



# RES FORUM

THE NORDIC LEADING TRADE MAGAZINE IN BUS TOURISM

## Media Info 2017



# Publishing schedule 2017

Issue	Publ. date	Material	Trade Fairs/Events
<b>1/2</b>	March 10	Febr 17	<b>Special edition BUSSTORGET 2017</b> , April 6–7, Hooks Herrgård, Jönköping 
<b>3/4</b>	May 30	May 8	<b>Theme:</b> Christmas market 2017, Special article from BUSSTORGET 2017
<b>5/6</b>	Sept 22	Sept 1	How was the summer season 2017?, <b>Special edition</b> BUSSRESEFORUM 2017
<b>7/8</b>	Nov 17	Oct 27	Special article from BUSSRESEFORUM 2017

## Marketing and advertising



**Media Manager**  
Martina Söderberg  
+46 73-682 53 77  
+46 8-670 41 77  
martina.soderberg@mentoronline.se



**Media Sales**  
Ingela Engman  
+46 325-340 81  
engmanengman@telia.com



**Event and Market**  
Gunilla Hagberg  
+46 70-768 93 46  
gunilla.hagberg@mentoronline.se



**Business Unit Director**  
Sandra Camilleri  
+46 8-670 41 71  
+46 73-985 12 00  
sandra.camilleri@mentoronline.se



**Project Manager Event**  
Jacob Albertsen  
+46 8-670 41 24  
jacob.albertsen@mentoronline.se

## Editorial



**Editor-in-Chief**  
Thomas Dietl  
+46 8-522 253 19  
+46 70-535 56 84  
thomas.dietl@mentoronline.se



**Reporter**  
Anders Örnevall  
+46 70-578 85 72  
anders.ornevall@mentoronline.se

## Resforum promotion (Advertorials)

We offer advertorial ads in the paper. Where you as an advertiser is able to get your message spread into a concept of editorial and comprehensive image. As an advertiser, you contribute with facts, images and to be interviewed by a journalist. We compile, write and design your ad in a editorial way as a complete concept, which you approve.

1/1 page SEK 32.100

1/2 page SEK 18.500

## Native ad

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 and add value to the reader.

# Advertising charge 2017

Format	Price
1st Cover, Flash, 30x20mm	SEK 4.600
1st Cover, Streamer, 245x30mm	SEK 9.975
2nd Cover, 245x339mm* (bleed) alt 215x297mm	SEK 31.700
3rd Cover, 245x339mm* (bleed) alt 215x297mm	SEK 28.800
4th Cover, 245x339mm* (bleed) alt 215x297mm	SEK 34.700
Spread, 490x339mm*	SEK 40.600
Full-page, 245x339mm* (bleed) alt 215x297mm	SEK 28.300
Half-page, 215x147mm, 105x297mm*	SEK 16.550
1/4-page, 105x 147mm, 215 x 72mm*	SEK 10.350
1/8-page, 105x72mm alt, 215x34mm	SEK 6.895
1/16-page, 105x34mm, 215x34mm, 245x34mm*	SEK 6.695

\* Add 3 mm allowance when the image/text will be bleed. VAT. Preferred position will be 10%. For different format will be 10%. We do not charge extra for bleed formats.

## Bus Travel-Pages

AFFORDABLE ADVERTISING DEPARTMENT FOR BUS DESTINATIONS

Full-Page, 215x297mm	SEK 16.890
Half-page, 215x147mm, 105x297mm	SEK 10.500
1/4-page, 105x147mm, 215x72mm	SEK 6.795
1/8-page, 105x72mm, 215x34mm	SEK 4.200
1/16-page, 105x34mm	SEK 2.950

## Webguiden – industry logos and URLs

POPULAR LOW-COST ADVERTISING! BOOKED HALF-YEARLY OR ANNUAL.  
WE NEED YOUR LOGOTYPE (EPS, TIF OR JPG, HIGH-RESOLUTION) AND WEB ADDRESS.

Webguiden ad, 51x25mm, 4 issues whole year	SEK 4.000
Webguiden ad, 51x25mm, 2 issues half year	SEK 2.400

## Job ads

### For offer/booking contact

Martina Söderberg, +46 73-682 53 77, +46 8-670 41 77, [martina.soderberg@mentoronline.se](mailto:martina.soderberg@mentoronline.se)

### Supplements

Loose advertising supplements, we receive 3 per issue. Unique placement of the advertising supplement – on top of our cover page inside the plastic! (Only one per issue.)

Prerequisite: The format should be less than the A4 example A5, A6 or smaller, so-called flyer.

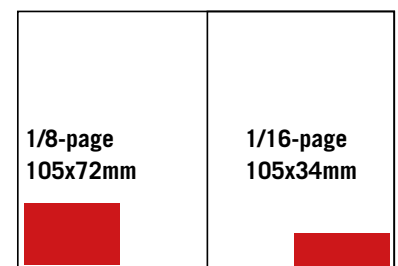
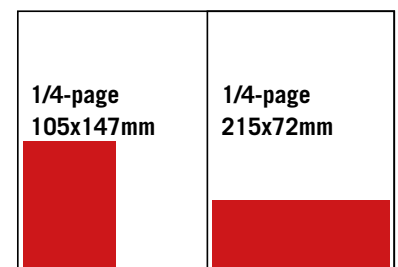
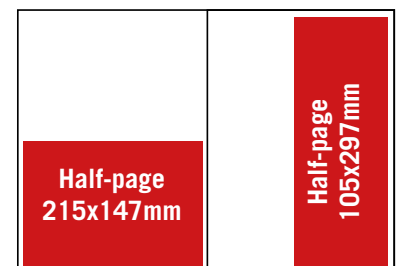
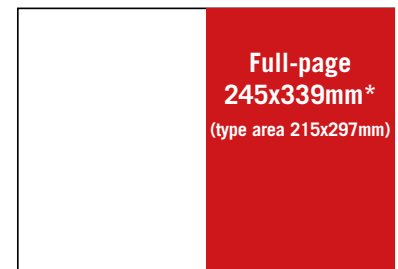
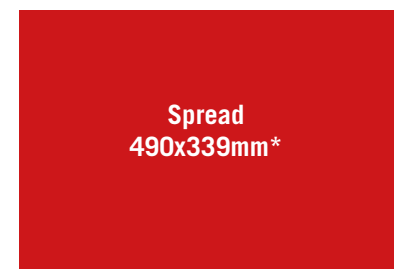
### Other Supplements

Ad Cost a loose supplements A3 (weight), A4 or smaller to offer.

Price example: A4 supplement, pages 4–8. A maximum of 50 gram: SEK 29.995.

Other brochures or catalogs with more than 12 pages – advertisement price according to offer.

## Ads format



## Creative

Download info on how creative to be delivered at [www.rt-forum.se](http://www.rt-forum.se) under "advertising".

For ad production or help with ad design will cost. Requests for quotation.

### Materials address

[annons.resforum@mentoronline.se](mailto:annons.resforum@mentoronline.se)

# The Nordic leading trade magazine in bus tourism

RESFORUM is the leading trade magazine in bus tourism – including ordering traffic. The magazine monitors news in these areas globally, but with a focus on Sweden and the Nordic countries.

RESFORUM's readership is small business and bus tour operators and travel wholesalers and travel agents.

RESFORUM is a growing number of readers in Norway, Denmark and Finland.

Together with TRAFIKFORUM reach community a Swedish bus companies and bus tour operators in all categories. RESFORUM and TRAFIKFORUM having a close cooperation with the Swedish bus company.

RESFORUM published as a E-newspaper and three days before printed paper. The magazine reaches all decision makers in the industry.

- RESFORUM is a trade magazine which offers bus and tourism bus tours as a base – an industry with a turnover of around four billion only in Sweden. The newspaper also monitors the travel and tourism industry assumptions: destinations, hotels, roadside restaurants, ferry operators, castles, museums, cultural heritage and other things.
- Conference tips are an important and growing part of bus travel industry, as well as ordering transport by bus – to get groups of visitors at the airport and ferries, and then drive them to museums, hotels and restaurants.
- RESFORUM monitors all this, and also activities linked to bus travel, resegros- the last productions, tourist attractions, zoos, festivals, revues, musicals and other events.
- RESFORUM's readers bus industry owners, managers and drivers, as well as tour operators and travel leaders.
- RESFORUM and TRAFIKFORUM reach all tourist offices in Sweden – Swedish and foreign – as well as key people in the bus companies and bustour.

**Trade show:** RESFORUM and TRAFIKFORUM are always represented on its own stand at BUSSTORGET and BUSSRESEFORUM. At BUSSTORGET along with the major automotive manufactures, showing off their newest tourist-bus.

**Professional organizations:** [www.transportforetagen.se](http://www.transportforetagen.se)

## Events 2017



## Media Partner

**BUSSMÄSSAN  
PERSONTRAFIK >>>**



Mentor Communications AB | Box 72001, SE-181 72 Lidingö  
Tel +46 (0)8-670 41 00 | Fax +46 (0)8-661 64 55 | Org.nr 556259-1197 |  
[www.mentoronline.se](http://www.mentoronline.se)