



TRAFIK FORUM



Media Info 2023

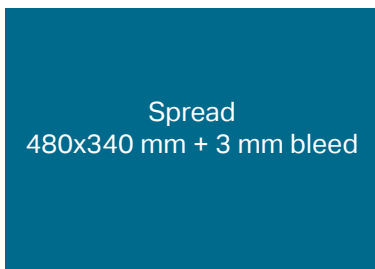


THE NORDIC LEADING TRADE MAGAZINE IN PUBLIC TRANSPORT

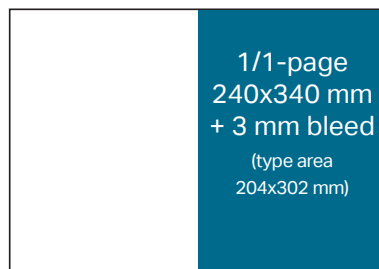
Publishing Schedule 2023

Issue	Publ. date	Material	Trade Fairs / Events / Theme
1	February 16	January 23	
2 	April 3	March 13	Trygghet & säkerhet
3 	May 26	May 5	Kollektivtrafikdagen
4 	September 6	August 16	Bussförar-SM
5	October 12	September 21	Innovationer, Bus World
6 	November 22	November 1	

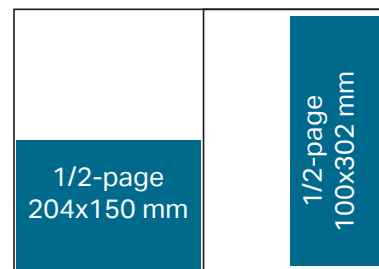
Advert format and prices print 2023



SEK 52.800

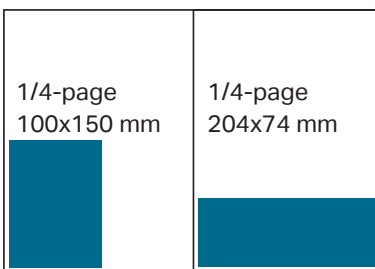


SEK 37.800



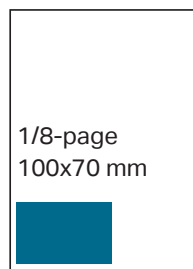
SEK 21.900

SEK 21.900



SEK 14.200

SEK 14.200



SEK 9.300

Special format

1st Cover, Flash, 70x24 mm	SEK 5.500
1st Cover, Streamer, 240x30 mm	SEK 14.000
2nd Cover, 240x340 + 3 mm bleed	SEK 42.400
3rd Cover, 240x340 + 3 mm bleed	SEK 38.000
4th Cover, 240x340 + 3 mm bleed	SEK 47.000
Special format page 4-5, 480x94 mm	SEK 28.600

Web guide – Industry logos and URLs

Web guide ad, 48x27 mm, 9 issues	SEK 9.000
Christmas ad, Christmas ad-pages	SEK 2.100

Supplements

Price exempel: A4, 4–8 pages, Max 50 gram	SEK 35.000
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Second Hand Market

1/1-page, 204x302 mm	SEK 13.400
1/2-page, 204x150 mm alt 100x302 mm	SEK 8.500
1/4-page, 100x150 mm alt 204x74 mm	SEK 6.000
1/8-page, 100x70 mm	SEK 4.500

Products & Services – In every issue

1/4-page, 100x150 mm alt 204x74 mm	SEK 7.100
1/8-page, 100x70 mm	SEK 5.800

Advertorials

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

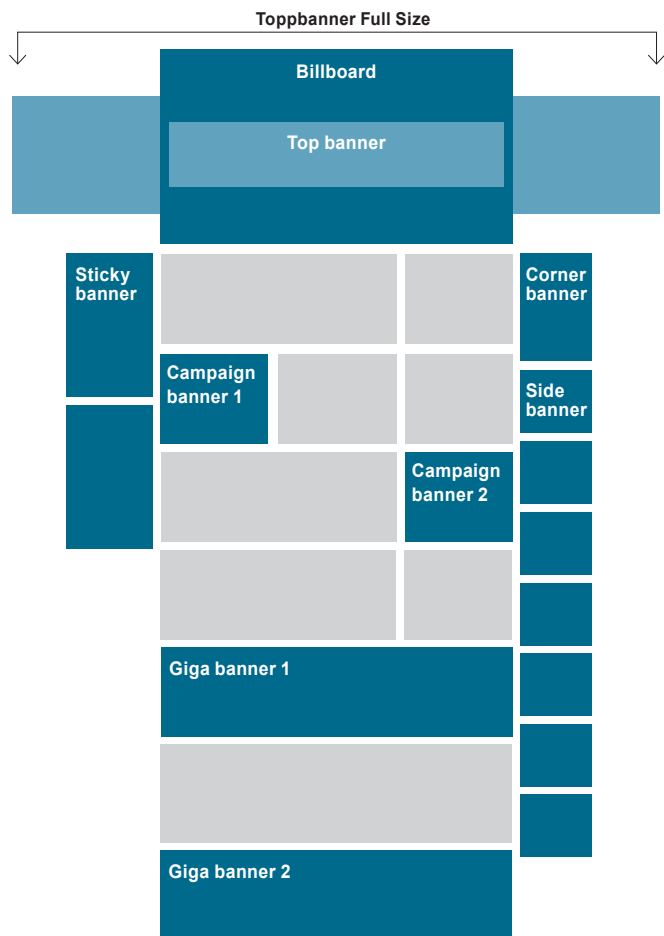
VAT. Preferred position will be 20%. For different format will be 20%.

Contact: Jacob Gündüz, +46 73-682 53 06, jacob.gunduz@nordiskemedier.se for offer and booking.

Send print material to: annons.trafikforum@nordiskemedier.se

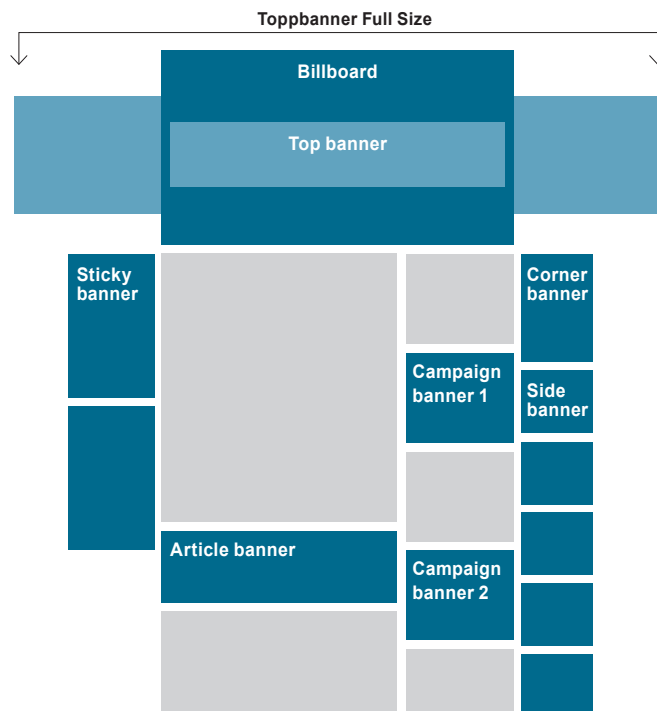
Advert format and prices web/newsletter 2023

Start page prices/month



Top banner Full Size 1800x450 px, static, max 250 kb	SEK 66 000
Billboard 980x540 px, static or animated, max 150 kb	SEK 56 000
Top banner 930x180 px, static or animated, max 70 kb.....	SEK 28 000
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 23 000
Corner banner 200x300 px, static or animated, max 70 kb	SEK 15 000
Side banner 200x175 px, static or animated, max 40 kb	SEK 5 000
Campaign banner 1 300x250 px, static or animated, max 70 kb.....	SEK 18 000
Campaign banner 2 300x250 px, static or animated, max 70 kb.....	SEK 14 000
Giga banner 930x250 px, static or animated, max 70 kb	SEK 24 000

Article page prices/month



Top banner Full Size 1800x450 px, static, max 250 kb	SEK 66 000
Billboard 980x540 px, static or animated, max 150 kb	SEK 56 000
Top banner 930x180 px, static or animated, max 70 kb.....	SEK 28 000
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 23 000
Corner banner 200x300 px, static or animated, max 70 kb	SEK 15 000
Side banner 200x175 px, static or animated, max 40 kb	SEK 5 000
Campaign banner 1 300x250 px, static or animated, max 75 kb.....	SEK 18 000
Campaign banner 2 300x250 px, static or animated, max 75 kb.....	SEK 14 000
Article banner 660x200 px, static or animated, max 100 kb.....	SEK 24 000

File types

Static: jpg, animated: gif, Html (zip-file), Script. All banners must be responsive. Animations should keep within 20 seconds.

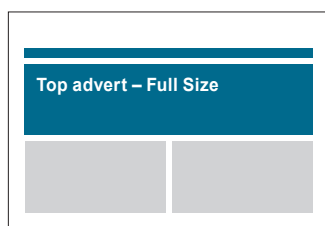
Design of the ads are included in the price (one proof, then SEK 1 000 per started hour)

Sticky banner, corner banner and side banner are only showed on desktop.

Native advertising

Native Advertising is a sponsored text on transportnet.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.....SEK 17 000/week

Newsletter for members/day



File types

jpg, gif or png. All banners must be static. Max 50 kb.

Design of the ads are included in the price (one proof, then SEK 1 000 per started hour)

Membership contains:

- Company profile
- Log-in to all functions on the portal
- Free posts on company news
- 50% discount on all digital ad prices.

SEK 12 900/year

Member package

- 12 months side banner on the portal
- 1 top ad in the newsletter
- 2 middle ads in the newsletter
- 2 bottom ads in the newsletter
- 1 year membership

SEK 24 000/year

Job ad

Job ad at rt-forum.se and in the newsletter for 30 days.....**SEK 6 900**

Streamer 820x28 px.....	SEK 8 000 *
Top advert full size 820x200 px	SEK 14 000
Top advert 400x200 px	SEK 9 000
Middle advert 400x200 px	SEK 4 000
Bottom advert 400x200 px	SEK 4 000

* Price per week

Contact: Jacob Gündüz, +46 73-682 53 06, jacob.gunduz@nordiskemedier.se for offer and booking.

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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 newsletters twice a 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.

Caroline Swartling, Editor-in-Chief
Resforum and Trafikforum

Event 2023

Kollektivtrafikdagen
Bussförar-SM

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