



BLCC Advertisement Kit

2020

1. The Newsletter

The BLCC sends out newsletters regularly (up to 4 times weekly) to its members & broader community (+/- 700 recipients, all opt-in, no bounce). These digital newsletters contain information on planned activities & events, news of Belgian/Luxembourg companies & individuals in Hong Kong, current affairs, job news etc.

This platform is ideal to advertise on as it reaches the BLCC community on a reoccurring basis. By including clickable ads, sponsored articles or other endorsed messages from your company, maximum exposure is guaranteed.

Prices are in HKD.

4 editions	8 editions	12 editions	16 editions
1500	2600	4000	5000

2. The BLCC Website

The BLCC domain has a high Google Search rating. The new website offers the opportunity to place a full-page rotating (dynamic & clickable) photo. In order to achieve the best possible visibility and effectiveness of your advertisement, contact us to customize your message.

Prices are in HKD and per month.

1 month	2 months	3 months	4 months
2600	2500	2300	2000



3. The Upcoming Digital Magazine

The BLCC is planning on launching a Digital Magazine in FEB'20, which will be shared in the community. This magazine will have informative stories on Hong Kong, interviews with company leaders & Entrepreneurs, stories on exchanges between Belgium/Luxembourg and Hong Kong, Events etc. The Magazine covers a wide range of topics and therefore is a valuable information source for the readers. This Magazine is a perfect opportunity to reach out to the wider public.

Prices are in HKD and per issue.

	1 edition	2 Editions	3 editions	4 editions
Full page	3500	3400	3250	3000
Half Page	1500	1400	1250	1000
Quarter Page	1250	1150	1050	950
Sponsored Article	750			

4. Social Media

The BLCC is active on both Facebook & LinkedIn, with daily posts and an increasing number of followers. For dedicated posts for your company, we offer the possibility of sharing.

In addition, the dedicated BLCC WhatsApp group is available for advertisers.

Prices are in HKD and per post.

1 post	2 posts	4 posts	8 posts
250	230	210	190