

TRAFIK FORUM

Media Info 2018

THE NORDIC LEADING TRADE MAGAZINE IN PUBLIC TRANSPORT

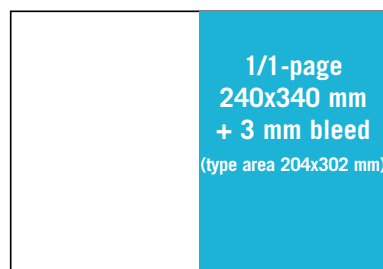
Publishing Schedule 2018

Issue	Publ. date	Material	Trade Fairs/Events/Theme
1	Febr 9	Jan 19	Transportforum 2018
2	March 9	Febr 16	BUSSTORGET 2018
3	April 27	April 6	KOLLEKTIVTRAFIKDAGEN 2018, IT-Trans 2018, Theme: Social Construction
4	May 31	May 9	KOLLEKTIVTRAFIKDAGEN 2018, InformNorden and UITP
e-magazine	June 21	June 13	Secondhand-Market June (e-magazine)
5	Aug 31	Aug 10	How was the summer season 2018?
6	Sept 21	Aug 31	Persontrafik 2018
7	Oct 12	Sept 21	Persontrafik 2018, Theme: Vehicle Motor
8	Nov 16	Oct 26	Persontrafik 2018
9	Dec 14	Nov 23	TRANSPORTFORUM 2019

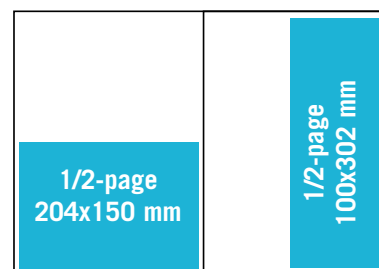
Advert format and prices print 2018



SEK 45.900



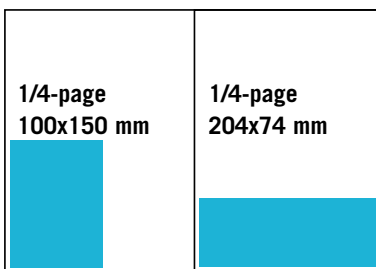
SEK 32.900



SEK 19.100

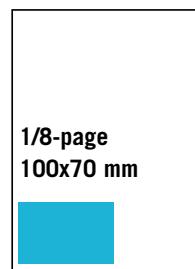


SEK 19.100



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

Web guide – Industry logos and URLs

Web guide ad, 48x27 mm, 9 issues	SEK 7.900
Bussgolften, Sponsor logo – ad "Golf ball"	SEK 1.900
Christmas ad, Christmas ad-pages	SEK 1.900

Supplements

Price example: A4, 4–8 pages. Max 50gram	SEK 30.100
--	------------

Secondhand-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

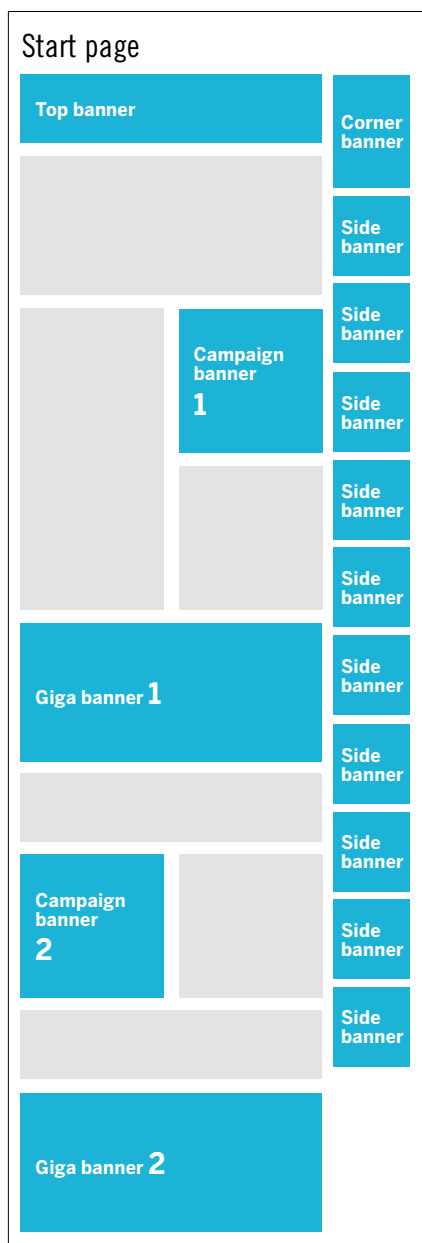
You contribute with facts. We compile/write and design your ad in an editorial manner as finished concepts.

VAT. Preferred position will be 10%. For different format will be 10%.

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

Material adress: annons.trafikforum@mentoronline.se

Advert format and prices web/newsletter 2018

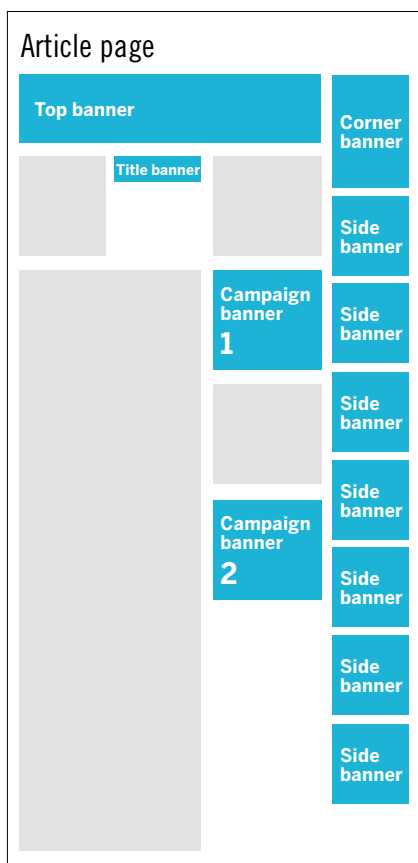


Top banner 930x180 pxSEK 12.000 / month
 Corner banner 150x300 px SEK 6.500 / month
 Side banner 150x175 px..... SEK 2.000 / month
 Campaign banner 1 480x480pxSEK 9.500 / month
 Campaign banner 2 480x480pxSEK 8.500/ month
 Giga banner 1 980x480 pxSEK 12.000 / month
 Giga banner 2 980x480 px..... SEK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

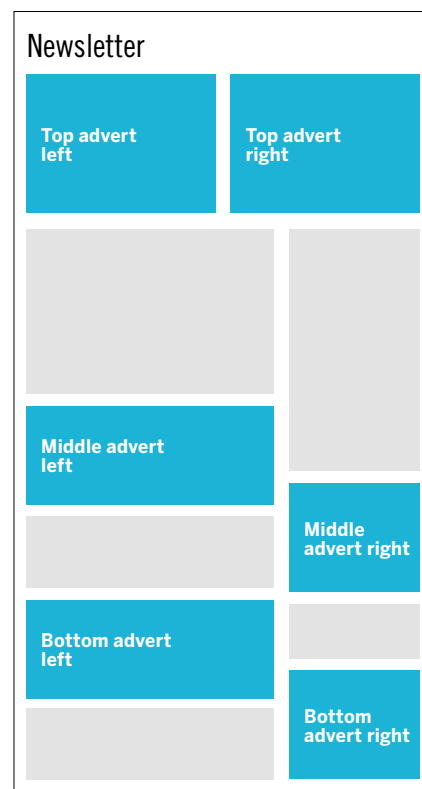


Top banner 930x180 px.....SEK 12.000 / month
 Corner banner 150x300 px SEK 6.500 / month
 Side banner 150x175 px..... SEK 2.000 / month
 Title banner, static 200x60 px SEK 13.000 / month
 Campaign banner 1 300x250px SEK 7.750/ month
 Campaign banner 2 300x250pxSEK 6.000/ month

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.



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 participate in 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. The magazine reaches all decision makers in the industry.

Thomas Dietl, Editor-in-Chief
RESFORUM and TRAFIKFORUM

Events 2018

Busstorget, April
Kollektivtrafikdagen, May 16, Cirkus, Stockholm
Bussförar-SM, September, Gillingebanan
Bussreseforum, September
Kollektivtrafik Syd, December

Professional organizations:

Sveriges Bussföretag, www.sverigesbussforetag.se
Svensk Kollektivtrafik, www.svenskkollektivtrafik.se
Branschföreningen Tågoperatörerna, www.tagoperatorerna.se
Sveriges kommuner och landsting
Svenska Taxiförbundet
RESFORUM och TRAFIKFORUM – Mediepartner Persontrafikmässan



Contact us:



Media Manager

Paulina Stjernholm
+46 708-22 66 72
paulina.stjernholm@mentoronline.se



Editor-in-Chief

Thomas Dietl
+46 8-522 253 19, +46 70-535 56 84
thomas.dietl@mentoronline.se



Event and Market

Gunilla Hagberg
+46 70-768 93 46
gunilla.hagberg@mentoronline.se



Project Manager Event

Jacob Albertsen
+46 8-670 41 24
jacob.albertsen@mentoronline.se



Mentor Communications AB | Box 72001, SE-181 72 Lidingö
Tel +46 (0)8-670 41 00 | Fax +46 (0)8-661 64 55 | Org.nr 556259-1197 | www.mentoronline.se