

RES **FORUM**

Media Info 2018



**THE NORDIC LEADING
TRADE MAGAZINE IN BUS TOURISM**

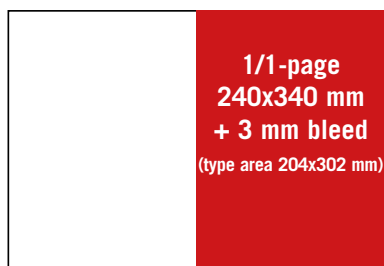
Publishing schedule 2018

Issue	Publ. date	Material	Theme/Trade Fairs/Events
1	March 9	Febr 16	BUSSTORGET 2018
2	May 31	May 9	Theme: Christmas market 2018, BUSSTORGET 2018
3	Sept 21	Aug 31	Theme: Nordic Group Travels
4	Nov 16	Oct 26	BUSSRESEFORUM 2018

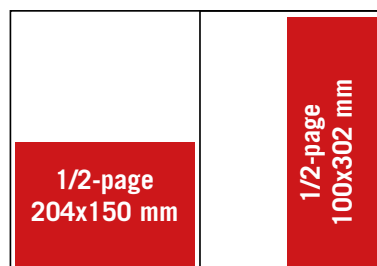
Advert format and prices print 2018



SEK 40.900

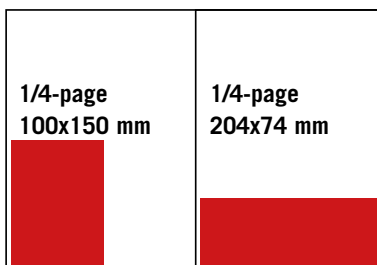


SEK 28.500



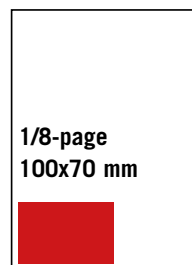
SEK 16.900

SEK 16.900



SEK 10.600

SEK 10.600



SEK 6.900

Special format

1st Cover, Flash, 30x20 mm	SEK 4.800
1st Cover, Streamer, 240x30 mm	SEK 10.100
2nd Cover, 240x340 + 3 mm bleed	SEK 32.100
3rd Cover, 240x340 + 3 mm bleed	SEK 28.900
4th Cover, 240x340 + 3 mm bleed	SEK 34.700

Bus Travel-pages

1/1-page, 204x302 mm	SEK 16.900
1/2-page, 204x150 mm alt 100x302 mm	SEK 10.500
1/4-page, 100x150 mm alt 204x74 mm	SEK 6.900
1/8-page, 100x70 mm	SEK 4.600

Web guide

Web guide-ad, 48x27 mm, 4 issues	SEK 4.000
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Supplements

Price example: A4, 4–8 pages. Max 50 gram	SEK 30.100
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Advertorials

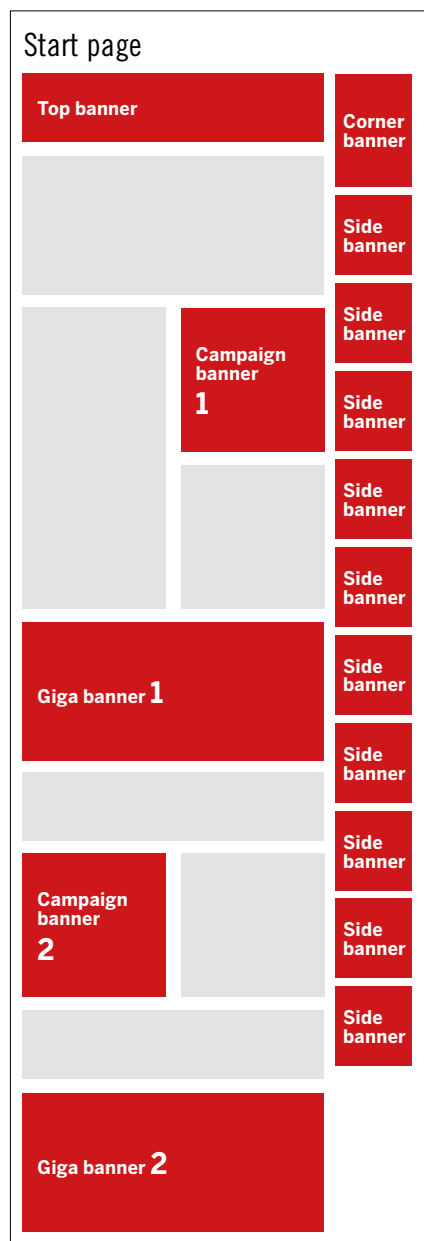
You contribute with facts. We compile/write and design your ad in an editorial manner as finished concepts.

VAT. Preferred position will be 10%. For different format will be 10%.

Contact: Paulina Stjernholm, +46 708-22 66 72, paulina.stjernholm@mentoronline.se for offer and booking.

Material adress: annons.resforum@mentoronline.se

Advert format and prices web/newsletter 2018



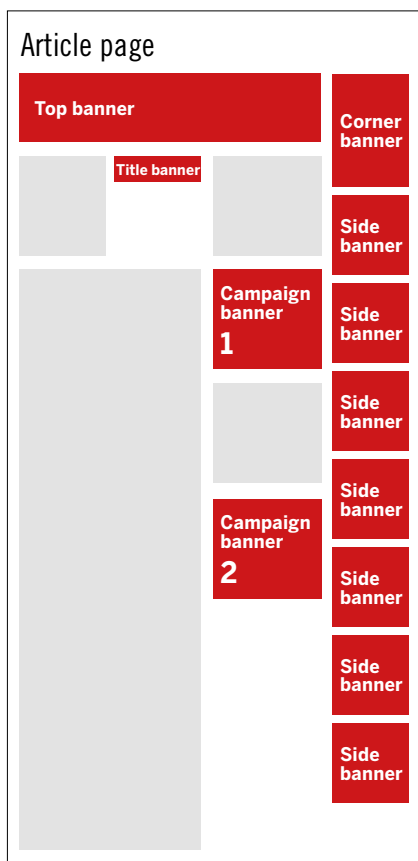
Top banner 930x180 px SEK 12.000 / month
 Corner banner 150x300 px SEK 6.500 / month
 Side banner 150x175 px SEK 2.000 / month
 Campaign banner 1 480x480px SEK 9.500 / month
 Campaign banner 2 480x480px SEK 8.500 / month
 Giga banner 1 980x480 px SEK 12.000 / month
 Giga banner 2 980x480 px SEK 8.500 / month

File types

Static jpg, max 75 kb
 Animated gif, max 75 kb
 Html (zip-file)
 Script

All banners must be responsive.
 Animations should keep within 20 seconds.
 Design of the ads included in the price.

Article page



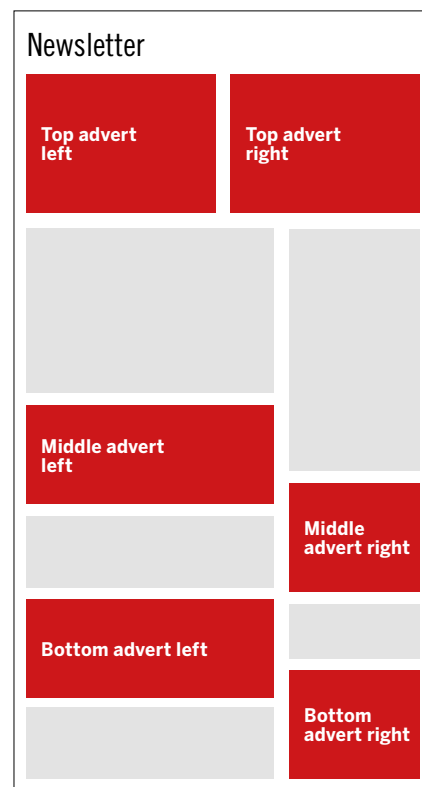
Top banner 930x180 px SEK 12.000 / month
 Corner banner 150x300 px SEK 6.500 / month
 Side banner 150x175 px SEK 2.000 / month
 Title banner, static 200x60 px SEK 13.000 / month
 Campaign banner 1 300x250px SEK 7.750 / month
 Campaign banner 2 300x250px SEK 6.000 / month

File types

Static jpg, max 75 kb
 Animated gif, max 75 kb
 Html (zip-file)
 Script

All banners must be responsive.
 Animations should keep within 20 seconds.
 Design of the ads included in the price.

Newsletter



Top advert left 400x200 px SEK 3.000 / day
 Top advert right 400x200 px SEK 3.000 / day
 Middle advert left 490x147 px SEK 2.000 / day
 Middle advert right 310x235 px SEK 2.000 / day
 Bottom advert left 490x147 px SEK 1.500 / day
 Bottom advert right 310x235 px SEK 1.500 / day

File types

Static jpg, gif or png.

All banners must be static.
 Design of the ads included in the price.

Membership SEK 6.800/year

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

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.

The Nordic leading trade magazine in bus tourism

RESFORUM Is the Nordic leading industry magazine for bus tourism - including ordering traffic.

The magazine coverage all the news in these areas with focus on Sweden and the Nordic region. The magazine are complements with our website rt-forum.se with daily reporting and newsletter every week. We create our own industry meetings and participate in all Important seminars and fairs.

RESFORUM's target group are business leaders and other managers of bus companies, tour operators as well as bus tour operators. RESFORUM 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. The magazine reaches all decision makers in the industry.

Thomas Dietl, Editor-in-chief
RESFORUM and TRAFIKFORUM

Events 2018

Busstorget, April

Bussförar-SM, September, Gillingebanan

Bussreseforum, September

Contact



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