



**RES** FORUM

**Media Info 2020**

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

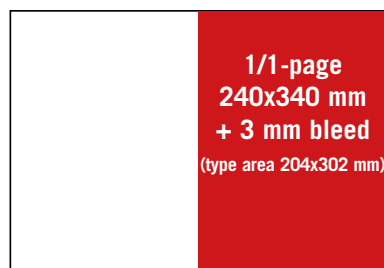
# Publishing schedule 2020

Issue	Publ. date	Material	Theme/Trade Fairs/Events
1	March 18	February 26	Theme: Cruises, Conference "Bus Square"
2	June 3	May 13	Theme: Comers / Odd Destinations
3	September 30	September 9	Theme: Activity Trips
4	December 7	November 16	Theme: Trends 2021

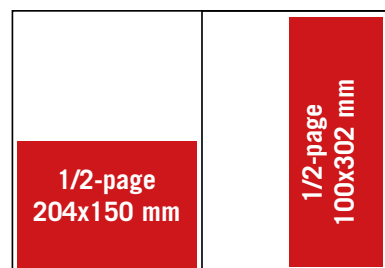
## Advert format and prices print 2020



SEK 40.900

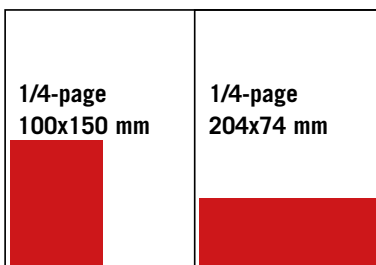


SEK 28.500



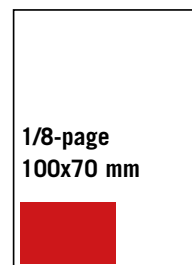
SEK 16.900

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
Special format page 4-5, 480x94 mm	SEK 21.800

### Bussresesidorna

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 exempel: 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.

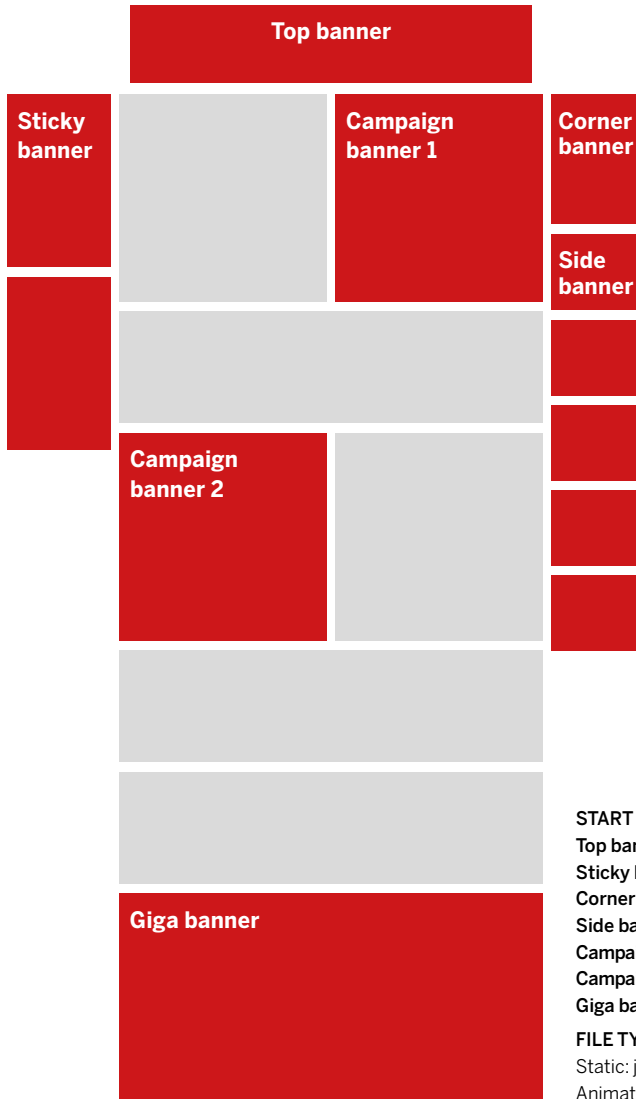
VAT. Preferred position will be 20%. For different format will be 20%.

Contact: Görel Johansson, + 46 73-682 53 65, gorel.johansson@nordiskemedier.se for offer and booking.

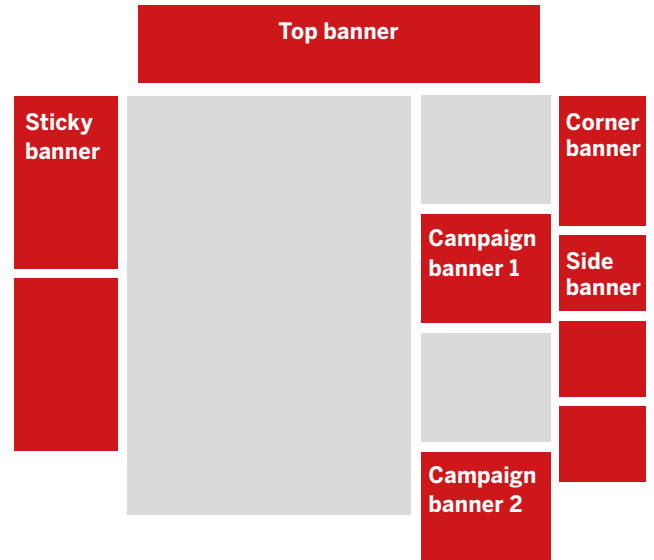
Send print material to: annons.resforum@nordiskemedier.se

# Advert format and prices web/newsletter 2020

## Start page for members/month



## Article page for members/month



### 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** 1300x250 px, static or animated, max 75 kb .....SEK 7 750
- Campaign banner 2** 300x250 px, static or animated, max 75 kb.....SEK 6 000

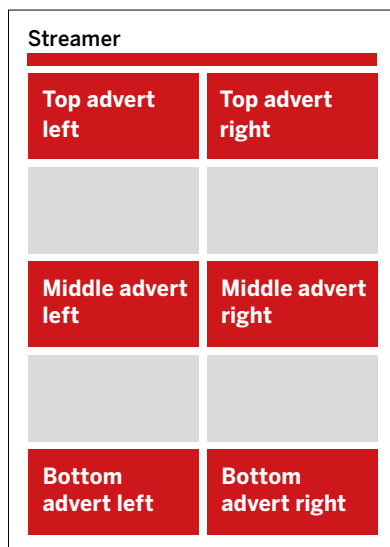
### START PAGE

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- 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** 1480x480 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** 820x28 px..... SEK 4 000
- Top advert** 400x200 px ..... SEK 3 000
- Top advert full size** 820x200 px .....SEK 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.



# The Nordic leading trade magazine in bus tourism and ordering traffic

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 completed with our website [rt-forum.se](http://rt-forum.se) with daily reporting and newsletter every week. Resforum's target group are business leaders and managers of bus companies, tour operators as well as bus tour operators. Resforum are distributed together with the magazine Trafikforum and are working closely with the industry organization The Swedish Bus and Coach Federation "Sveriges Bussföretag". Resforum and Trafikforum are a subscribed digital-magazine and printed paper magazine.

*Thomas Dietl*, Editor-in-Chief  
Resforum and Trafikforum

## Event 2020

Busstorget, "Bus Square"  
April

Bussförar-SM, "Bus Drivers Swedish Championship"  
September

## Contact:



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