Media Kit

Page 2: Introduction
Page 3: Bridge Magazine
Page 4: Newsletter, Reader’s Digest, Signature & Website
Page 5: Event Promotion
Page 6: SwissCham China Yearly Sponsorship
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 4 offices in Beijing, Shanghai, South China and South-West China total more than 600 members.

Promotion with SwissCham

With offices in China (Beijing, Shanghai, South China and South-West China) 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.

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 easy 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!

Please do not hesitate to contact your local office for any further information (see last page).
## Advertisement Options and Rates

<table>
<thead>
<tr>
<th></th>
<th>Non-Member</th>
<th>Member</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page (A4)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>11,000 RMB</td>
<td>10,000 RMB</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>10,000 RMB</td>
<td>9,000 RMB</td>
</tr>
<tr>
<td>Premium A Position*</td>
<td>10,000 RMB</td>
<td>9,000 RMB</td>
</tr>
<tr>
<td>Premium B Position**</td>
<td>10,000 RMB</td>
<td>9,000 RMB</td>
</tr>
<tr>
<td>Standard</td>
<td>8,000 RMB</td>
<td>7,000 RMB</td>
</tr>
<tr>
<td><strong>Half Page</strong></td>
<td>5,000 RMB</td>
<td>4,000 RMB</td>
</tr>
<tr>
<td><strong>Insert Flyer</strong></td>
<td>15,000 RMB</td>
<td>12,000 RMB</td>
</tr>
</tbody>
</table>

**Advertisement & Article**

**Discount for Members**

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**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 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 E-Library inclusion
4) Members of all offices (CEOs, General Managers, decision-makers, Swiss government officials)
5) Attendees to our different events (round-table, business seminar, networking, profile events)
6) Five Star Hotels, Swiss Embassy and Consulates.

**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
**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**

<table>
<thead>
<tr>
<th>Period</th>
<th>Banner *</th>
<th>Logo *</th>
</tr>
</thead>
</table>
|          | Homepages: 301x137 px  
Content pages: 200x100 px | Top position: strategic sponsor only  
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)
## SwissCham China Yearly Sponsorship

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

*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.