

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



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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

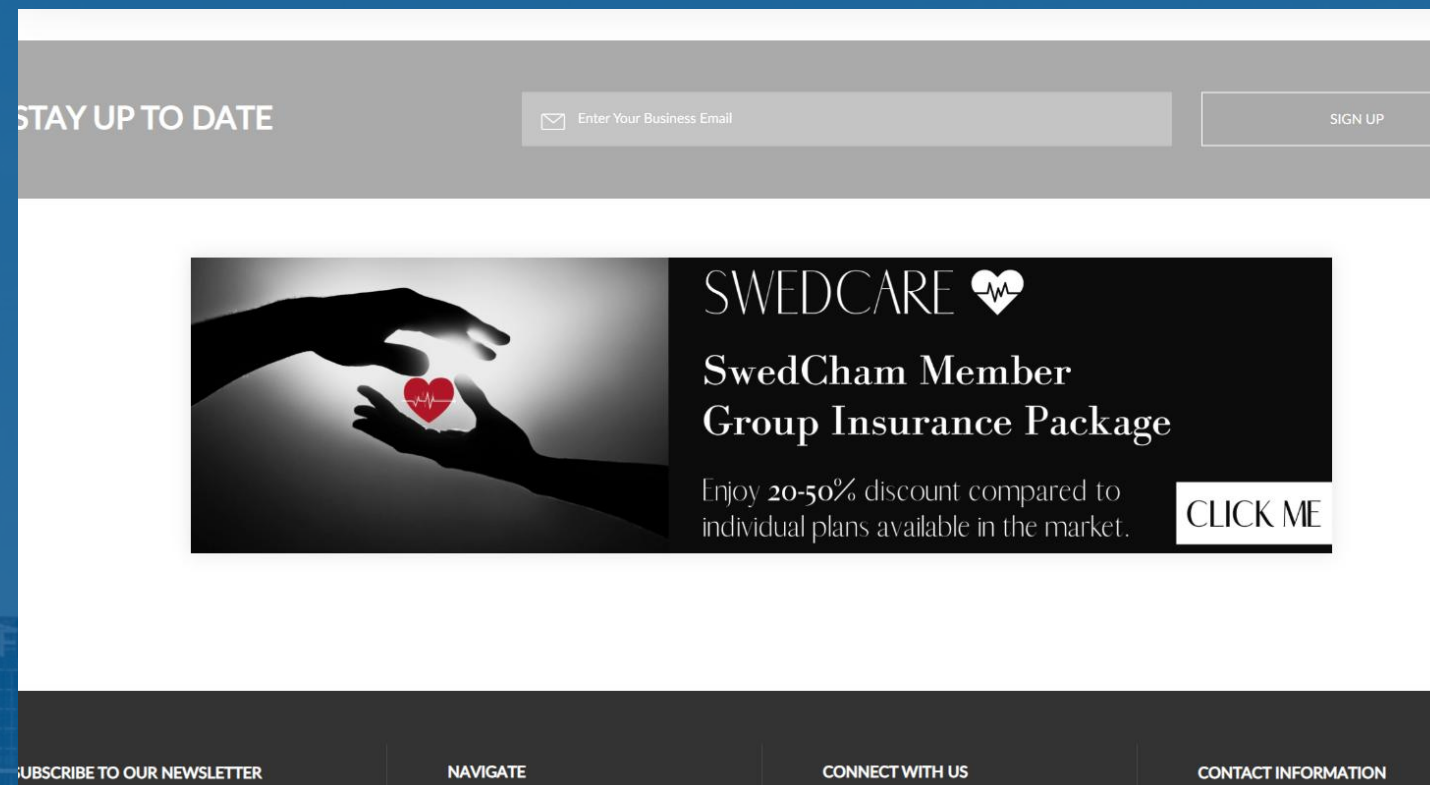
DEMONSTRATION



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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

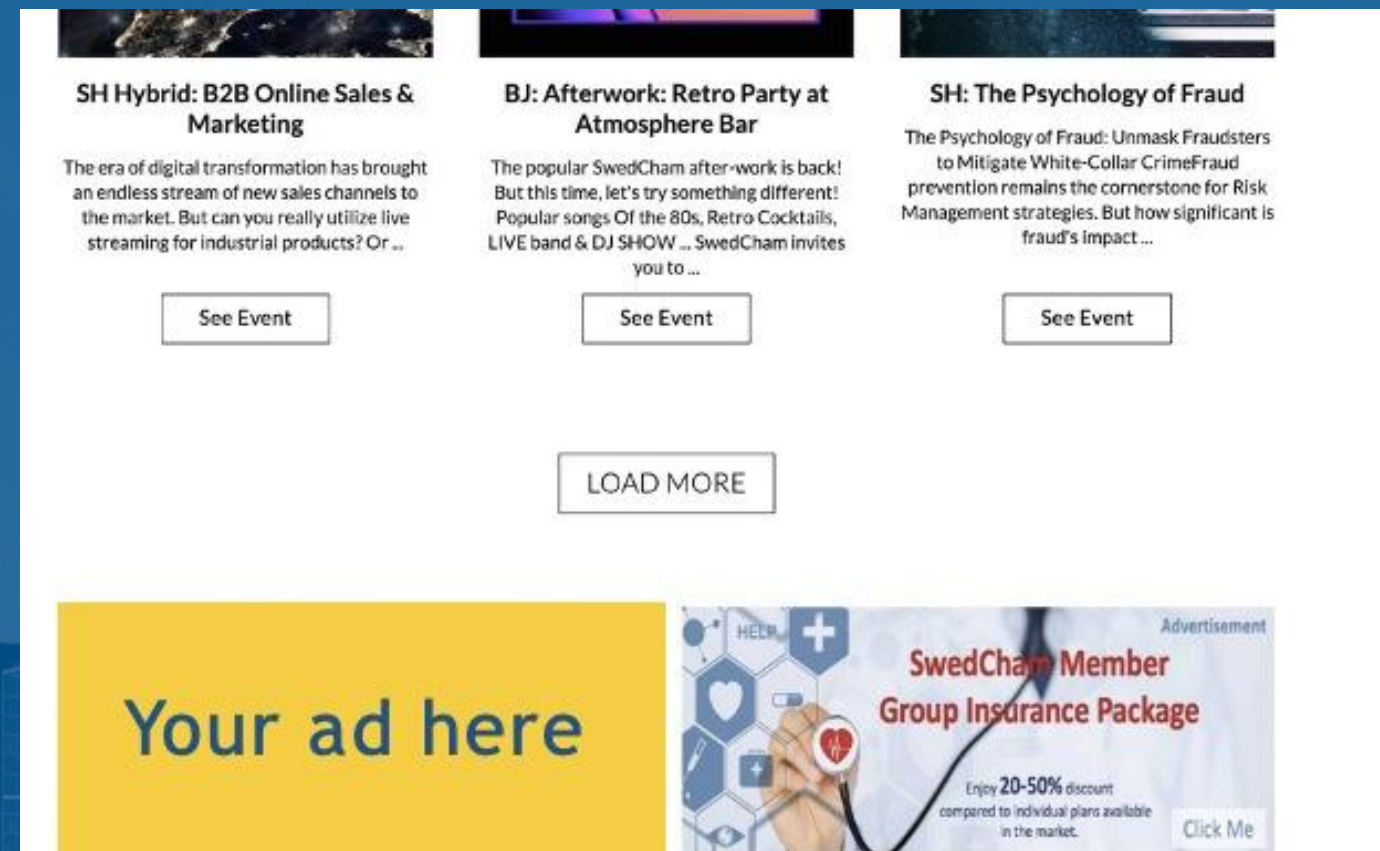
DEMONSTRATION



SWEDCHAM.CHINA
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- Homepage - Events Section



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

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

DEMONSTRATION



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• Homepage - News Section

SWEDPOD EPISODE 7: MEET MARIE-CLAIRE SWÄRD CAPRA, CONSUL-GENERAL OF SWEDEN IN SHANGHAI
Posted in Podcasts on June 30, 2021

In the 7th episode of SwedPod, we meet Mrs. Marie-Claire Swärd Capra, Consul General of Sweden in Shanghai. Grew up in South of Sweden and educated within Law studies in both

READ MORE

SWEDPOD EPISODE 6: SCANIA CHINA GROUP - THE STORY OF MATS HARBORN'S 30 YEARS IN CHINA
Posted in Podcasts on April 21, 2021

In 2021's second SwedPod Episode, we meet Mats Harborn, the president at Scania China Group, the former President of the European Chamber and SwedCham China and he is also the

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Podcasts
2021
2020

SwedCham China Insights
2021

Advertisement
SwedCham Premier Health Insurance Program
Click Me

Your ad here



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>

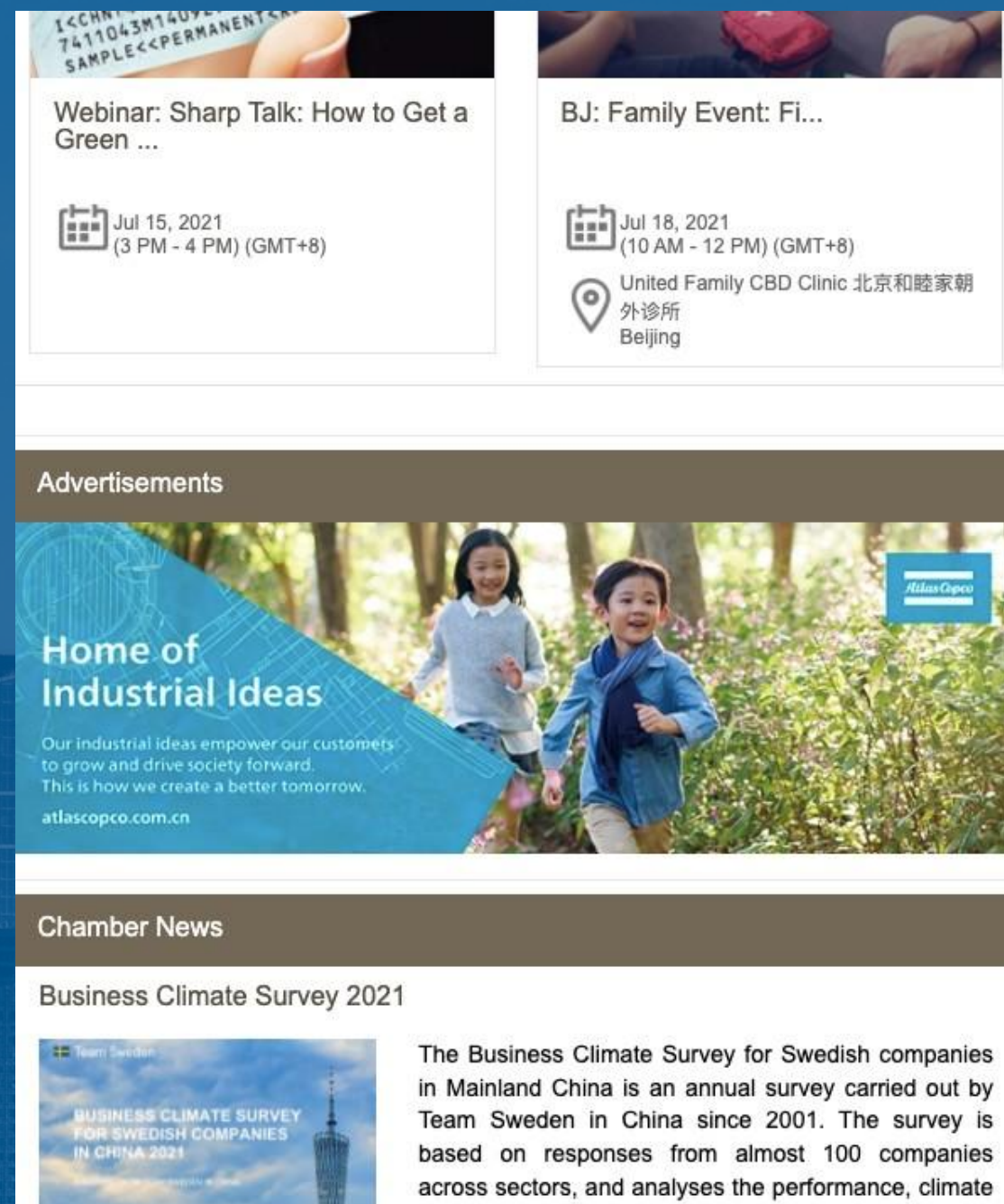
DEMONSTRATION



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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

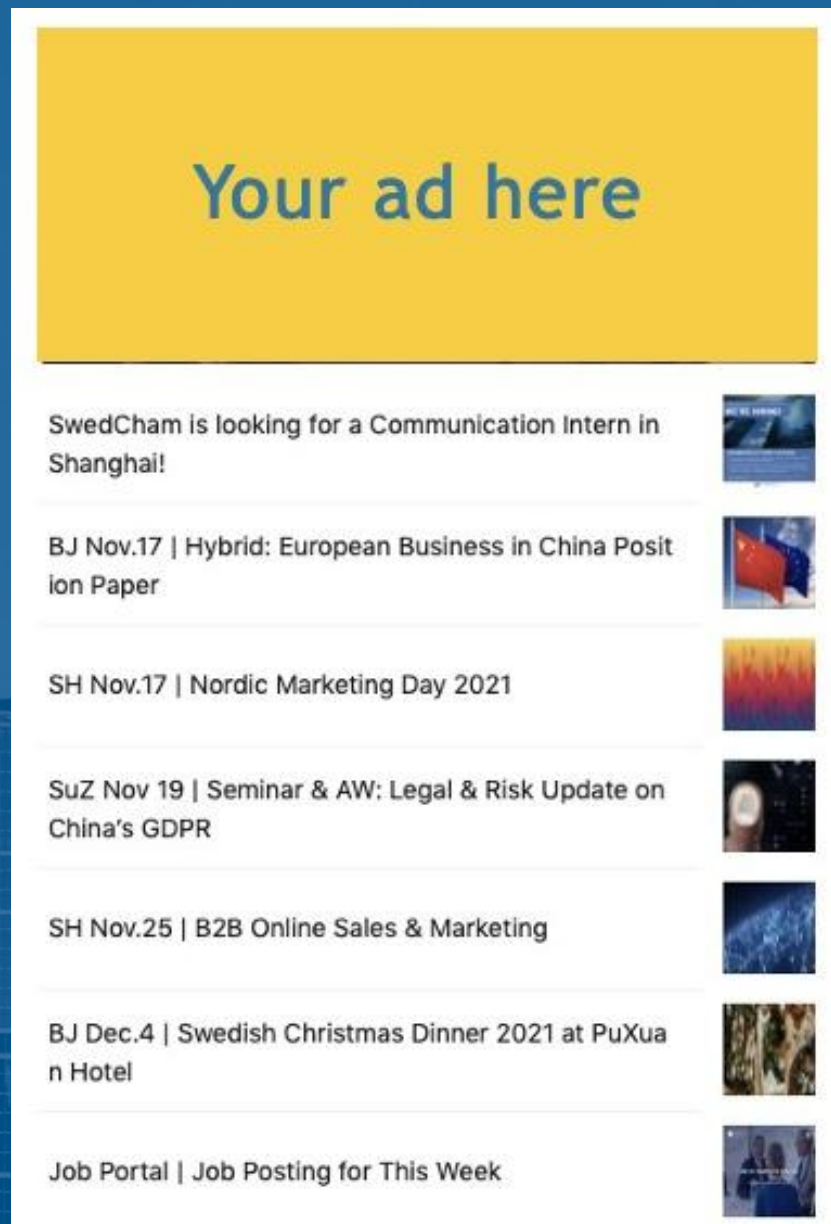
DEMONSTRATION



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- WeChat Main Post



Position:



Materials to prepare:

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

Price:

Member: 3500 RMB/Post

Non-member: 5250 RMB/Post

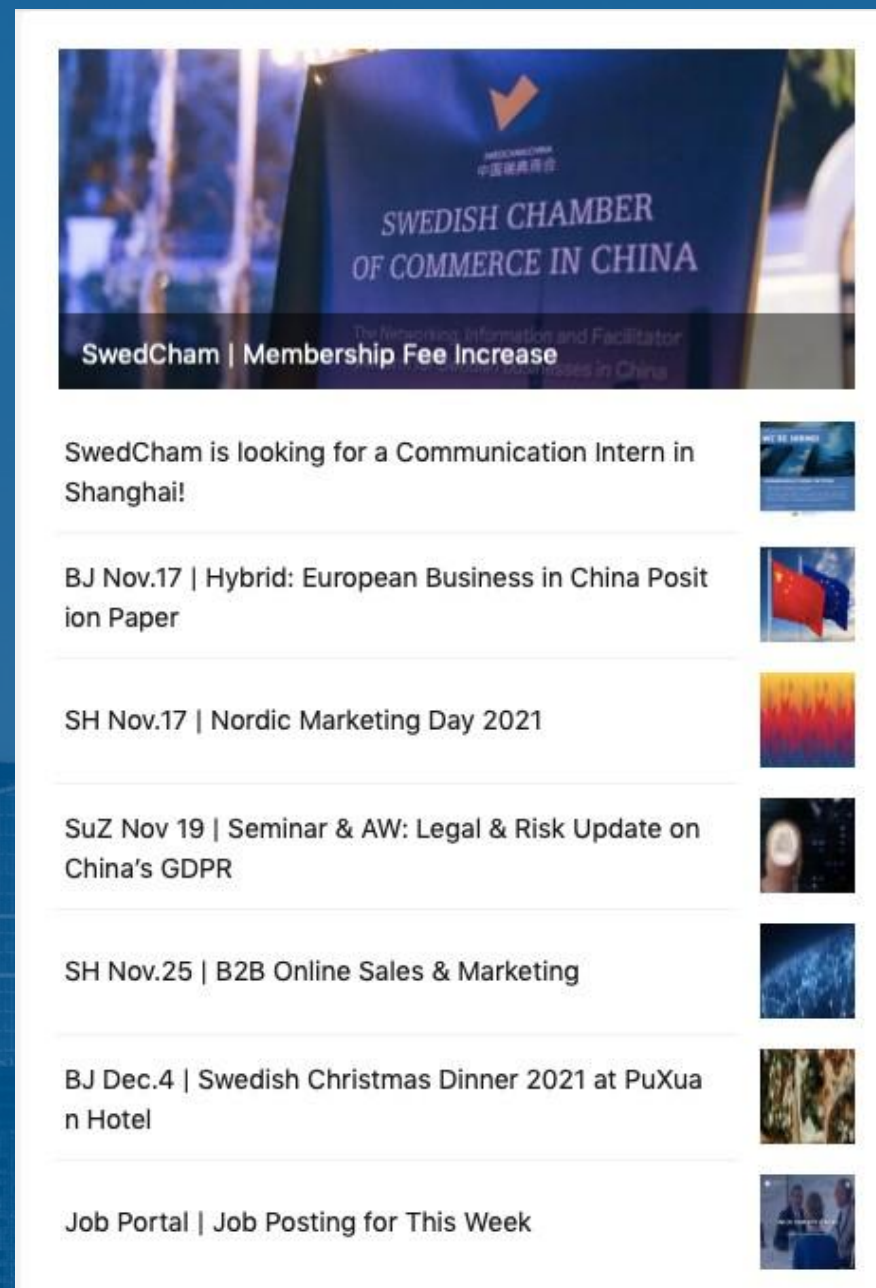
DEMONSTRATION



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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

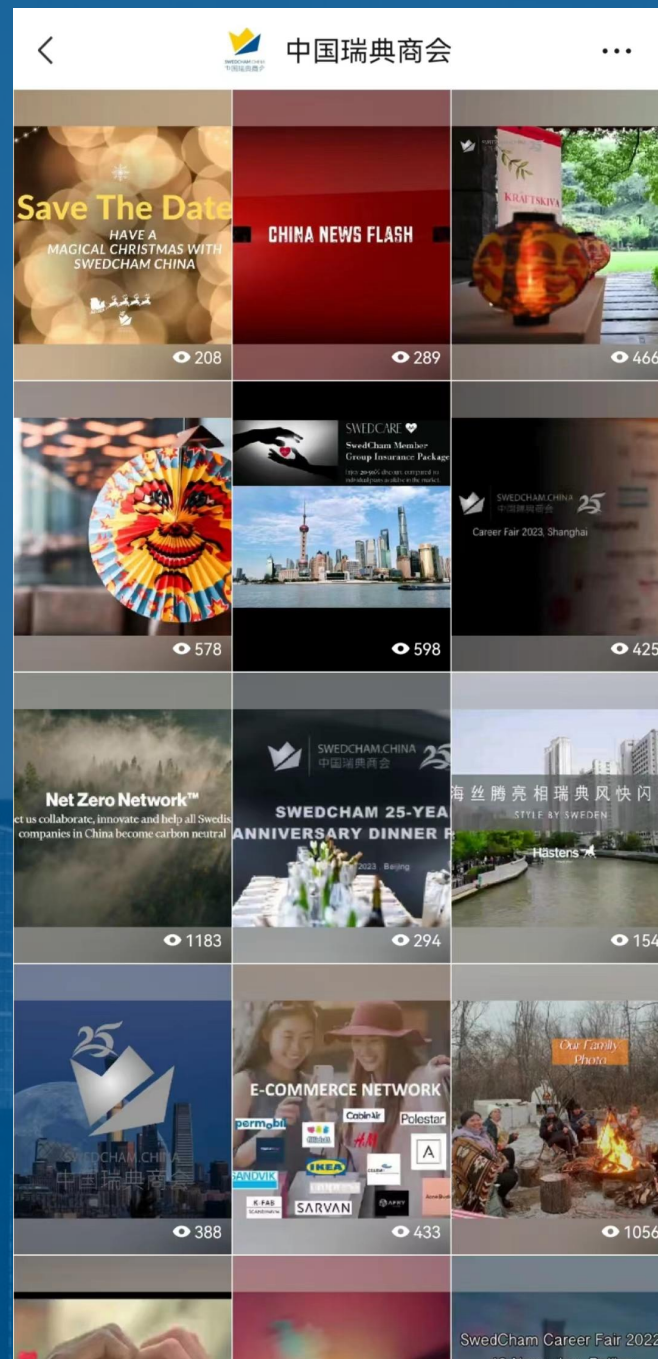
DEMONSTRATION



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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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