

# MEDIA PACK 2015

The most efficient way to target Anglo-French business and political leaders

# THE FRENCH CHAMBER

## WHO WE ARE

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132 years of experience

600 member companies

79 patron members

50 events per year

300 French and British SMEs advised in 2014

A Board of 16 Directors

An Advisory Council of 62

A multicultural team of 35

## WHAT WE DO

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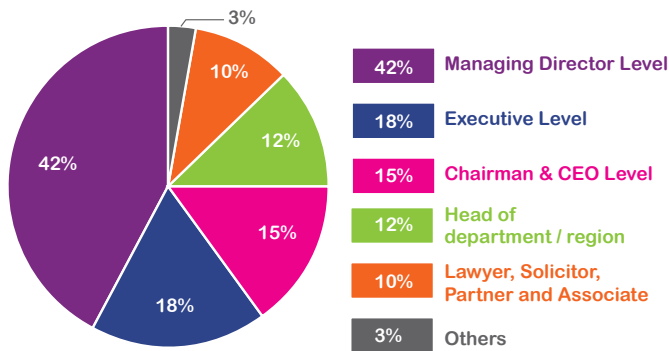
- We provide a platform for exchange and networking at the service of Franco-British firms in the UK
- We help our members grow their business through networking opportunities and sharing experience and expertise
- We promote our 600 members' interests to key decision makers
- We support the development of economic and commercial relations between France and the UK

# OUR MEMBERSHIP

## MEMBERS' REPRESENTATIVES BY JOB TITLE

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Nearly 60% of representatives occupy Chairman, Chief Executive and Managing Director positions



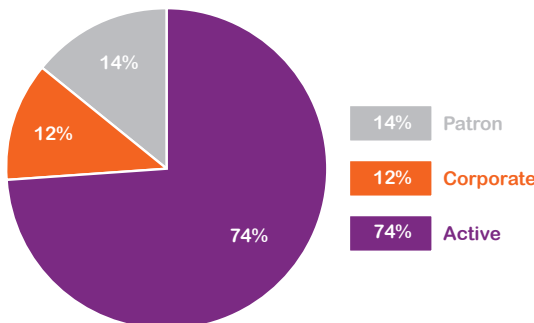
## MEMBERSHIP PROFILE BY CATEGORY

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79 Patron member companies represented by 500 representatives

79 Corporate member companies represented by 269 representatives

448 Active member companies and representatives



# OUR PATRON MEMBERS

# OUR PUBLICATIONS AND DIGITAL TOOLS

Discover the wide variety of the Chamber's publications and our digital tools.

- *INFO* MAGAZINE
- THE FRANCO BRITISH TRADE DIRECTORY
- OUR BUSINESS GUIDE: France on the Move!
- OUR FORUMS & CLUBS PUBLICATIONS
  - » Light at the End of the Tunnel
  - » HR Guide
  - » Legal Booklet
- THE MEMBER 2 MEMBER OFFERS BOOKLET
- OUR NEWSLETTERS
- OUR WEBSITE



## New members

Benefit from 30% discount on all advertisements for the first 3 months

# INFO MAGAZINE

THE ONLY ANGLO-FRENCH  
BUSINESS MAGAZINE IN THE UK



## QUICK FACTS

- » High-level readership
- » Rich, professional content with the participation of prestigious contributors
- » Published since 1979
- » A readership of over 20,000
- » 5,000 copies
- » Online access on [www.frenchchamber.co.uk/publications/info-magazine](http://www.frenchchamber.co.uk/publications/info-magazine)

## DISTRIBUTION TO

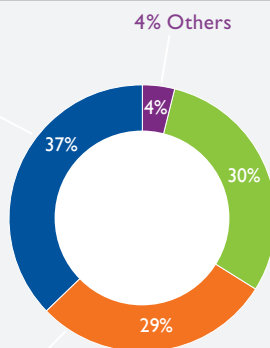
600 members and their 1,650 representatives

The business lounges of Air France (Heathrow & Manchester), Eurostar (Paris & London) as well as Eurotunnel Flexiplus passengers

French and UK-based decision-makers and opinion leaders

## DISTRIBUTION AND TARGET AUDIENCE

Members of the French Chamber (Chairmen, CEO, senior representatives from blue-chip companies to SMEs and entrepreneurs)



Eurostar, Air France and Eurotunnel Business Class passengers

Government ministries in the UK, CAC 40 companies, FTSE 100 companies, RDAs, mayors of big cities, science parks, French foreign trade advisors, French press correspondents in the UK, regional councils, regional Chambers of Commerce and Industry, top French schools and universities

# INFO MAGAZINE

SOME OF OUR ADVERTISERS FROM 2014



Thales



Invest Northern Ireland - Regional Feature



Cartier



EDF



Financial Times



Chivas



ESCP- Half-page Ad



**Full Colour Double Page Spread**

**Member rate: from £2,800**

Non member: from £5,600

Dimensions

H 279.18 mm x W 394.8 mm

Resolution: 300dpi



**Full Colour Page**

**Member rate: £1,800**

Non member: £3,500

Dimensions

H 279.18 mm x W 197.4 mm

Resolution: 300dpi



**Full Colour Half Page**

**Member rate: £990**

Non member: £2,000

Dimensions

H 139.59 mm x W 197.4 mm

or H 221 mm x W 76 mm

Resolution: 300dpi



**Full Colour Quarter Page**

**Member rate: £650**

Non member: £1,500

Dimensions

H 139.59 mm x W 98.7 mm

or H 98 mm x W 105 mm

Resolution: 300dpi

For special positions (outside back cover; inside front cover; inside back cover; regional feature, etc...) please contact **Suzanne Lycett**, [slycett@ccfcb.co.uk](mailto:slycett@ccfcb.co.uk)

# FRANCO BRITISH TRADE DIRECTORY

## THE KEY REFERENCE TOOL

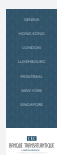
The Franco-British Trade Directory (FBTD) is a key reference tool for all those looking to develop their business networks in Great Britain or France, facilitating a thorough understanding of the economic, political, administrative and media structures in the UK and France.

Published annually, eagerly anticipated, the FBTD allows Chamber members to reach customers, find clients or partners and access the broader Anglo-French business community. It also contains contact information for the official French services, from French embassy contacts to French press correspondents in the UK.



- Yearly edition
- Key reference tool
- 2,000 copies
- 600 members and their 1,650 representatives listed
- High profile readership
  - Decision Makers
  - French Official Services in UK
  - Local Authorities
  - Government Officials

## SOME OF OUR FBTD ADVERTISERS IN 2014



Banque Transatlantique  
bookmark



John Taylor



Renault



Chanel double page spread



Financial Times

# FRANCO-BRITISH TRADE DIRECTORY

## SIZE SPECIFICATIONS & RATES

	PRICE	DIMENSIONS
COVER		
INSIDE FRONT COVER	£2,000	A5 WITH 3MM BLEED
INSIDE BACK COVER	£1,800	
OUTSIDE BACK COVER	£2,500	
INSIDE PAGES		
1ST PAGE FACING INSIDE FRONT COVER	£1,800	A5 WITH 3MM BLEED
2ND PAGE (LEFT HAND PAGE)	£1,500	
PAGE FACING YOUR COMPANY'S PROFILE	£1,000	
PAGE OPPOSITE CARDBOARD DIVIDERS (PATRON, CORPORATE, ACTIVE)	£1,500	
PAGE OPPOSITE INDEX	£1,500	
1/2 PAGE	£600	H 105MM X L 148MM
CARDBOARD DIVIDERS (2 SPACES AVAILABLE FOR EACH CARDBOARD DIVIDER)		
REVERSE SIDE OF PATRON PAGE	£1,500	A5 WITH 3MM BLEED
REVERSE SIDE OF CORPORATE PAGE	£1,500	
REVERSE SIDE OF ACTIVE PAGE	£1,500	
REVERSE SIDE OF INDEX PAGE	£1,400	
COMPANY LOGO	£100	

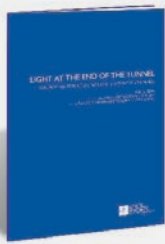
# OUR FORUMS' PUBLICATIONS AND BUSINESS GUIDE

Order online at [www.frenchchamber.co.uk](http://www.frenchchamber.co.uk)

## LIGHT AT THE END OF THE TUNNEL

“The fascinating bilingual guide ‘Light at the End of the Tunnel’, published by the French chamber of commerce in Great Britain, is full of shrewd insights into both sides’ codes.”

- Simon Kuper, FINANCIAL TIMES



Practical reflections on the French and British in business.

### BILINGUAL VERSION

This practical and helpful bilingual booklet is designed to facilitate business dealings between the French and the British.

Based on the real-life experiences of Chamber members, its brilliant insights shed new light on the way the two cultures relate to each other, in life as well as in business.

For orders over 49 copies, please contact Suzanne Lycett to benefit from discounted rates:  
e: [slycett@ccfgeb.co.uk](mailto:slycett@ccfgeb.co.uk) t: +44 (0) 207 092 6651

Number of copies	Price per Unit
1 to 49 Copies	£6.00
50 to 99 Copies	£5.00
100 to 499 Copies	£4.50
500 to 999 Copies	£3.75

# FRANCE - ON THE MOVE !

The authoritative guide to Life, Work and Business in France.

Written by working professionals who have experienced first-hand both the pleasures and risks of expatriation, it is the only book to offer truly sound and expert guidance that encompasses both general and business-related subjects.

£15



## COMING SOON - THE HR GUIDE



Practical approach of HR rules and tools in the UK

This new bilingual guide will present tips on recruitment and HR policies in the UK which will help French SMEs and expatriates to better understand the local practises in a clear and simple manner without complex legal jargon.

Price: TBC

## COMING SOON - THE LEGAL BOOKLET

This bilingual booklet will advise on directors' duties under French and English law and also litigation from a Franco-British perspective in order to provide private practitioners, in-house counsel, and members of the Anglo-French business community a better understanding of the intricacies of these legal issues on both sides of the Channel.

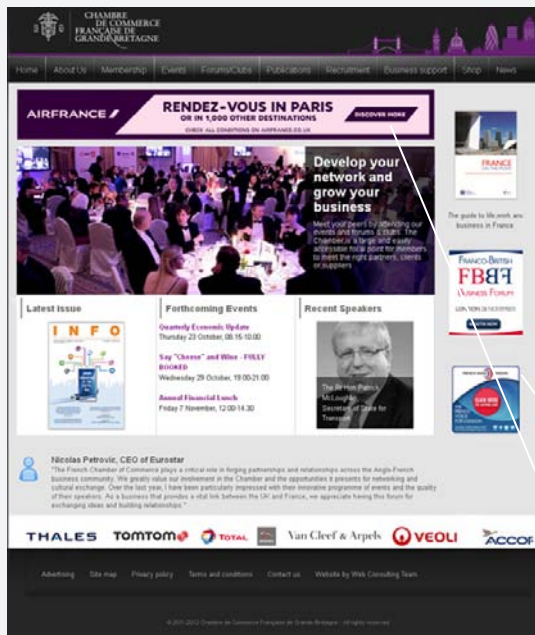


Price: TBC

Advertising Rates for the HR Guide and Legal Booklet		
POSITION	PRICE	DIMENSIONS
INSIDE FRONT COVER (FRENCH OR ENGLISH SECTION)	£900	A5 with 3 mm bleed
PAGE OPPOSITE START OF CHAPTER (FRENCH <u>OR</u> ENGLISH SECTION)	£500	A5 with 3 mm bleed
PAGE OPPOSITE START OF CHAPTER (FRENCH <u>AND</u> ENGLISH SECTION)	£750	A5 with 3 mm bleed

# OUR WEBSITE

WWW.FRENCHCHAMBER.CO.UK



Button

120 x 120 pixels

Home page banner format

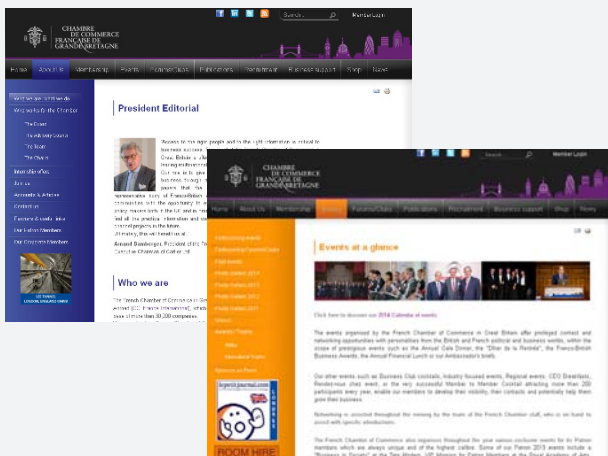
740 x 90 pixels

- 35,000 PAGE VIEWS PER MONTH ON AVERAGE (FROM MARCH 2013 TO MARCH 2014)
- 6,000 UNIQUE VISITORS
- MOST VISITED SECTIONS: EVENTS & RECRUITMENT
- 60% BRITISH VISITORS
- 40% FRENCH VISITORS

# OUR WEBSITE

## SIZE SPECIFICATIONS & RATES

DURATION	MEMBER RATE (PER MONTH)	NON-MEMBER RATE (PER MONTH)
HOME PAGE		
BANNER - 3 MONTHS	£600	£800
BANNER - 6 MONTHS	£530	£730
BANNER - 12 MONTHS	£470	£670
SECTIONS: HOME PAGE, EVENTS, RECRUITMENT, MEMBERSHIP OR ABOUT US		
BUTTON - 3 MONTHS	£324	£475
BUTTON - 6 MONTHS	£288	£440
BUTTON - 12 MONTHS	£250	£400
SECTIONS: FORUMS & CLUBS, PUBLICATIONS, BUSINESS SUPPORT SERVICES, NEWS OR SHOP		
BUTTON - 3 MONTHS	£180	£330
BUTTON - 6 MONTHS	£160	£310
BUTTON - 12 MONTHS	£140	£290



# OUR NEWSLETTERS

## PATRON E-NEWSLETTER (6 PER YEAR)

Selection of specific news sent to Patron members only (main and other reps).

## MONTHLY E-NEWSLETTER

The news of Chamber members, bilateral news, forthcoming events, Forums & Clubs, etc... sent to all Chamber members.

## INFO E-NEWSLETTER

Highlights of the new issue of *INFO* magazine with a selection of articles sent to all Chamber members.

## FRANCE UK-EXPRESS

Written in French, it provides practical information and essential advice for handling business projects in the UK.

## JOB LINK

Selection of CVs sent to HR representatives or managing directors of all member companies



## NEWSLETTER

I MONTH ADVERTISING BANNER	MEMBERS	£350
I MONTH ADVERTISING BANNER	NON MEMBERS	£500

# OUR CALENDAR OF EVENTS

## BECOME A SPONSOR OF OUR CALENDAR OF EVENTS

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Yearly package one: £5000+VAT

- 5 tickets to smaller networking events
- 5 tickets to cocktail events
- A year's button on the Forthcoming Events page
- 1 banner in each online calendar of events (10-15 per year)

Yearly package two: £7000+VAT

- 5 tickets to smaller networking events
- 5 tickets to cocktail events
- A year's button on the Forthcoming Events page
- 1 banner in each online calendar of events (10-15 per year)
- Banner in all printed copies of events calendar (approx. 500 printed per year)

## ABOUT OUR EVENTS

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Amazing venues and sponsors

Tailor-made events for different membership levels and business sectors

## 50 EVENTS ORGANISED BY THE CHAMBER & 3000 PARTICIPANTS IN 2014

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- Lunches and dinners
- Business Club Cocktails
- Networking Breakfasts
- Seminars
- Forums & Clubs (Luxury Club, Finance Forum, Climate Change Forum...)



*The Landmark Hotel*



*The Royal Opera House*

# CONTACT

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