



RES ●
FORUM

**Media Info
2025**

THE NORDIC LEADING TRADE
MAGAZINE IN BUS TOURISM

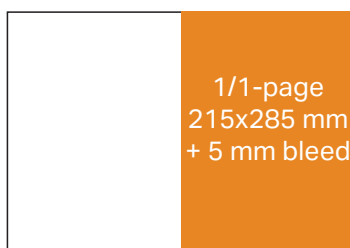
Publishing Schedule 2025

Nr	Utgivning	Material	Tema/Mässor/Konferenser
1	19 february	31 january	Busstorget
2	21 may	2 may	
3	4 september	18 august	Bussförar-SM
4	27 november	10 november	

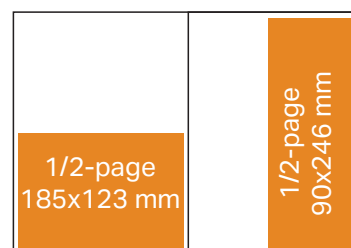
Advert format and prices print 2025



SEK 47 00

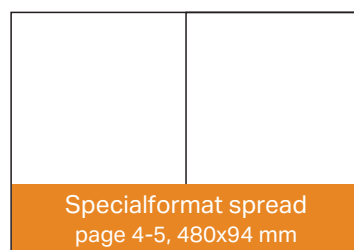


SEK 32 700

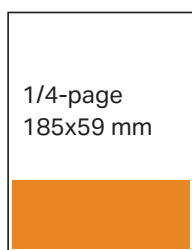


SEK 20 900

SEK 20 900



SEK 25 000



SEK 13.500

Special format

1st Cover, Flash, 70x24 mm	SEK 8.000
1st Cover, Streamer, 215x30 mm	SEK 15.000
2nd Cover, 215x285 + 5 mm bleed	SEK 36.900
3rd Cover, 215x285 + 5 mm bleed	SEK 33.200
4th Cover, 215x285 + 5 mm bleed	SEK 39.900
Special format page 4-5, 430x94 mm	SEK 25.000

Supplements

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

Advertorials

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

Web guide

Web guide-ad, 48x27 mm, 4 issues	SEK 4.600
Christmas ad, Christmas ad-pages	SEK 2.100

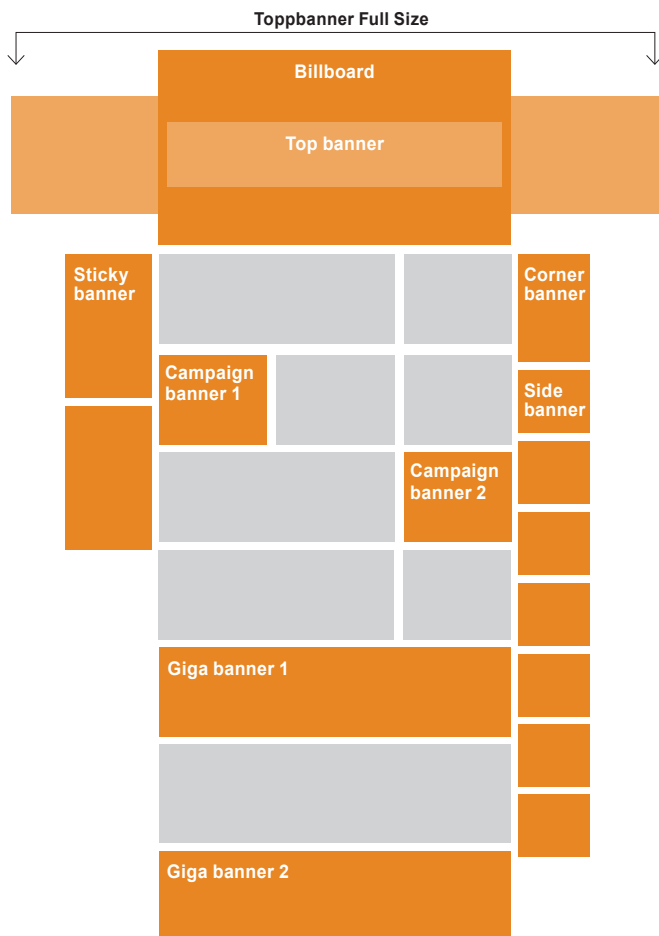
VAT. Preferred position will be 20%. For different format will be 20%.

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

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

Advert format and prices web/newsletter 2024

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

Newsletter for members/day

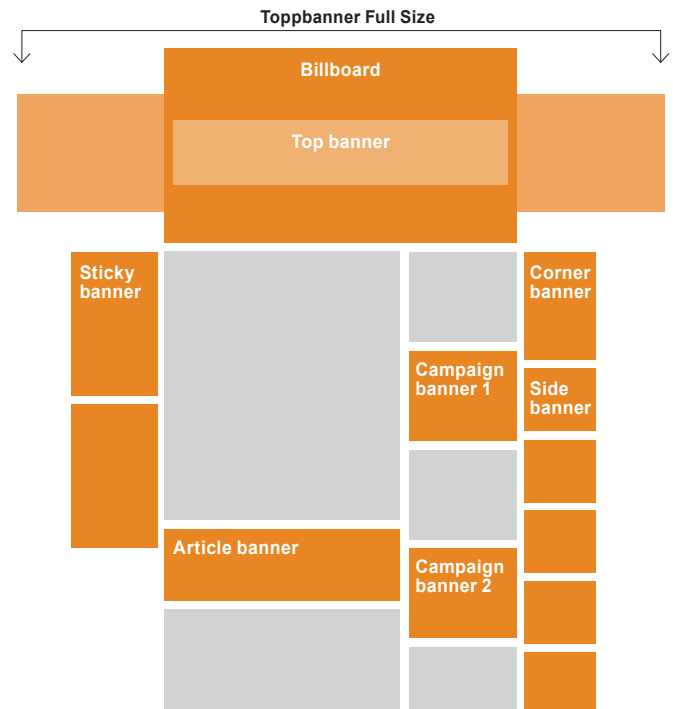


Streamer 820x28 px.....	SEK 9 000 *
Top advert full size 820x200 px	SEK 14 000
Top advert 400x200 px	SEK 9 000
Middle advert 400x200 px	SEK 5 000
Bottom advert 400x200 px	SEK 5 000

* Price per week

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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 20 000

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 18 000/week

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**

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 with daily reporting and newsletters twice a 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.

Caroline Swartling, Editor-in-Chief
Resforum and Trafikforum

EVENTS 2025

Busstorget (Bus Square)

Bussförar-SM (Bus Drivers Swedish Championship)



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