



ADVERTISEMENT SERVICES 2021



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



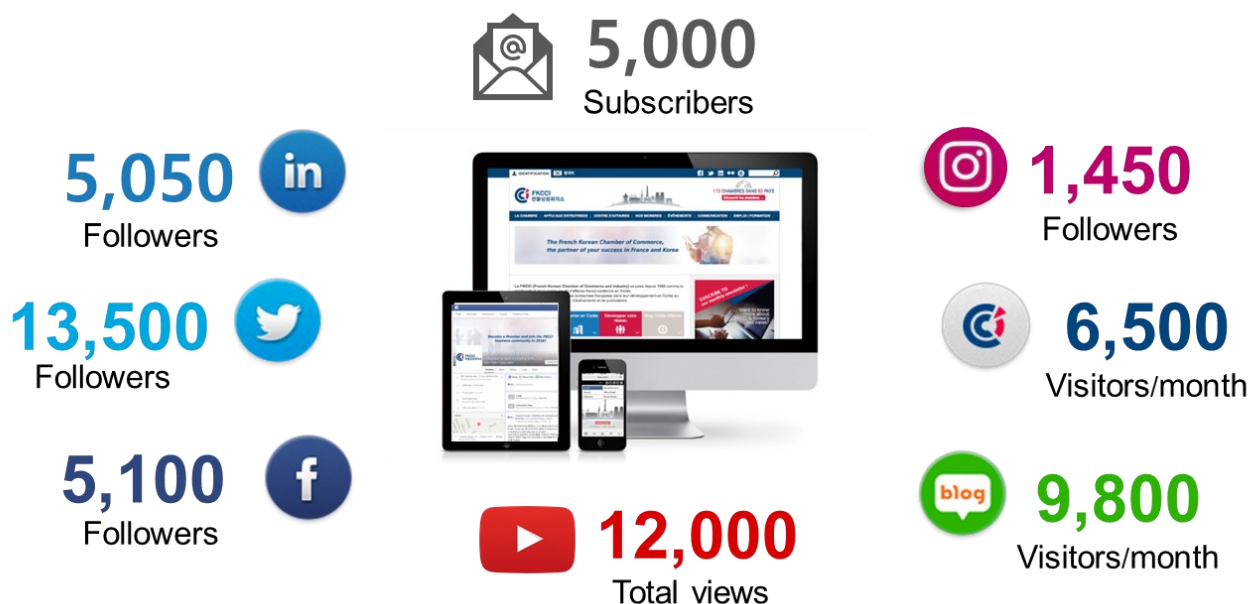
MARKETING STRATEGY

Contacts

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KR/ENG: j.woo@fkcci.com



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	p12
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!

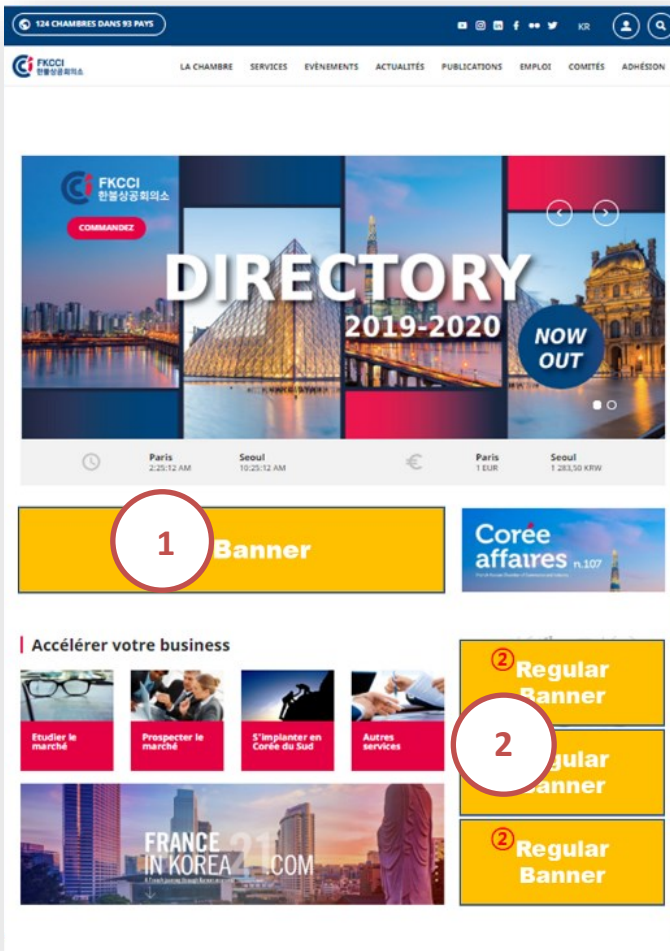
Maximize your company's exposure using FKCCI website : www.fkcci.com

Readership:

6,500 monthly views

Top Banner No1	*KRW 800,000/ 1month
Regular Banner No2	*KRW 400,000 / 1month

* 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 Readers,

2019 was a successful year for the **FKCCI**. With **60 events**, **480 business support services** carried out and **25,000 followers** on social networks, **FKCCI's** dynamism demonstrates a high enthusiasm between France and Korea and our commitment to deepen our bilateral friendship.

UPCOMING EVENTS



NEW OFFICE INAUGURATION & GENERAL ASSEMBLY 2020

On Feb. 10th at 6pm, the **FKCCI** will organize on the occasion of its new office official opening its General Assembly at its new premise. Applications to be candidate to the **FKCCI** board will be opened 3 weeks before the event - [Apply here](#) (Members Only)

REVIEW ON



Exceptional Dinner with Former French President François Hollande

FKCCI's dinner on September 26th was a unique opportunity to meet the former French President at Grand Ambassador Seoul Pultman. The participants from the French-Korean business community could debate with him on the current issues of globalized economy -

[Check the full album here](#)

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

Top Banner

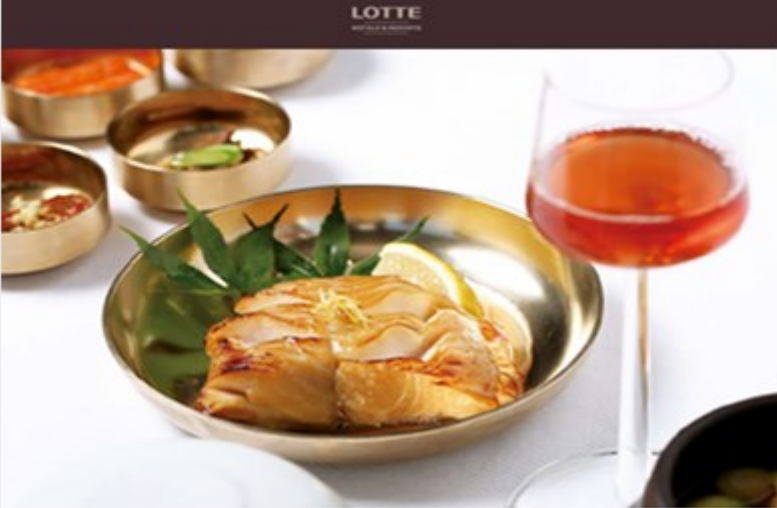
*KRW 400,000/ 1 time

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

Package Discount

10% discount for 3 newsletters

E-Mailing




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 Tok 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.
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

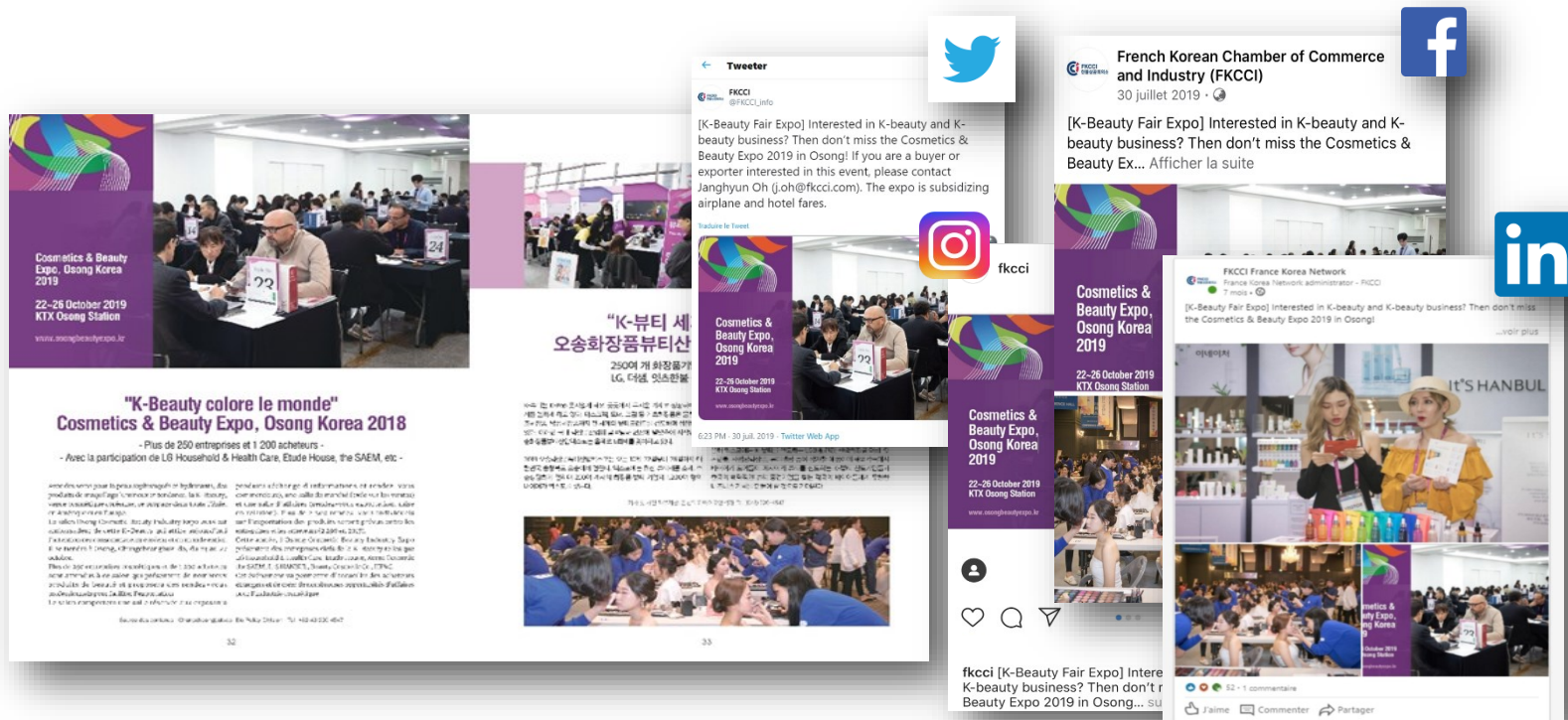
Rates

1 Members' only e-mail	*KRW 500,000/ 1 time
1 General e-Mail	*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) 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	1 Advertorial (FR/KR)	*KRW 1,900,000
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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

Directory



DIRECTORY 2020-2021



French Korean Chamber of Commerce and Industry

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

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

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

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

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



Position	Rates* (per edition)
Inside front cover	KRW 1,300,000
Page before contents	KRW 1,000,000
Double page advertorial*	KRW 1,700,000
Regular page	KRW 1,000,000
Inside back cover	KRW 1,200,000
Back cover	KRW 1,400,000

*Additional Charge of design service if needed: KRW 500,000

*All rates 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



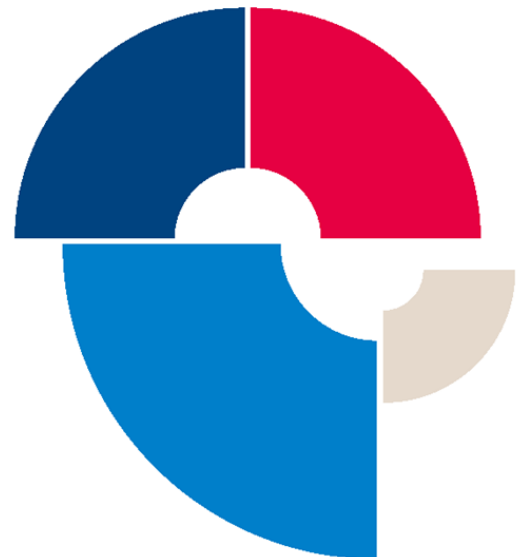
Offline Combo: 15% Off on the total price!

Directory
Corée Affaires
Other economic print publications



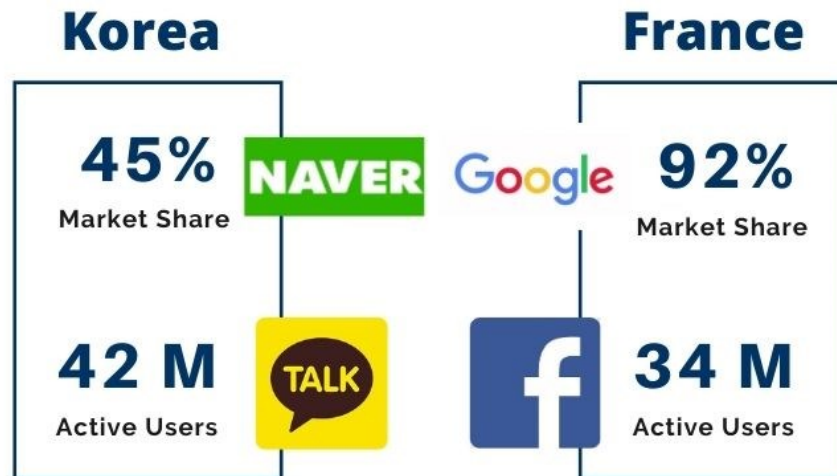
Full Online & Offline Combo: 20% Off on the total price

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 for our Directory 2020-2021



ASIAN TIGERS
MOBILITY



BNP PARIBAS

The bank for a changing world

