

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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中国瑞典商会



200+ MEMBERS



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DeLaval

Danske Bank

SAS
Scandinavian Airlines

SANDVIK

Greenfield.

LE.WORKS

WIKBORG | REIN



ASIA PERSPECTIVE

GREENCARRIER

NORDIC MATCH



SCANIA

Mercuri Urval



ABB

ERICSSON

THE ORIGINAL

OATLY!

SEB

Atlas Copco



PADELX
SINCE 2018

STOCKHOLM SHANGHAI 上海市

MANNHEIMER
SWARTLING

PSU
御安行

VOLVO
VOLVO GROUP

VOLVO

White Peak
中瑞鼎峰

Stey

SKF

Handelsbanken

aq

Nordea

Visit Sweden
瑞典旅游局

ivl ICA

CURRENT
CONSULTING
GROUP

IKEA

SCANDIC SOURCING
YOUR CONSULTING PARTNER IN CHINA

Scandic Foods Asia
Delicious Healthy Scandinavian

英孚
教育

NORDIC
FRIEND

Ruigu Robotics

H&M

ALFA
LAVAT

凯睿
安达 国际咨询公司
KREAB

Acne Studios

LINDEX

PORT OF
GOTHENBURG

TIGA
SPORTS

BUSINESS
SWEDEN
THE SWEDISH TRADE & INVEST C

Lyckeby



海克斯康
HEXAGON
MANUFACTURING INTELLIGENCE
制造智能

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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中国瑞典商会



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

Advertisement

SwedCham Member Group Insurance Package

Enjoy **20-50%** discount compared to individual plans available in the market.

Click Me

Become a member

Becoming a member is a gateway to the Swedish and Sweden-related business life in China. Our mission is to help our Members do better business through *networking, information and advocacy*. **Join the community!**

Calculate membership fee

NUMBER OF WORLDWIDE EMPLOYEES

- 1 +

=

Your ad here



Position:
swedcham.cn

Materials to prepare:

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

Price:

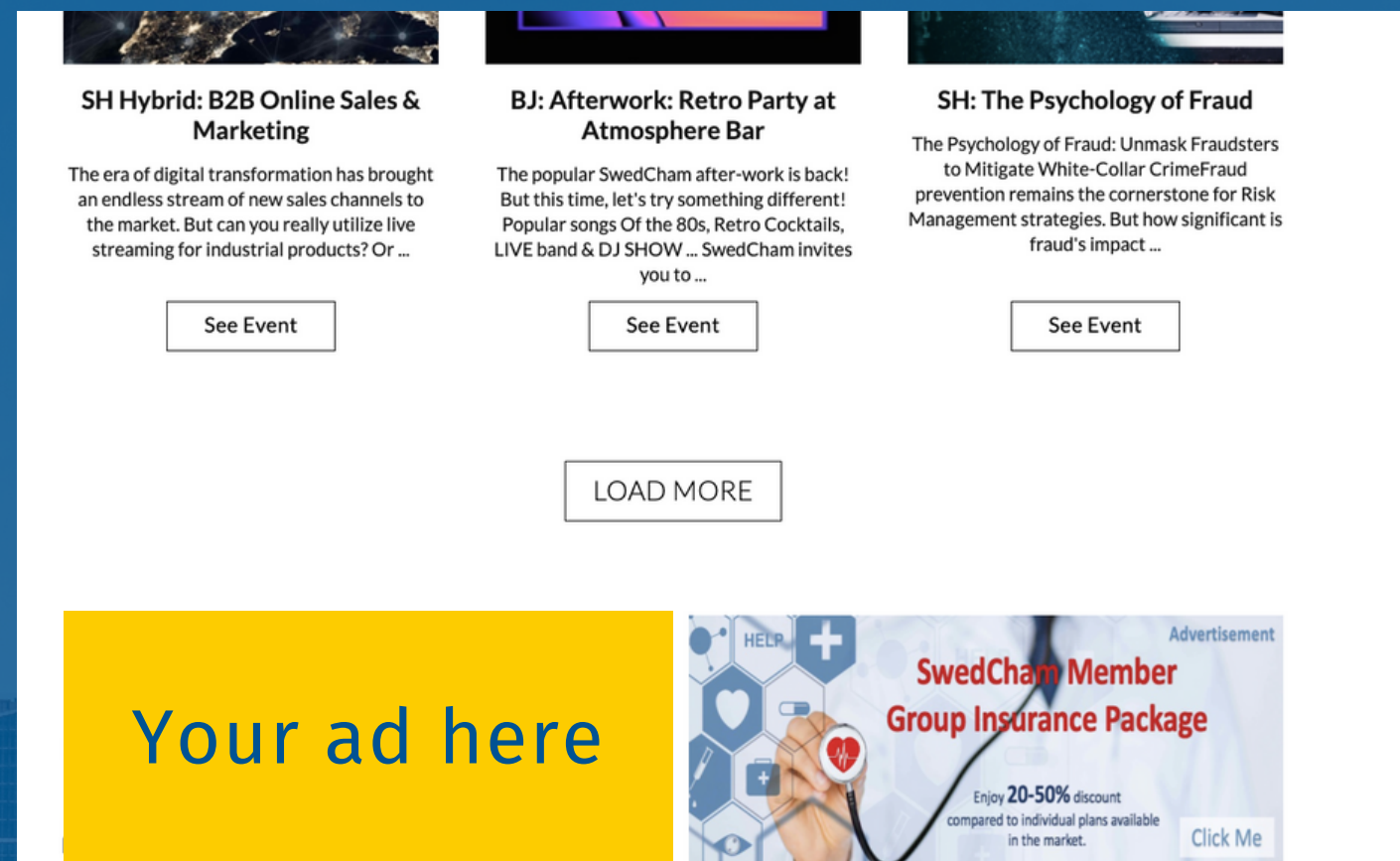
Non-member: 5400 RMB/Month
Member: 3600 RMB/Month

DEMONSTRATION



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中国瑞典商会

- 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

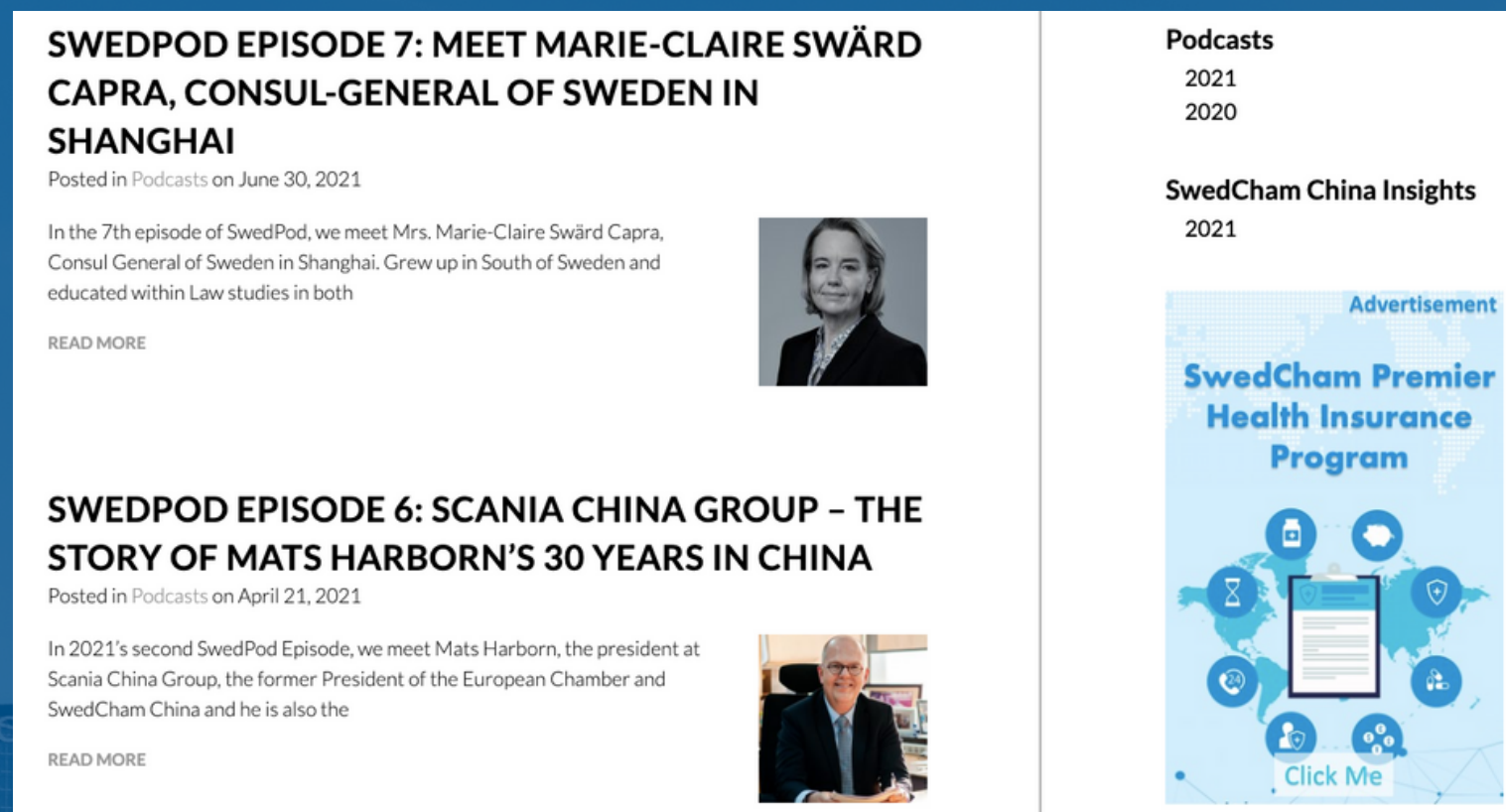
Position: <https://www.swedcham.cn/events/>

DEMONSTRATION



SWEDCHAM.CHINA
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:

Non-member: 3000 RMB/Month

Member: 2000 RMB/Month

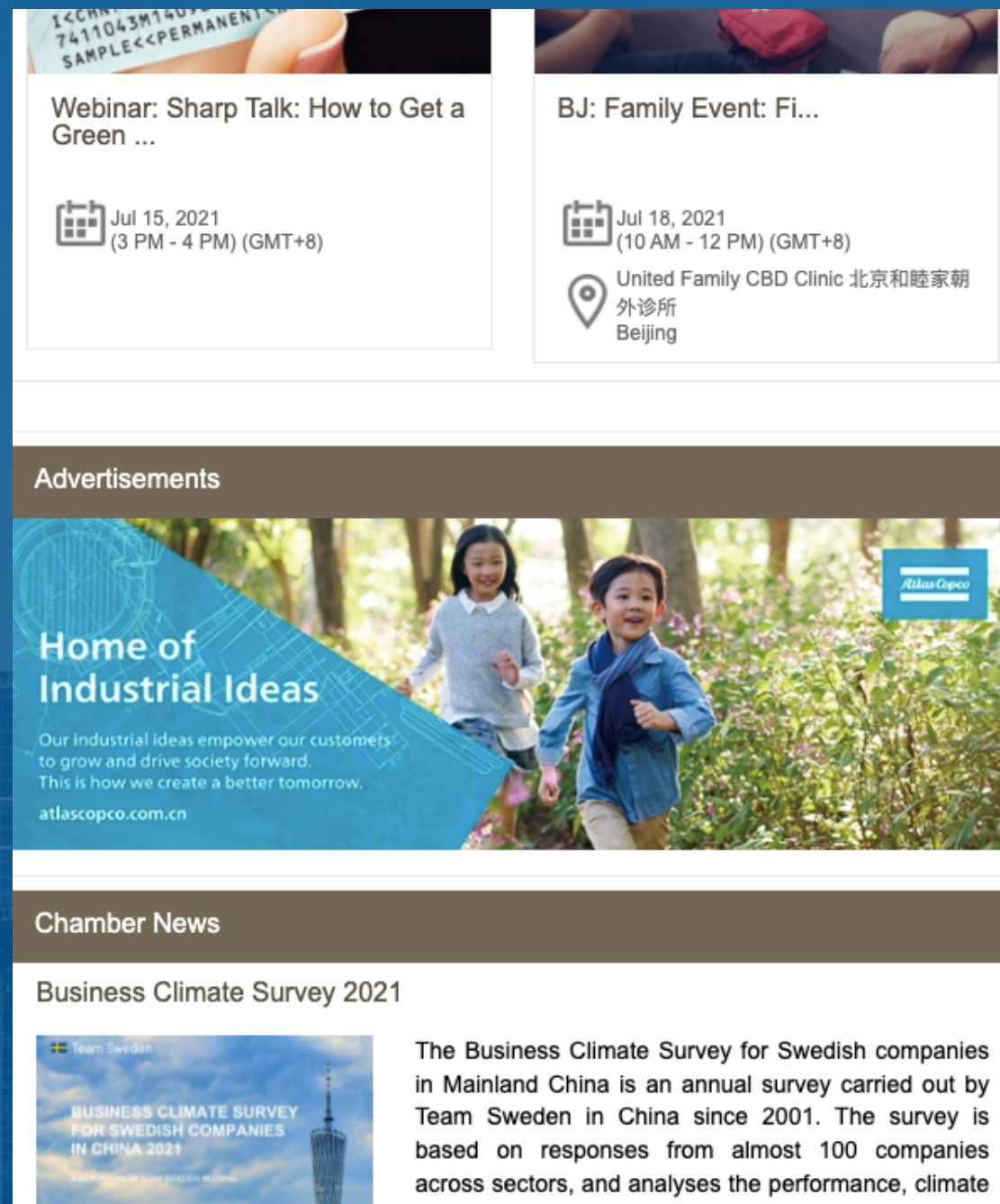
Position: <https://www.swedcham.cn/archive/?category=podcasts>

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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:

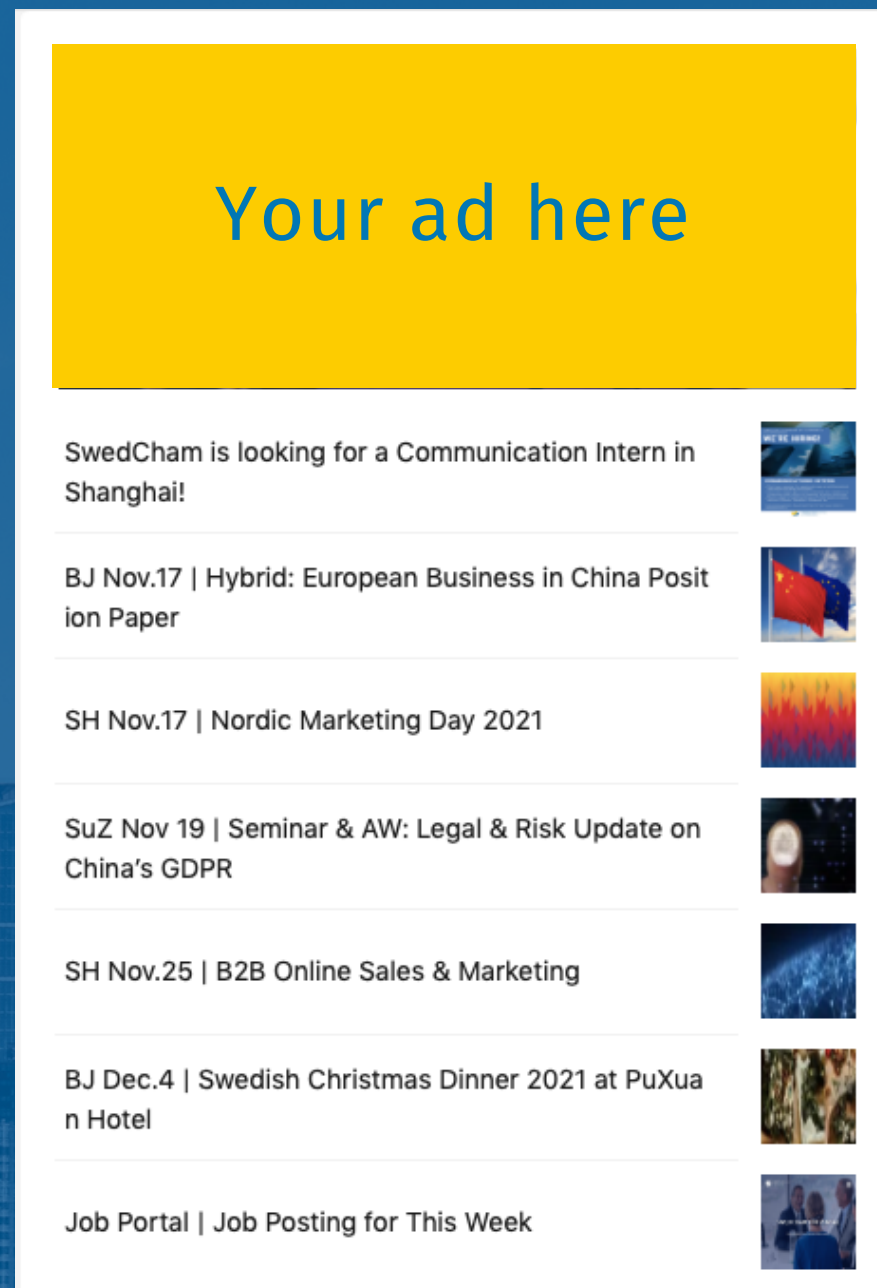
Non-member: 3000 RMB/Banner
Member: 2000 RMB/Banner

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- WeChat Main Post



Position:



Materials to prepare:

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

Price:

Non-member: 3120 RMB/Post

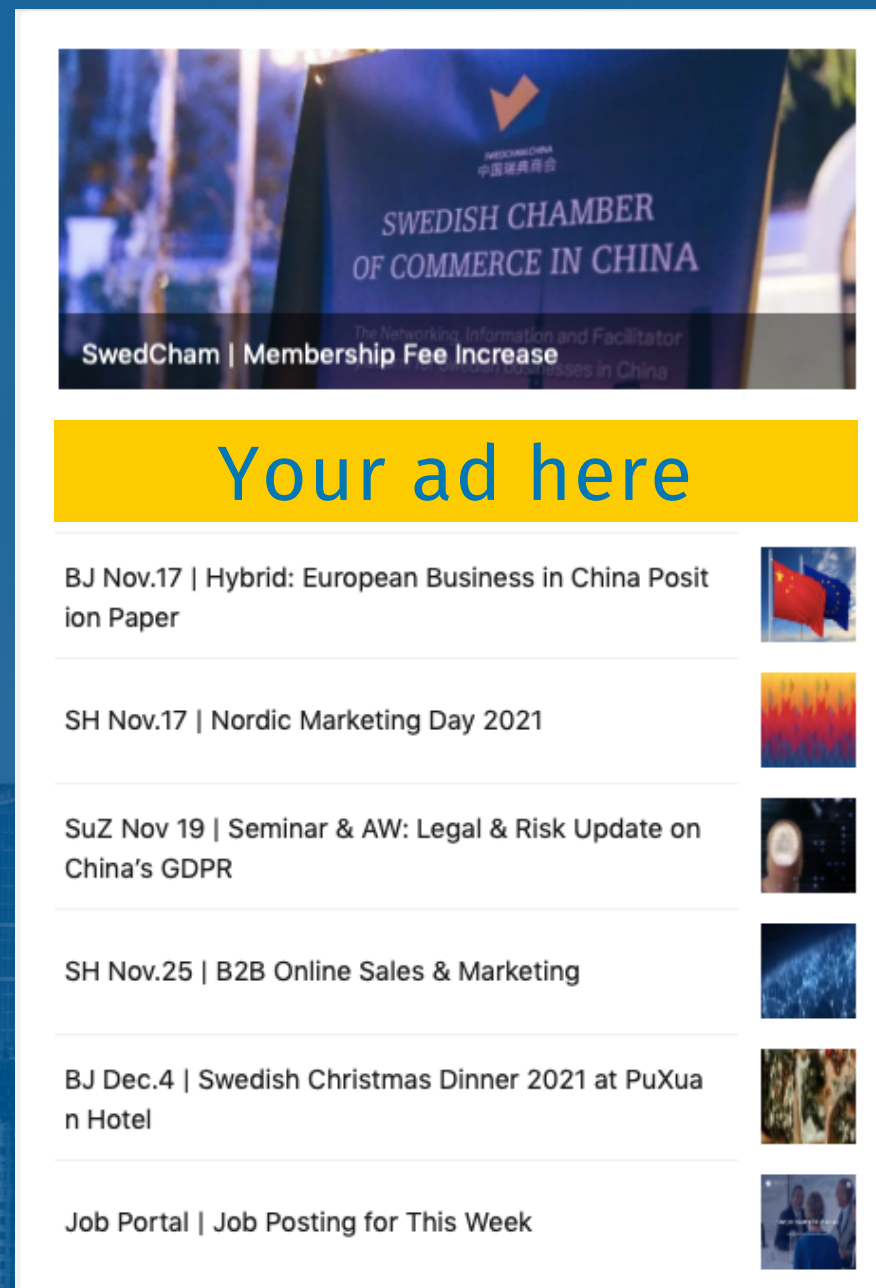
Member: 2080 RMB/Post

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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