



# TRAFIK FORUM

Media Info  
2025

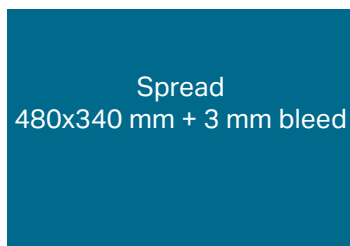
THE NORDIC LEADING TRADE MAGAZINE IN PUBLIC TRANSPORT



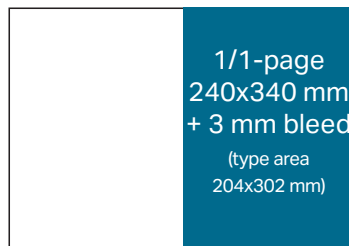
# Publishing Schedule 2025

| Issue                                                                                 | Publ. date  | Material    | Trade Fairs / Events / Theme |
|---------------------------------------------------------------------------------------|-------------|-------------|------------------------------|
| 1  1 | 19 february | 31 january  |                              |
| 2                                                                                     | 1 april     | 13 march    | Busstorget                   |
| 3  2 | 21 may      | 2 may       | Kollektivtrafikdagen         |
| 4  3 | 4 september | 18 august   | Bussförar-SM                 |
| 5                                                                                     | 23 october  | 6 october   | Bus World                    |
| 6  4 | 27 november | 10 november |                              |

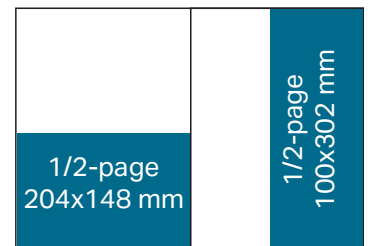
## Advert format and prices print 2025



SEK 52 800

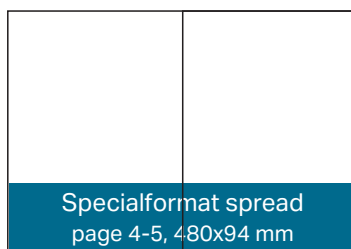


SEK 37 800

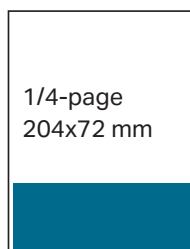


SEK 23 100

SEK 23 100



SEK 28 600



SEK 15.600

### Special format

|                                    |            |
|------------------------------------|------------|
| 1st Cover, Flash, 70x24 mm         | SEK 8.000  |
| 1st Cover, Streamer, 240x30 mm     | SEK 16.000 |
| 2nd Cover, 240x340 + 3 mm bleed    | SEK 42.400 |
| 3rd Cover, 240x340 + 3 mm bleed    | SEK 38.000 |
| 4th Cover, 240x340 + 3 mm bleed    | SEK 47.000 |
| Special format page 4-5, 480x94 mm | SEK 28.600 |

### Supplements

Price exampel: 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 – Industry logos and URLs

|                                  |           |
|----------------------------------|-----------|
| Web guide ad, 48x27 mm, 9 issues | SEK 9.000 |
| Christmas ad, Christmas ad-pages | SEK 2.100 |

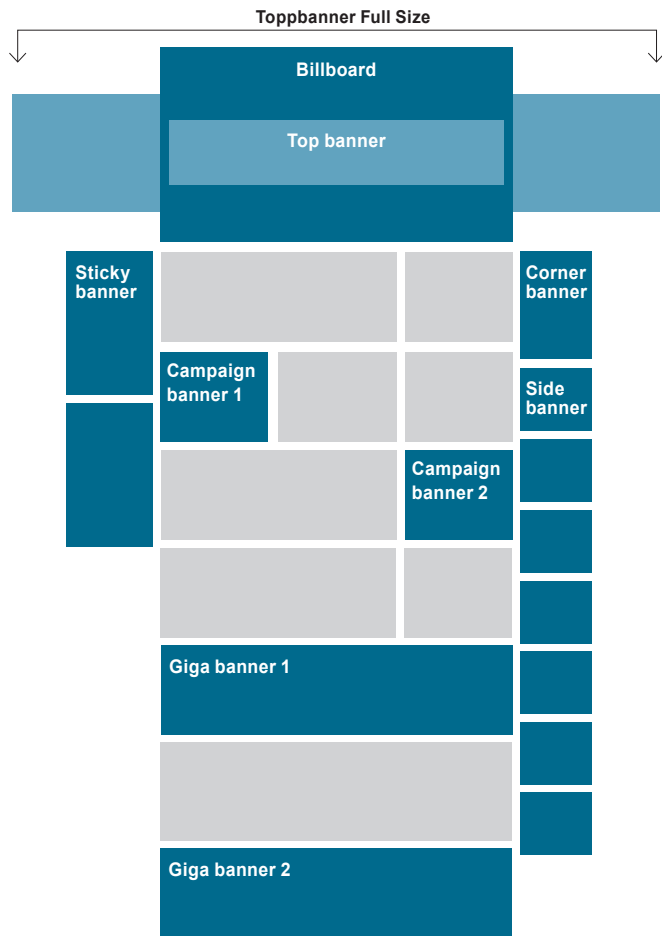
VAT. Preferred position will be 20%. For different format will be 20%.

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

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

# Advert format and prices web/newsletter 2025

## Start page prices/month



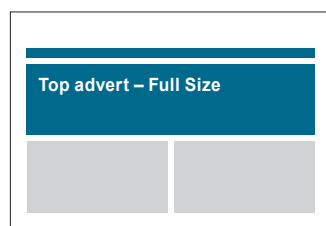
|                                                                         |            |
|-------------------------------------------------------------------------|------------|
| <b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....       | SEK 66 000 |
| <b>Billboard</b> 980x540 px, static or animated, max 150 kb .....       | SEK 56 000 |
| <b>Top banner</b> 930x180 px, static or animated, max 70 kb.....        | SEK 28 000 |
| <b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....    | SEK 23 000 |
| <b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....    | SEK 15 000 |
| <b>Side banner</b> 200x175 px, static or animated, max 40 kb .....      | SEK 5 000  |
| <b>Campaign banner 1</b> 300x250 px, static or animated, max 70 kb..... | SEK 18 000 |
| <b>Campaign banner 2</b> 300x250 px, static or animated, max 70 kb..... | SEK 14 000 |
| <b>Giga banner</b> 930x250 px, static or animated, max 70 kb .....      | SEK 24 000 |

## 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 9 000   |
| <b>Middle advert</b> 400x200 px .....        | SEK 4 000   |
| <b>Bottom advert</b> 400x200 px .....        | SEK 4 000   |

\* Price per week

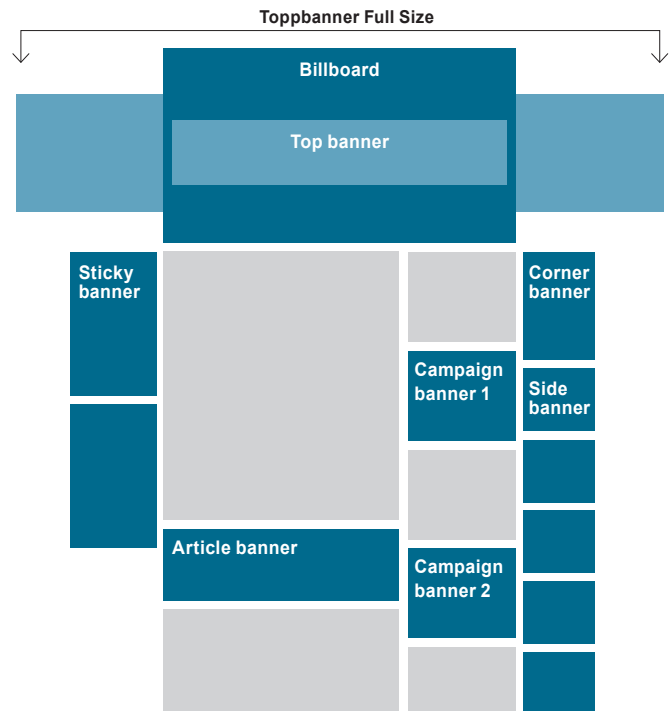


### File types

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

Design of the ads are included in the price  
(one proof, then SEK 1 000 per started hour)

## Article page prices/month



|                                                                          |            |
|--------------------------------------------------------------------------|------------|
| <b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....        | SEK 66 000 |
| <b>Billboard</b> 980x540 px, static or animated, max 150 kb .....        | SEK 56 000 |
| <b>Top banner</b> 930x180 px, static or animated, max 70 kb.....         | SEK 28 000 |
| <b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....     | SEK 23 000 |
| <b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....     | SEK 15 000 |
| <b>Side banner</b> 200x175 px, static or animated, max 40 kb .....       | SEK 5 000  |
| <b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb ..... | SEK 18 000 |
| <b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb ..... | SEK 14 000 |
| <b>Article banner</b> 660x200 px, static or animated, max 100 kb.....    | SEK 24 000 |

### 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**

Contact: Jacob Gündüz, +46 73-682 53 06, jacob.gunduz@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.

Caroline Swartling, Editor-in-Chief  
Resforum and Trafikforum

## EVENTS 2025

Kollektivtrafikdagen  
Busstorget  
Bussförar-SM



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