

TRAFIK FORUM

Media Info 2019



THE NORDIC LEADING TRADE MAGAZINE IN PUBLIC TRANSPORT

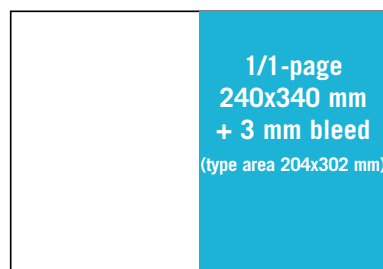
Publishing Schedule 2019

Issue	Publ. date	Material	Trade Fairs/Events/Theme
1	February 7	January 17	Transportforum
2 RES1	March 12	February 19	Busstorget
3	April 25	April 4	Kollektivtrafikdagen
4 RES2	May 29	May 8	UITP
e-magazine	June 18	June 4	Second Hand Market
5	August 22	August 2	
6 RES3	September 19	August 29	
7	October 24	October 3	Nordic Rail
8 RES4	November 28	November 7	

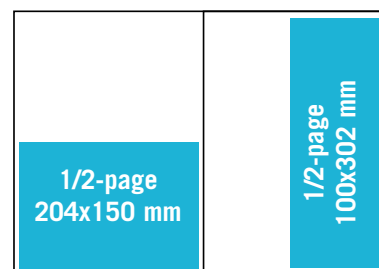
Advert format and prices print 2019



SEK 45.900



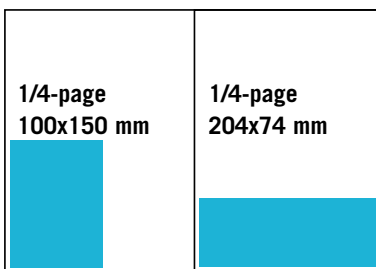
SEK 32.900



SEK 19.100

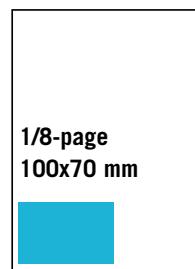


SEK 19.100



SEK 12.400

SEK 12.400



SEK 8.100

Special format

1st Cover, Flash, 30x20 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
Bussgolfen, 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.

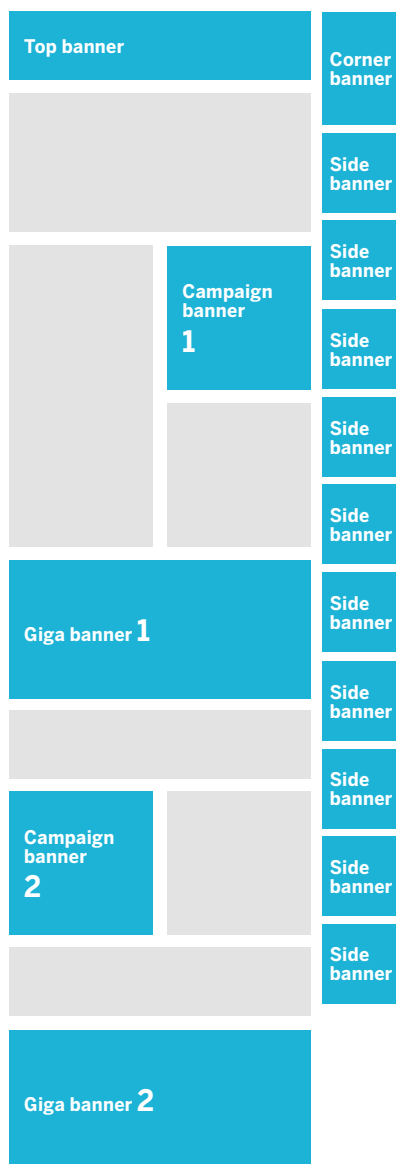
VAT. Preferred position will be 20%. For different format will be 20%.

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

Material adress: annons.trafikforum@nordiskemedier.se

Advert format and prices web/newsletter 2019

Start page



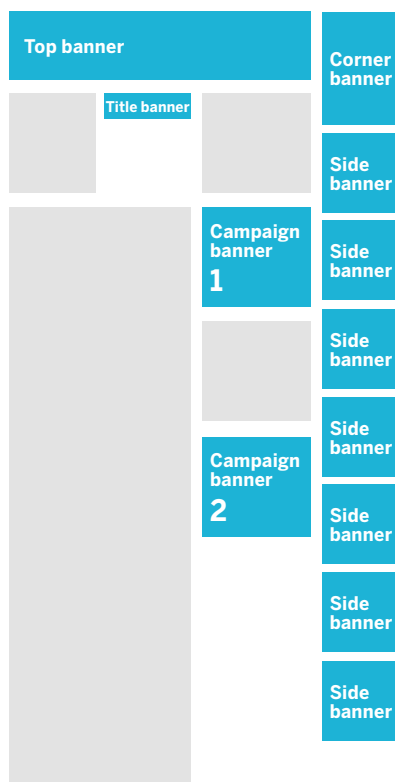
Top banner 930x180 pxSEK 12.000 / month
 Corner banner 150x300 px SEK 6.500 / month
 Side banner 150x175 px SEK 2.000 / month
 Campaign banner 1 480x480pxSEK 9.500 / month
 Campaign banner 2 480x480pxSEK 8.500/ month
 Giga banner 1 980x480 pxSEK 12.000 / month
 Giga banner 2 980x480 px SEK 8.500 / month

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.

Article page



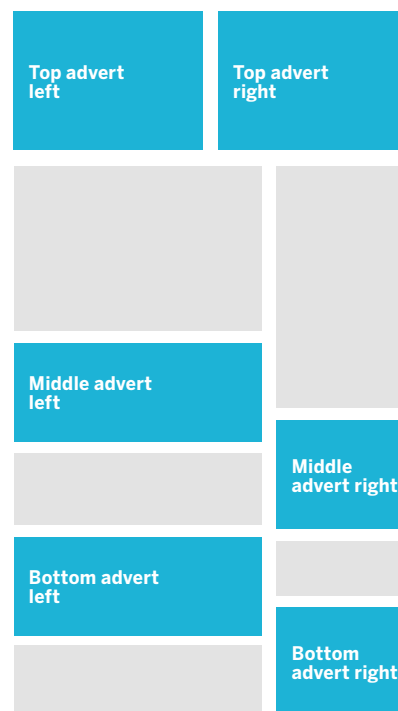
Top banner 930x180 pxSEK 12.000 / month
 Corner banner 150x300 px SEK 6.500 / month
 Side banner 150x175 px SEK 2.000 / month
 Title banner, static 200x60 px SEK 13.000 / month
 Campaign banner 1 300x250px SEK 7.750/ month
 Campaign banner 2 300x250pxSEK 6.000/ month

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.

Newsletter



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 pxSEK 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 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 with daily reporting and newsletter every 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 2019

- Busstorget, "Bus Square", April
- Kollektivtrafikdagen, "Public Transport Day", May 15
- Bussförar-SM, "Bus Driver Championship", September, Gillingebanan
- Future Transport, October

Contact:



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