

# 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



# 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%)

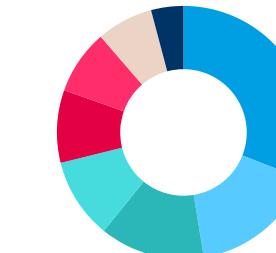
1<sup>ST</sup>

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%

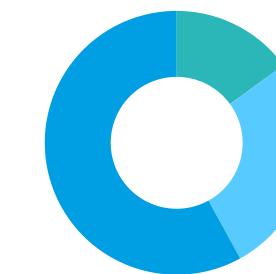
**67%**

holds a management position.

**16%**

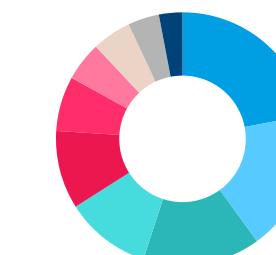
are chairperson or C-Suite level.

#### 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:

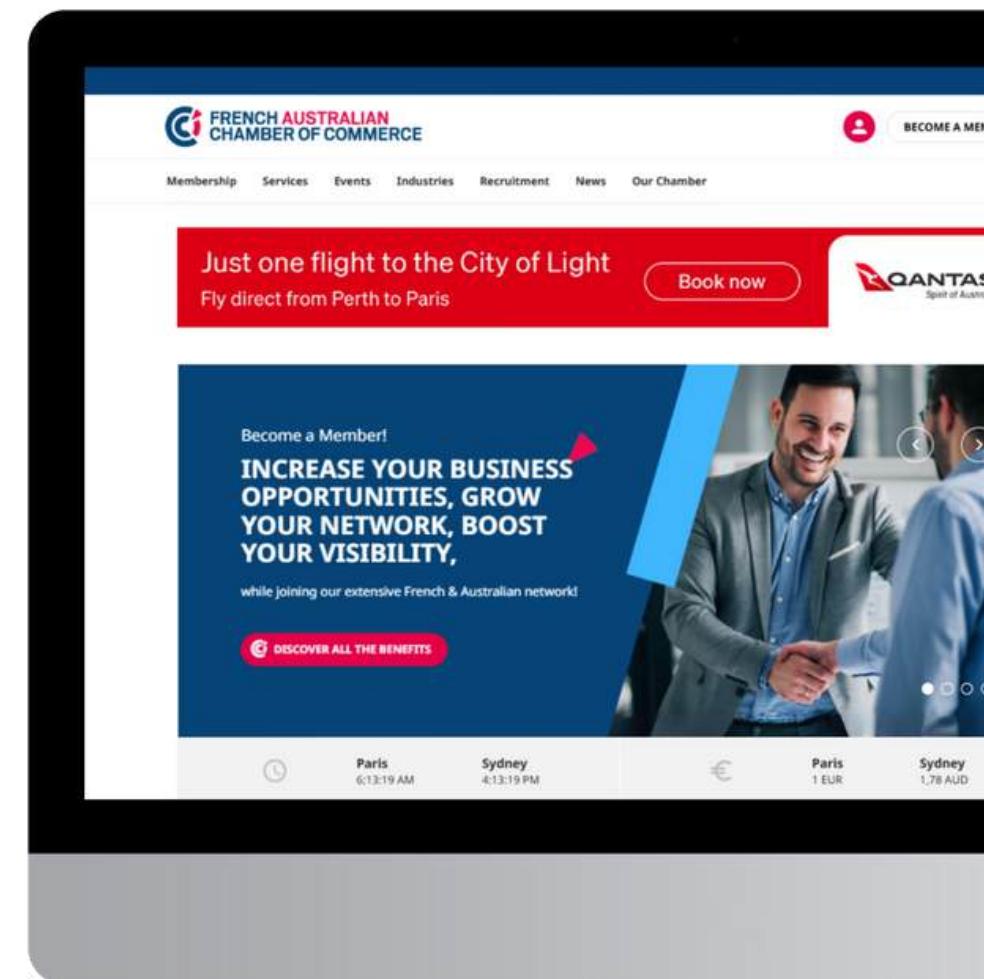
- Advertise on FACCI's homepage or specific pages. Customizable ad sizes and placements available.
- Highlight your brand on FACCI's social media pages and newsletters
- Include a promotional offer in our Christmas catalogue
- Feature your job listings on FACCI's dedicated career page and find the right 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.**



**EXCLUSIVE DISCOUNT  
FOR FACCI MEMBERS\***  
FROM 30% TO 50%

\*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

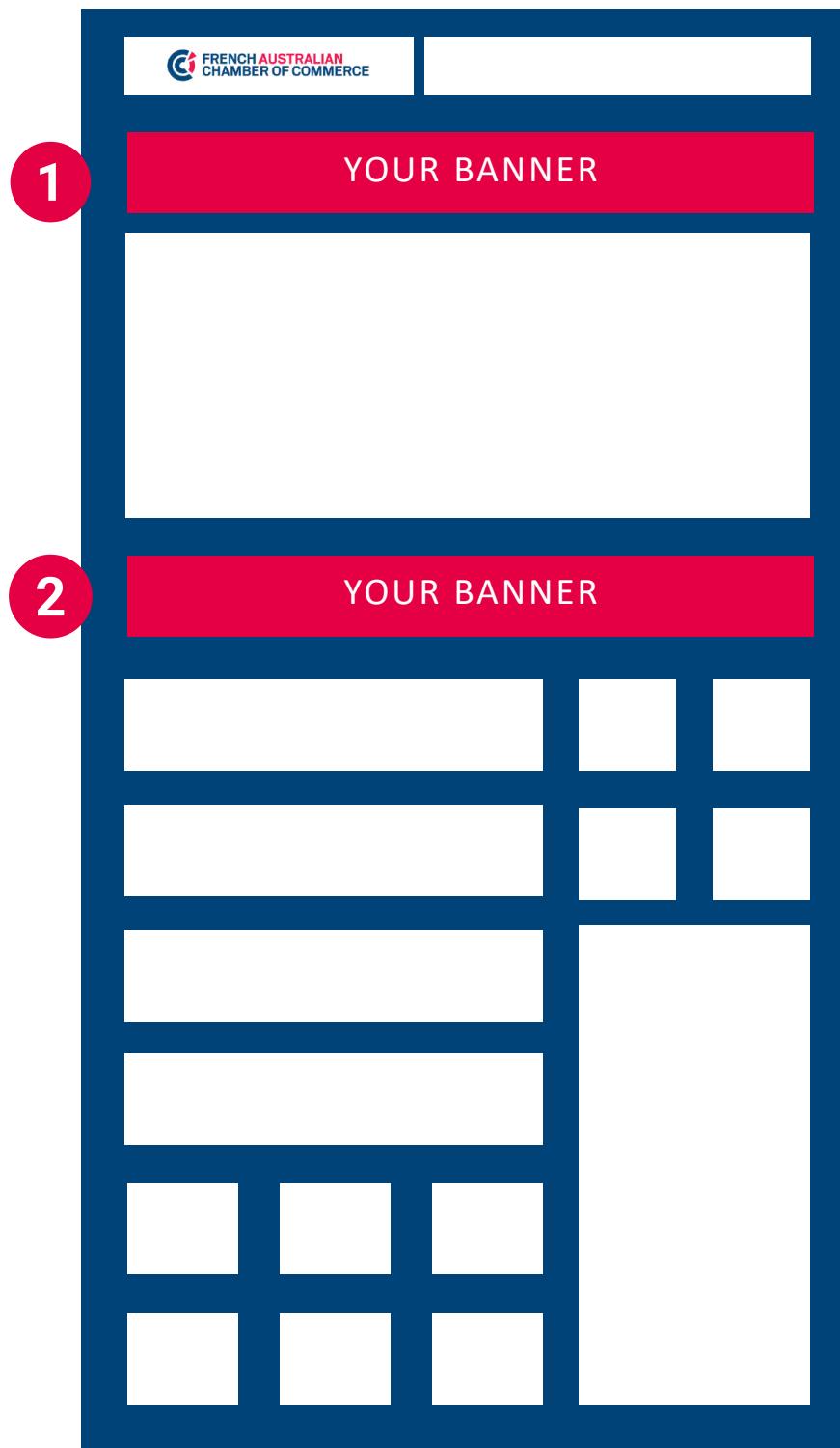
### 1 Leaderboard

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

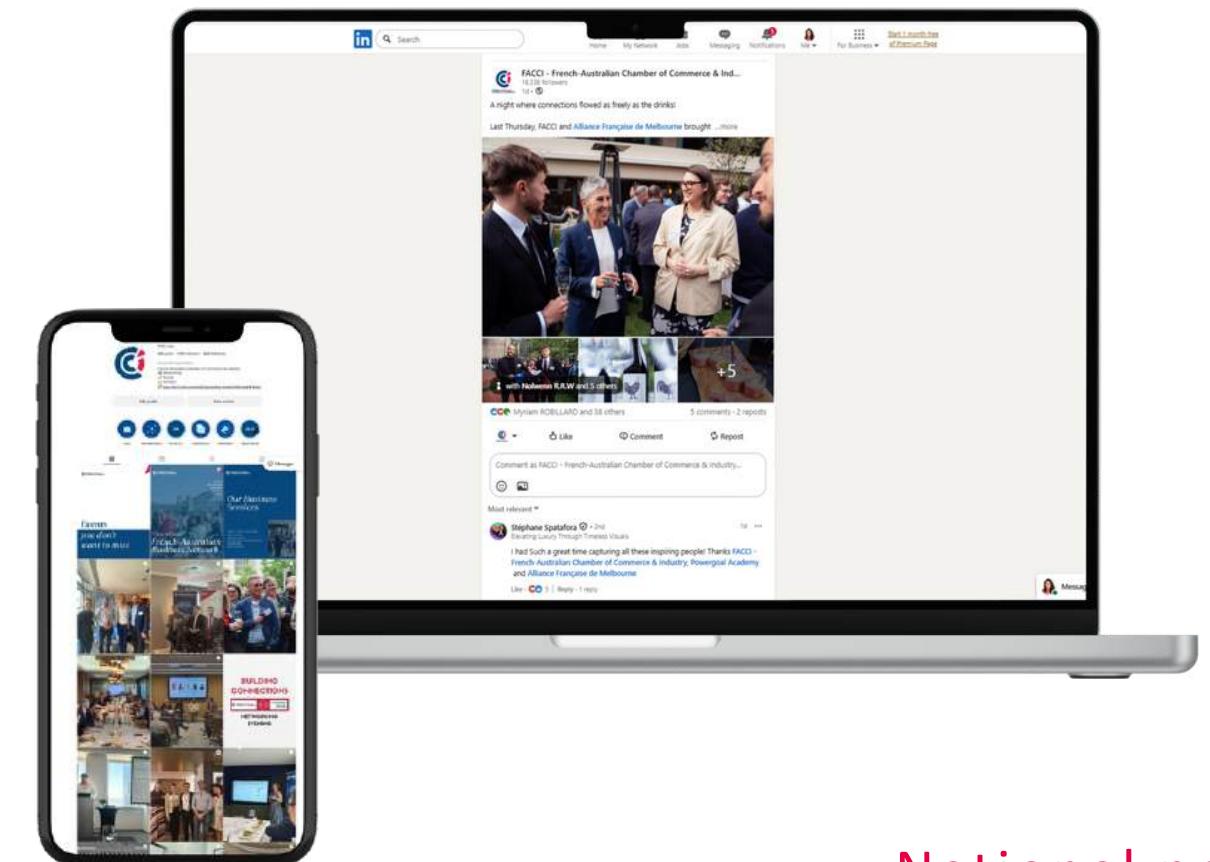
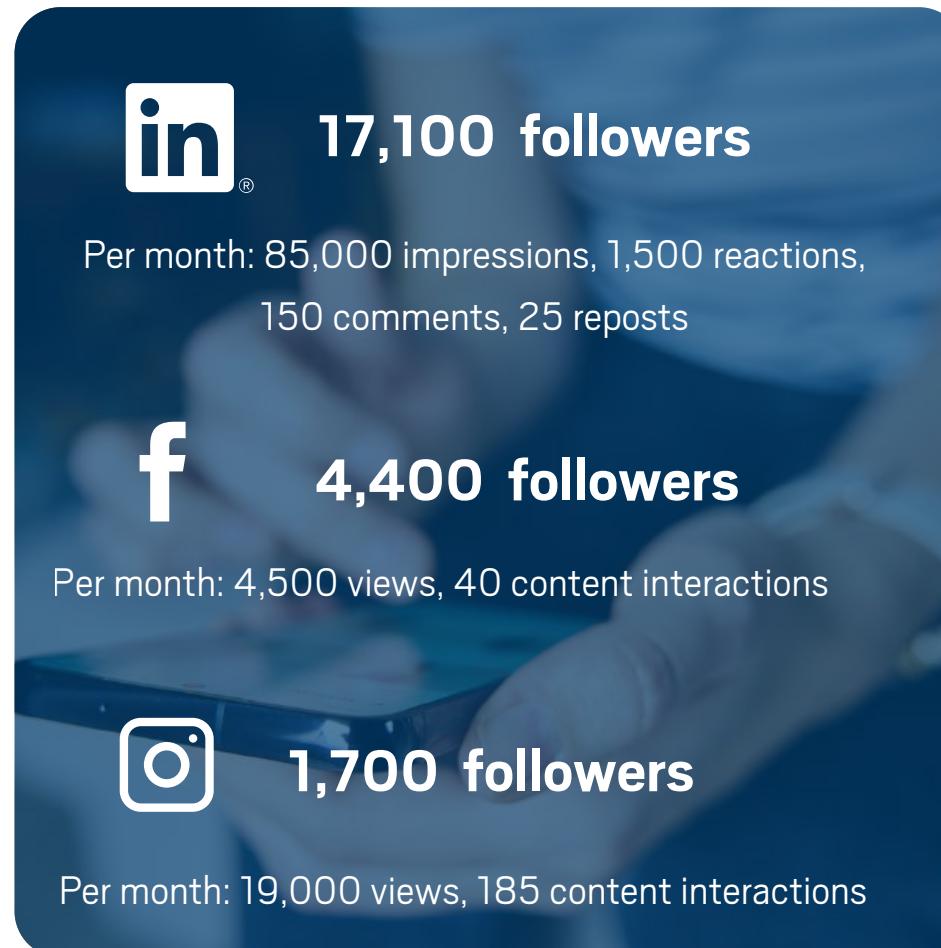
CONTACT US!

# 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**.



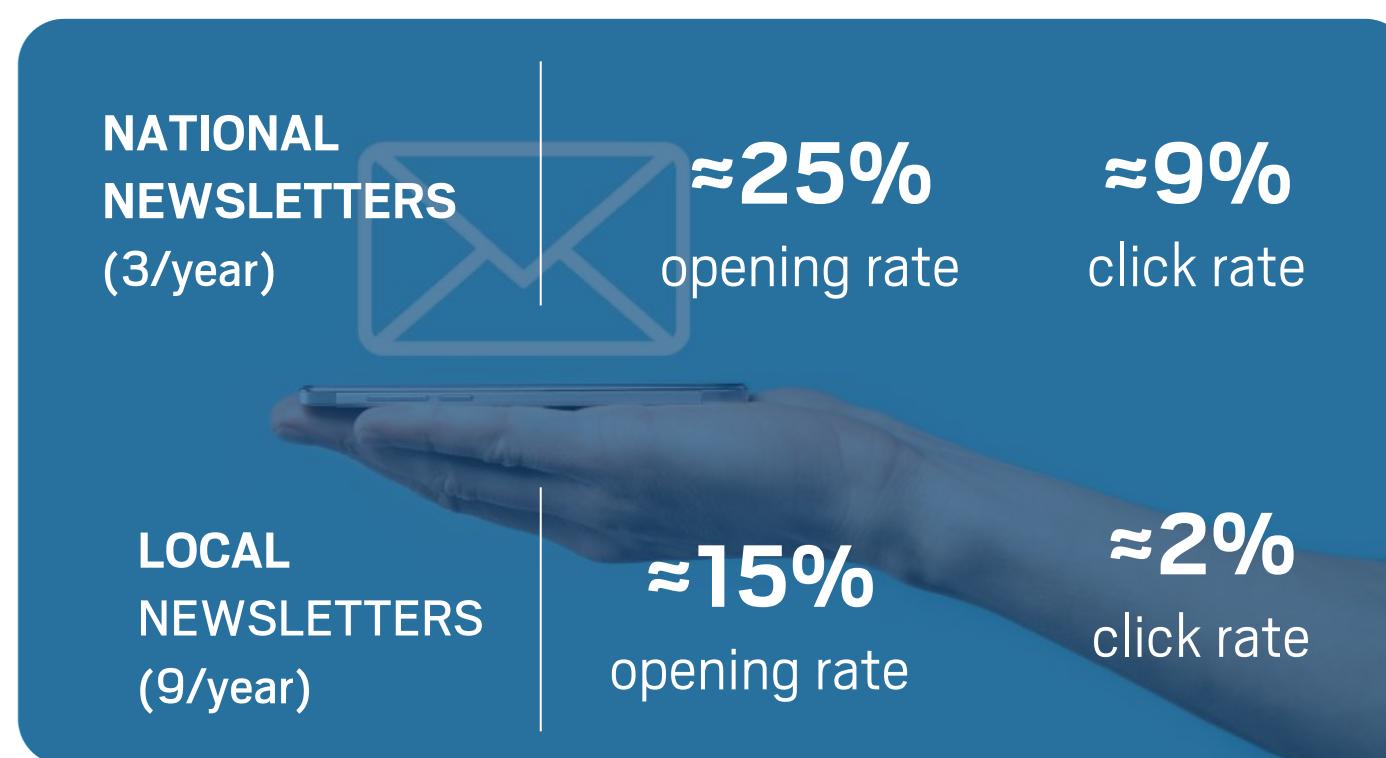
## PRICING

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

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# 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.



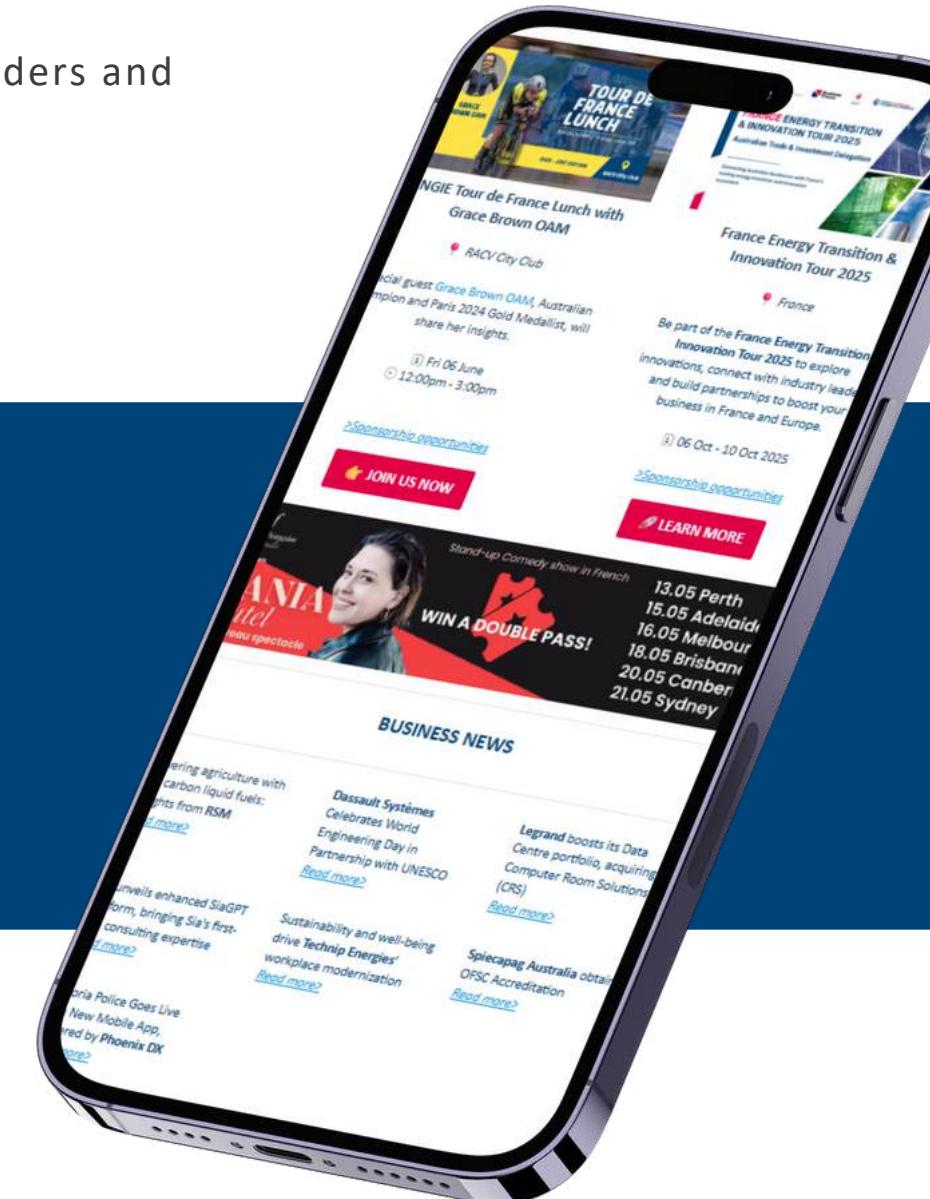
**15,500+**  
national subscribers

State	Subscribers
NSW	4,000
VIC	4,000
QLD	3,200
SA	2,800
WA	1,500

## PRICING PER PLACEMENT

National: \$500

Local: \$250



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# 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**

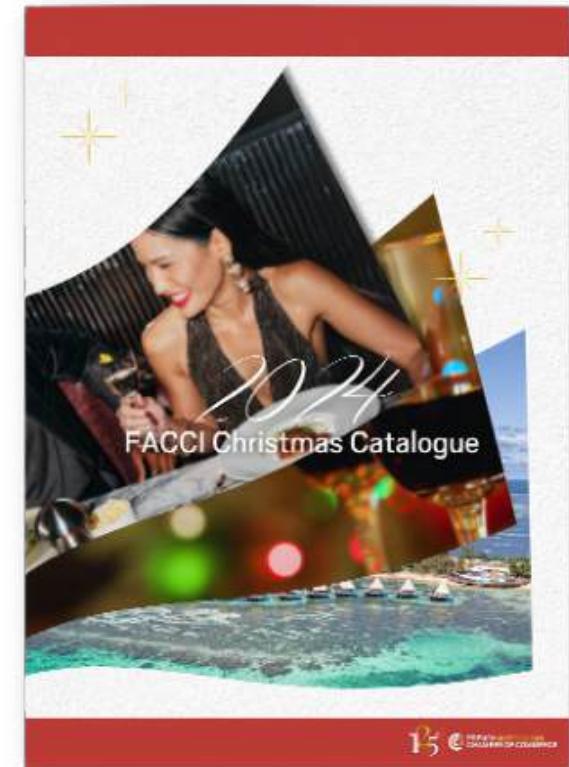
Non-member: \$350

Member: Complimentary\*

- **Half-page horizontal ad: \$500**
- **Full page ad: \$800**

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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.

 FRENCH AUSTRALIAN  
CHAMBER OF COMMERCE

# 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

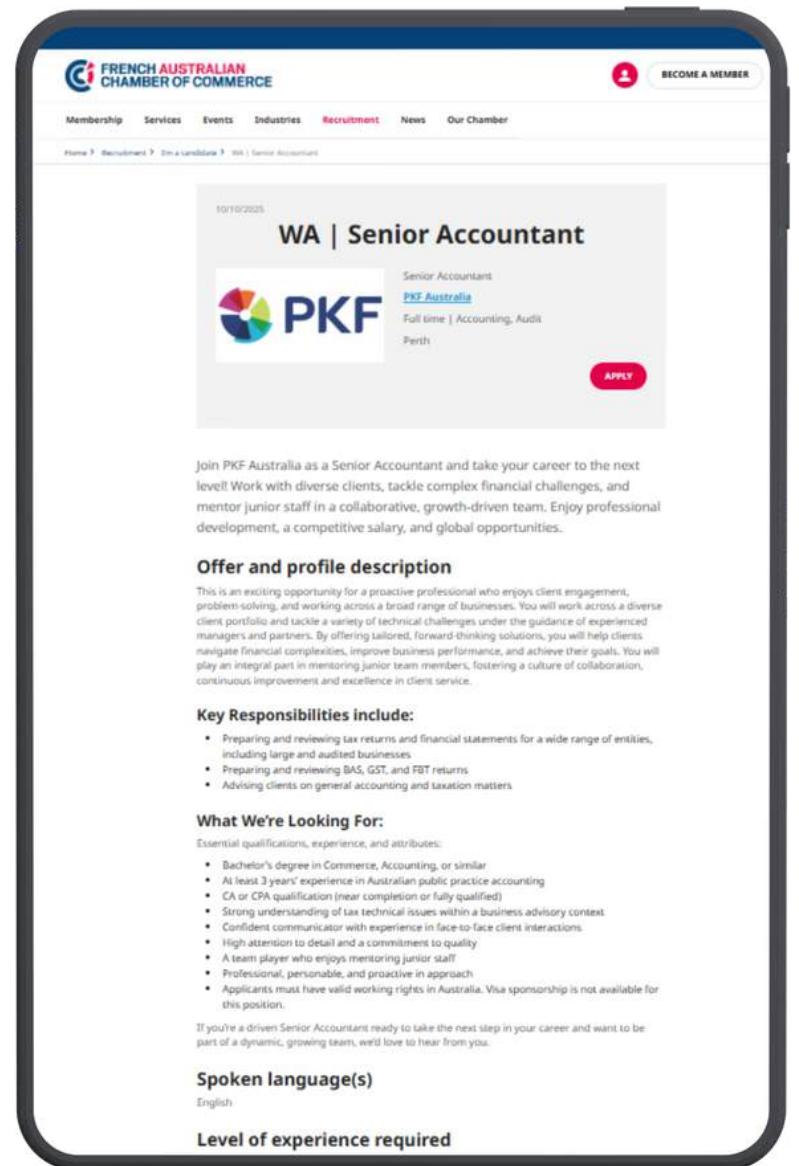
Member: Complimentary\*

### 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.\***

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**“**  
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.



# 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:

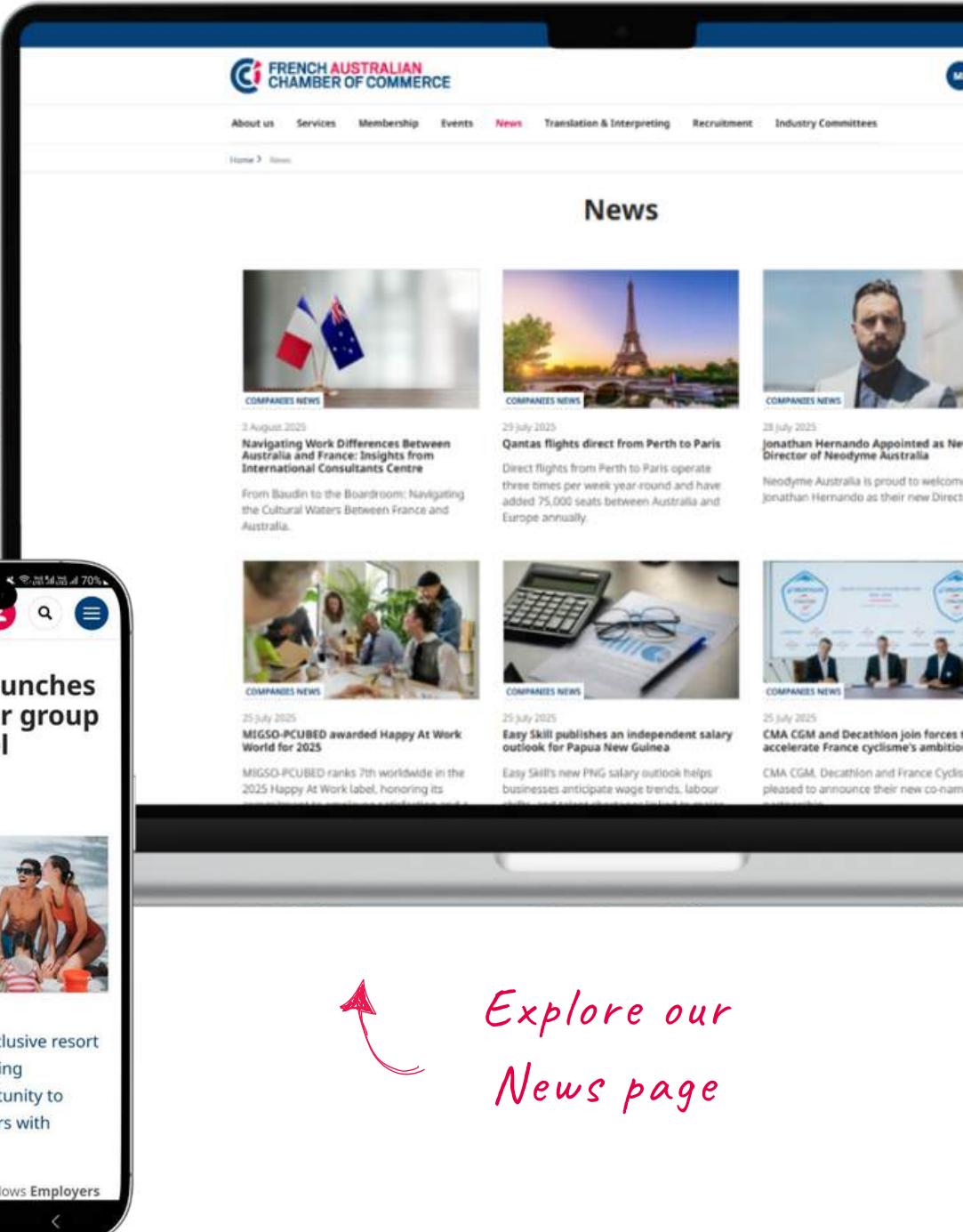
- Publication in the article in our news page
- 2 contextual hyperlinks to your website (SEO)
- Pinned on the homepage for 1 month
- Dedicated LinkedIn and Facebook posts
- Inclusion in our monthly newsletter (Business News section)

## PRICING

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

**Member: Complimentary\***

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



**CONTACT US!**

ADVERTISING MEDIA KIT

 **FRENCH AUSTRALIAN  
CHAMBER OF COMMERCE**

\*All rates exclusive GST\*

# 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:

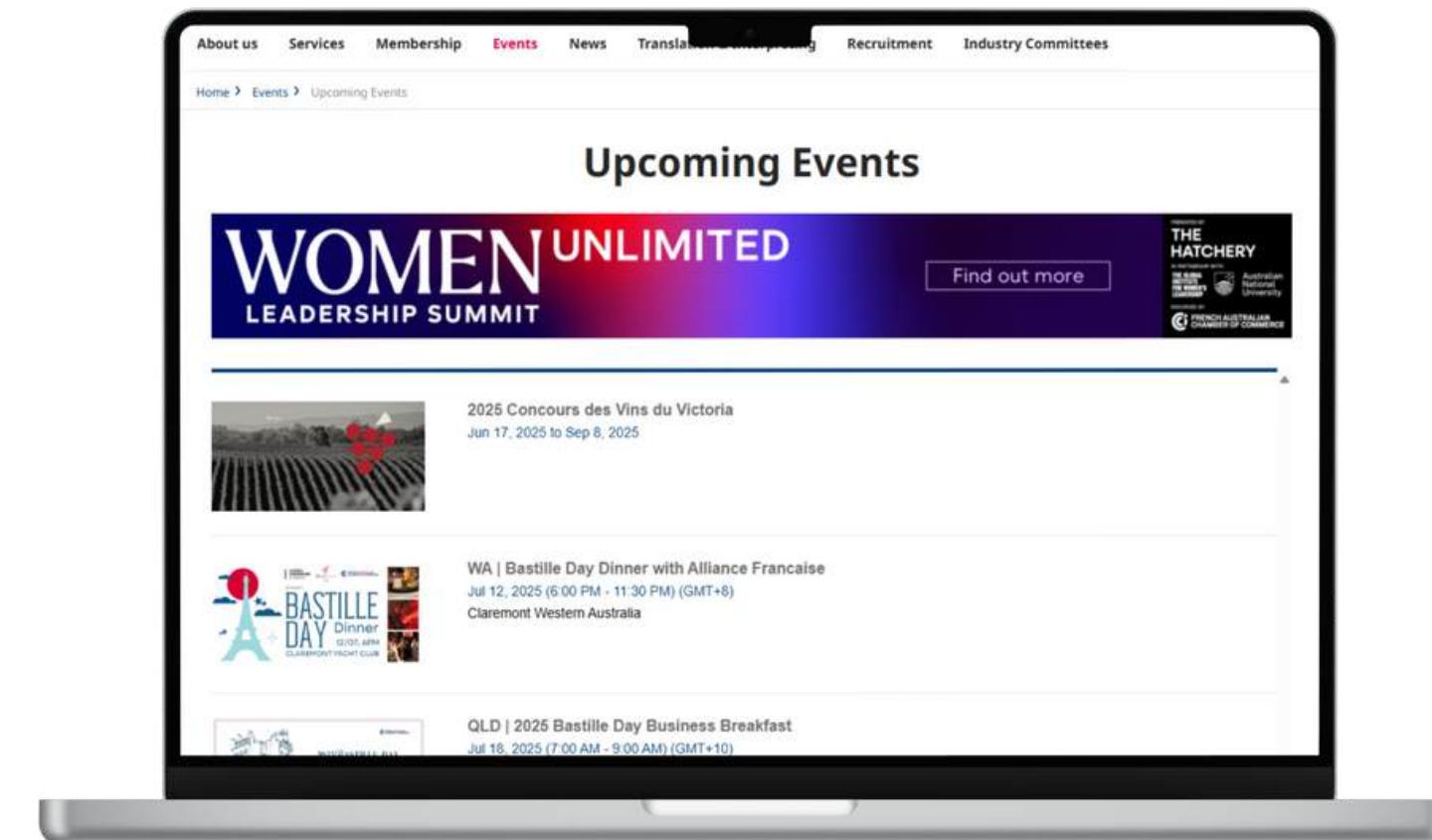
- Inclusion in the local newsletter of your choice (national or state-based)
- Top banner ad on the “Upcoming Events” webpage for one month
- Two social media posts (exclusive to members and subject to availability)

**PRICING : \$1350**

**7,500+**  
attendees/year

**100+**  
advertised  
events/year

**15+**  
partner  
events/year



**CONTACT US!**

ADVERTISING MEDIA KIT

 **FRENCH AUSTRALIAN  
CHAMBER OF COMMERCE**

# 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!**