

swisscham.+org

Media Kit & Exposure Packages 2015

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Introduction

SwissCham China

SwissCham China is a vibrant non-profit and non-governmental organization established in 1996 which moves at the speed of the Chinese market and rapidly develops to support Sino-Swiss business related activities in one of the biggest market of the world.

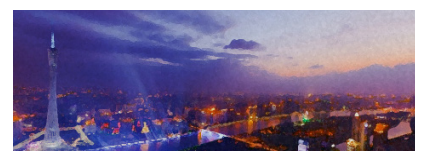
With English as its official language, SwissCham China has a true international character, one of which is much needed in supporting our country's overseas business activities.

The main goal of SwissCham China is to represent its Members' interests and support their business activities by providing them value added services.

Promotion with SwissCham

With branches 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**. For more information, you will find all the relevant contact information on the last page of this document.



Bridge Quarterly Magazine

Advertisement Options and Rates



Full Page (A4)

Outside Back Cover	27'000 RMB
Inside Front Cover	24'000 RMB
Premium A Position*	20'000 RMB
Premium B Position**	17'500 RMB
Standard	16'000 RMB

Half Page

9'850 RMB

Quarter Page

8'420 RMB

Insert Flyer***

32'000 RMB

* Inside Back Cover or First Page

** Opposite Chairman or After Content Page

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

Additional discount will be proposed for advertisements in several issues



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) Reach more than 10'000 readers in Mainland China, Hong Kong, Switzerland and beyond.
- 2) SWISS Int'l Air Lines First & Business Class PEK-ZRH, SHA-ZRH and HK-ZRH.
- 3) Members of all Chapters (CEOs, General Managers, Decision Makers, Swiss Government Officials).
- 4) Attendees to our different events (Roundtable, Business Seminar, Networking, Profile Events).

Advertisement & Article

Introduce your company or products or get interviews published. Contact us for quotations.

Logo in Newsletter

- Compilation of Training & Events Announcement
- Distributed respectively to all SwissCham Members, Associates, Partners and Friends (Beijing 4'000 contacts, Shanghai 3'000 contacts)

For Advertisement Options and Rates, please refer to Yearly, PR/Event & Media Packages.



Reader's Digest

- Compilation of Embassy & Bilateral Relations related News, Sino-Swiss Business related news sent every other Fridays.
- Distributed to all SwissCham China Members & Associates (CEOs, General Managers, Decision Makers) and Employees in Members Companies, 2'500 contacts in total.
- 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.



Advertisement Options and Rates:

Members & Associates: 2'500 RMB
 Non-Members: 3'000 RMB

An incrementing discount is proposed for multiple orders.



Website Exposure

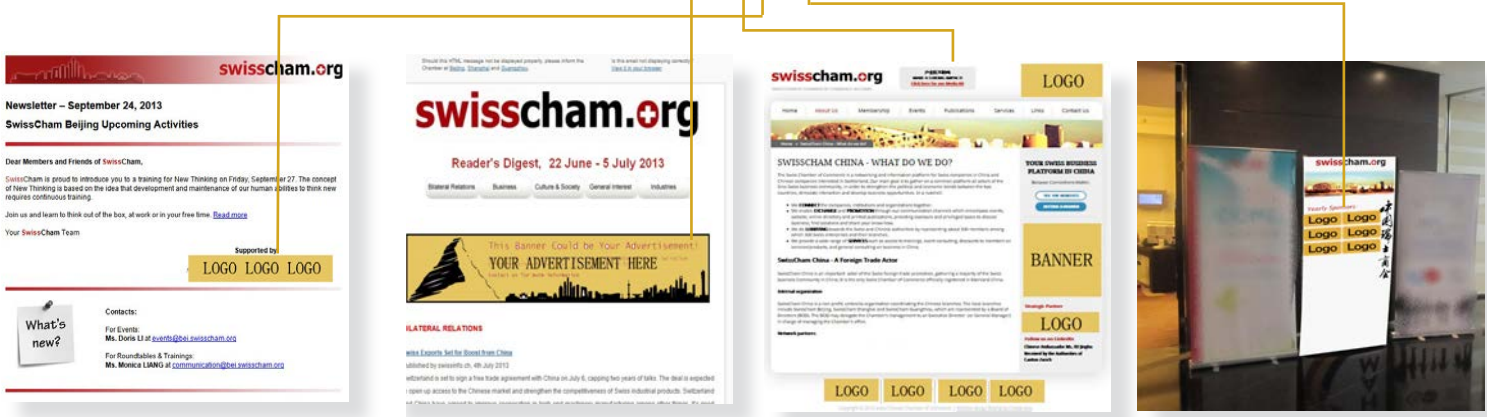
Price Period	Banner on Website * (right side, 200 x 100 pixels)		Logo on Website * (right side, 200 x 50 pixels)		Logo on Website * (bottom)	
	Member	Non-Member	Member	Non-Member	Member	Non-Member
1 year	28'800	36'000	24'000	30'000	19'200	24'000
6 months	14'400	18'000	12'000	15'000	9'600	12'000
3 months	7'200	9'000	6'000	7'500	4'800	6'000
1 month	3'000	3'600	2'500	-	-	-

* Valid for all SwissCham China website (Content pages, General+BEI/SHA/GZ). 1 region only; 50% discount. All prices are in RMB.

Yearly Sponsorship Packages

		Strategic	Executive	Senior
	Price	100'000 RMB	63'000 RMB	35'000 RMB
	Corporate membership (1 year/1 region) One free entrance to all our regular business events	✓ ✓	✓ ✓	✓ ✓
PR/Event	Logo on all events banners (1 year, BEI/SHA)	big	big	medium
	Logo in email signatures (BEI/SHA)	1 year	1 year	6 months
	Logo in newsletters (BEI/SHA)	1 year	1 year	6 months
	Logo and company introduction on Links page	✓	✓	-
	Logo on www.swisscham.org homepage	✓	-	-
Media	Banner in Reader's Digest	3 x	2 x	2 x
	Website exposure (General + BEI/SHA/GZ)	1 year *	1 year **	6 months ***
	Advertisement in Bridge Magazine	2 full pages	1 full page	1/2 page
	Logo and thank note in Bridge Magazine	✓	✓	-

* Banner on right side. ** Logo on right side. *** Logo at the bottom.
Valid for all SwissCham China website (Content pages, General+BEI/SHA/GZ).



PR/Event & Media Packages

	PR/Event Package *		Media Package
Member Price	20'000 RMB	12'000 RMB	16'000 RMB
Non-Member Price	N/A	N/A	20'000 RMB
Logo on all events banners (1 year, BEI/SHA)	big	medium	-
Logo in email signatures (BEI/SHA)	1 year	6 months	-
Logo in newsletters (BEI/SHA)	1 year	6 months	-
Banner in Reader's Digest	-	-	2 x
Banner on Website (General + BEI/SHA/GZ)	-	-	3 months
Advertisement in the Bridge Magazine	-	-	1/2 page

* Valid for BEI/SHA. 1 region only: 50% discount.

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 in a combination that is not proposed in this document, we will be glad to provide you with **a tailor-made offer corresponding to your needs.**

Contact your office for further information:

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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.