prices from June 1st, 2020 to December 31st, 2020.

WECHAT OFFICIAL ACCOUNT



← **1 article promoted in the second place of our weekly push**
Full article to be provided

POSITION	DIFFUSION	STANDARD PRICE	MEMBER PRICE
ARTICLE - ENTIRE ADVERTISEMENT (1 WEEK - 1 PUSH)	NATIONAL	¥2,000	¥1,500
ARTICLE - ENTIRE ADVERTISEMENT (2 WEEKS - 2 PUSHES)	NATIONAL	¥3,500	¥3,000
ARTICLE - ENTIRE ADVERTISEMENT (2 WEEKS - 4 PUSHES)	NATIONAL	¥6,000	¥5,000

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E-mail: lefevre.morgan@ccifc.org
Tel: (010) 6461 0260 ext. 120

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Walter JANVIER

E-mail: janvier.walter@ccifc.org
Tel: (010) 6461 0260 ext. 136

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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201-222室
邮政编码: 100027



**WeChat
Official Account**

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Pascal CHEN

E-mail: chen.pascal@ccifc.org
Tel: (021) 6132 7105

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

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邮政编码: 200040

SOUTH CHINA

Béatrice DE LA TULLAYE

E-mail: delatullaye.beatrice@ccifc.org
Tel: (0755) 8632 9720

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



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