

MEDIA KIT

SwedCham China



SWEDCHAM.CHINA
中国瑞典商会



www.swedcham.cn

BEIJING OFFICE: beijing@swedcham.cn

SHANGHAI OFFICE: shanghai@swedcham.cn



ABOUT US

The Networking, Information and Facilitator platform for Swedish businesses in China.

- NGO & Non-profit
- 200+ Members
- Heterogeneous activities
- Team Sweden
- Sino-Swedish business ties



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200+ MEMBERS



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ASIA PERSPECTIVE



THE ORIGINAL



STOCKHOLM SHANGHAI 上海市



Handelsbanken

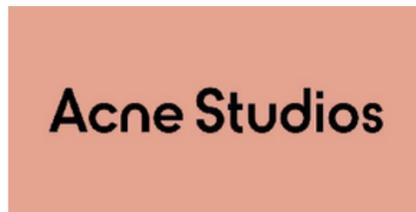


Nordea

Visit Sweden
瑞典旅游局



SCANDIC SOURCING
YOUR CONSULTING PARTNER IN CHINA



TARGET AUDIENCE



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Who will you reach by advertising with SwedCham China?

- Key decision makers and senior executives in a wide variety of industries in China
- Mainly tier 1 Chinese cities
- Exposure in high level Sino-Swedish communities



MARKETING CHANNELS



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2K+

VIEWS/MONTH



7K+

FOLLOWERS



4K+

FOLLOWERS



8K+

CONTACTS



EXPOSURE OPPORTUNITIES



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5K+

ATTENDEES/YEAR



150+

EVENTS/YEAR



2

CAREER
FAIR/YEAR



7

SIGNATURE
EVENTS/YEAR



PRICING OVERVIEW



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Platform Options	Pricing/Post/Month	Member	Non-Member
Homepage - Front Page 1920 x 400 px		RMB 3600	RMB 5400
Homepage - Events Section 700 x 350 px		RMB 2000	RMB 3000
Homepage - News Section 335 x 500 px		RMB 2000	RMB 3000
Newsletter Banner - 600 x 170 px		RMB 2000	RMB 3000
WeChat Main Post - 900 x 500 px		RMB 2080	RMB 3120
WeChat Sub Post - 400 x 400 px		RMB 1760	RMB 2640

DEMONSTRATION



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- Homepage - Front Page

The screenshot shows the homepage of the SwedCham website. At the top, there is a banner for 'SwedCham Member Group Insurance Package'. The banner features a background image of a hand holding a stethoscope over a heart, with various medical icons like a heart, a cross, and a pill. The text on the banner reads: 'SwedCham Member Group Insurance Package', 'Enjoy 20-50% discount compared to individual plans available in the market.', and 'Click Me'. Below the banner, there are two main sections: 'Become a member' and 'Calculate membership fee'. The 'Become a member' section includes a short paragraph about the benefits of membership and a 'Join the community!' button. The 'Calculate membership fee' section has a form with a label 'NUMBER OF WORLDWIDE EMPLOYEES' and a numeric input field with a value of '1' and minus/plus buttons.

Your ad here



Position:
swedcham.cn

Materials to prepare:

- 1 banner 1920 x 400 px (Desktop view)
- File or hyperlink (Optional)

Price:

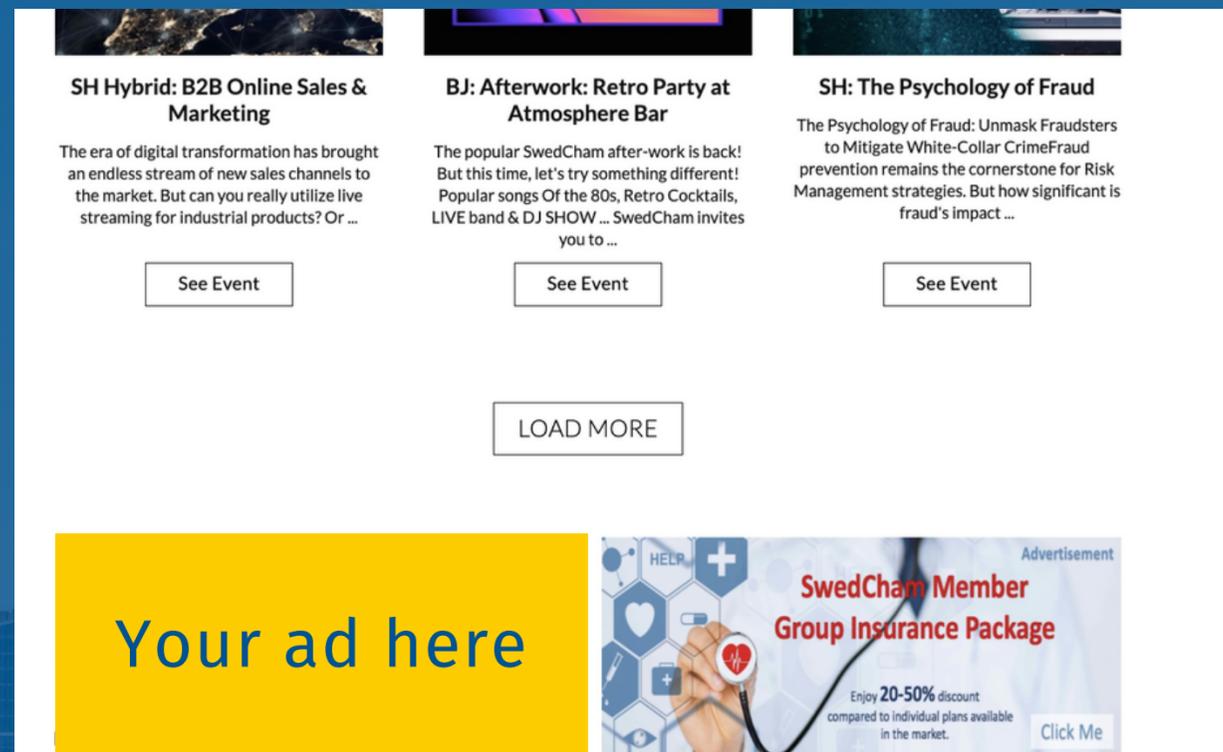
Non-member: 5400 RMB/Month
Member: 3600 RMB/Month

DEMONSTRATION



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- Homepage - Events Section



Materials to prepare:

- 1 banner 700 x 350 px (Desktop view)
- File or hyperlink (Optional)

Price:

Non-member: 3000 RMB/Month
Member: 2000 RMB/Month

Position: <https://www.swedcham.cn/events/>

DEMONSTRATION



SWEDCHAM.CHINA
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- Homepage - News Section

The screenshot shows a news section on the SwedCham China website. It features two podcast episode cards and a central advertisement placeholder. The first card is for 'SWEDPOD EPISODE 7: MEET MARIE-CLAIRE SWÄRD CAPRA, CONSUL-GENERAL OF SWEDEN IN SHANGHAI', posted on June 30, 2021. The second card is for 'SWEDPOD EPISODE 6: SCANIA CHINA GROUP - THE STORY OF MATS HARBORN'S 30 YEARS IN CHINA', posted on April 21, 2021. The advertisement placeholder is for the 'SwedCham Premier Health Insurance Program' and includes a 'Click Me' button. A yellow arrow points to the advertisement placeholder with the text 'Your ad here'.

Materials to prepare:

- 1 banner 335 x 500 px (Desktop view)
- File or hyperlink (Optional)

Price:

Non-member: 3000 RMB/Month
Member: 2000 RMB/Month

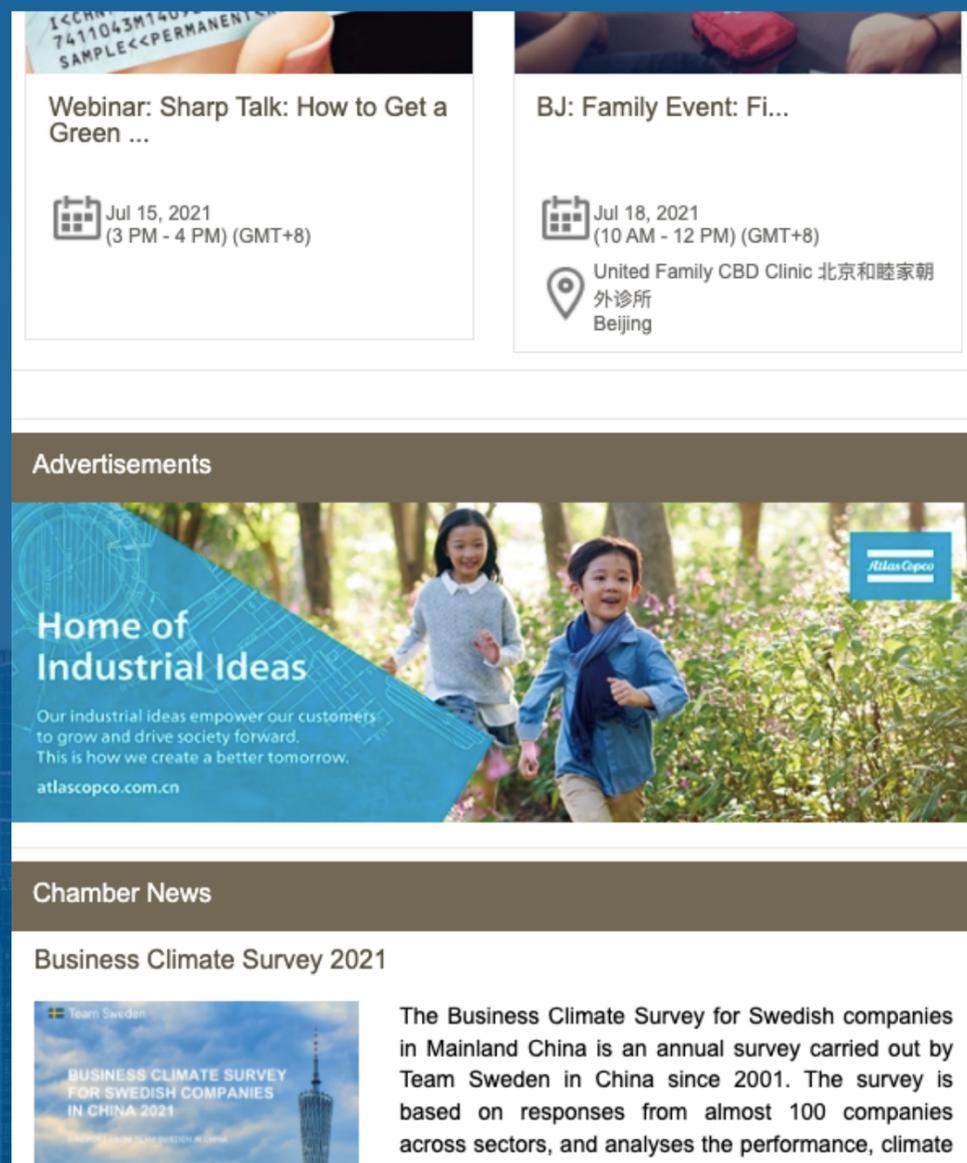
Position: <https://www.swedcham.cn/archive/?category=podcasts>

DEMONSTRATION



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- Newsletter Banner (also pushed on homepage and LinkedIn)



Your ad here



Materials to prepare:

- 1 banner 600 x 170 px
- File or hyperlink (Optional)

Price:

Non-member: 3000 RMB/Banner
Member: 2000 RMB/Banner

DEMONSTRATION



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- WeChat Main Post

Your ad here

SwedCham is looking for a Communication Intern in Shanghai!

BJ Nov.17 | Hybrid: European Business in China Position Paper

SH Nov.17 | Nordic Marketing Day 2021

SuZ Nov 19 | Seminar & AW: Legal & Risk Update on China's GDPR

SH Nov.25 | B2B Online Sales & Marketing

BJ Dec.4 | Swedish Christmas Dinner 2021 at PuXuan Hotel

Job Portal | Job Posting for This Week



Position:



Materials to prepare:

- 1 banner 400 x 400 px
- 1 ad copy
- Pictures (Optional)

Price:

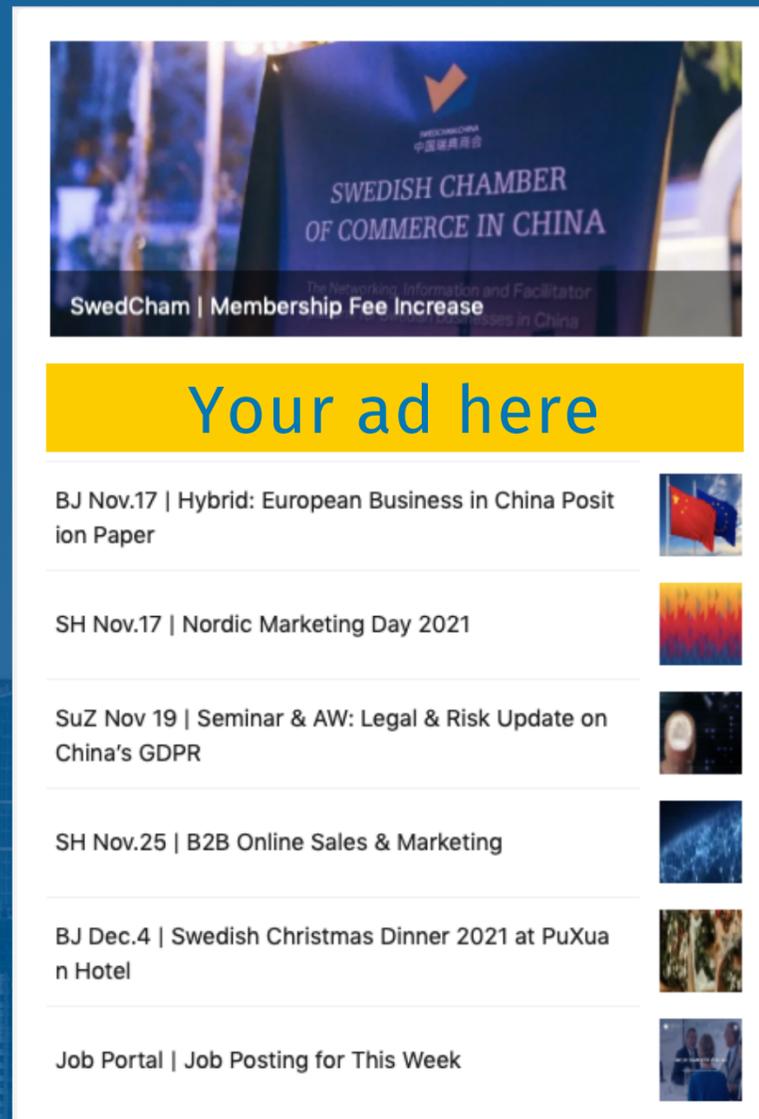
Non-member: 3120 RMB/Post
Member: 2080 RMB/Post

DEMONSTRATION



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- WeChat Sub Post



Position:



Materials to prepare:

- 1 banner 400 x 400 px
- 1 ad copy
- Pictures (Optional)

Price:

Non-member: 2640 RMB/Post
Member: 1760 RMB/Post



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