

A white bus is shown from a side-rear perspective, parked on the left side of a two-lane asphalt road. The road stretches into the distance under a clear blue sky, flanked by green trees and grass. The bus has a large side mirror and a door visible.

RES FORUM

Media Info 2021

**THE NORDIC LEADING
TRADE MAGAZINE IN BUS TOURISM**

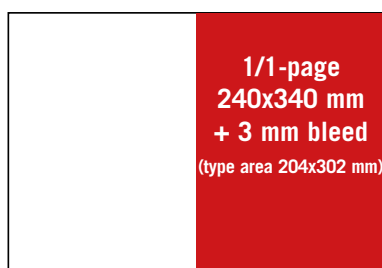
Publishing schedule 2021

Issue	Publ. date	Material	Theme/Trade Fairs/Events
1	March 18	February 25	Theme: Cruises, Conference "Bus Square"
2	June 3	May 12	Theme: Comers / Odd Destinations
3	September 30	September 9	Theme: Activity Trips
4	December 7	November 16	Theme: Trends 2022

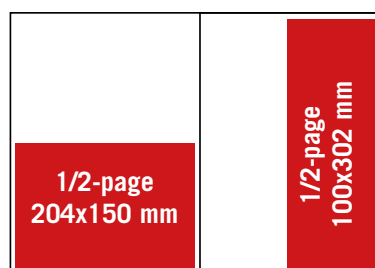
Advert format and prices print 2021



SEK 40.900

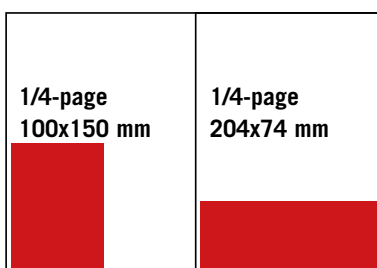


SEK 28.500



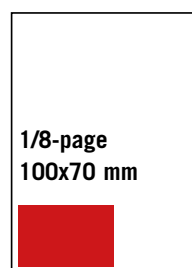
SEK 16.900

SEK 16.900



SEK 10.600

SEK 10.600



SEK 6.900

Special format

1st Cover, Flash, 70x24 mm	SEK 4.800
1st Cover, Streamer, 240x30 mm	SEK 10.100
2nd Cover, 240x340 + 3 mm bleed	SEK 32.100
3rd Cover, 240x340 + 3 mm bleed	SEK 28.900
4th Cover, 240x340 + 3 mm bleed	SEK 34.700
Special format page 4-5, 480x94 mm	SEK 21.800

Bussresesidorna

1/1-page, 204x302 mm	SEK 16.900
1/2-page, 204x150 mm alt 100x302 mm	SEK 10.500
1/4-page, 100x150 mm alt 204x74 mm	SEK 6.900
1/8-page, 100x70 mm	SEK 4.600

Web guide

Web guide-ad, 48x27 mm, 4 issues	SEK 4.000
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Supplements

Price exempel: A4, 4-8 pages, Max 50 gram	SEK 30.100
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Advertorials

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

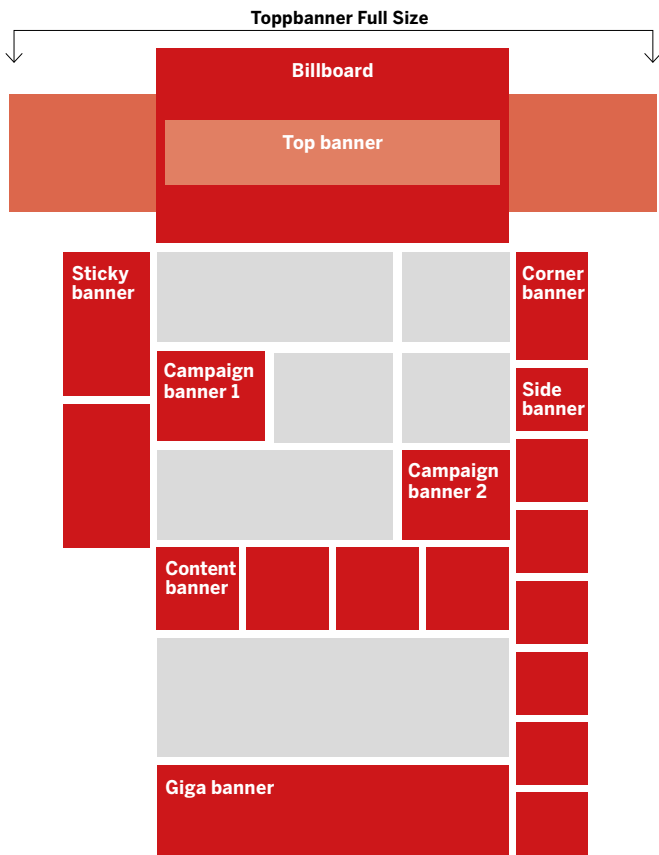
VAT. Preferred position will be 20%. For different format will be 20%.

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

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

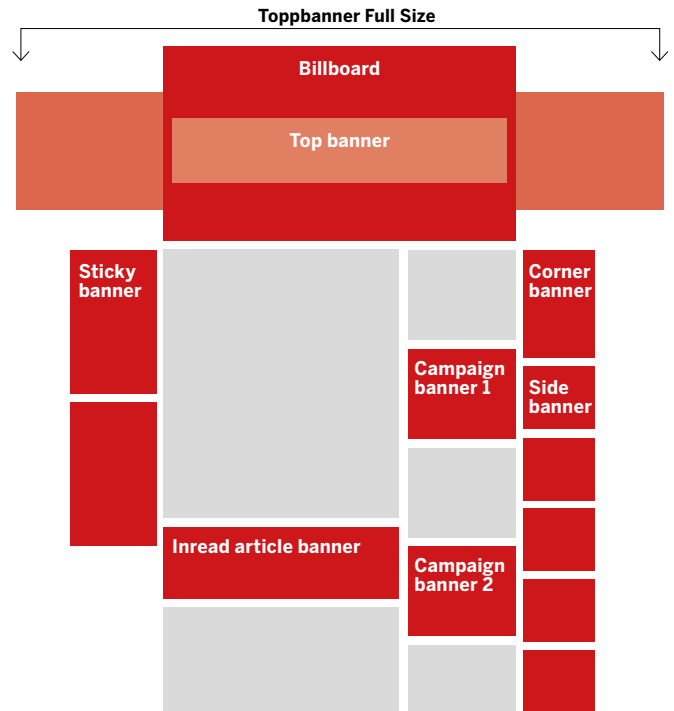
Advert format and prices web/newsletter 2021

Start page prices/month



Top banner Full Size 1800x450 px, static, max 250 kb.....	SEK 59 000
Billboard 980x540 px, static or animated, max 150 kb.....	SEK 49 000
Top banner 930x180 px, static or animated, max 70 kb.....	SEK 24 000
Sticky banner 240x400 px, static or animated, max 90 kb.....	SEK 20 000
Corner banner 200x300 px, static or animated, max 70 kb.....	SEK 13 000
Side banner 200x175 px, static or animated, max 40 kb.....	SEK 4 000
Content banner 230x230 px, static, max 55 kb.....	SEK 6 000
Campaign banner 1 300x250 px, static or animated, max 70 kb.....	SEK 16 000
Campaign banner 2 300x250 px, static or animated, max 70 kb.....	SEK 12 000
Giga banner 930x250 px, static or animated, max 70 kb.....	SEK 24 000

Article page prices/month



Top banner Full Size 1800x450 px, static, max 250 kb.....	SEK 59 000
Billboard 980x540 px, static or animated, max 150 kb.....	SEK 49 000
Top banner 930x180 px, static or animated, max 70 kb.....	SEK 24 000
Sticky banner 240x400 px, static or animated, max 90 kb.....	SEK 20 000
Corner banner 200x300 px, static or animated, max 70 kb.....	SEK 13 000
Side banner 200x175 px, static or animated, max 40 kb.....	SEK 4 000
Campaign banner 1 300x250 px, static or animated, max 75 kb.....	SEK 16 000
Campaign banner 2 300x250 px, static or animated, max 75 kb.....	SEK 12 000
Inread article banner 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.

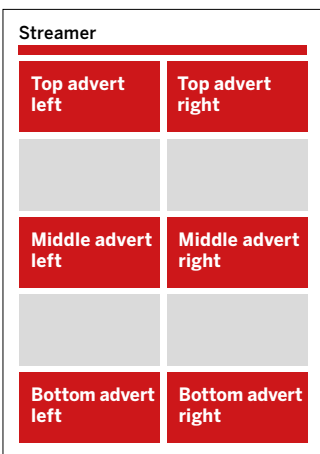
Design of the ads included in the price.

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



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

Thomas Dietl, Editor-in-Chief
Resforum and Trafikforum

Event 2021

Busstorget, "Bus Square"

Bussförar-SM, "Bus Drivers Swedish Championship"

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