

# ADVERTISING MEDIA KIT



# FACCI

*at a glance*

Established in 1899, the French-Australian Chamber of Commerce & Industry (FACCI) is the **leading French-Australian business network**, representing over **550 members** and engaging with more than **16,500 contacts** across Australia. As part of the global network CCI France International, FACCI connects with 125 French Chambers operating in 98 countries.

FACCI's core mission is to **support and promote its diverse membership** by offering visibility, connections, and information. Each year, the Chamber organises more than **100 events nationwide**, fostering connections between members, industry leaders, and key decision-makers.

**1<sup>ST</sup>**  
 French Companies  
 Network in Australia

**125+**  
 Years of  
 existence

**550+**  
 Members

**100+**  
 Events/year

**5** **FACCI**  
 Chapters

WA CHAPTER  
 Perth

SA CHAPTER  
 Adelaide

VIC CHAPTER  
 Melbourne

QLD CHAPTER  
 Brisbane

NSW CHAPTER  
 Sydney



# OUR AUDIENCE

Key metrics

FACCI provides an unparalleled platform for connecting with influential leaders and decision-makers from the **French-Australian business community**.

We represent both **large corporates and agile SMEs** in key markets across the country.

Our audience spans **key states**: New South Wales (26%), Victoria (23%), Queensland (21%), South Australia (19%) and Western Australia (10%)

1<sup>ST</sup>

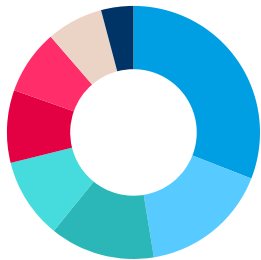
French Companies Network in Australia

16,500+

contacts

## AMONG OUR QUALIFIED CONTACTS:

### POSITIONS



- Management & Strategy - 30%
- Legal & Consulting - 16%
- Business Development & Sales - 13%
- HR, Education & Admin – 10%
- Engineering, IT & Technical – 9%
- Finance & Accounting – 8%
- Marketing, PR & Communications –7%
- Other – 4%

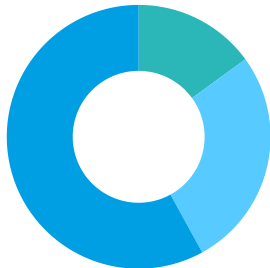
67%

holds a management position.

16%

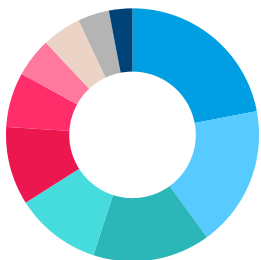
are chairperson or C-Suite level.

### COMPANY SIZE



- Large corporations (< 200 employees) - 58%
- Medium-sized companies (4 - 199 employees) - 27%
- Small businesses (1 - 4 employees) - 15%

### CONTACTS BY INDUSTRY CLUSTERS



- Professional Services & Consulting - 18%
- Engineering & Industrial - 15%
- Food, Beverage & Hospitality - 11%
- Energy & Resources – 10%
- Transport & Logistics – 7%
- Government, Nonprofit & Public Sector - 5%
- Technology & IT - 5%
- Education & Training - 4%
- Retail, Consumer Goods & Services – 3%
- Other – 22%

# ADVERTISE WITH US

*Discover the opportunities to expose your brand  
and activities to our audience!*



\*ALL RATES EXCLUSIVE GST\*

# ADVERTISING OPPORTUNITIES

## Overview

### Customisable Advertising Packages

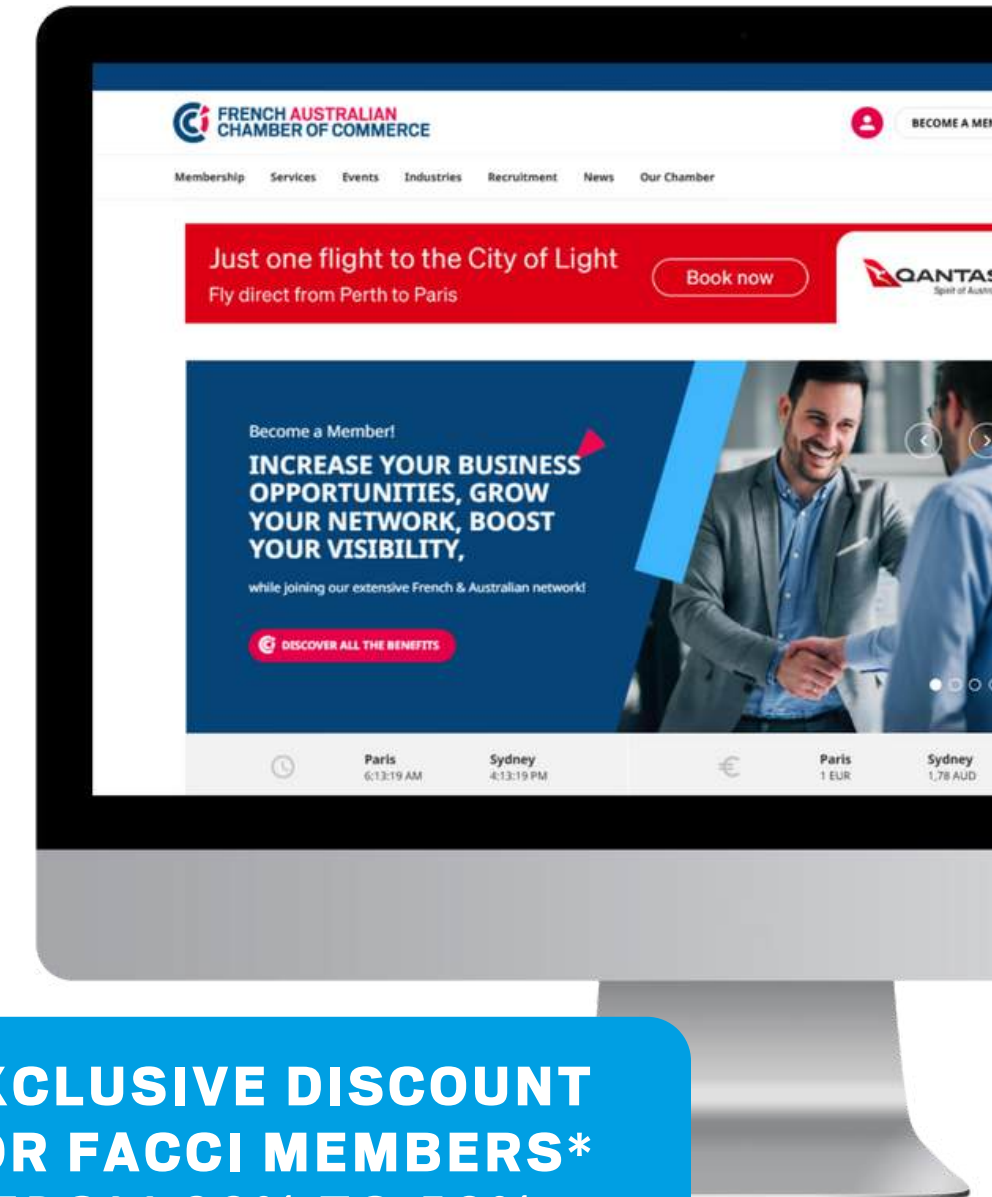
Choose from a variety of placements, including full-page features, banners, and editorial content:

- Advertise on FACCI's homepage or specific pages. Customizable ad sizes and placements available.
- Highlight your brand on FACCI's social media pages and newsletters
- Include a promotional offer in our Christmas catalogue
- Feature your job listings on FACCI's dedicated career page and find the right candidate
- Sponsor a FACCI event to position your brand alongside key business leaders and decision-makers

### Special packages

- Editorial content
- Event promotion
- HR challenges

**Exclusive rates and priority placement for advertising.**  
**Plus, personalised support for creating impactful campaigns.**



\*This benefit is not available for Individual & Young Pro memberships.

# PLACEMENTS ON WEBSITE

Feature a banner in **premium locations** on our website to maximise your visibility.

Showcase your brand, event, or product on **high-traffic** pages — including our homepage, career, and upcoming events — and connect directly with the French-Australian business community.

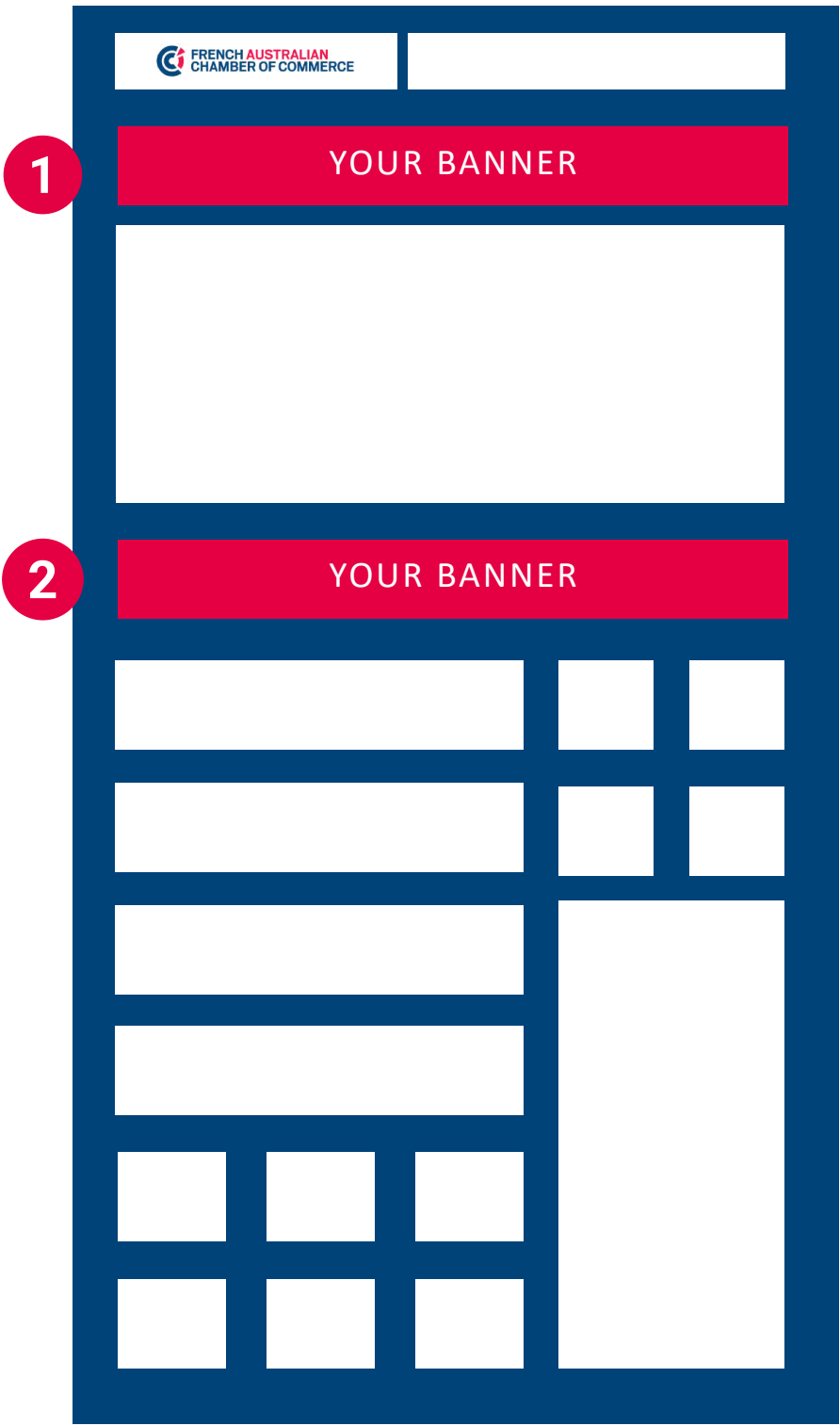
Make your message stand out where **decision-makers** engage most.

## PRICING

- 1

**Leaderboard**  
Homepage : \$850  
Other Specific page : \$700
- 2

**Inline Banner**  
Homepage : \$700



125,000

WEBSITE PAGES  
VIEWS/YEAR

1,250

CAREER PAGE  
VIEWS/MONTH

1,000

HOMEPAGE  
VIEWS/MONTH

450

UPCOMING EVENT PAGES  
VIEWS/MONTH



**WANT TO BE REFERRED AS A TRUSTED  
PARTNER OF THE CHAMBER?**

Get listed, power a FAQ, or even feature on a dedicated page! Enjoy exclusive visibility on a highly visited website by professionals.  
IMMIGRATION, TAX, BANK, LEGAL, ESG...

**PRICING : ON REQUEST**

**CONTACT US!**



# SOCIAL MEDIA

Promote your brand with sponsored posts across **FACCI’s LinkedIn, Facebook, and Instagram channels**.  
Reach a qualified audience of business leaders, entrepreneurs, and professionals through tailored content crafted to highlight your story, product, or event.

From **collaborative Instagram posts, giveaways** to targeted **LinkedIn and Facebook features**, choose the format that best fits your objectives and benefit from FACCI’s trusted voice and **strong community engagement**.



**17,100 followers**

Per month: 85,000 impressions, 1,500 reactions,  
150 comments, 25 reposts



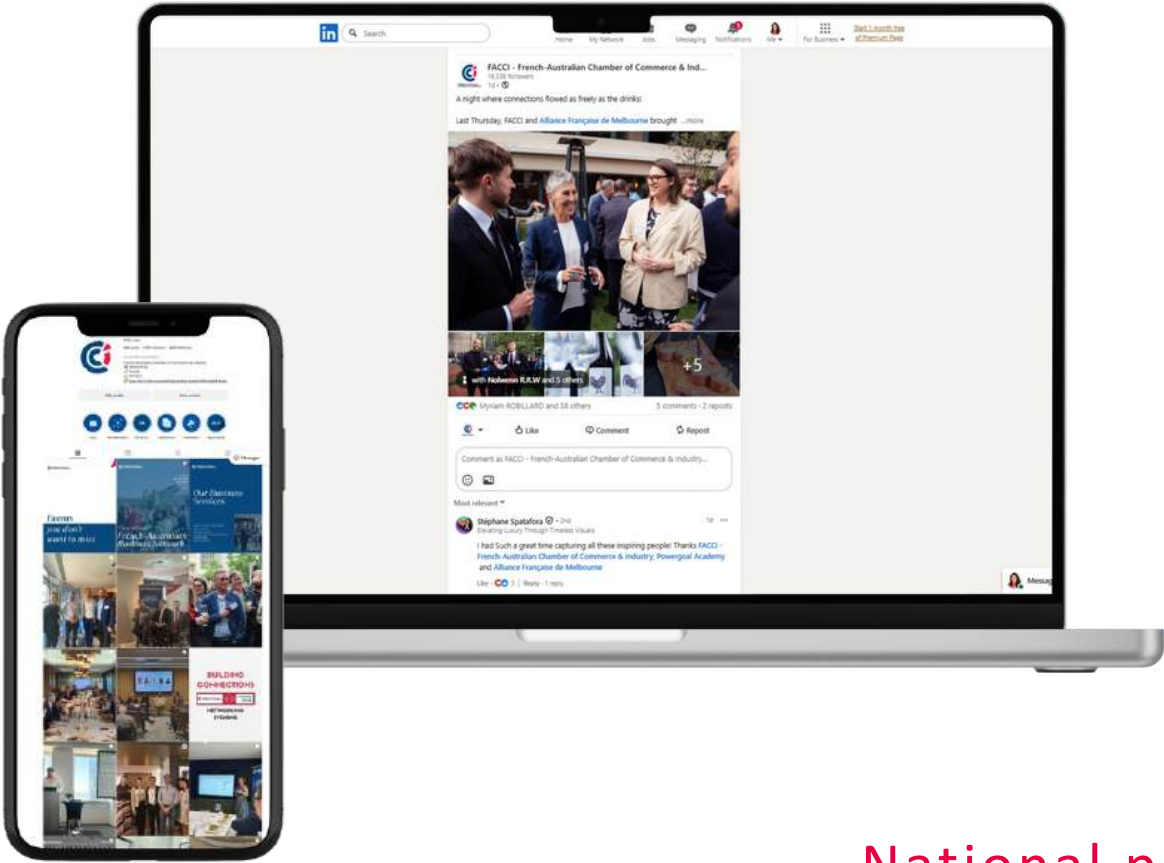
**4,400 followers**

Per month: 4,500 views, 40 content interactions



**1,700 followers**

Per month: 19,000 views, 185 content interactions



## PRICING


National post (1 platform) : \$400  
Local LinkedIn post : \$250

CONTACT US!

# NEWSLETTERS

Place your banner in **FACCI’s local or national newsletter** and reach **engaged subscribers**. Gain direct visibility among industry leaders and professionals in a **specific state or nation-wide** with tailored content.


NATIONAL  
NEWSLETTERS  
(3/year)



≈25%  
opening rate

≈9%  
click rate

LOCAL  
NEWSLETTERS  
(9/year)



≈15%  
opening rate

≈2%  
click rate

15,500+  
national subscribers

NSW : 4,000

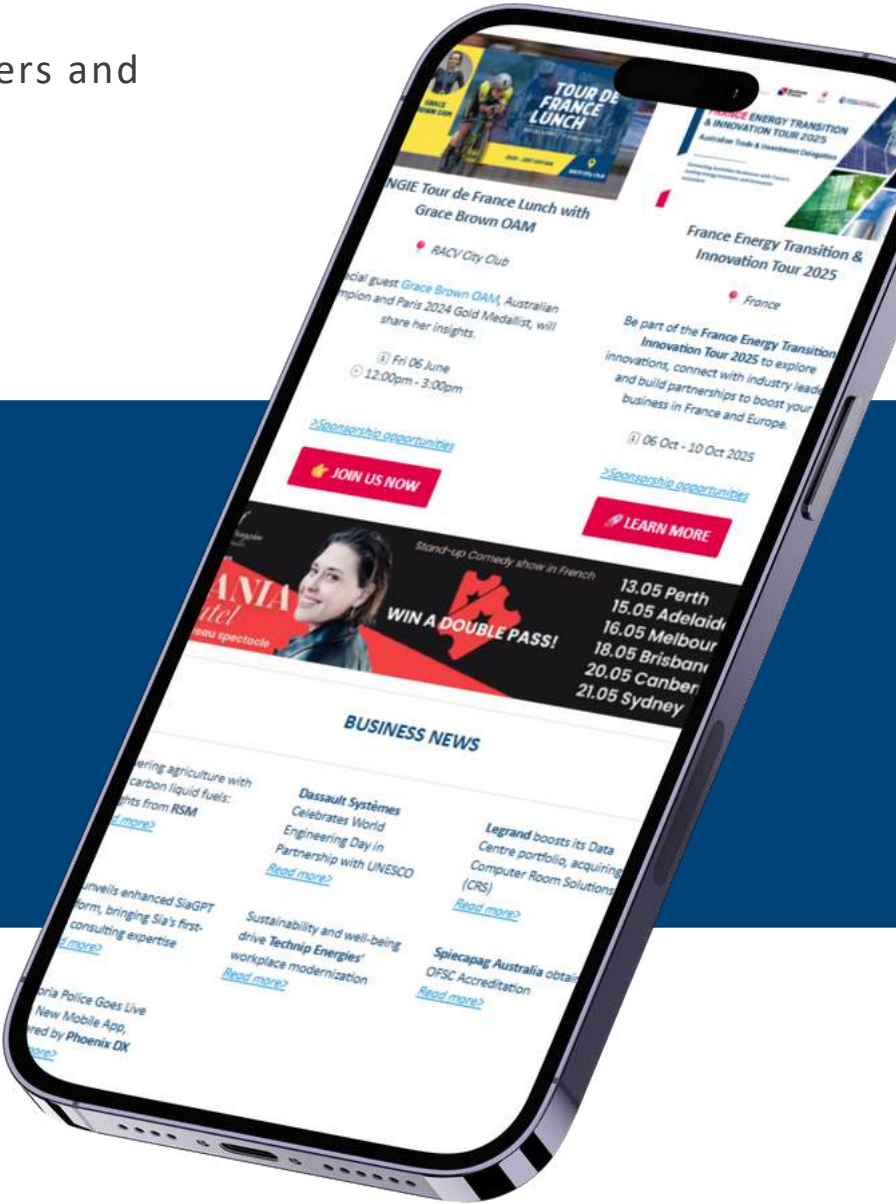
VIC : 4,000

QLD : 3,200

SA : 2,800

WA : 1,500

**PRICING PER PLACEMENT**  
National: \$500  
Local: \$250



**CONTACT US!**



# CHRISTMAS CATALOGUE

Each year, FACCI publishes a **Christmas Catalogue** featuring exclusive offers from its members — from retail, food & beverage, travel, to services. This digital catalogue is promoted through a **dedicated email campaign** to our entire database and across our **social media channels**.

As a **standout seasonal initiative**, it consistently achieves an average open rate of 24% and a click rate of 4.5%, with 2,000 views in 2024.

Showcase your products or services to **capitalise on this targeted Christmas campaign** and increase your visibility during the peak holiday season.

## PRICING

- **Offer listing**

Non-member: \$350

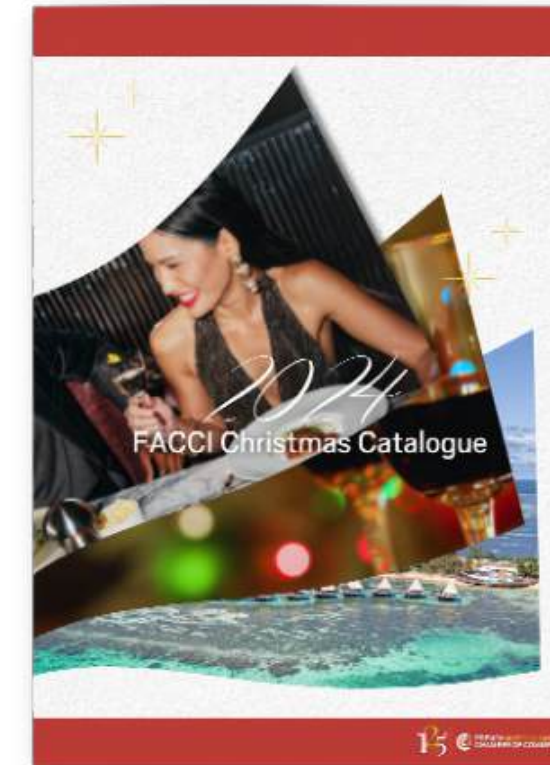
Member: Complimentary\*

- **Half-page horizontal ad: \$500**

- **Full page ad: \$800**

**CONTACT US!**

ADVERTISING MEDIA KIT



*Explore our  
2024 Christmas  
catalogue*



\* In accordance with FACCI's marketing calendar. This benefit is not available for Individual & Young Pro memberships.

# JOB LISTING

As a **credible information hub** for French-Australian professionals, we attract talents looking for a career change.

Showcase your job opportunities **for 2 months** to **qualified staff and motivated talent** in Australia or ready to relocate. We offer job listing in our career page, most visited page of our website and optional promotion across our **network of established professionals** with local experience.

## PRICING

**Job listing on our website & pre-screen of resumes**

Non-Member: \$125 / Listing

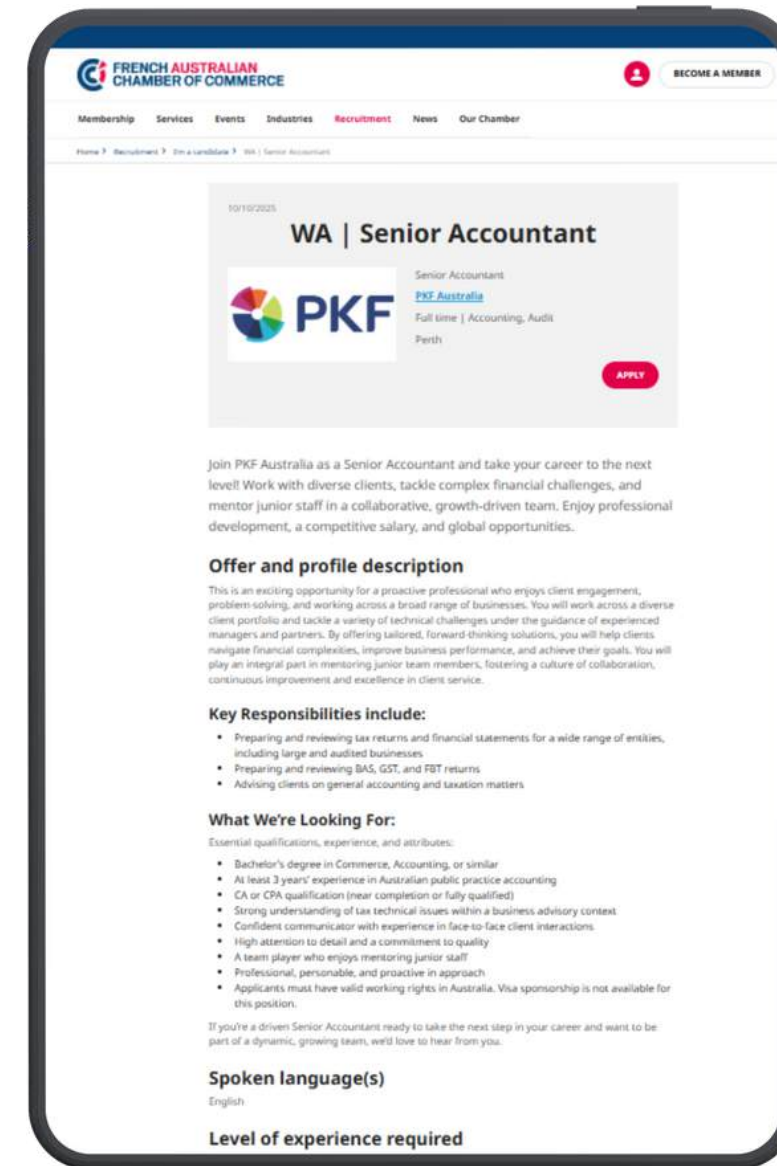
Member: Complimentary\*

**Job listing on our website, active promotion\* & pre-screen of resumes**

\$375 / Listing

\*For internal job postings only; not for third-party recruitment use. The number of ads per year depends on the level of membership. This benefit is not available for Individual & Young Pro memberships.

\*\*Dedicated social media post and inclusion in local NL



**1st**

visited page  
on our website

**15,000+**

page views/year

**1000+**

applications per year

**CONTACT US!**



# SPONSOR A FACCI EVENT

**Associate your brand** with FACCI's events, from prestigious Gala Dinners, hands-on workshops to industry business lunches.

Enjoy both online exposure through our extensive event promotion and on-site presence with dedicated displays, featured prizes in popular auctions, and branding opportunities.

Whether through financial sponsorship, offering special gifts, or hosting a stall to showcase your products, our events provide multiple touchpoints to connect with guests and promote your services.

**Prices vary depending on the event and state.\***

**CONTACT US!**

“

The evening was a success - not only in terms of visibility, but also as a unique opportunity to share [our] story, including through a short speech. (...) We made a number of meaningful connections as a result, and we truly see the event as a success - due in large part to the support and professionalism of FACCI.

*Olivier Vojetta, Client Solutions Director, Yakazoo  
Sponsor of the Tchin Tchin Networking Evening in May 2025*

”

\*FACCI Member discounts do not apply to event sponsorship. However, members are given sponsorship priority according to their membership level.



2025  
Bastille Day,  
Brisbane



2025 Gala, Perth



2024  
Concours des Vins,  
Melbourne



2025 Bastille Day, Sydney



2025 Gala,  
Sydney



2025 Tour de France  
Lunch, Melbourne





# SPECIAL PACKAGES

*Explore our tailored advertising packs to share your message,  
promote your event and showcase your employer brand!*

\*ALL RATES EXCLUSIVE GST\*

# SPREAD A NEWS

*on our website!*

**Spotlight your business story, product launch, or expert insights** with a news article on the FACCI website. Your article will remain accessible long-term on the News page, boosting your SEO with two backlinks from FACCI's high-authority domain.

**Amplify your reach** with social media promotion and inclusion in our newsletter!

## Our package includes:

- Publication in the article in our news page
- 2 contextual hyperlinks to your website (SEO)
- Pinned on the homepage for 1 month
- Dedicated LinkedIn and Facebook posts
- Inclusion in our monthly newsletter (Business News section)

## PRICING

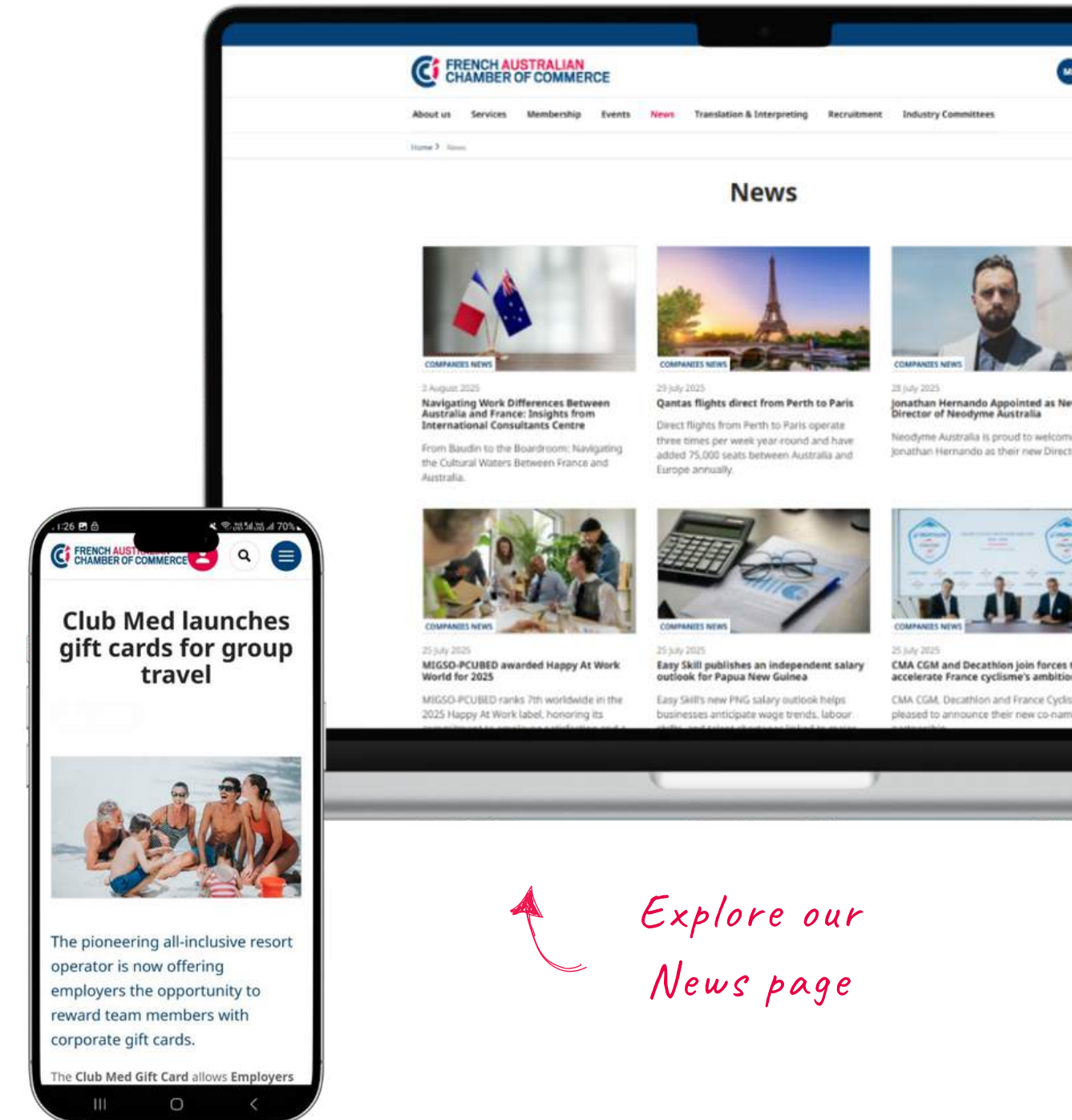
**Non-Member: \$1000 / article**

**Member: Complimentary\***

*\*For non-promotional content only. This benefit is not available for Individual & Young Pro memberships.*

ADVERTISING MEDIA KIT

*\*All rates exclusive GST\**



*Explore our  
News page*

**CONTACT US!**

# PROMOTE YOUR EVENT

*across our channels!*

With over 100 business events per year, **FACCI specialises in event promotion**. Our audience is highly receptive to attending events, making us an ideal partner to help boost your visibility and attendance.

**Become one of our event partners** to increase reach and ease your promotional efforts.

#### Our package includes:

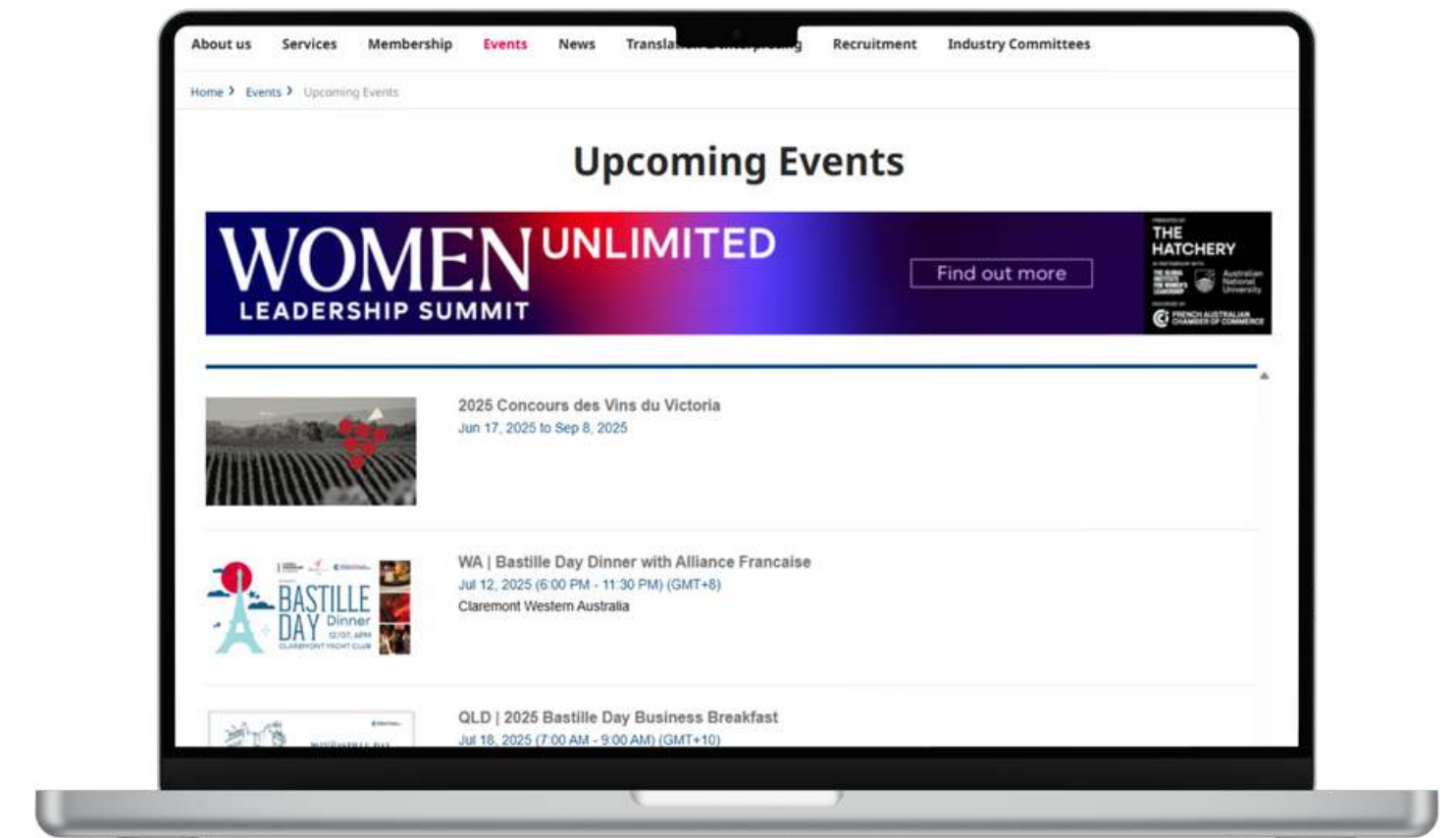
- Inclusion in the local newsletter of your choice (national or state-based)
- Top banner ad on the “Upcoming Events” webpage for one month
- Two social media posts (exclusive to members and subject to availability)

**PRICING : \$1350**

**7,500+**  
attendees/year

**100+**  
advertised  
events/year

**15+**  
partner  
events/year



**CONTACT US!**



# BOOST YOUR EMPLOYER BRAND

*& find new talents!*

FACCI offers to companies with **HR challenges** prime visibility to candidates with a **special pack** including:

- 3 advertised job offers
- A top banner featured in our career page for one month
- A top banner featured in our application forms

**PRICING : \$1925**

“

We particularly appreciated FACCI's efficiency and responsiveness. Despite a demanding search requiring a highly qualified French-speaking profile with an established network in Australia, we were able to identify through their services a valuable candidate who has now joined our team. A very good collaboration between our two organisations.

*Daniel Baruk, President at Karub Conseil SAS*

”



**CONTACT US!**

# THEY TRUSTED US









# CONTACT US

**INTERESTED IN ADVERTISING WITH FACCI?**  
REQUEST YOUR CUSTOM QUOTE!

[media@facci.com.au](mailto:media@facci.com.au)

**GET STARTED!**