ADVERTISEMENT SERVICES
2021

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, the French-Korean Chamber of Commerce and Industry reaches out to 5000 business leaders and decision makers representing the French-Korean business community composed of recognized institutions and companies of all sizes and all sectors of activity. FKCCI also reaches a larger bicultural audience through its website and social networks.

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: j.woo@fkcci.com

5,000 Subscribers

5,050 Followers

13,500 Followers

5,100 Followers

12,000 Total views

1,450 Followers

6,500 Visitors/month

9,800 Visitors/month
CHANNELS

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

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

E-Mailing ......................................................................p 6
Promote your product or society by our 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.

CUSTOMIZED CAMPAIGN

Customized campaign ..................................................p 10
On-demand campaign creation and/or distribution on
French and Korean markets to targeted audiences.

Online & offline combo ..................................................p 11
Discounts for several services.

COMMUNICATION STRATEGY

Communication strategy & Consulting ..........................p 12
Get to know the marketing landscape of France or Korea
and get leverage for your communication strategy
A reference for the French-Korean business community!

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

Readership:
6,500 monthly views

<table>
<thead>
<tr>
<th>Package Discount</th>
<th>10% discount for 3-months banner</th>
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<tbody>
<tr>
<td></td>
<td>15% discount for 6-months banner</td>
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</tbody>
</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
The monthly feed for the French-Korean business community!

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

Periodicity
First or second week of the month

Readership
5,000 readers
Leaders and decision makers of the French-Korean business community.
25% Opening rate

Rates

<table>
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<tr>
<th>Package Discount</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Top Banner</td>
<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
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.
We advice

Readership
1,100 readers: Members Only
5,000 readers: General
Leaders and decision makers of the French-Korean business community
20-25% Opening rate

Rates

<table>
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<tr>
<th>1 Members’ only e-mail</th>
<th>*KRW 500,000/ 1 time</th>
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<tbody>
<tr>
<td>1 General e-Mail</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) or 500 words (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

25,000 followers on SNS, 17,000 visitors per month on Naver and corporate website, 10,000 reach on e-book, 5,000 readers on Newsletter

Rates

<table>
<thead>
<tr>
<th>1 Advertorial (FR/KR)</th>
<th>*KRW 1,900,000</th>
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* Additional charge of translation service: KRW 200,000 (FR: 700 words, KR: 500 words)

* Possibility to sponsor the article on demand
The reference to know the ecosystem of actors between France and Korea

With more than 385 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, Asiana) and luxury hotels.

Released in October 2021

<table>
<thead>
<tr>
<th>Position</th>
<th>Number of available pages</th>
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<tr>
<td>First - Second Page</td>
<td>1</td>
<td>KRW 3,400,000</td>
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<tr>
<td>Page before contents</td>
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<td>KRW 3,200,000</td>
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<tr>
<td>Page after contents</td>
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<tr>
<td>Bookmark</td>
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<td>KRW 4,000,000</td>
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<td>Back cover</td>
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<td>KRW 4,300,000</td>
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* All prices are subject to 10% V.A.T
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

10,000 Reach per magazine on e-book
1,000 copies distributed to other 385 members, business lounges (Air France-Korean Air, Asiana, Hotels), French-Korean business leaders, institutions (FKI, KCCI, KITA, KOTRA, Embassies, Ministries...)

Released in June and December 2021

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<th>Position</th>
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<tr>
<td>Double page advertorial*</td>
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<td>KRW 1,200,000</td>
</tr>
<tr>
<td>Back cover</td>
<td>KRW 1,400,000</td>
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</tbody>
</table>

*Additional Charge of design service if needed: KRW 500,000
*All rates 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 you’re 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

Quotation on demand
We are committed to give you the best visibility through all communication channels!

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They trusted us for our Directory 2020-2021