

The background image shows the interior of a modern bus. Passengers are seated in rows, and each seat has a large screen displaying a movie. The lighting is warm and slightly blurred, creating a comfortable atmosphere. The bus has large windows on the right side, and the seats are upholstered in a light-colored material with dark armrests.

RES ●
FORUM

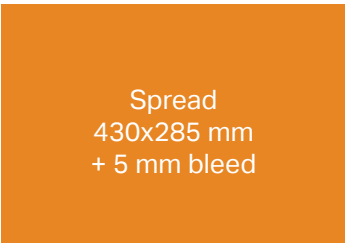
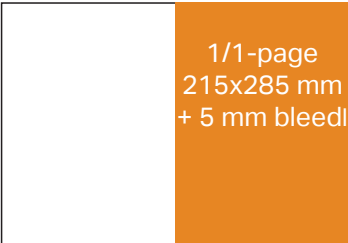
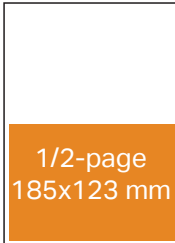
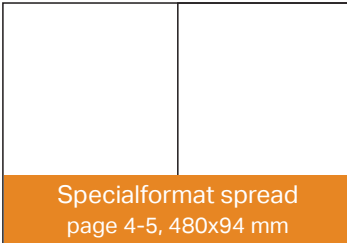
Media Info 2024

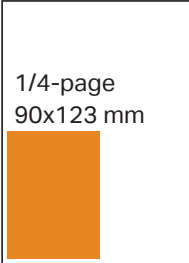
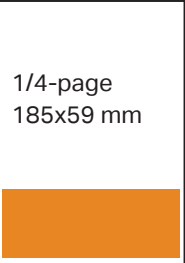
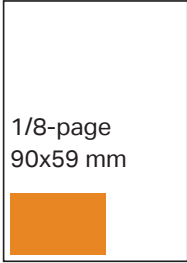
THE NORDIC LEADING TRADE MAGAZINE IN BUS TOURISM

Publishing Schedule 2024

Nr	Utgivning	Material	Tema/Mässor/Konferenser
1	15 february	23 january	
2	23 may	5 may	
3	4 september	16 august	Bussförar-SM
4	26 november	1 november	

Advert format and prices print 2024

 SEK 47 00	 SEK 32 700	 SEK 19 400	 SEK 19 400	 SEK 25 000
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 SEK 12.200	 SEK 12.200	 SEK 5.300
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Special format	
1st Cover, Flash, 70x24 mm	SEK 5.500
1st Cover, Streamer, 215x30 mm	SEK 11.600
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

Bussresesidorna	
1/1-page, 204x302 mm	SEK 19.400
1/2-page, 204x150 mm alt 100x302 mm	SEK 12.000
1/4-page, 100x150 mm alt 204x74 mm	SEK 7.900
1/8-page, 100x70 mm	SEK 5.300

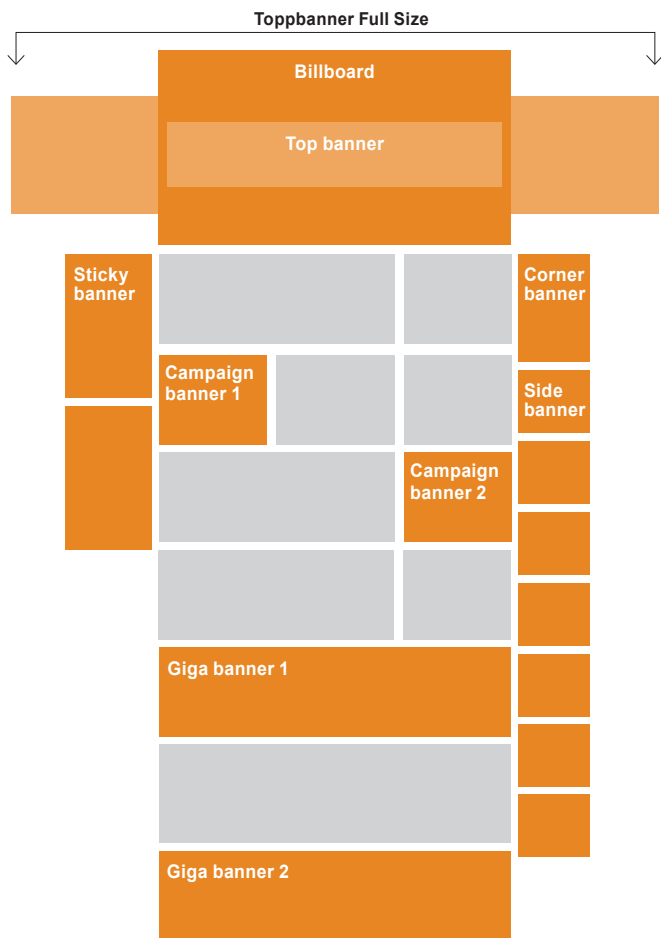
Web guide	
Web guide-ad, 48x27 mm, 4 issues	SEK 4.600
Christmas ad, Christmas ad-pages	SEK 2.100

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.	

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

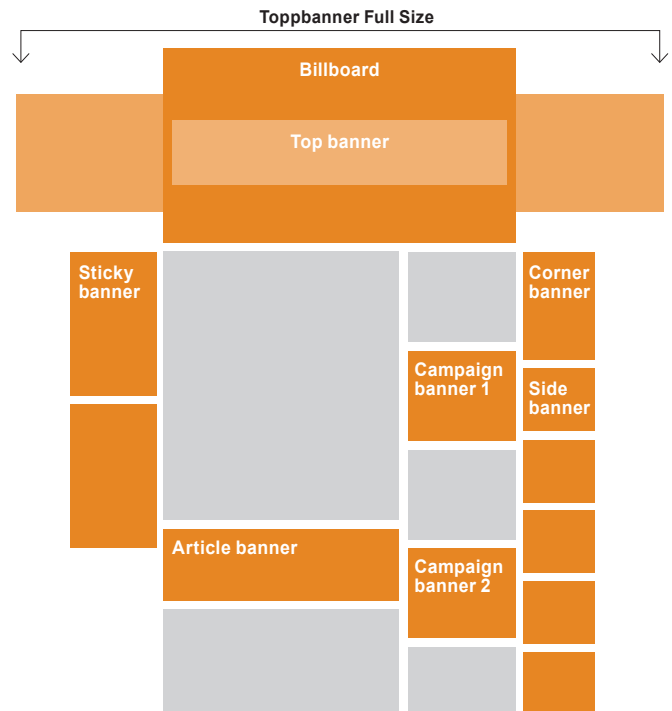


Streamer 820x28 px.....	SEK 9 000 *
Top advert full size 820x200 px	SEK 14 000
Top advert 400x200 px	SEK 9 000
Middle advert 400x200 px	SEK 5 000
Bottom advert 400x200 px	SEK 5 000

* Price per week

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

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 15 000/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

Event 2024

Busstorget, "Bus Square"

Bussförar-SM, "Bus Drivers Swedish Championship"

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