

# Advertisement services 2018



**French Korean Chamber of Commerce and Industry**

## ONLINE SERVICES

**FKCCI newsletter** ..... p 3  
Your banner in our monthly newsletter. A fast and cost-effective way to advertise your brand.

**E-Mailing** ..... p 4  
Promote your product or society to our e-mailing members.

**FKCCI website & blogs** ..... p 5  
Your banner, your text or your job offer on our website and blogs.

## OFFLINE SERVICES

**Directory** ..... p 7  
Advertise in our annual Directory : a great opportunity to target the French-Korean business network.

**Corée Affaires** ..... p 8  
Get a page in the only newsmagazine published in both French and Korean.

## SPECIAL PACKAGES

**Full on-line & off-line offers** ..... p 9

# Newsletter

Our newsletter is an **English written publication** that aims to share the latest news of the French-Korean business community: member's and chamber's news, upcoming events, job offers.

**Periodicity:** Monthly publication, first week of the month.

**Readership:** over than 3,400 readers: FKCCI members and contacts, members of the French-Korean business community.

**Circulation:** By mail and then shared on the social networks to offer an even greater visibility. Facebook (4,300 Fans), Twitter (16,400 Followers) and LinkedIn (1,100 Members).

## Advertising rates

Rate	1 newsletter Banner	*KRW 200,000
	3 newsletters Banner	*KRW 550,000

FRANCE-KOREA Express



The French Korean Chamber of Commerce,  
the partner of your success in France and Korea

### Top Stories



Watch the new video of FKCCI about the French economic presence in Korea, from the 60's until today and the creation of the geocalization platform [franceinkorea21.com](http://franceinkorea21.com) promoting French business in Korea.

[See the video](#)



Thierry de Montbrial, Chairman of the French Institute of International Relations (IFRI), shared his analysis of the North Korean crisis during our Special Luncheon on October 20.

[See the pictures](#)



The Normandy region and its President Hervé Morin hosted a special luncheon co-organized by the FKCCI and the French Embassy on October 30 to promote the region and its companies in Korea.

[Read more](#)

**Your banner**

*Please note that all the prices are subject to 10% V.A.T*

# E-mailing

The e-mailing is a cost-effective service available to any individual or company who is looking for an efficient way to share news about their service or product.

**Periodicity:** one email shot, Monday to Friday except holidays.

**Readership:** over than 3,400 readers - FKCCI members and contacts, members of the French-Korean business community

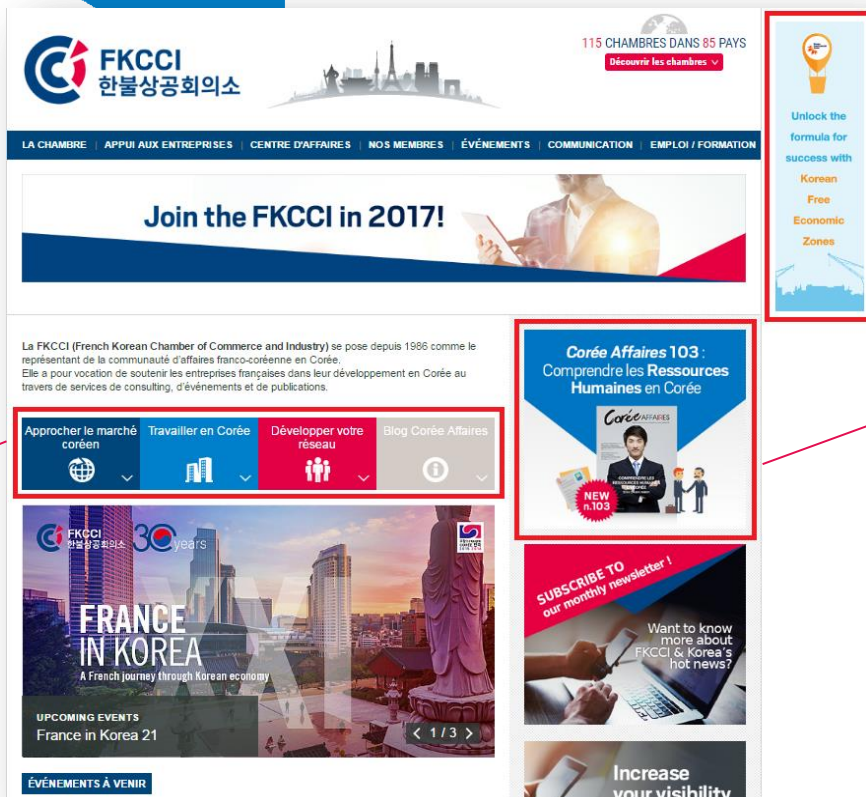
## Advertising rates and booking

<b>Rate</b>	1 email shot	KRW 350,000 V.A.T included (members) KRW 500,000 V.A.T included (non-members)
	Upon confirmation of the e-mailing date, prepare information and the e-flyer that will be e-mailed out. All information and e-flyers must be submitted <b><u>two weeks in advance</u></b> .	





# Website and blogs



**FKCCI 한불상공회의소**

115 CHAMBRES DANS 85 PAYS  
 Découvrir les chambres ▼

LA CHAMBRE | APPUI AUX ENTREPRISES | CENTRE D'AFFAIRES | NOS MEMBRES | ÉVÉNEMENTS | COMMUNICATION | EMPLOI / FORMATION

**Join the FKCCI in 2017!**

La FKCCI (French Korean Chamber of Commerce and Industry) se pose depuis 1986 comme le représentant de la communauté d'affaires franco-coréenne en Corée. Elle a pour vocation de soutenir les entreprises françaises dans leur développement en Corée au travers de services de consulting, d'événements et de publications.

Approcher le marché coréen | Travailler en Corée | Développer votre réseau | Blog Corée Affaires

**Corée Affaires 103 : Comprendre les Ressources Humaines en Corée**

**FRANCE IN KOREA**  
 A French journey through Korean economy

UPCOMING EVENTS  
 France in Korea 21

ÉVÉNEMENTS À VENIR

Unlock the formula for success with Korean Free Economic Zones

2

3



## Corée AFFAIRES

Actualités économiques, tendances et opportunités en Corée du Sud | Home | Dossiers | Grandes Interviews | Commander | À propos

### Le droit du travail en Corée

2017 JUNE 22

by Corée Affaires

tags: congés en Corée, entreprise coréenne, labor standard act, loi, salaires en Corée, salariés en Corée, temps de travail Corée, travailler en Corée

**Remerciements à Kim & Chang pour leur relecture et compléments**

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Pour plus d'informations : [www.fkcci.com](http://www.fkcci.com)

**CONTRAINTES AUX IDÉES REÇUES, LE DROIT DU TRAVAIL CORÉEN EST PLUTÔT PROTÉCTEUR DES DROITS DES EMPLOYÉS.** La crise asiatique de 97 a cependant entraîné de nombreux changements dans le droit du travail, dans le but d'y apporter plus de flexibilité pour les entreprises. Le droit du travail coréen est essentiellement défini dans le Labor Standard Act (LSA). Revenons sur quelques caractéristiques du droit du travail :

- 1. Les contrats de travail**  
 Traditionnellement, les contrats en Corée sont en CDI et les employés restent au sein de l'entreprise jusqu'à leur retraite, entre 50 et 60 ans. Les contrats en CDD ne peuvent pas excéder deux ans ; au-delà de cette limite, l'employé doit être traité comme un permanent.  
 Il est nécessaire de faire figurer par écrit les éléments essentiels du contrat (qui peut être dans une autre langue que le coréen) : le salaire, le temps de travail, les congés payés annuels, le nombre de congés maladie, les conditions de travail générales, le lien de travail et une description du poste.  
 Même sans engagement écrit, les parties peuvent affirmer l'existence d'un accord verbal, valide devant la loi s'il peut être prouvé.
- 2. Le temps de travail**  
 Les heures de travail standard sont de 8 heures par jour, ou 40 heures par semaine, pour toutes les entreprises qui ont au moins cinq employés. Un employé ayant un accord avec son employeur peut travailler jusqu'à 12 heures supplémentaires par semaine.  
 Le travail de nuit comprend les heures entre 22h et 6h. L'employeur doit payer 50% du salaire en plus pour les heures supplémentaires et encore 50% pour les heures supplémentaires effectuées durant les congés, les weekends ou les nocturnes (soit 100% de majoration du salaire).
- 3. Les congés payés**  
 Les jours de congés obligatoires sont : les congés hebdomadaires (généralement le dimanche) et les congés annuels. Un employé a droit à 15 jours de congés payés à partir de la deuxième année de service ;

MOTS CLÉS



# Website and blogs

Maximize your company's exposure using FKCCI website [www.fkcci.com](http://www.fkcci.com), French blog [www.coreeaffaires.com](http://www.coreeaffaires.com) and Korean blog <http://blog.naver.com/francebiz>.

**Duration:** 1 month or 2 weeks.

**Readership:** website (6,000 monthly views), Korean blog (15,000 monthly views, 500 daily views), French blog (2,000 monthly views)

**2 options :** either **a banner for maximum visual impact** or **an advertorial** (article written by you up to 800 words) **for great SEO visibility!**

You can also publish your **job offer** on our website. It will also be shared in our **newsletter**.

**This service is free for FKCCI members.**

## Advertising rates per month on FKCCI website and French & Korean blogs

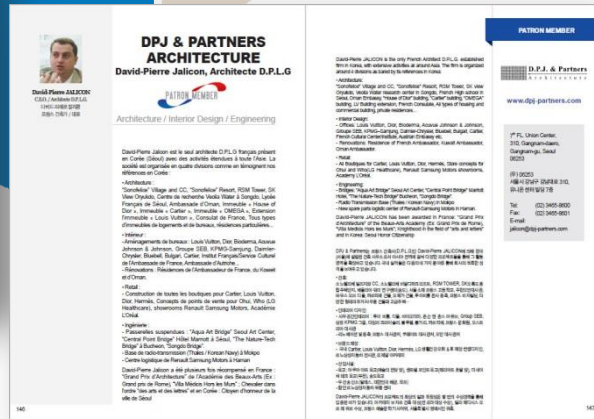
Position on website (see previous slide)		Rate
1	Member	900,000 KRW
	Non-member	1,000,000 KRW
2	Member	800,000 KRW
	Non-member	900,000 KRW
3	Member	600,000 KRW
	Non-member	800,000 KRW
Advertorial FR/KR		All 500,000 KRW

## Job offer

Rate per offer	1 month period	*KRW 50,000 (non-members)
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*Please note that all the prices are subject to 10% V.A.T*

# Directory



More than 340 members profiles, 3 languages, FKCCI Directory is not only a comprehensive list of our members but also valuable source of information and other useful contents !

**Readership: 1,000 copies are distributed every year to the most influential circles** - institutions and ministries, headquarters of the largest Korean/French groups, FK, KCCI, KITA, KOTRA, Franco-Korean and expatriate groups, as well as on air companies from Paris to Seoul, luxury hotels etc..

## Advertising rates

Rate	Position	Member's Rate	Non-Member's Rate
	Inside front cover	*KRW 3,400,000	*KRW 4,400,000
	First / Second page	*KRW 3,300,000	*KRW 4,600,000
	Double page front cover	*KRW 4,000,000	*KRW 5,000,000
	Page before contents	*KRW 2,900,000	*KRW 3,300,000
	Regular full page	*KRW 2,500,000	*KRW 3,100,000
	1/2 page	*KRW 1,800,000	*KRW 2,000,000
	Bookmark	*KRW 3,800,000	*KRW 4,900,000
	Inside back cover	*KRW 3,200,000	*KRW 3,800,000
	Back cover	*KRW 4,100,000	*KRW 5,400,000

# Corée Affaires



## Advertising rates

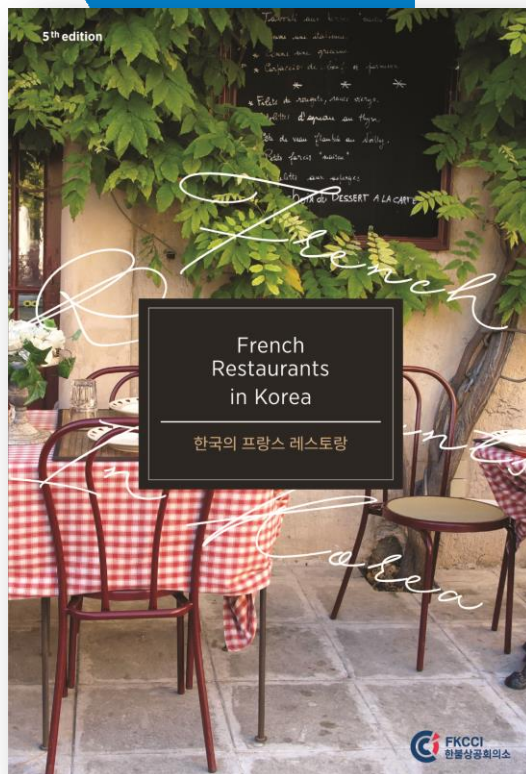
	Position	Member's Rate (per 1 edition)	Non-Member's Rate (per 1 edition)
Rate	Inside front cover	KRW 1,150,000	KRW 1,350,000
	Page before contents	KRW 950,000	KRW 1,150,000
	*Double page advertorial	KRW 890,000	KRW 1,050,000
	1 full page	KRW 890,000	KRW 1,050,000
	1/2 page	KRW 600,000	KRW 750,000
	Inside back cover	KRW 1,000,000	KRW 1,200,000
	Back cover	KRW 1,200,000	KRW 1,520,000

**\*Additional charge of translation service: KRW 100,000**  
**(FR: 700 words, KR: 500 words)**

The only newsmagazine published in both French and Korean. Each quarterly issue covers a unique topic in Korea's current news, design, distribution, health and beauty, North Korea, International Cooperation and business opportunities. **1,000 copies** of *Corée Affaires* are published and distributed to over **340 French company members** in France and Korea, business lounges, French/Korean business leaders, institutions, ministries etc.



# French restaurants in Korea



*French Restaurants in Korea* gives essential information in 3 languages (Korean, French, and English) about **more than 50 French restaurants**: well-established and always popular renowned places as well as trendy new restaurants. This new edition also recommends **70 French bakeries and patisseries** and carefully selected delicious Korean tables. Each edition is printed in **1,500 copies**.

Don't miss this opportunity to reach French food lovers through an advertising in our guide !

## Advertising rates

	Members	Non-members
First page	3,000,000 KRW*	3,800,000 KRW*
Pages before contents	2,700,000 KRW*	3,400,000 KRW*
Basic full Pages	2,000,000 KRW*	2,600,000 KRW*
½ page	1,400,000 KRW*	1,800,000 KRW*

# Special packages

## 1. Full On-line or Full Off-line offers: **15% OFF!**

♦ On-line offer includes :	Special Package Discount
FKCCI website French and Korean blogs Monthly newsletter	<b>15% OFF</b> On the total price

**OR**

♦ Off-line offer includes :	Special Package Discount
Directory <i>2 Corée Affaires</i>	<b>15% OFF</b> On the total price

## 2. Special on-line combo: **10% OFF!**

Mix and match! Choose any 2 on-line services and get a special discount!

## 3. Full on-line & off-line offer: **20% OFF!**

FKCCI website French & Korean blogs Monthly newsletter  +  Directory <i>Corée Affaires</i>	<b>Special Package</b>  <b>20% OFF</b> On the total price
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