

A group of diverse people are seated on a bus, smiling and waving at the camera. The bus has blue seats and yellow curtains. The scene is bright and cheerful, suggesting a fun tour.

RES ●
FORUM

Media Info 2023

THE NORDIC LEADING TRADE MAGAZINE IN BUS TOURISM

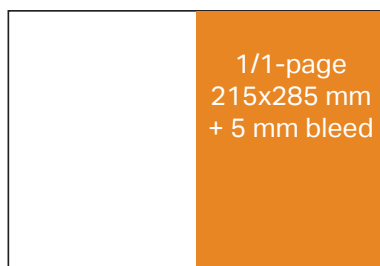
Publishing Schedule 2023

Issue	Publ. date	Material	Theme/Trade Fairs/Events
1	February 16	January 23	
2	May 26	May 5	Vinter destinationer
3	September 6	August 16	Bussförar-SM
4	November 22	November 1	Sommar destinationer

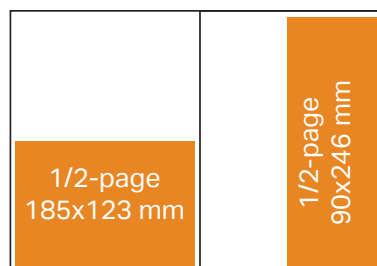
Advert format and prices print 2023



SEK 47.000

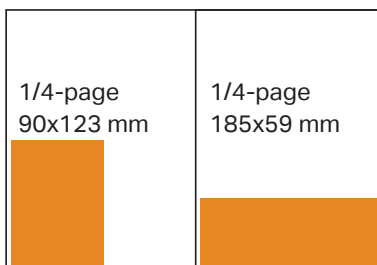


SEK 32.700



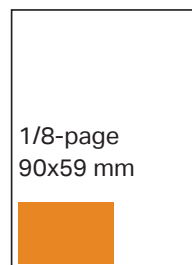
SEK 19.400

SEK 19.400



SEK 12.200

SEK 12.200



SEK 5.300

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
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Advertorials

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

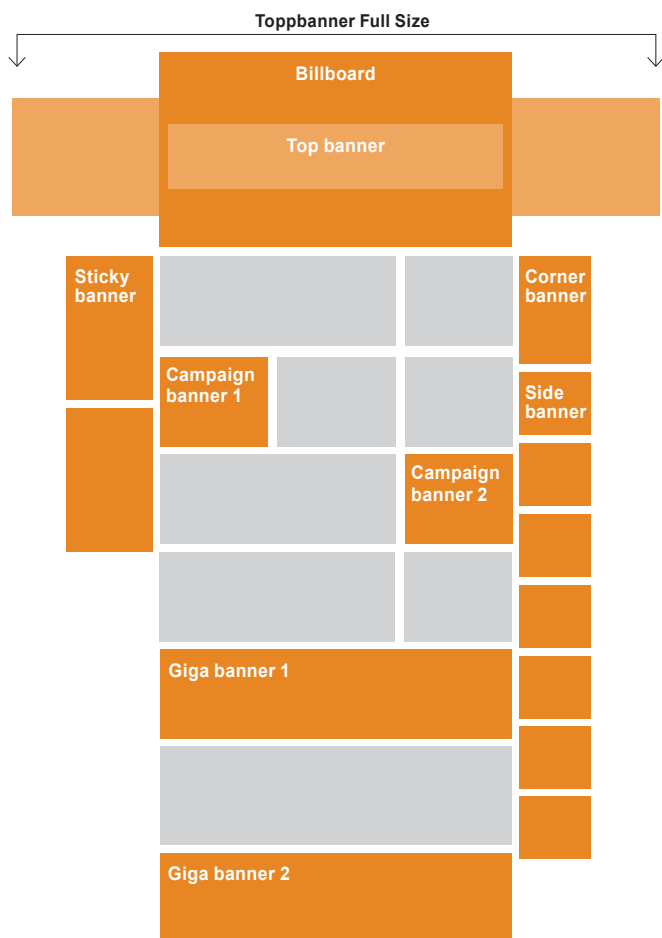
VAT. Preferred position will be 20%. For different format will be 20%.

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

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

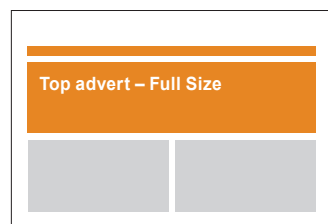
Advert format and prices web/newsletter 2023

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



File types

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

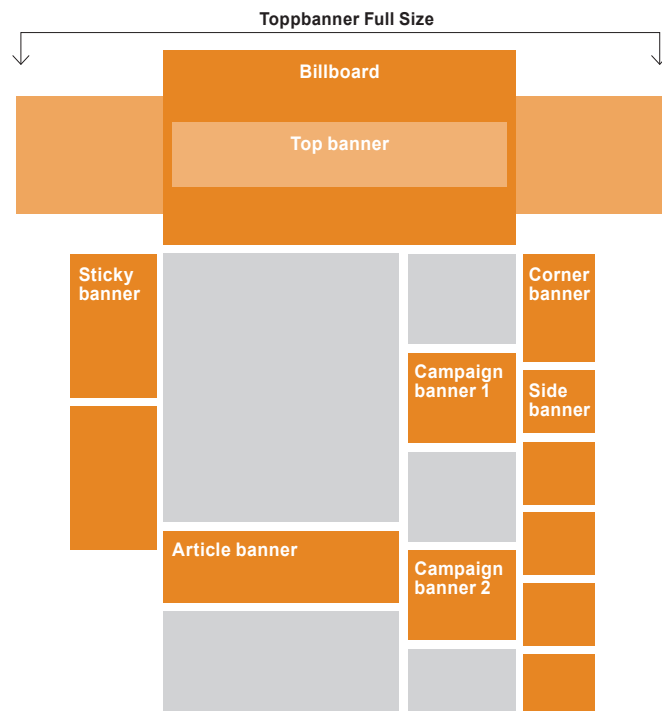
Design of the ads are included in the price
(one proof, then SEK 1 000 per started hour)

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 2023

Busstorget, "Bus Square"

Bussförar-SM, "Bus Drivers Swedish Championship"

Contact



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