

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



SWEDCHAM.CHINA
中国瑞典商会



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



200+ MEMBERS



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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



11K+

FOLLOWERS



5K+

FOLLOWERS



9K+

CONTACTS

EXPOSURE OPPORTUNITIES



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5K+

ATTENDEES/YEAR



150+

EVENTS/YEAR



1

POP - UP FAIR
"STYLE BY SWEDEN"



7

SIGNATURE
EVENTS/YEAR

PRICING OVERVIEW



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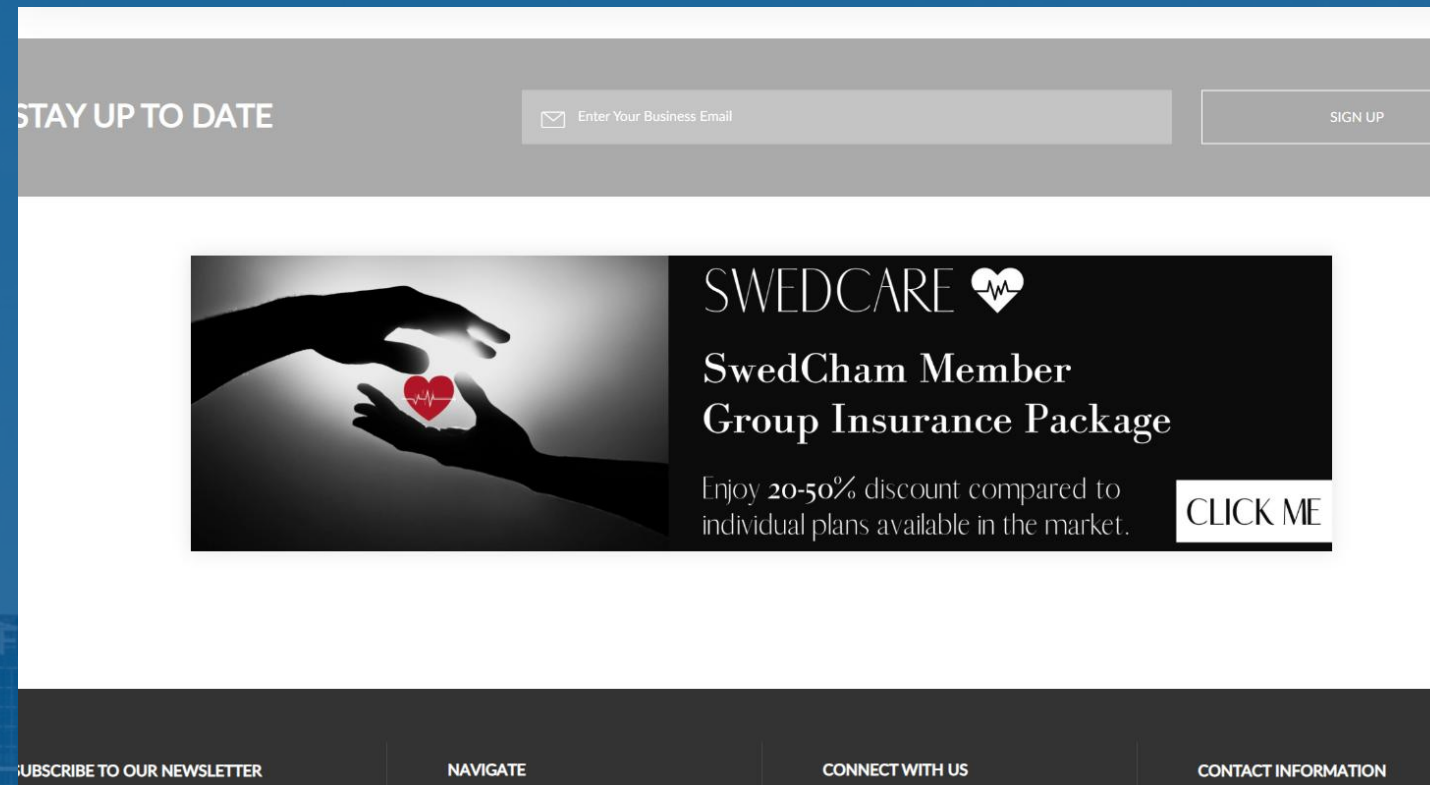
Platform Options	Pricing/Post/Month	Member	Non-Member
Homepage - Front Page 1920 x 400 px		RMB 3500	RMB 5250
Homepage - Events Section 700 x 350 px		RMB 2000	RMB 3000
Homepage - News Section 335 x 500 px		RMB 2000	RMB 3000
Newsletter Banner - 600 x 170 px		RMB 2000	RMB 3000
WeChat Main Post - 900 x 500 px		RMB 3500	RMB 5250
WeChat Sub Post 400 x 400 px		RMB 3000	RMB 4500
WeChat Video Channel		RMB 2000	RMB 3000

DEMONSTRATION



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- Homepage - Front Page



Your ad here



Position:
swedcham.cn

Materials to prepare:

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

Price:

Member: 3500 RMB/Month

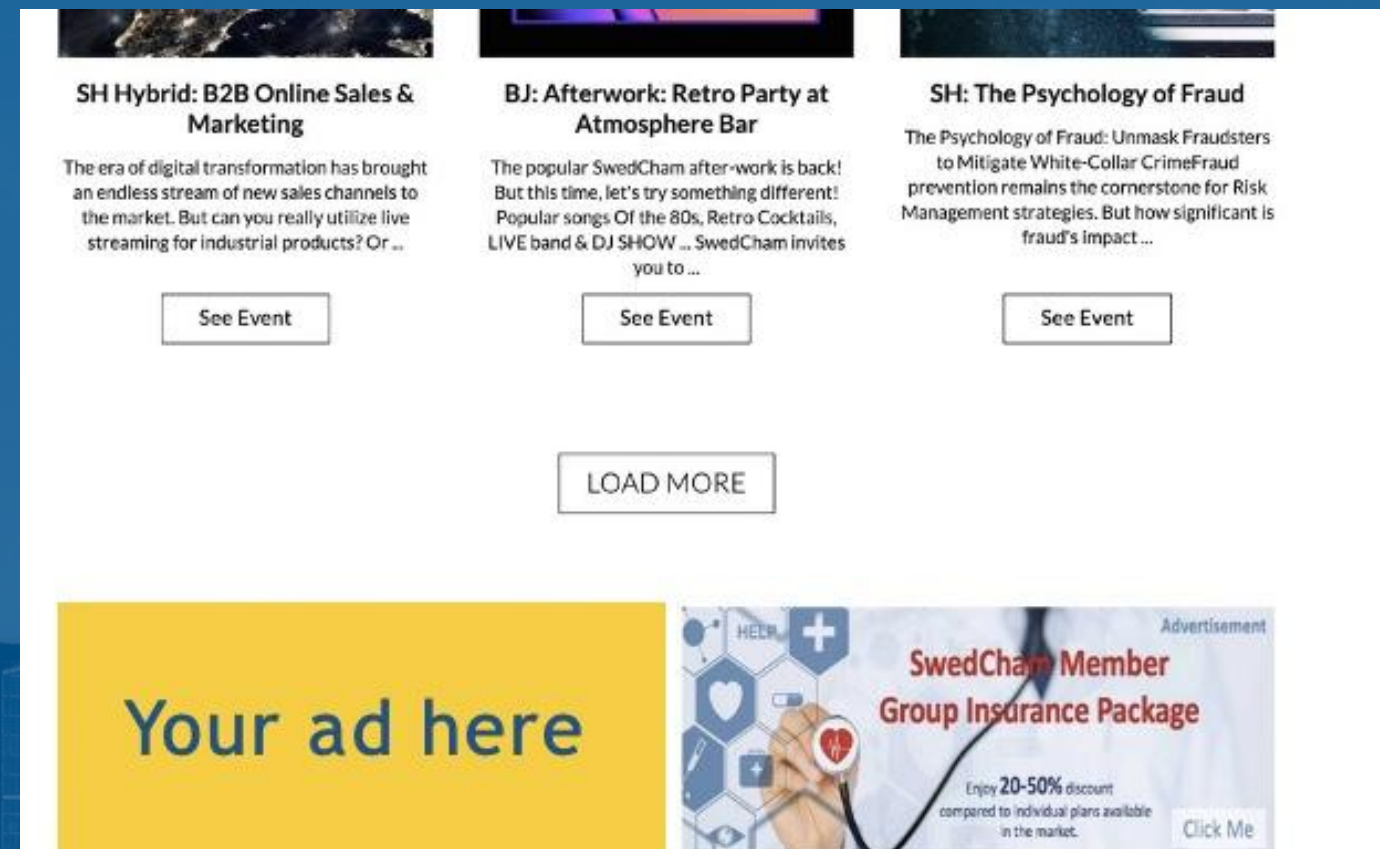
Non-member: 5250 RMB/Month

DEMONSTRATION



SWEDCHAM.CHINA
中国瑞典商会

- Homepage - Events Section



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

Materials to prepare:

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

Price:

Member: 2000 RMB/Month

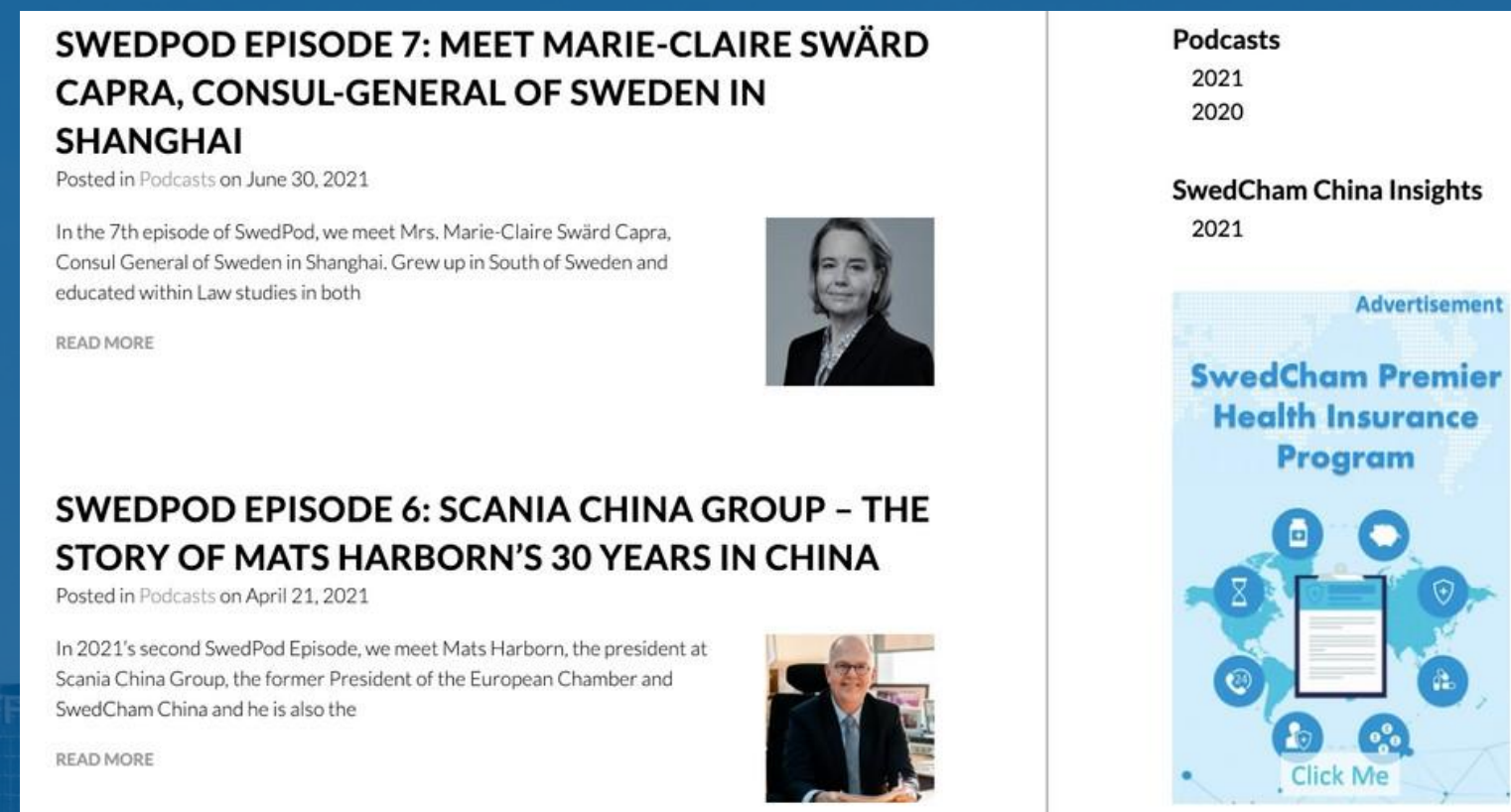
Non-member: 3000 RMB/Month

DEMONSTRATION



SWEDCHAM.CHINA
中国瑞典商会

- Homepage - News Section



Materials to prepare:

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

Price:

Member: 2000 RMB / Month

Non-member: 3000 RMB / Month

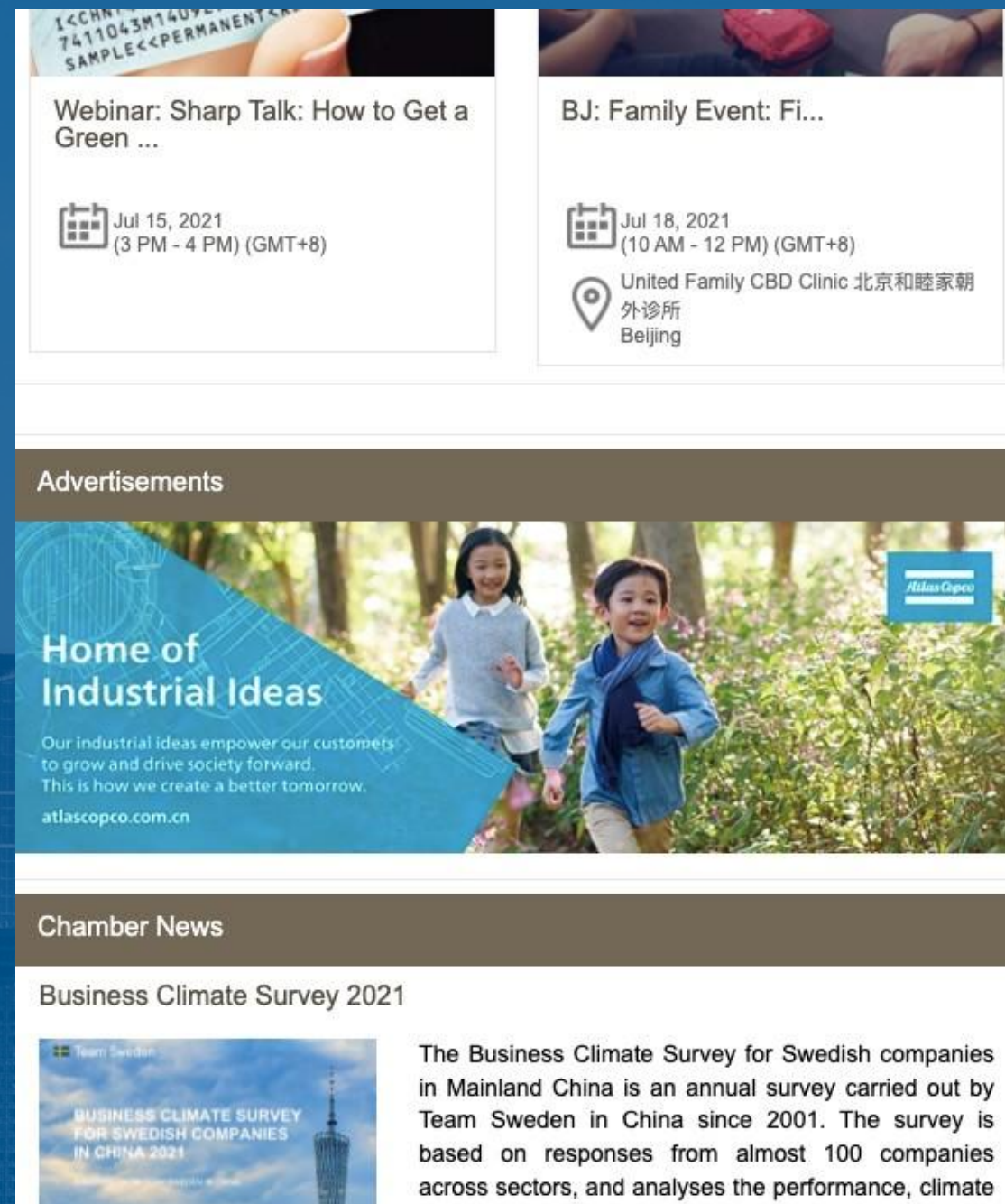
Position: <https://www.swedcham.cn/podcast>

DEMONSTRATION



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- Newsletter Banner (also pushed on homepage and LinkedIn)



Your ad here



1 banner 600 x 170 px

File or hyperlink (Optional)

Price:

Member: 2000 RMB/Banner

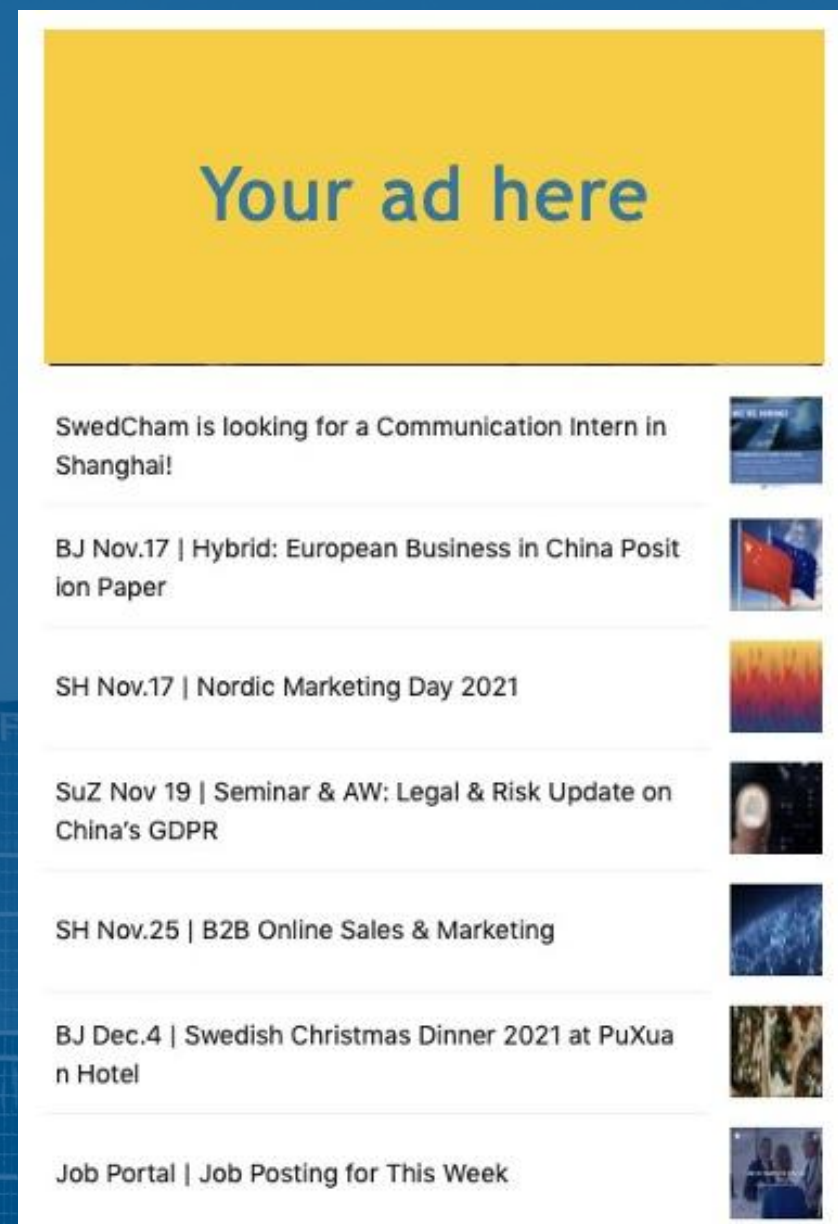
Non-member: 3000 RMB/Banner

DEMONSTRATION



SWEDCHAM.CHINA
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- WeChat Main Post



Materials to prepare:

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

Position:



Price:

Member: 3500 RMB/Post

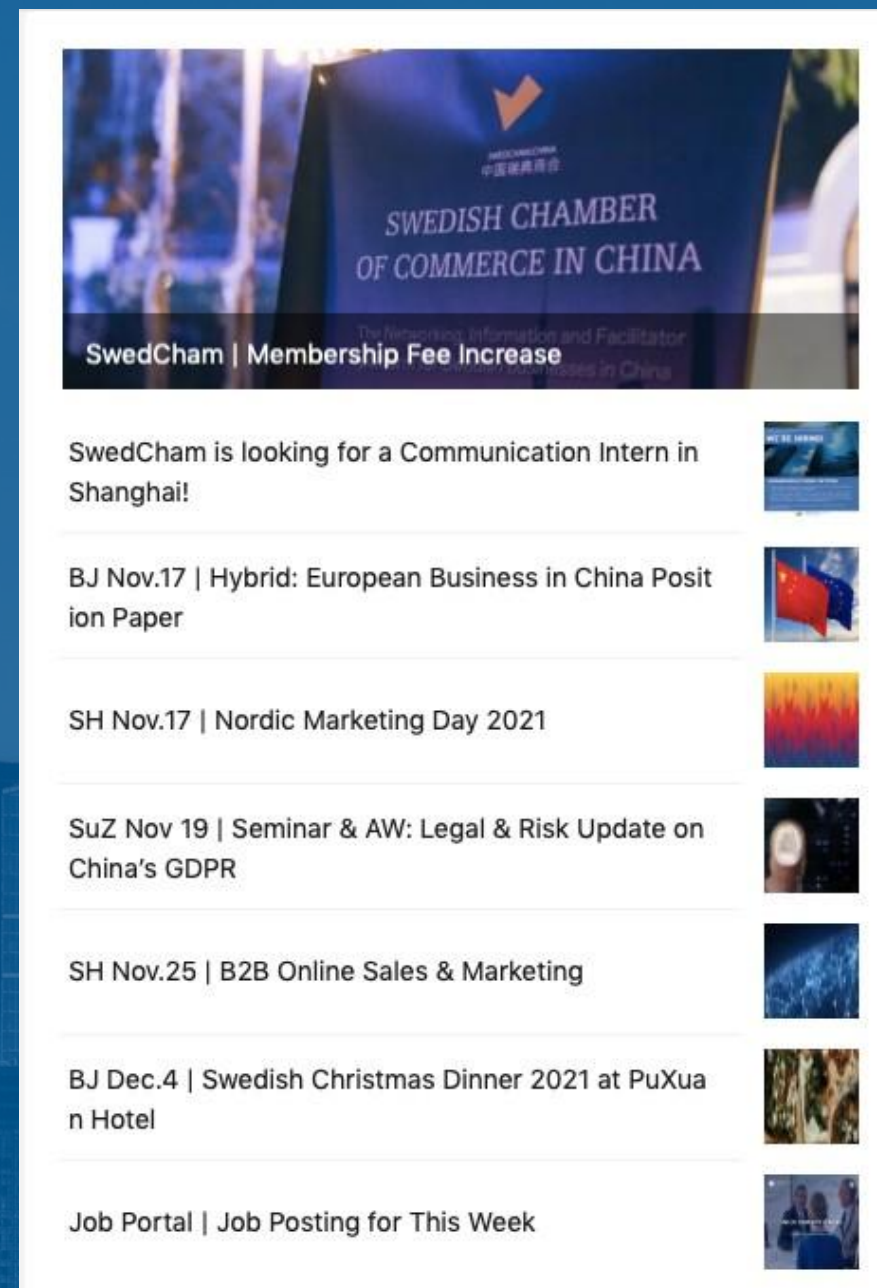
Non-member: 5250 RMB/Post

DEMONSTRATION



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- WeChat Sub Post



Position:



Materials to prepare:

- 1 banner 400 x 400 px
- 1 ad copy

Price:

Member: 3000 RMB/Post

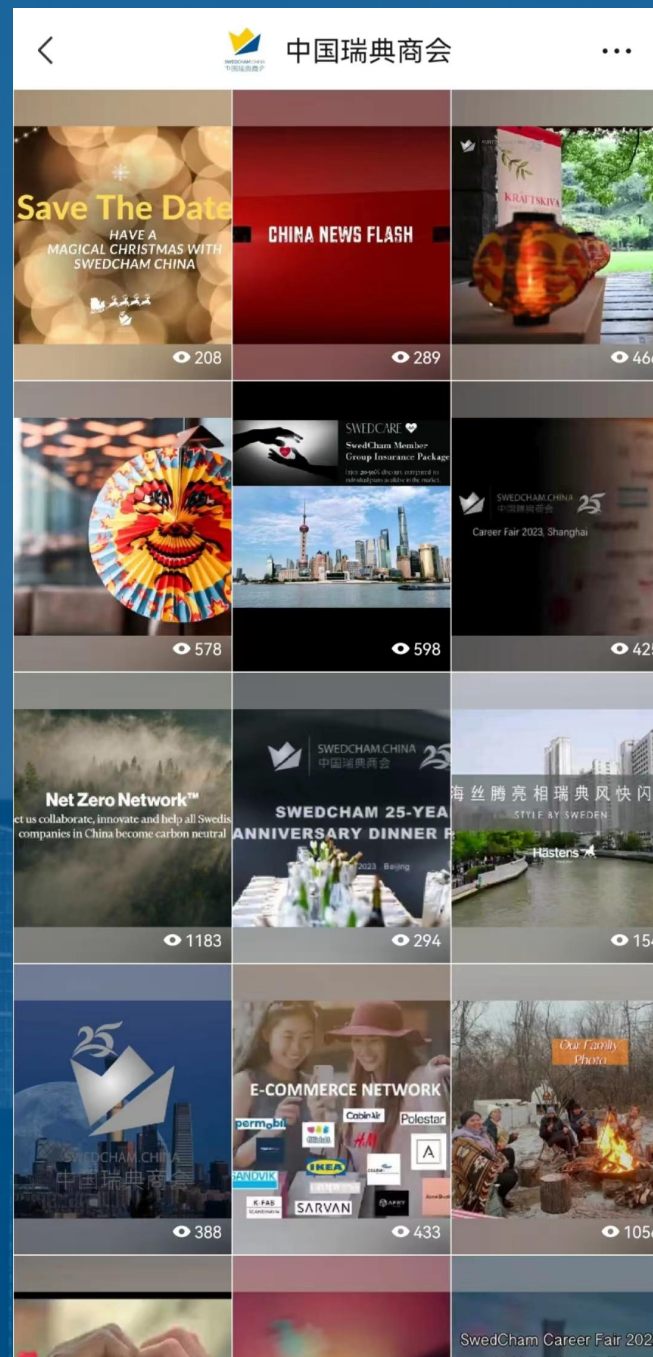
Non-member: 4500 RMB/Post

DEMONSTRATION



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• WeChat Video Channel



Position:



Materials to prepare:

- 1 video
- Maximum 2 mins

Price:

Member: 2000 RMB/Post

Non-member: 3000 RMB/Post



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SWEDCHAM.CHINA
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