



# **DUTCHCHAM MAGAZINE**

**2009/2010 ADVERTISING KIT**

## **The Dutch Chamber Commerce**

The Dutch Chamber of Commerce in Hong Kong is a non-profit organisation, representing companies of all sizes, who have a stake in developing trade between the Netherlands, Hong Kong and Asia.

Through its role in the strategic discussions that shape Hong Kong's business environment, the Chamber strives to further develop its relationship with government institutions and to strengthen its ties with other Chambers of Commerce in Hong Kong, as well as organisations in mainland China and the Netherlands.

The events held with other Chambers of Commerce has substantially increased, providing our members with a forum to exchange ideas and expand their network. Our activities include breakfast meetings, lunches, seminars, workshops and informal cocktail events.

In addition, the Chamber publishes the DutchCham Magazine and the annual Business Directory, both of which are free to members. The Directory is an essential guide to business, listing our members' details, both corporate and individual. The profiles of our corporate members, their contact details and a link to their websites are listed on our website. Event listings and the latest news is also available at [www.dutchchamber.hk](http://www.dutchchamber.hk)

### **Readership and Distribution**

The Dutch are among the biggest investors in Hong Kong and advertising with DutchCham gives you a unique opportunity to build your profile within the city's business community. The DutchCham Magazine and email newsletters reach the following groups:

- ✓ The Dutch community in Hong Kong;
- ✓ DutchCham members and business partners in Hong Kong, the Netherlands, mainland China and the Asia-Pacific region;
- ✓ Embassies, Consulates, and Chambers of Commerce in Hong Kong; and
- ✓ Key decision makers in government and commercial organisations.

The DutchCham Magazine is on display at many high-profile public places, including KLM business lounges and the waiting room of the Consulate-General of the Netherlands in Hong Kong.

# 1 DutchCham magazine

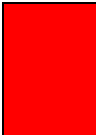
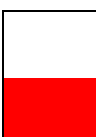
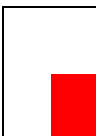
Published six times a year, the magazine has a circulation of 1,000 copies. The magazine covers a range of topical matters that count to people at the cutting edge of business in Hong Kong.

The magazine has regular features on tax and investment strategies, current affairs and news from the Chamber's committees.

## Advertising formats and rates

The magazine has a number of different advertising formats (width x height in millimetres) and prices (in HK\$ per issue).

Members of the Dutch Chamber of Commerce in Hong Kong enjoy a 10 per cent discount on advertising in all DutchCham publications.

<b>Full page</b> (210 mm (W) x 285 mm (H) PLUS 3 mm bleeding for each side)	<b>1 issue</b>	<b>2 issues</b>	<b>3 issues</b>	<b>4 issues</b>	<b>5 issues</b>	<b>6 issues</b>
 1. Outside back cover	8,000	7,600	7,440	7,280	7,120	6,960
2. Inside front cover	7,500	7,125	6,975	6,825	6,675	6,525
3. Inside back cover	7,000	6,650	6,510	6,370	6,230	6,090
4. Opposite to chairman	6,500	6,175	6,045	5,915	5,785	5,655
5. Other full pages	6,000	5,700	5,580	5,460	5,340	5,220
<b>Half page</b> (210 mm (W) x 140 mm (H) PLUS 3 mm bleeding for each side)	<b>1 issue</b>	<b>2 issues</b>	<b>3 issues</b>	<b>4 issues</b>	<b>5 issues</b>	<b>6 issues</b>
	3,000	2,850	2,790	2,730	2,670	2,610
<b>Quarter page</b> (104 x 125 PLUS 3 mm bleeding for each side)	<b>1 issue</b>	<b>2 issues</b>	<b>3 issues</b>	<b>4 issues</b>	<b>5 issues</b>	<b>6 issues</b>
	1,500	1,425	1,395	1,365	1,335	1,305

Companies currently advertising in our Magazine:

- ✓ KLM
- ✓ Rabobank
- ✓ ABN
- ✓ Philips
- ✓ Hong Kong Delivery Service
- ✓ Heineken
- ✓ ING Asia Pacific

## 2 The DutchCham e-Newsletter

The e-Newsletter is sent out each month (12 issues per year) to more than 1,000 recipients. It keeps the Chamber's membership up to date with news about Hong Kong, mainland China, the Netherlands and other members. Clickable logos are also available to advertisers. All prices are in HK\$ and per month.

### Advertisement rates

Members of the Dutch Chamber of Commerce in Hong Kong receive a 10 per cent discount on advertising in all DutchCham publications.

Clickable logo	1 month	2 months	3 months	4 months	5 months	6 months
	2,000	1,900	1,860	1,820	1,780	1,740
Clickable logo	7 month	8 months	9 months	10 months	11 months	12 months
	1,700	1,660	1,620	1,580	1,540	1,500

Companies currently advertising in our newsletter:



### 3 The DutchCham website

The Chamber's website has more than 53,000 hits each month and offers the opportunity to place both a clickable and non-clickable banner on the front page. A sponsor's logo placed on the site at [www.dutchchamber.hk](http://www.dutchchamber.hk) links directly to your company's website. Prices are in HK\$ and per month.

#### Advertisement rates clickable banner

Members of the Dutch Chamber of Commerce in Hong Kong enjoy a 10 per cent discount on advertising in all DutchCham publications.

Clickable banner	1 month	2 months	3 months	4 months	5 months	6 months
	3,000	2,850	2,790	2,730	2,670	2,610
Clickable banner	7 month	8 months	9 months	10 months	11 months	12 months
	2,550	2,490	2,430	2,370	2,310	2,250

#### Advertisement rates non-clickable banner

Members of the Dutch Chamber of Commerce in Hong Kong enjoy a 10 per cent discount on advertising in all DutchCham publications.

Non clickable banner	1 month	2 months	3 months	4 months	5 months	6 months
	2,700	2,565	2,511	2,457	2,403	2,349
Non clickable banner	7 month	8 months	9 months	10 months	11 months	12 months
	2,295	2,241	2,187	2,133	2,079	2,025

Companies currently advertising on our website



## 4 Directory

### Online Directory

All of our members enjoy a basic listing in the Online Business Directory. For a small additional charge, a logo, additional graphics or a flash movie can be added.

Paper directory only or online directory only (12 months)

Corporate logo – full colour	\$4,000
Corporate logo, picture of the corporate representative and contact details of the additional members	\$9,000
Full page advertisement – full colour	\$17,500
Half page advertisement – full colour	\$9,000
Divider – full page and full colour	\$30,000
Bookmark – full colour	\$60,000
Inside back cover	\$35,000
Outside Back cover	\$60,000
Inside front cover	\$40,000

Online directory (12 months)

Corporate logo – full colour	\$4,000
Corporate logo, picture of the corporate representative and additional members	\$9,000

Both paper directory and online directory (12 months)

Corporate logo – full colour	\$7,200
Corporate logo, picture of the corporate representative and additional members	\$16,200

## 5 Advertising a job vacancy

Have you thought about posting your vacancy online? For a small fee, companies can place their job postings on the website.

	Per month
Standard job posting	\$400
Premium job posting	\$800
Top job posting	\$2,000

- ✓ Standard job posting: A job posting in plain text
- ✓ Premium job posting: Job posting in plain text, listings appears above standard listings, adds a company logo and profile to the posting
- ✓ Top job posting: Job posting in plain text, listing appears above standard listings, with a company logo and profile, highlight jobs, and with a flash movie

## **Advertisement specifications**

### **Magazine and Newsletter**

- ✓ Adobe Illustrator (.ai format) or Adobe Photoshop (.tif format) with fonts;
- ✓ All images should be either a .tif, .eps, .jpg or .jpeg file with a minimum resolution of 300 dpi.

### **Website**

- ✓ All images should be able to fit into a rectangle with a maximum size of 220 pixels wide by 120 pixels high;
- ✓ Images can be submitted as .jpg or PDF files with a minimum resolution of 300 dpi.

## **Advertising contact**

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