

ADVERTISING PACKAGES

WeChat, Podcast, Website, Newsletters, EURObiz, Annual Report

WeChat Advertising



WeChat Advertising

WeChat: 45,000+ Followers						
Prices in RMB	1 Ad	2 Ads	3 Ads			
Top Position (only when available)	21,000	18,800	16,800			
Second Position	14,000	12,800	11,600			
Third Position	8,600	7,600	6,800			

Terms:

- Advertorial content will be shared directly from advertiser's account or will be done by the Chamber with simple layout.
- The Chamber will arrange sending within one week upon receipt of the content.
- The Chamber account accepts maximum 1 advertorials every two weeks.
- One advertorial is limited to one sending.



欧盟在华企业的声音。发布商业报告、政策解读、活动、职位招聘、商会动态等。 更多 视频号:中国欧盟商会 EUCCC 1125 篇原创内容

IP属地:北京 304个朋友关注

已关注公众号 发消息

消息 视频号 服务 =

#工作机会 #Advocacy #Podcast #EURObiz #Report #报告 #Becauseofus

作者精选

报告 |《商业信心调查 2022》显示 欧洲在华企业 2021年营收向好...

阅读 2321 赞 11 1个朋友读过



中国欧盟商会调查报告:中国新冠 疫情防控政策和俄乌战争对欧洲...



阅读 8.3万 赞 421 1个朋友读过



Extract QR code and follow us on WeChat

Podcast Advertising



Podcast Advertising

China Dispatches Podcast

- Started in September 2019
- Sharing on-the-ground insights from European business leaders and experts.
- Available on official podcast website (<u>podcast.europeanchamber.com.cn</u>), Apple Podcasts, Spotify and Google Podcasts.
- Promote on all the Chamber's communication channels (newsletters, WeChat, LinkedIn, Twitter).

Format	Price in RMB
Insert advertising audio clip (30s) or orally acknowledgement by moderator.	11,000 (2 episodes)





THE EUROPEAN UNION CHAMBER OF COMMERCE IN CHINA

Website Advertising







www.europeanchamber.com.cn

The official website has a monthly average of 45,000 visits (160,000 views) from China, Europe, North America, among others.

Advertise on our most frequently visited pages: Homepage, Events, Career, Publications, Working groups and News.

Homepage

- Entry page to the Chamber website
- 15,000+ views/month

About Us

- includes all information about the European Chamber
- 2,400+ views/month

Career

- Exposure to members and applicants
- 20,000+ views/month

Working Groups

- Reach your target industry sector
- Advertise in any of the 48 industry-specific pages
- These pages are industry focused and give you direct exposure to our members

Events

- Exposure to all our event participants, member and non-member companies, Chinese and foreign
- More than 500 events per year
- 20,000+ views/month

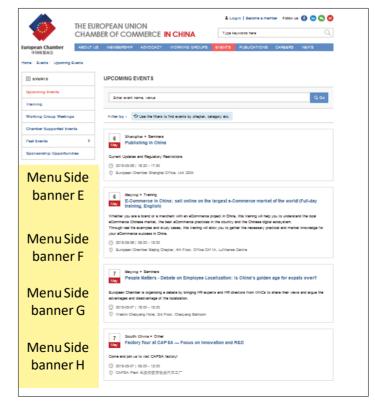


Position	Dimension (W*H, pixels)	Fixed or Custom	Price (Member price: -10%)
Homepage top rotation	628*292	Fixed	15,000/month
Homepage side banner (A, B, C, D)	125*170	Fixed	11,000/month
Menu page left side banner (E,F,G,H)	250*250 / 125	2 national/ 2 chapter custom	11,000/month
Central banner chapter office (I)	728/1456*90/180	Custom per chapter	3,000/ month
Event teaser banner	795x400	Fixed	5,000/event

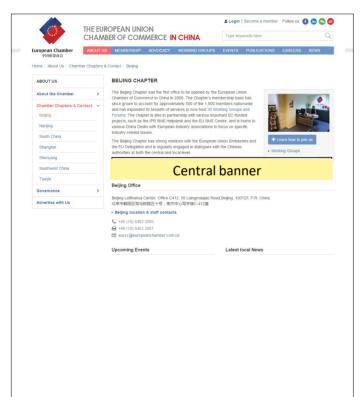
Please see pages 9/10 for advertising spaces

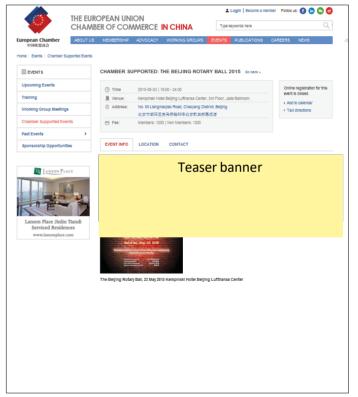












Business Directory Advertising

European Chamber Online Business Directory

Learn more about the new upgrades and advertisement products



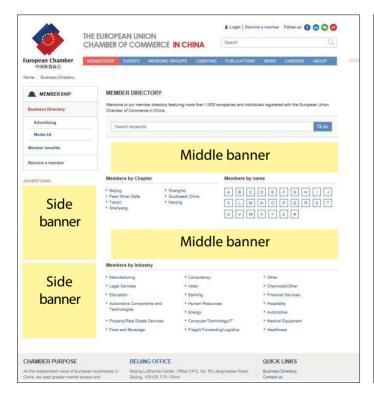
Advertise in Business Directory Online

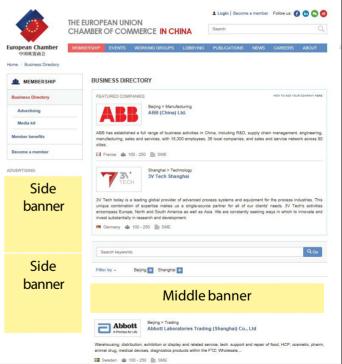
The European Chamber's *Business Directory* is the definitive reference guide to European business in China. The *Business Directory* will bring together profiles of 1,800 companies.

Space	Member Price	Non-Member Price	Dimension(W*H,pixels)	quality
Side banner 6 months	6,000 RMb	8,000 RMb	250*250	jpeg or Png
Side banner 12 months	8,000 RMb	10,500 RMb	250*250	jpeg orPng
Middle banner 6 months	7,000 RMb	9,000 RMb	728*90	jpeg orPng
Middle banner 12 months	8,500 RMb	11,000 RMb	728*90	jpeg orPng



Business Directory Advertising









The Voice (National)

- Distributed to 41,000+ people every week;
- Distribution list covers members and non-members subscribers from all over China and overseas;
- Contains the latest news and event updates from all Chamber Chapters.



Chapter Focus

- Distributed to 10,000+ recipients every two weeks (Beijing);
 - Distribution list covers all members and other Chinese companies and business individuals in the chapter;
- Contains Chapter updates, events and working group news;
- Memberdriven content.



RioTinto

Chapter Events Update

- Distributed to 10,000+ recipients each time (Beijing);
- Distribution list covers event participants, members, nonmembers business individuals in this region;
- Contains events agenda, content, sponsors and coming events.

Contact us for data and more information for other chapters (Beijing · Nanjing · Shanghai · Shenyang · South China · Southwest China · Tianjin)



Prices in RMB/month	Beijing	Nanjing	Shanghai	Shenyang	South China	Southwest China	Tianjin
Focus Newsletter							
Top banner	8500	6500	8500	5000	8000	7000	7000
Middle banner 1	8000	6000	8000	4500	7000	6000	6000
Middle banner 2	5700	5500	5700	4500	5500	6000	5000
Middle banner 3	5700	5000	5700	4000	5500	6000	4000
Bottom banner	7300	4000	7300	2000	5000	5000	2000
		Even	t Update Ne	wsletter			
Top banner	8500	6500	8500	5000	8000	7000	7000
Middle banner	8000	5000	8000	4000	7000	6000	4000
Bottom banner	7300	4000	7300	3000	5000	5000	3000

The Voice (Nati	onal)
Top banner	11000
Middle banner 1	9900
Middle banner 2	9900
Bottom banner	9900

- Prices are per advert per month (The Voice: 4 times/month | Chapter Focus/ Chapter Event Update as per chapter).
- The size for all banners is 660*120 (W*H, pixels).
- JPEG, GIF, PNG are all acceptable with a minimum 72 dpi at actual size.









EURObiz Advertising



EURObiz Advertising

ABOUT

EURObiz, the journal of the European Union Chamber of Commerce in China, has been produced bi-monthly since 2002. Available in hard copy, PDF format and online.

CONTENTS

- Cover Story: Tackling the most important issues facing European business in China.
- Features: Ongoing coverage of crucial business and policy developments in China and Europe, written by industry experts, Chinese government agencies and academics.
- Regular features: Advocacy Report/Events gallery/Media Watch

DISTRIBUTION

- Readership of 24,000
- Distributed directly to 6,000 executives and decision makers
- 1,800 member companies
- Embassies, consulates, 5-star hotels, government offices
- Promoted via all Chamber communication channels



Jan/Feb 2022 Issue



Jul/Aug 2022 Issue



Mar/Apr 2022 Issue



May/Jun 2022 Issue



Sep/Oct 2022 Issue



Nov/Dec 2022 Issue



EURObiz Advertising

CONTRIBUTORS

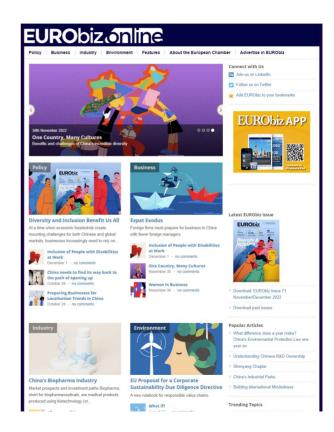
- Chamber members,
- academics,
- leading consultancies,
- · market research agencies,
- prestigious law firms,
- EU projects (for example the EU SME Centre and China IP Helpdesk), and
- · Chinese government entities.

READERS

- European, international and Chinese business executives based in China and overseas
- · Chinese government officials
- Incomes of RMb 40,000/month or higher
- Aged 26 50

EURObiz ONLINE

Launched on 18th April 2013, EURObiz Online takes a more timely approach and is frequently updated with articles from the latest issue of the magazine and online-exclusive articles. Available on desktop, tablet and smartphone.







- Members receive a 10% discount
- EURObiz prices are price per issue; EURObiz Online prices are per month.
- ** Deadline: 20th of each January, March, May, July, September, and November.

EURObiz print	1 issue	2 issue	3 issue	4 issue	6 issue	Dimension (WxH mm)
Advertorials 2 pages	65,000	61,750	58,500	55,250	52,000	2 pages
Advertorials 1 page	35,000	33,250	31,500	29,750	28,000	1 page
Advertorial Consulting Fee	15,000	14,250	13,500	12,750	12,000	
Full Page	32,000	30,400	28,800	27,200	25,600	210*285mm
1/2 Page	20,000	19,000	18,000	17,000	16,000	210*142.5 mm Horizontal
1/3 Page	13,000	12,350	11,700	11,050	10,400	70*285 mm Vertical
inserts	20,000	19,000	18,000	17,000	16,000	210*285mm
Inside front cover + 2 page editoria	l 65,000	61,750	58,500	55,250	52,000	210*205
Inside front cover	41,000	38,950	36,900	34,850	32,800	210*285mm
Double Page Spread	63,000	59,850	56,700	53,550	50,400	420*285mm
Double half page spread	30,000	28,500	27,000	25,500	24,000	420*142.5mm
Back cover	44,000	41,800	39,600	37,400	35,200	210*29Fmm
Inside back cover	40,000	38,000	36,000	34,000	32,000	210*285mm

EURObiz online	Monthly	Dimension (WxH pixel)
Top banner	5,300	468*90
Side banner 1,2,3	3,300	250*250

PRINT REQUIREMENTS:

- Extra 3mm bleed is required for Font size cannot appear full-page ad design in all sides.
- JPEG, PDF formats are acceptable, with a minimum of 300dpi at actual size.
- All image format ads and pictures must be in CMYK

mode.

smaller than 7pt.

WEB REQUIREMENTS:

• JPEG, GIF, Flash are all acceptable with a minimum 72 dpi at actual size.

Annual Report Advertising



Annual Report Advertising

Annual Report

The Annual Report reviews the important work that the European Chamber carried out throughout the year, including key meetings with Chinese and European authorities, summaries of the key findings of our annual publications, media review and event highlights.

Distribution

- Print run of 3,000 copies
- Distribute at Annual General Meetings of all chapters
- Display in offices and meeting rooms
- Downloadable from official website

Position	Price in RMB
Inside page of front cover	25,000
Inside page of back cover	25,000





Beijing

Queenie Cheng

Southwest China

Sally Huang

Shanghai

Maureen Dai

Shenyang

<u>Leo Liu</u>

South China

Romina Di Martino

Tianjin

Lorraine Zhang

Nanjing

Annie Zhou