

# swisscham.✚rg

## *Media Kit*

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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**.

## 2019: 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](http://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 in 2019*)

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     |
|------------------------|------------|------------|
| <b>Full Page (A4)</b>  |            |            |
| 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 |
| <b>Half Page</b>       | 7,000 RMB  | 5,600 RMB  |
| <b>Quarter Page</b>    | 4,500 RMB  | 3,600 RMB  |
| <b>Insert Flyer***</b> | 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 5,000 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) Printed copies distributed to 2,000 contacts. Online version sent to 3,000 contacts
- 2) Print distribution in: Beijing, Shanghai, Guangzhou and Hong Kong
- 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



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

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



# Event Promotion

## Member Package : 5,000 RMB

- 2 Wechat Posts
- 1 Dedicated Email Promotion
- Listing on SwissCham Event Page or Training Page

## Non-Member Package : Membership Fee + 1,000 RMB

- **Small Companies: 6,000 RMB**  
(5,000 RMB Membership Fee + 1,000 RMB Service Fee)
- **Medium-sized Companies: 9,000 RMB**  
(8,000 RMB Membership Fee + 1,000 RMB Service Fee)
- **Large Companies: 11,000 RMB**  
(10,000 RMB Membership Fee + 1,000 RMB Service Fee)



May 24 SME Case Studies: Hiring, Market Growth and Competing



Upcoming Events 瑞士商会近期活动

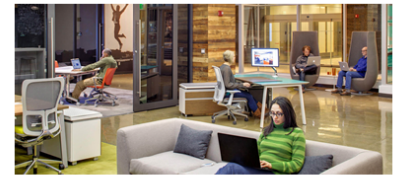


Member Benefit Program 会员福利



SwissCham Shanghai is delighted to invite you to:  
中国瑞士商会诚挚邀请

### How to Create Talent Satisfaction Through a Great Workspace Environment



Thursday, August 30th, 2018  
2018年8月30日 星期四

18:30-21:00

@Haworth Furniture Shanghai

Dear Members and Friends of SwissCham,

Talent attraction, engagement and retention are amongst the biggest challenges that companies face today in a dynamic market like China. We know that engaged teams drive results and strategic transformations, which are the two single most important things that general managers, CEOs and presidents of companies are asked to do in their mandates. Workspace environment is a key element in talent satisfaction, as it can have a significant aspect on the employees' morale, their health, their interaction with other colleagues and, ultimately, on their performance.

We invite several speakers to talk about their experiences and how they create workspace environments that help their key employees to perform better.

Best regards,

Your SwissCham Team

### Aug 30 How to Create Talent Satisfaction Through a Great Workspace Environment

🕒 18:30 to 21:00 📍 Haworth Furniture Shanghai 📍 Shanghai

In association with SwissCham Shanghai is delighted to invite you to 中国瑞士商会诚挚邀请您 How to Create Talent Satisfaction Through a Great Workspace Environment Thursday, August 30th, 2018 2018年8月30日 星期四 18:30-21:00 @Haworth Furniture Shanghai Dear Members and Friends of SwissCham, Talent...

### Aug 30 Summer Social Mixer: Free Flow + Happy Hour

🕒 18:30 to 21:00 📍 Bouchées 📍 Shanghai

In association with SwissCham Shanghai is delighted to invite you to 中国瑞士商会诚挚邀请您 Summer Social Mixer: Free Flow + Happy Hour Thursday, August 30th, 2018 2018年8月30日 星期四 18:30-21:00 @Bouchées Dear Members and Friends of SwissCham, As the month of August comes to an end, we want to...

### Sep 01 Visit to Mahota Farm on Chongming Island

🕒 8:30 to 16:30 📍 Mahota Farm 📍 Shanghai

Sponsored by Supported by SwissCham Shanghai is delighted to invite you to 中国瑞士商会诚挚邀请您 Visit to Mahota Farm on Chongming Island Sep 01, 2018 Saturday 2018年09月01日 星期六 08:30-16:30 @Mahota Farm Dear Members and Friends of SwissCham, Mahota Farm is located on Chongming Island with a total land area...



# SwissCham China Yearly Sponsorship

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

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



## Contact 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.