

# TRAFIK FORUM

Media Info 2021



THE NORDIC LEADING TRADE MAGAZINE IN PUBLIC TRANSPORT

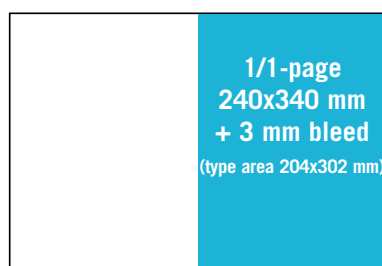
# Publishing Schedule 2021

Issue	Publ. date	Material	Trade Fairs / Events / Theme
1	February 12	January 22	
2 <b>RES1</b>	March 18	February 25	
3	April 28	April 7	
4 <b>RES2</b>	June 3	May 12	
5	August 27	August 6	
6 <b>RES3</b>	September 30	September 9	
7	November 9	October 19	
8 <b>RES4</b>	December 7	November 16	

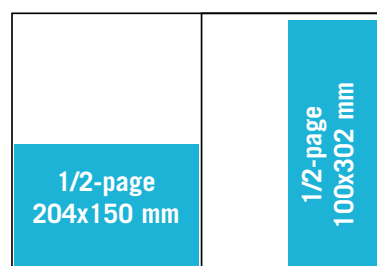
## Advert format and prices print 2021



SEK 45.900

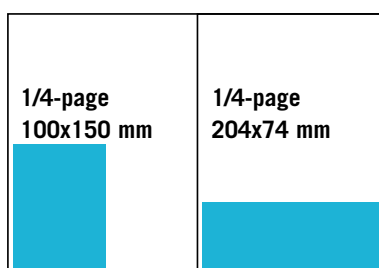


SEK 32.900



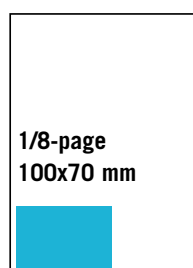
SEK 19.100

SEK 19.100



SEK 12.400

SEK 12.400



SEK 8.100

### Special format

1st Cover, Flash, 70x24 mm	SEK 4.800
1st Cover, Streamer, 240x30 mm	SEK 12.200
2nd Cover, 240x340 + 3 mm bleed	SEK 36.900
3rd Cover, 240x340 + 3 mm bleed	SEK 33.100
4th Cover, 240x340 + 3 mm bleed	SEK 40.900
Special format page 4-5, 480x94 mm	SEK 24.800

### Web guide – Industry logos and URLs

Web guide ad, 48x27 mm, 9 issues	SEK 7.900
Bussgolften, Sponsor logo – ad "Golf ball"	SEK 1.900
Christmas ad, Christmas ad-pages	SEK 1.900

### Supplements

Price example: A4, 4–8 pages, Max 50 gram	SEK 30.100
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### Second Hand Market

1/1-page, 204x302 mm	SEK 12.000
1/2-page, 204x150 mm alt 100x302 mm	SEK 7.500
1/4-page, 100x150 mm alt 204x74 mm	SEK 5.500
1/8-page, 100x70 mm	SEK 4.200

### Products & Services – In every issue

1/4-page, 100x150 mm alt 204x74 mm	SEK 6.200
1/8-page, 100x70 mm	SEK 5.100

### Advertorials

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

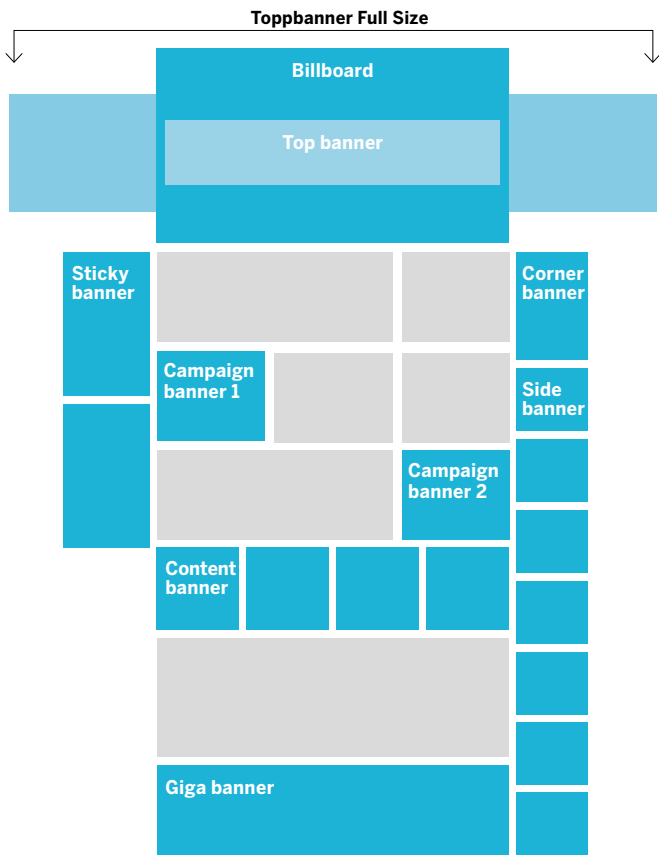
VAT. Preferred position will be 20%. For different format will be 20%.

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

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

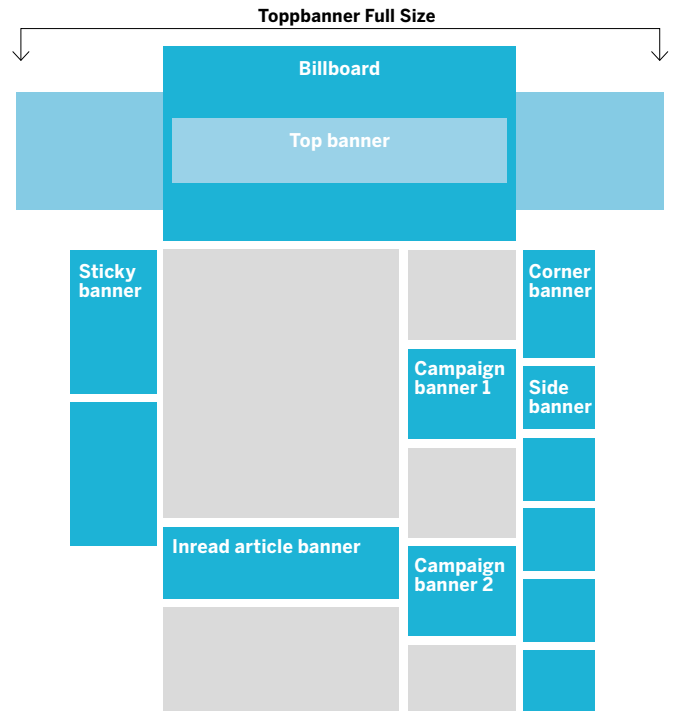
# Advert format and prices web/newsletter 2021

## Start page prices/month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb.....	SEK 59 000
<b>Billboard</b> 980x450 px, static or animated, max 150 kb.....	SEK 49 000
<b>Top banner</b> 930x180 px, static or animated, max 70 kb.....	SEK 24 000
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb.....	SEK 20 000
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb.....	SEK 13 000
<b>Side banner</b> 200x175 px, static or animated, max 40 kb.....	SEK 4 000
<b>Content banner</b> 230x230 px, static, max 55 kb.....	SEK 6 000
<b>Campaign banner 1</b> 300x250 px, static or animated, max 70 kb.....	SEK 16 000
<b>Campaign banner 2</b> 300x250 px, static or animated, max 70 kb.....	SEK 12 000
<b>Giga banner</b> 930x250 px, static or animated, max 70 kb.....	SEK 24 000

## Article page prices/month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb.....	SEK 59 000
<b>Billboard</b> 980x450 px, static or animated, max 150 kb.....	SEK 49 000
<b>Top banner</b> 930x180 px, static or animated, max 70 kb.....	SEK 24 000
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb.....	SEK 20 000
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb.....	SEK 13 000
<b>Side banner</b> 200x175 px, static or animated, max 40 kb.....	SEK 4 000
<b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb.....	SEK 16 000
<b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb.....	SEK 12 000
<b>Inread article banner</b> 660x200 px, static or animated, max 100 kb.....	SEK 18 000

### FILE TYPES

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

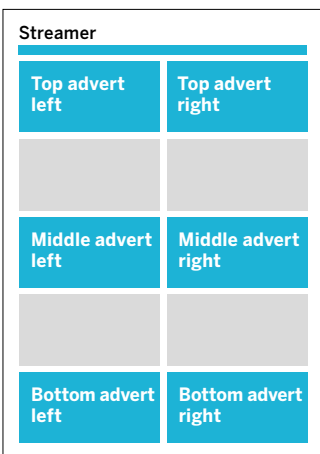
Design of the ads included in the price.

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 15 000/week

### Newsletter for members/day



<b>Streamer</b> 820x28 px.....	SEK 8 000 *
<b>Top advert full size</b> 820x200 px.....	SEK 14 000
<b>Top advert</b> 400x200 px.....	SEK 6 000
<b>Middle advert</b> 400x200 px.....	SEK 4 000
<b>Bottom advert</b> 400x200 px.....	SEK 4 000

\* Price per week



### FILE TYPES

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

Design of the ads included in the price.

### 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 6 800/year**

### Member package

- 12 months side banner on the portal
- 1 top ad in the newsletter
- 2 middle ads in the newsletter
- 2 botto 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 5 995**

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

Send material for web/newsletter to: annons@nordiskemedier.se

# 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](http://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.

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

## Event 2021

Busstorget  
Kollektivtrafikdagen  
Bussförar-SM

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