ADVERTISMENT SERVICES

2022

French Korean Chamber of Commerce and Industry
Why Communicating With Us?  
Boost your visibility through all of our communication services!

Who will see your campaign?

Created in 1986, FKCCI reaches out to more than 5000 business leaders of the French–Korean business community composed of institutions and companies of all sizes and sectors of activity. FKCCI also reaches a larger bicultural audience.

Through customized services, FKCCI can also create and deliver your campaign to targeted audience both on the Korean and French markets, thanks to its wide network of partners.

How to boost your marketing strategy?

Thanks to its network of partners (media, press agencies, digital agencies,...), and FKCCI bicultural communication team’s experience, we provide marketing studies and consultancy services based on your needs on the Korean and French markets.

Our Tool Kit

- WEBSITE & BLOG
- NEWSLETTER & E-MAILING
- SOCIAL NETWORKS
- DIRECTORY & MAGAZINE
- CUSTOMIZED CAMPAIGN
- MARKETING STRATEGY

Contacts

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FR/ENG: o.lemaire@fkcci.com
KR/ENG: s.hwang@fkcci.com


13,100 Followers
5,400 Subscribers
6,900 Followers
5,300 Followers
1,600 Followers
100 Subscribers
4,200 Readers
10,500 Visitors/month
4,500 Visitors/month
23,000 Total views
 CHANNELS

Website ................................................................. p 4
Your banner on our website

Newsletter ............................................................... p 5
Your banner in our monthly newsletter

E-Mailing ................................................................. p 6
Customized e-mailing service

Advertorial ................................................................. p 7
Versatile offline/online solution with targeted communication on SNS, newsletter, website, blog, and magazine!

Directory ................................................................. p 8
Advertise in our annual Directory: a great opportunity to target the French-Korean businesses

Corée Affaires ......................................................... p 9
Your banner or advertorial in the only French-Korean business magazine distributed to business leaders.

Restaurant Guide ..................................................... p 10
Your banner in the 2022 reedition of our restaurant guide.

CUSTOMIZED CAMPAIGN

Customized campaign ................................................ p 11
On-demand campaign creation and/or distribution on French and Korean markets to targeted audiences.

Online & offline combo ............................................. p 12
Discounts for several services

COMMUNICATION STRATEGY

Communication strategy & Consulting ......................... p 13
Get to know the marketing landscape of France or Korea and get leverage for your communication strategy
Website

A reference for the French-Korean business community!

Maximize your company’s exposure using FKCCI website: www.fkcci.com

Visibility:
11,500 monthly views

<table>
<thead>
<tr>
<th>Package Discount</th>
<th>10% discount for 3-months banner</th>
<th>15% discount for 6-months banner</th>
</tr>
</thead>
</table>

Additional AD spaces are available on demand depending on your strategy, such as HR, events, publications pages, and so on....

* All prices are subject to 10% V.A.T
Dear FKCCI Members, dear Friends,

We are already quite advanced in January, but I guess it is not too late to wish you a happy New Year 2022 and at the same time, it is not too early to wish you a happy Seollal, the Lunar New Year coming soon.

<table>
<thead>
<tr>
<th>SUMMARY</th>
</tr>
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<tbody>
<tr>
<td><strong>French Presidency of the EU</strong></td>
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<tr>
<td><strong>Covid-19 Updates</strong> Entry conditions, Social distancing, Vaccination</td>
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<tr>
<td><strong>Upcoming Events</strong> HR Seminar, General Assembly &amp; French Business Awards, Career Forum 2022</td>
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<tr>
<td><strong>Past Events</strong> Career Forum 2021, IFEZ Symposium, HR training replays, Visit in Gwangju, Personal tax &amp; social insurance replay</td>
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<tr>
<td><strong>Insights</strong> Wine imports, Economic Francophonie, HR Management, E-commerce</td>
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<tr>
<td><strong>Members' News</strong> Vinessen, Le Cordon Bleu, Sofitel Ambassador Seoul, ECM Technologies, Michelin, OnTheList with Sephora</td>
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<tr>
<td><strong>Regulatory Watch</strong> New legislative bills in December</td>
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| **France-Korea News** Data transfer from EU to Korea, Business French cursus, Visit of Cédric O

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**The monthly feed for the French-Korean business community!**

FKCCI newsletter shares the latest economic and business news between France and Korea

**Periodicity**
Last week of the month

**Readership**
5,700 readers
Leaders and decision makers of the French-Korean business community.

**25%** Average opening rate

**Rates**

<table>
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<tr>
<th>Top Banner</th>
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<td>*KRW 400,000/ 1 time</td>
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* All prices are subject to 10% V.A.T

**Package Discount**
10% discount for 3 newsletters
E-Mailing

The most direct way to promote your services and products!

E-mailing is a cost-effective and efficient promotion service.

Periodicity

One e-mail shot, any time upon discussion about e-mailing calendar.

Readership

1,200 readers: Members Only
5,700 readers: General

Leaders and decision makers of the French-Korean business community

20–25% Opening rate

<table>
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<th>Members’ only</th>
<th>*KRW 500,000/1 time</th>
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</thead>
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<tr>
<td>General</td>
<td>*KRW 850,000/1 time</td>
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* Additional charge of design service if needed: KRW 250,000 / 1 e-mail
* All prices are subject to 10% V.A.T
A turnkey offline/online solution for your promotion

Article written by you up to 700 words (FR/ENG) or 850 characters (KR) for great SEO visibility!

Advertorial Channels

Magazine, Website, Naver Blog, SNS (Facebook, Instagram, Twitter, LinkedIn...), Newsletter, with a possibility of a sponsored targeted campaign!

Readership

32,000 followers on SNS, 15,000 views per month on Naver and corporate website, 4,200 readers on e-book, 5,700 readers on Newsletter.

Rates

| 1 Advertorial (FR/KR) – Print & Online | *KRW 1,900,000 |
| 1 Advertorial (FR or ENG/KR) – Online only | *KRW 1,000,000 |

* Additional charge of translation service: KRW 200,000 (FR: 700 words, KR: 500 words)

* Possibility to sponsor the article on demand on Social Media
The Only French-Korean Economic Magazine
Published on a biannual basis, it covers each edition a different topic in Korea’s news, but also French-Korean business news and opportunities.

Readership
4,200 Readers per magazine on e-book
1,000 copies distributed to over 420 members, business lounges (Air France-Korean Air, Hotels), French-Korean business leaders, institutions (FKI, KCCI, KITA, KOTRA, Embassies, Ministries...)

Readership
Topics in 2022: Digital innovation, Metaverse, NFTs, blockchain, ....

Released in March and September 2022

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*All rates are subject to 10% V.A.T
The reference to know the ecosystem of actors between France and Korea

With more than 420 members’ profiles, FKCCI Directory is not only a comprehensive list but also a valuable source of information in 3 languages.

Readership
1,000 copies distributed every year to the most influential circles: institutions and ministries (FKI, KCCI, KITA, KOTRA, Embassies,…), HQ of Korean/French companies, as well as business lounges of air companies from Paris to Seoul (Air France–Korean Air) and hotels.

2022–2023 edition released in November 2022

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<tr>
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<tr>
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<td>Opposite section (coated paper)</td>
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<td>Bookmark</td>
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<tr>
<td>Back cover</td>
<td>1</td>
<td>KRW 4,300,000/page</td>
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* All prices are subject to 10% V.A.T
The ultimate reference book for gourmets and French food lovers

It is the only guide listing all the French restaurants located in Seoul and everywhere in Korea. “French restaurants in Korea” will give comprehensive information in 3 languages (Korean, French and English) on the well-established and always popular places as well as on the new restaurants.

The perfect corporate gift for Christmas

3,000 copies distributed and sold to the French-Korean business community, as well as business lounges of air companies from Paris to Seoul and hotels.

7th edition released in December 2022

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<td>First Page</td>
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<td>1</td>
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* All prices are subject to 10% V.A.T
Depending on your needs on the French or Korean markets, we can provide a full range of communication services. We can realize and communicate campaigns, and be your A to Z communication service providers thanks to our network:

- Content creation (visual design, videos, texts, brochures, press releases) and content translation
- Communication to a targeted audience via print and/or web media (economic magazines and web platforms, SNS campaign, Google Ads, Naver Ads …)
- Reporting and analytics of the campaign’s impact

Quotation on demand
Special Packages

**Online Combo: 15% Off on the total price!**
- FKCCI Website
- Blog
- Newsletter *or/and* E-mailing Service
- SNS Ads
- Google / Naver Ads

**Offline Combo: 15% Off on the total price!**
- Directory
- Corée Affaires
- Other economic print publications

**Full Online & Offline Combo: 20% Off on the total price**
- Directory
- Corée Affaires
- FKCCI Website
- Blog
- Newsletter *or/and* E-mailing Service
- Other economic print publications
- SNS Ads
- Google / Naver Ads
Korea is one of the few countries in the world that has digital sovereignty with an ecosystem dominated by local solutions (Naver, Kakao, and so on,...), so it is key to be guided in this new environment as a foreign-invested company.

As both countries’ ecosystems are very different, it is essential to be counseled! We can provide you a study on:

- The digital marketing landscape in France or Korea and dos and don’ts to communicate locally
- The targeted audiences that suit your message on the local market and trends in your audience
- Solutions on your key messages and the process to communicate your service or product via appropriate local media
- A review of your current marketing contents to adapt to France or Korea
We are committed to give you the best visibility through all communication channels!

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+82 (0) 2 2268 9509

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https://www.fkcci.com/

They trusted us in 2021-2022