

# **RES** FORUM

**Media Info 2018**



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

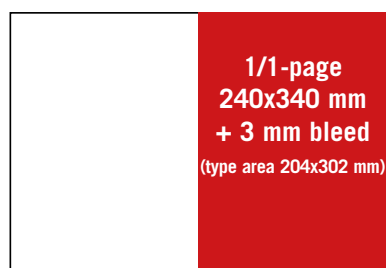
# Publishing schedule 2018

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

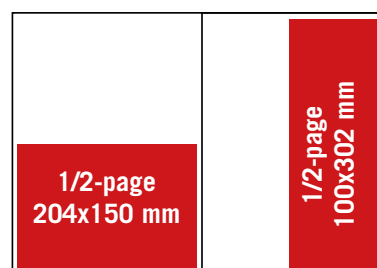
## Advert format and prices print 2018



SEK 40.900

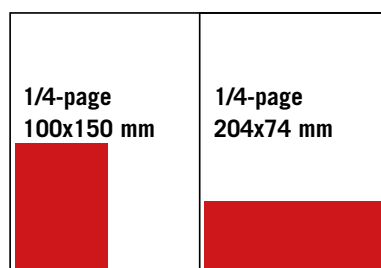


SEK 28.500



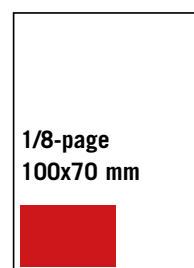
SEK 16.900

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

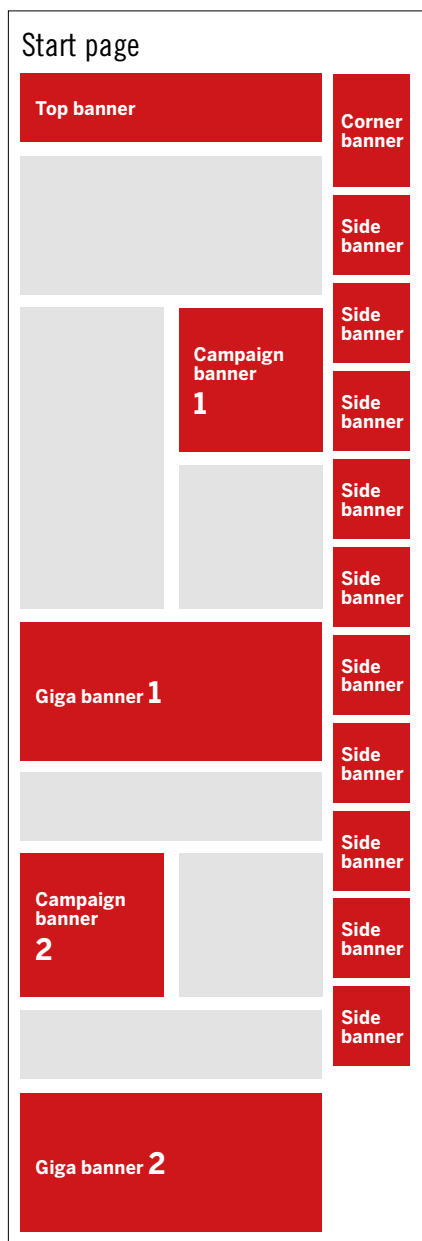
You contribute with facts. We compile/write and design your ad in an editorial manner as finished concepts.

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

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

Material adress: annons.resforum@nordiskemedier.se

# Advert format and prices web/newsletter 2018

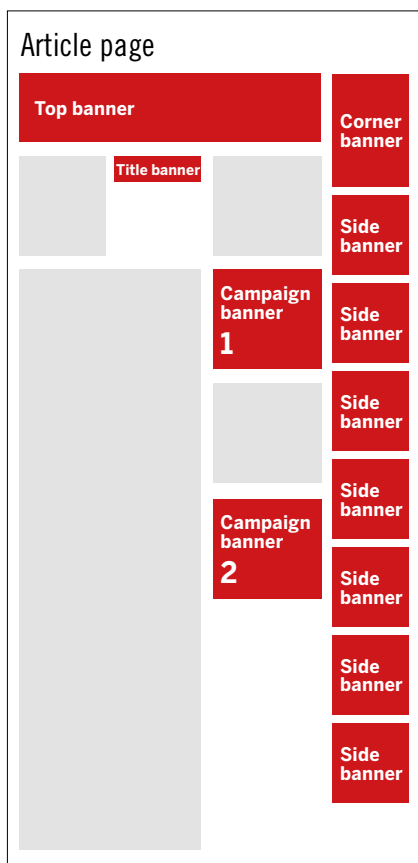


Top banner 930x180 px .....SEK 12.000 / month  
 Corner banner 150x300 px ..... SEK 6.500 / month  
 Side banner 150x175 px ..... SEK 2.000 / month  
 Campaign banner 1 480x480pxSEK 9.500 / month  
 Campaign banner 2 480x480pxSEK 8.500/ month  
 Giga banner 1 980x480 px .....SEK 12.000 / month  
 Giga 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.

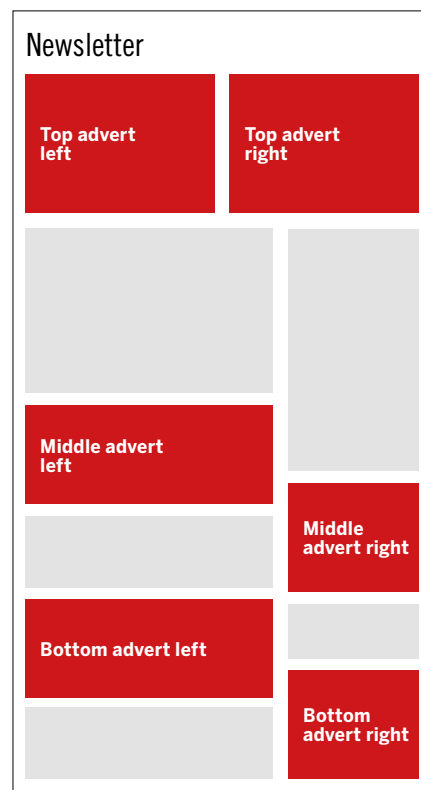


Top banner 930x180 px .....SEK 12.000 / month  
 Corner banner 150x300 px ..... SEK 6.500 / month  
 Side banner 150x175 px ..... SEK 2.000 / month  
 Title banner, static 200x60 px SEK 13.000 / month  
 Campaign banner 1 300x250px SEK 7.750/ month  
 Campaign banner 2 300x250pxSEK 6.000/ month

## 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.



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](http://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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