

swisscham.+org

Media Kit 2016

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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 .

2016: a Jubilee Year

2016 marks the 20th anniversary of the establishment of SwissCham China, an iconic age. In the last two decades, the value of Swiss exports to Mainland China has increased nearly twenty times while Switzerland purchased ten times more in value from China. The number of Swiss companies established in China spectacularly increased to reach about 1'000 in China in 2015.



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**.

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



Bridge Quarterly Magazine

Advertisement Options and Rates



Full Page (A4)

Outside Back Cover	16'000 RMB
Inside Front Cover	15'000 RMB
Premium A Position*	15'000 RMB
Premium B Position**	15'000 RMB
Standard	12'000 RMB

Half Page

6'000 RMB

Quarter Page

4'000 RMB

Insert Flyer***

15'000 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.

Newsletter

- Compilation of events & upcoming activities
- Distributed respectively to all SwissCham Members and Friends (Beijing 4'000 contacts, Shanghai 3'000 contacts)

For Advertisement Options & Rates, please contact us.

Reader's Digest

- Compilation of Bilateral Relations and Sino-Swiss Business related news sent every other Fridays
- Distributed to all SwissCham Members & Associates in Mainland China, Hong Kong and Switzerland (5'000 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 Exposure



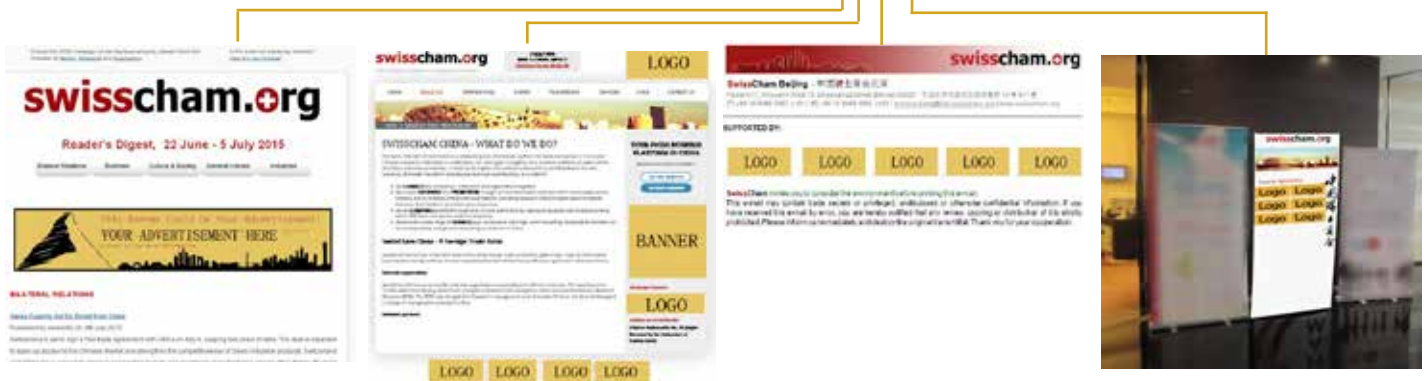
Price RMB (net)	Banner on Website *		Logo on Website *		Logo on Website *	
	(right side, 200 x 100 pixels)		(right side, 200 x 50 pixels)		(bottom)	
Period	Member	Non-Member	Member	Non-Member	Member	Non-Member
1 year	28'800	36'000	24'000	30'000	19'200	24'000
6 months	14'400	18'000	12'000	15'000	9'600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

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) Tickets for Beijing's one big event or Shanghai's Ball	✓ ✓ ✓ 10	✓ ✓ - 5
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
Web	Logo on www.swisscham.org homepage Website exposure (General + BEI/SHA/GZ)	✓ top + side *	- bottom *
Publication	Advertisement in Bridge Magazine Free announcements in newsletter (BEI/SHA/GZ) Free announcements on Wechat (BEI/SHA/GZ) Banner in Reader's Digest Logo and thank note in Bridge Magazine	2 pages 2 x 2 x 2 x ✓	1 page 1 x 1 x - -

* Valid for all SwissCham China website (Content pages, General+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.