

swisscham.+org

All Media Promotion & Exposure Packages

- Bridge Quarterly Magazine
- Newsletter & Bi-Weekly Reader's Digest
- Website Sponsorship
- Yearly Sponsorship
- PR/Event, Media & Digital Packages

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

**20 %
Discount
for Members**



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

Additional discount will be proposed for advertisements in several issues

* Inside Back Cover or First Page

** Opposite Chairman or After Content Page

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

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 *

(* Design subject to change)

For Advertisement Options and Rates, please refer to [Yearly Sponsorship](#), [PR/Event & Media Package](#).



HIGHLIGHTS

Compilation of Training & Events Announcement sent respectively by BEI, SHA, and GZ

All SwissCham Members, Associates and Friends (Beijing 4'000 contacts, Shanghai 3'000, Guangzhou 500)

Bi-Weekly Reader's Digest

Advertisement Options and Rates

One Banner (600 x 125 pixels)

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

An incrementing discount is proposed for multiple orders.



HIGHLIGHTS

Exclusivity: only one Banner per Issue, distributed to all SwissCham China Members & Associates

Interactivity: Hyperlink to Website, downloadable Document or Email Address

Situated on top of the Newsletter: First Element Readers will see when opening the Email

Concept

- Compilation of Sino-Swiss Business related news sent every other Fridays.
- Embassy & Bilateral Relations related News.

Distribution & Audience

All SwissCham China Members & Associates (CEOs, General Managers, Decision Makers) and Employees in Members Companies, 2'500 contacts in total.

Website Sponsorship *

(* Valid until the official launch of new website on SwissCham China General Assembly, 22 March 2013)

Founding Sponsor **100'000 RMB**

Exposure on Website: **2 years**

- ✦ Logo on all website interfaces, upper right corner
- ✦ Logo and Introduction on Links page
- ✦ Hyperlink to Sponsor's site

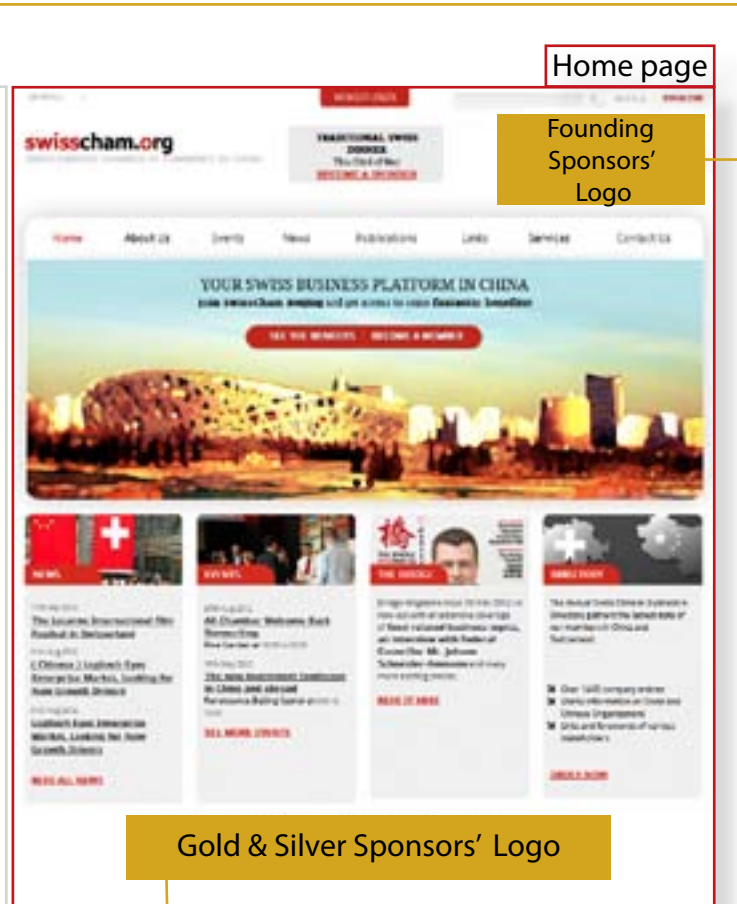
Exposure in Bridge Magazine: **2 issues**

- ✦ Logo, prominent size
- ✦ Special thank note in the magazine
- ✦ Advertisement with special discount, 40%

E- Presence:

- ✦ Banner in Reader's Digest, 3 issues
- ✦ Logo in Newsletter, 3 issues
- ✦ Logo in all email signatures, 1 year
- ✦ Logo on all event banners, 1 year

+ Flyer inserted into the SwissCham Welcome Kit, 1 year
 + Corporate Membership for one year (April 2013 – March 2014)
 + Entrance for one company's staff to all our business events, 1 year



Gold Sponsor **50'000 RMB**

Exposure on Website: **1 year**

- ✦ Logo on all website interface, footer
- ✦ Logo on Links page
- ✦ Hyperlink to Sponsor's site

Exposure in Bridge Magazine: **1 issue**

- ✦ Logo, medium size
- ✦ Special thank note in the magazine
- ✦ Advertisement with special discount, 30%

E- Presence:

- ✦ Banner in Reader's Digest, 1 issue
- ✦ Logo in all email signatures, 1/2 year

+ Entrance for one company's staff to all our business events, 1 year

Silver Sponsor **30'000 RMB**

Exposure on Website: **1/2 year**

- ✦ Logo on all website interface, footer
- ✦ Logo on Links page
- ✦ Hyperlink to Sponsor's site

Exposure in Bridge Magazine: **1 issue**

- ✦ Logo, small size
- ✦ Special thank note in the magazine

E- Presence:

- ✦ Banner in Reader's Digest, 1 issue
- ✦ Logo in all email signatures, 1/4 year

HIGHLIGHTS	
Bilingual (Chinese-English)	
1 Platform for 3 Chapters (Beijing, Shanghai, Guangzhou), 20'000 visits per month	
New Features: Experts Corner, Online e-Directory and registration to Events, personalized User Profile	

Yearly Sponsorship

		Strategic	Executive	Senior	Expert
	Price	100'000	58'000	35'000	25'000
	Corporate Membership	✓	✓	✓	✓
	Entrance for one company's staff to all our events	✓	✓	✓	✓
PR/Event	Logo on all event banners Logo in email signatures Logo in Newsletter	big 1 year 1 year	big 1 year 1 year	medium 6 months 6 months	small 3 months 3 months
Media	Banner in Reader's Digest Logo on Website (right side and for 3 chapters) Advertisement in the Bridge Magazine Logo and thank note in Bridge Magazine	2 x 1 year 2 full pages ✓	2 x 1 year 1 full page -	1 x 6 months 1/2 page -	1 x 3 months 1/4 page -
Digital	Logo and Company Introduction on Links page Hyperlink to Sponsor's website	✓ ✓	- -	- -	- -



PR/Event & Media Packages

	PR/Event Package (1 year)			Media Package (3 months)
Member Price	11'000	8'000	5'000	18'000
Non-Member Price	13'000	10'000	7'000	24'000
Logo on all events banner	big	medium	small	-
Logo in email signatures	1 year	6 months	-	-
Logo in Weekly Newsletter	1 year	-	-	-
Banner in Reader's Digest	-	-	-	2 x
Logo on Website (right side and for three chapters)	-	-	-	3 months
Advertisement in the Bridge Magazine	-	-	-	1/2 page



Digital Package *

(* Special launch offer valid until Aug. 2013)

Price Period	Logo on Website (right side)		Logo on Website (bottom)	
	Member	Non-Member	Member	Non-Member
1 year	28'800	36'000	23'000	28'800
6 months	14'400	18'000	11'500	14'400
3 months	7'200	9'000	5'800	7'200
1 month	2'880	3'600	2'300	2'880



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:

SwissCham Beijing

Mr. Rolf STUDER
[T] + 86 10 8468 3982 ext 188
[F] + 86 10 8468 3983
[E] rolf.studer@bei.swisscham.org

Room 1108, Kunsha Center Building 1
No. 16 Xinyuanli
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16号
琨莎中心1号楼1108室
邮编：100027



中国瑞士商会