

swisscham.+org

Media Kit 2017

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Introduction

Founded in 1996, the Swiss Chamber of Commerce in China (SwissCham China) is the only Swiss non-profit and non-governmental business & trade association officially registered in Mainland China. Our main goal is to gather all actors of the Sino-Swiss business community on a common platform to strengthen the political and economic bonds between the two countries to stimulate interaction and develop business opportunities. Our 3 offices in Beijing, Shanghai and Guangzhou total more than 450 members.

Promotion with SwissCham

With offices in 3 major cities in China (Beijing, Shanghai and Guangzhou) and sister organizations in Hong Kong, Zurich, Geneva and Lugano, SwissCham offers its Members and Associates a wide array of promotion and exposure solutions to help them gain access to a large pool of potential customers and business partners in the Sino-Swiss business and social communities.

You will find in the following pages a short presentation of each of the channels at your disposal to extend the visibility of your company. This document is meant to be as concise as possible, please keep in mind that we can also provide you with tailor-made solutions.

Tailor-Made Solutions

Please be aware that the prices for advertisement displayed in this document are part of a package or correspond to the case of an advertiser choosing a single channel of exposure. If you wish to expand your visibility through several channels at a time or to combine with an existing event sponsorship, we will be glad to provide you with **an offer corresponding to your needs**.

2017: New Website *

SwissCham is delighted to announce its brand new website in order to continue to provide our members and network qualitative information and services! Using all the new technologies, swisscham.org is now available not only on your computer but also on your tablet and mobile phone. More user-friendly, you'll easily find all the information you're looking for thanks to its reworked design. Visibility for our members is also a watchword with a completely revamped member directory and a focus to provide the best visibility to our members! (**Launch planned on 1 April 2017*)

Please do not hesitate to contact your local office for any further information (see last page).



Bridge Magazine

**20 %
discount
for members**

Advertisement Options and Rates

	Non-Member	Member
Full Page (A4)		
Outside Back Cover	16'000 RMB	12'800 RMB
Inside Front Cover	15'000 RMB	12'000 RMB
Premium A Position*	15'000 RMB	12'000 RMB
Premium B Position**	15'000 RMB	12'000 RMB
Standard	13'000 RMB	10'400 RMB
Half Page		
	7'000 RMB	5'600 RMB
Quarter Page		
	4'500 RMB	3'600 RMB
Insert Flyer***		
	15'000 RMB	12'000 RMB

Additional discount will be proposed for advertisements in several issues



Advertisement & Article

Contact us

* Inside Back Cover or First Page

** Opposite Chairman or After Content Page

*** Lower rate if Beijing and/or Shanghai only

Full page ad: 216 mm (w) x 291 mm (h), with bleed

Half page ad: 177 mm (w) x 118 mm (h), bleed is not important

Quarter page ad: 89 mm (w) x 118 mm (h), bleed is not important

Resolution: 300 dpi or higher

HIGHLIGHTS

Focus: reach more than 10'000 China affiliated readers

Direct access to first line managers in China and their executive staff

Direct access to more than 1'000 Swiss companies currently operating in Greater China

Concept

- Bilingual (Chinese-English), professionally designed business publication
- Comprehensive articles on important ongoing Sino-Swiss business, social and cultural topics.

Distribution & Audience

- 1) Online version and 5'000 printed copies
- 2) Reach more than 10'000 readers in Mainland China, Hong Kong and Switzerland
- 3) SWISS Int'l Air Lines First & Business Class PEK-ZRH, SHA-ZRH and HK-ZRH
- 4) Members of all offices (CEOs, general managers, decision makers, Swiss government officials)
- 5) Attendees to our different events (roundtable, business seminar, networking, profile events)
- 6) Five Star Hotels, Swiss Embassy and Consulates.

Newsletter

- Compilation of events & upcoming activities
- Distributed respectively to all SwissCham Members and Network (Beijing 4'000 contacts, Shanghai 4'000 contacts)

For advertisement options & rates (EDM, banner), contact us.

Reader's Digest

- Compilation of Sino-Swiss business related news sent every other fridays, distributed to all SwissCham Members in Mainland China, Hong Kong and Switzerland (6'000 contacts)
- Exclusivity: Situated on top of the Reader's Digest, only one banner (600 x 125 pixels) per issue. Hyperlink to website, downloadable document or email address

Members & Associates: 3'000 RMB
 Non-Members: 4'000 RMB

An incrementing discount is proposed for multiple orders.

Signature

Company logo exposure on events banner, email signatures and newsletters. Member only: 20'000 RMB / year

Website

more visibility, responsive, user-friendly

Price RMB (net)	Banner *		Logo *	
	Homepages: 301x137 px Content pages: 200x100 px		Top position: strategic sponsor only Bottom position: 200x50 px	
Period	Member	Non-Member	Member	Non-Member
1 year	28'800	36'000	14'400	18'000
6 months	19'200	24'000	9'600	12'000
3 months	9'600	12'000	4'800	6'000

* Valid for all SwissCham China website (Home, BEI/SHA/GZ). 1 region only: 50% discount.



SwissCham China Yearly Sponsorship

		Strategic	Executive
	Price in RMB (net)	100'000	60'000
Member	Corporate membership (3 regions, BEI/SHA/GZ) One free entrance to all our regular business events One exclusive tailor-made event (eg. company visit)	✓ ✓ ✓	✓ ✓ -
Signature	Logo on events banner (BEI/SHA) Logo in email signatures (BEI/SHA/GZ) Logo in newsletters (BEI/SHA/GZ)	big 1 year 1 year	medium 1 year 1 year
Online	Logo on website (Home + BEI/SHA/GZ) Free announcements in newsletter (BEI/SHA/GZ) Free announcements on Wechat (BEI/SHA/GZ) Banner in Reader's Digest	top + bottom * 2 x 2 x 2 x	bottom * 1 x 1 x -
Bridge	Advertisement in Bridge Magazine Logo and thank note in Bridge Magazine	2 pages ✓	1 page -

* Valid for all SwissCham China website (Home+BEI/SHA/GZ).



Contact information

SwissCham Beijing

Mr. Romain BARRABAS
[T] + 86 10 8468 3982 ext 188
[E] romain.barrabas@bei.swisscham.org

Room 611, Building 19
Xinyuanli West, Chaoyang District
Beijing 100027, P.R. China
中国瑞士商会 (北京)
中国北京市朝阳区
新源里西19号611室
邮编: 100027

SwissCham Shanghai

Mr. Peter BACHMANN
[T] + 86 21 5368 1270
[E] p.bachmann@sha.swisscham.org

Carlton Building, 11F, Office 1133
21 Huanghe Road
Shanghai 200001, P.R. China
中国瑞士商会 (上海)
中国上海市黄河路21号
鸿翔大厦1133室
邮编: 200001

SwissCham Guangzhou

Ms. Rebecca YANG
[T] + 86 20 3833 0450
[E] rebecca.yang@swisscham-gz.org

27/F, Kingold Century
No. 62, Jinsui Rd, Zhujiang New Town
Tianhe District, Guangzhou 510623, PR. China
中国瑞士商会 (广州)
广州市天河区珠江新城金穗路62号
侨鑫国际大厦 27层
邮编: 510623

DISCLAIMER:

Please note that all the packages and exposure options proposed in this document are subject to availability. SwissCham reserves itself the right to modify the prices and options at any time.