



**ADVERTISEMENT
SERVICES**

2022



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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13,100
Followers



5,400
Subscribers

6,900
Followers



10,500
Visitors/month

5,300
Followers



4,500
Visitors/month

1,600
Followers



23,000
Total views

100
Subscribers



4,200
Readers



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	p13
Get to know the marketing landscape of France or Korea and get leverage for your communication strategy	

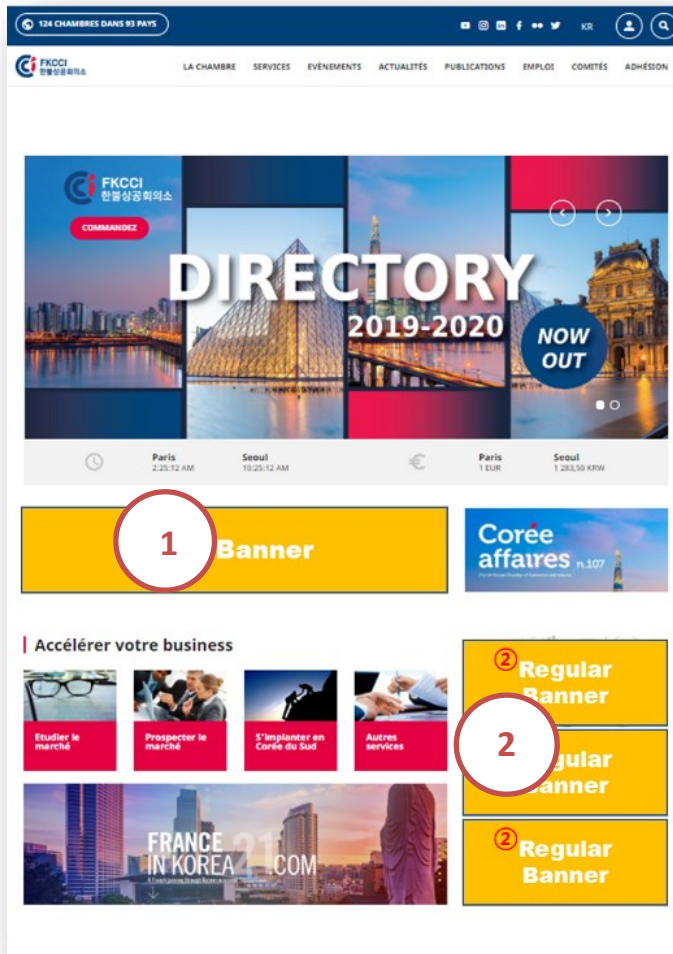


Website

A reference for the French-Korean business community!

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

Visibility:
11,500 monthly views



Top Banner No1	*KRW 800,000/month
Regular Banner No2	*KRW 400,000 /month

* All prices are subject to 10% V.A.T

Package Discount

10% discount for 3-months banner

15% discount for 6-months banner

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

Newsletter



Top Banner

TOP STORY



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.

| SUMMARY

French Presidency of the EU

Covid-19 Updates

Entry conditions, Social distancing, Vaccination

Upcoming Events

HR Seminar, General Assembly & French Business Awards, Career Forum 2022

Past Events

Career Forum 2021, IFEZ Symposium, HR training replays, Visit in Gwangju, Personal tax & social insurance replay

Insights

Wine imports, Economic Francophonie, HR Management, E-commerce

Members' News

Vinessen, Le Cordon Bleu, Sofitel Ambassador Seoul, ECM Technologies, Michelin, OnTheList with Sephora

Regulatory Watch

New legislative bills in December

France-Korea News

Data transfer from EU to Korea, Business French cursus, Visit of Cédric O

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

Top Banner


*KRW 400,000/ 1 time

* All prices are subject to 10% V.A.T

Package Discount

10% discount for 3 newsletters

E-Mailing



LOTTE
HOTEL & RESORTS


Great Value Lunch & Autumn Wine Promotion

LOTTE HOTEL SEOUL

Lotte Hotel Seoul will run 'Great Value Lunch' promotion through Nov. 30 to make its hotel restaurants more accessible for customers. At just KRW 49,000, you can dine at Korean restaurant Mugunghwa and Japanese restaurant Momoyama, and enjoy four course meals at Chinese restaurant Toh Um and three course meals at Italian restaurant Peninsula. Offering elegant meals at these fine-dining places, this promotion is a perfect deal for small gathering of friends or business lunch meetings.

DATE Until Nov. 30
PRICE KRW 49,000
INFORMATION 482 2 771 1000

Other Promotions



THE LEGEND OF PASTA
SEOUL PENINSULA

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

Members' only	*KRW 500,000/ 1 time
General	*KRW 850,000/ 1 time

* Additional charge of design service if needed: KRW 250,000 / 1 e-mail

* All prices are subject to 10% V.A.T

Advertorial



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

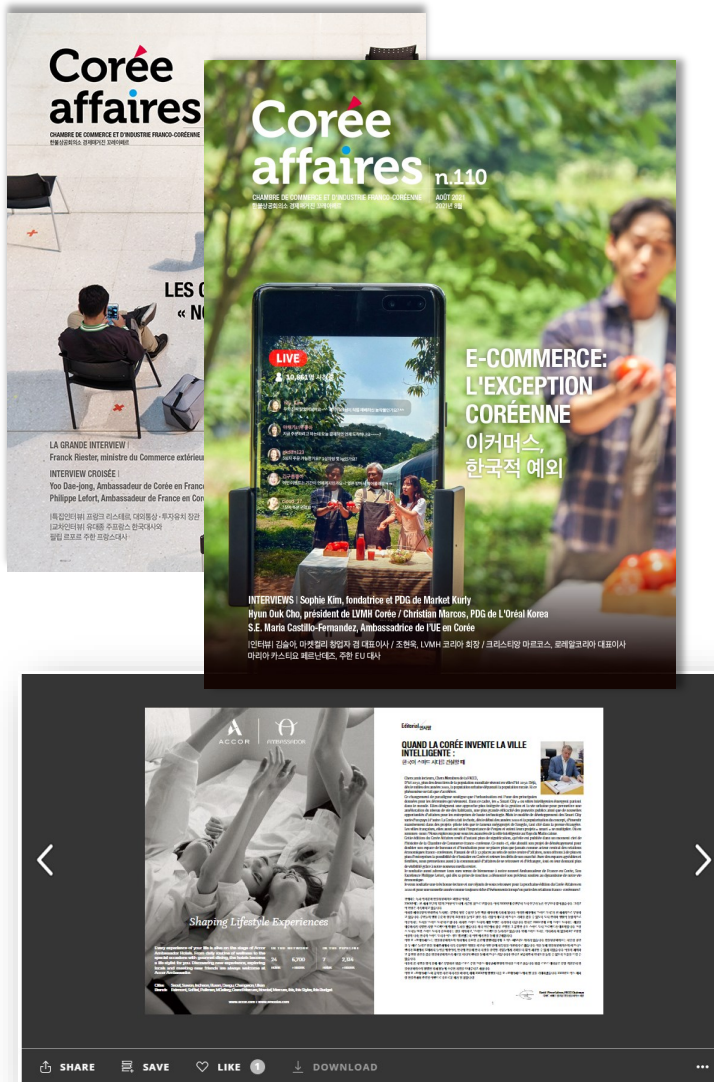
32,000 followers on SNS, **15,000** views per month on Naver and corporate website, **4,200** readers on e-book, **5,700** readers on Newsletter.

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

Corée Affaires



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

Position	Number of available	Rates* (per edition)
Inside front cover	1	KRW 1,300,000 /page
Page before/after	2	KRW 1,000,000 /page
Double page advertorial	2	KRW 1,900,000 /unit
Regular page	5	KRW 1,000,000 /page
Inside back cover	1	KRW 1,200,000 /page
Back cover	1	KRW 1,400,000 /page

*All rates are subject to 10% V.A.T 8

Directory



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

Position	Number of availa-	Rates*
Inside front cover	1	KRW 3,600,000 /page
First - Second Page	1	KRW 3,400,000 /page
Page before contents	1	KRW 3,200,000 /page
Page after contents	1	KRW 3,000,000 /page
Opposite section (coated paper)	3	KRW 3,500,000 /page
Regular page	5	KRW 2,500,000 /page
Bookmark	2	KRW 4,000,000 /page
Inside back cover	1	KRW 3,600,000 /page
Back cover	1	KRW 4,300,000 /page

* All prices are subject to 10% V.A.T

Restaurants' Guide



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

Position	Number of available pages	Rates*
Inside front cover	1	KRW 3,000,000 /page
First Page	1	KRW 2,700,000 /page
Page before contents	1	KRW 2,400,000 /page
Regular Page	5	KRW 1,700,000 /page
Page after contents	1	KRW 2,300,000 /page
Inside back cover	1	KRW 3,000,000 /page



* All prices are subject to 10% V.A.T

Customized Campaign



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



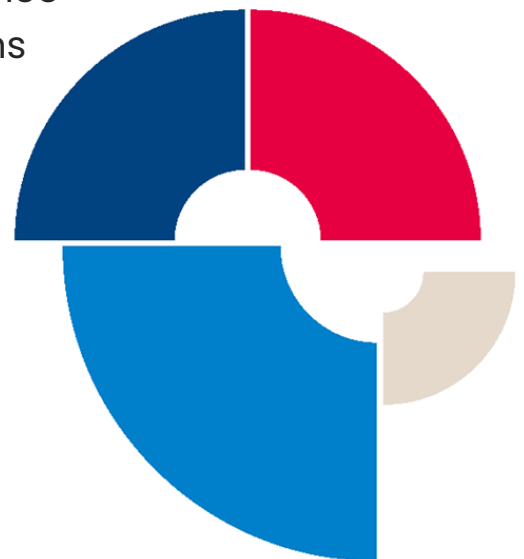
Offline Combo: 15% Off on the total price!

Directory
Corée Affaires
Other economic print publications



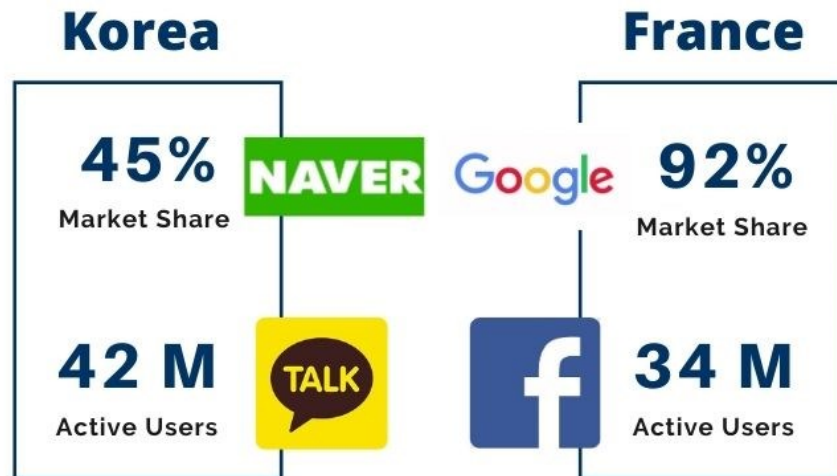
Full Online & Offline Combo: 20% Off on the total price

Directory
Corée Affaires
FKCCI Website
Blog
Newsletter or/and E-mailing Service
Other economic print publications
SNS Ads
Google / Naver Ads



Digital Strategy

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 in 2021-2022

AIRFRANCE

