

The Nordic leading trade magazine in public transport

Trafikforum is the Nordic leading industry magazine for all kinds of passenger traffic except air travel. Trafikforum observe everything from topical and regional public transport to long-distance traffic by bus, train and taxi. Whole Sweden are monitored and we also carry out relevant international coverage. The magazine are complements with our website rt-forum.se with daily reporting and newsletter every week. We create our own industry meetings and cover all Important seminars and fairs. The target groups are politicians and authorities with public transport as a responsibility as well as all suppliers of vehicles and all types of public transport equipment.

Trafikforum are working closely with the industry organization The Swedish Bus and Coach Federation "Sveriges Bussföretag" and published as a subscribed Digital-magazine and printed paper magazine.

Thomas Dietl, Editor-in-Chief
Resforum and Trafikforum

Event 2020

Busstorget, "Bus Square"
April

Kollektivtrafikdagen, "Public Transport Day"
May

Bussförar-SM, "Bus Drivers Swedish Championship"
September

Contact:



Media Manager
Görel Johansson
+ 46 73-682 53 65
gorel.johansson@nordiskemedier.se



Project Manager Event
Marc Feucht
+46 8-670 41 25
+46 73-682 53 26
marc.feucht@nordiskemedier.se



Media Manager (parental leave)
Paulina Stjernholm
+46 70-822 66 72
paulina.stjernholm@nordiskemedier.se



Editor-in-Chief
Thomas Dietl
+46 8-522 253 19
+46 70-535 56 84
thomas.dietl@nordiskemedier.se

TRAFIK FORUM

Media Info 2020



Publishing Schedule 2020

Issue	Publ. date	Material	Trade Fairs / Events / Theme
1	February 12	January 22	IT-trans
2 RES1	March 18	February 26	Busstorget
3	April 28	April 6	Kollektivtrafikdagen
4 RES2	June 3	May 13	Theme: Second Hand Market
5	August 27	August 6	
6 RES3	September 30	September 9	
7	November 9	October 19	Persontrafik
8 RES4	December 7	November 16	

Advert format and prices print 2020

Spread
480x340 mm + 3 mm bleed

SEK 45.900

1/1-page
240x340 mm
+ 3 mm bleed
(type area 204x302 mm)

SEK 32.900

1/2-page
204x150 mm

SEK 19.100

1/2-page
100x302 mm

SEK 19.100

1/4-page
100x150 mm

SEK 12.400

1/4-page
204x74 mm

SEK 12.400

1/8-page
100x70 mm

SEK 8.100

Second Hand Market	
1/1-page, 204x302 mm	SEK 12.000
1/2-page, 204x150 mm alt 100x302 mm	SEK 7.500
1/4-page, 100x150 mm alt 204x74 mm	SEK 5.500
1/8-page, 100x70 mm	SEK 4.200

Products & Services – In every issue	
1/4-page, 100x150 mm alt 204x74 mm	SEK 6.200
1/8-page, 100x70 mm	SEK 5.100

Special format	
1st Cover, Flash, 30x20 mm	SEK 4.800
1st Cover, Streamer, 240x30 mm	SEK 12.200
2nd Cover, 240x340 + 3 mm bleed	SEK 36.900
3rd Cover, 240x340 + 3 mm bleed	SEK 33.100
4th Cover, 240x340 + 3 mm bleed	SEK 40.900
Special format page 4-5, 480x94 mm	SEK 24.800

Web guide – Industry logos and URLs	
Web guide ad, 48x27 mm, 9 issues	SEK 7.900
Bussgolffen, Sponsor logo – ad "Golf ball"	SEK 1.900
Christmas ad, Christmas ad-pages	SEK 1.900

Supplements	
Price exempel: A4, 4–8 pages, Max 50 gram	SEK 30.100

Advertorials	
You contribute with facts. We compile/write and design your ad in an editorial manner as finished concepts.	

Advert format and prices web/newsletter 2020

Start page for members/month

Top banner

Sticky banner

Campaign banner 1

Corner banner

Side banner

Campaign banner 2

Giga banner

Article page for members/month

Top banner

Sticky banner

Campaign banner 1

Side banner

Campaign banner 2

ARTICLE PAGE

Top banner 930x180 px, static or animated, max 70 kb..... SEK 12 000

Sticky banner 240x400 px, static or animated, max 90 kb..... SEK 10 000

Corner banner 200x300 px, static or animated, max 70 kb SEK 6 500

Side banner 200x175 px, static or animated, max 40 kb SEK 2 000

Campaign banner 1 300x250 px, static or animated, max 75 kb SEK 7 750

Campaign banner 2 300x250 px, static or animated, max 75 kb..... SEK 6 000

START PAGE

Top banner 930x180 px, static or animated, max 70 kb..... SEK 12 000

Sticky banner 240x400 px, static or animated, max 90 kb..... SEK 10 000

Corner banner 200x300 px, static or animated, max 70 kb SEK 6 500

Side banner 200x175 px, static or animated, max 40 kb SEK 2 000

Campaign banner 1 480x480 px, static or animated, max 75 kb SEK 9 500

Campaign banner 2 480x480 px, static or animated, max 75 kb..... SEK 8 500

Giga banner 1980x480 px, static or animated, max 150 kb SEK 12 000

FILE TYPES

Static: jpg, animated: gif, Html (zip-file), Script. All banners must be responsive. Animations should keep within 20 seconds. Design of the ads included in the price.

Newsletter for members/day

Streamer

Top advert left

Top advert right

Middle advert left

Middle advert right

Bottom advert left

Bottom advert right

Top advert – full size

Streamer 820x28 px SEK 4 000

Top advert 400x200 px SEK 3 000

Top advert full size 820x200 pxSEK 7 000

Middle advert 400x200 px..... SEK 2 000

Bottom advert 400x200 px SEK 2 000

FILTYPER

jpg, gif or png. All banners must be static. Design of the ads included in the price.

Native advertising

Native Advertising is a sponsored text on rt-forum.se that is marked as an ad. The content is designed so that the reader perceives it as a natural part of the platform. The sponsored content should, for maximum effect, be relevant to the target audience and add value to the reader.

Membership
SEK 6.800/year

All ad prices are up prices. Prices for non-members is twice that. Contact us for more information.

VAT. Preferred position will be 20%. For different format will be 20%.
Contact: Görel Johansson, + 46 73-682 53 65, gorel.johansson@nordiskemedier.se for offer and booking.
Send print material to: annons.trafikforum@nordiskemedier.se

Contact: Görel Johansson, + 46 73-682 53 65, gorel.johansson@nordiskemedier.se for offer and booking. Send material for web/newsletter to: annons@nordiskemedier.se