



AUSTCHAM
H O N G K O N G

A MEMBER OF AUSTCHAM GREATER CHINA

2026 Advertising Specifications

Connect your brand with Australia's leading business community in Hong Kong

Why Advertise with AustCham?

Reach a highly engaged, influential audience through AustCham Hong Kong's advertising opportunities. Our channels connect your brand with a trusted business community that values insight, connection, and impact.



Targeted Reach

Connect with decision-makers and senior business leaders.



Multiple Channels

Promote your message across our weekly Newsletter, eDM, Website and LinkedIn.



Trusted Platform

Align your brand with one of Hong Kong's leading international business chambers.

Whether you want to build awareness, promote an event, or strengthen your presence in Hong Kong, AustCham offers a powerful platform to reach the right audience.

Review the following specifications to ensure your materials meet our requirements and give your campaign the strongest possible impact.



Newsletter & eDM Opportunities

Promote your brand through AustCham Hong Kong's newsletter and eDM placements, and connect with an engaged business audience in trusted, high-visibility channels.

Industry Insights

(Exclusive to Corporate Members Only)

- Weekly Newsletter sent to subscribers every Tuesday at 11:00
- Minimum lead time: 1 week
- Maximum 350 characters
- 1 URL link only
- No images

Member Spotlight / Newsletter Feature

- Content must be non-promotional
- Weekly newsletter sent to subscribers every Tuesday at 11:00
- Minimum lead time: 1 week
- Recommended length: ~150 words
- Image required: minimum 400 × 400 px, 72 DPI, JPEG or PNG

Electronic Direct Mail (eDM)

Deliver a fully branded, standalone campaign directly to our members' inboxes and drive stronger engagement with your message.

1

Distribution: Wednesday, Thursday, or Friday

2

Lead Time: Minimum 3 weeks

3

Image Size: 700 × 1054 px

Content & Creative

Please provide:

1. Email subject line
2. Email preheader text
3. Email content – 350 words max
4. One Image

Links & Calls-to-Action

1. Primary CTA button text (for example, “Register Now” or “Learn More”)
2. Primary click-through URL

Image Requirements

- 700 (W) x 1054 (H) pixels
- Minimum 72 DPI
- JPEG or PNG format

Please confirm your preferred distribution date, and we will do our best to accommodate your timing.

Website Advertising

Put your brand in front of the AustCham Hong Kong audience— a high-visibility opportunity to build awareness and stay top of mind.

Member Insights Page

Content must be thought-leadership focused and is not intended as a promotional platform.

- Lead Time: Minimum 3 weeks
- Word Count: 350 characters maximum
- Image Dimensions: 600 x 300 pixels
- Image Size: Must not exceed 1MB file
- Link: One URL link allowed

Member Spotlight Page

Share company news, milestones, leadership updates, and other notable developments.

- Submission Lead Time: Minimum of 3 weeks
- Word Count: 350 characters maximum
- Image Dimensions: 600 x 300 pixels
- Image Size: Must not exceed 1MB file
- Link: One URL link allowed

Website Banner

Display Period: 3 months

Image Specifications:

- Dimensions: 2000 × 344 px
- Resolution: Minimum 72 DPI
- Format: PNG, JPEG, or animated GIF
- Include a click-through URL

Submission of Materials

Ready to advertise? We'd be delighted to receive your materials and booking enquiries at:

bookings@austcham.com.hk

