

Göteborg Film Festival 2020

# Industry Media



Göteborg  
Film Festival

# Meet the industry at Göteborg Film Festival

**Göteborg Film Festival is with its 160 000 admissions the leading film festival and the primary networking platform for the film industry in the Nordic countries.**

All through the festival week 2000 accredited producers, commissioners, directors, screenwriters and other industry experts attend our Industry events, film and seminar programmes.

If you want to meet the film industry and market your business, Göteborg Film Festival's industry media channels are perfect way to go!





# Industry Guide

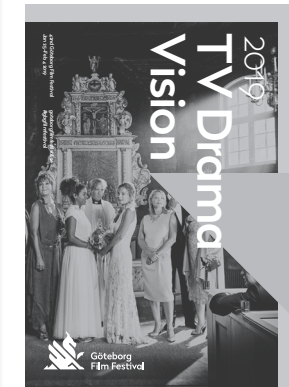
The festival's Industry Guide provides a summary of the festival and contains all the practical information our industry guests need about screenings, seminars, parties, the films and drama series in competition and much more. The guide, which covers about 60 pages, is printed in approximately 2000 copies and distributed to the festival's accredited industry participants.

# Nordic Film Market

Nordic Film Market is our international marketplace and a networking venue for the international and Nordic film industry. During the market, new and upcoming films from the Nordic countries are presented, new talents and trends. The catalog provides information about all content in the market's programs, contact information to participants, etc. 400 copies are printed and distributed to the accredited international buyers, distributors and festival representatives at the market.

# Tv Drama Vision

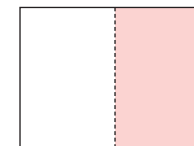
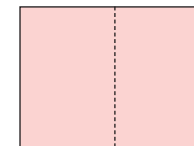
TV Drama Vision is a two-day conference showcasing drama series from the Nordic countries with a global outlook. The brochure provides an overview and schedule of all the key note speakers, panels on current business trends, talents and more than 40 works in progress, projects in development and brand new promos that are presented during the event. The brochure is printed in about 400 copies.



## Guest Folder

The guest folder is only distributed to invited guests in the industry on the day of arrival.

It contains Göteborg Film Festivals welcome letter, food and drink coupons, accreditations etc. Approximately 500 copies is produced.



### Spread

Industry guide, 420×260 mm .....	23 400:-
Nordic Film Market, 296×210 mm .....	12 700:-
Tv Drama Vision, 296 x 210 mm .....	10.300:-

### 1/1

Industry guide, 210×260 mm .....	<b>13 500:-</b>
Industry guide, inside front.....	17 300:-
Industry guide, inside back.....	16 300:-
Industry guide, back.....	19 600:-

Nordic Film Market, 148×210 mm .....	<b>7 800:-</b>
Nordic Film Market, inside front.....	10 000:-
Nordic Film Market, inside back.....	9 300:-
Nordic Film Market, back.....	13 800:-

Tv Drama Vision, 148 x 210 mm .....	<b>5 800 :-</b>
Tv Drama Vision, back .....	14 800 :-

Guest Folder, back.....	<b>15 200:-</b>
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### 1/2

Industry guide, 182 x 115 mm .....	<b>7 800:-</b>
Nordic Film Market, 148×105 mm .....	<b>5 200:-</b>
Tv Drama Vision 148 x 105 mm .....	<b>3 200:-</b>

### Delivery of originals for ad:

Email original to [sales@goteborgfilmfestival.se](mailto:sales@goteborgfilmfestival.se)

Deadline order date: 5 january

Deadline original for ad: 15 january

# Commercial at Scandic Rubinen

**Our screens are featured at 20 different locations, such as cinemas and the official festival arena, including Scandic Rubinen. Our channel is visible to all of our visitors!**

Your material can be shown on our screens during the entire festival, the screens also features general information as well as information on screenings and tickets for the day. The editorial content also includes news from the festival.

The number of visits on our different locations are approximately 160.000 visits during the week.

**Cost per contact 5 sec advert = 0.11 SEK**

**Cost per contact 10 sec advert= 0.15 SEK**

## Price for advert:

5 second commercial..... 18 000:–

10 second commercial..... 24 100:–

\*Material featured during the festival 24 january–3 february 2020. The commercial is shown approx. 7 times/hour.



## Specification for commercial material:

- 1920×1080 px
- No audio
- Mp4–videoformat

## Delivery of originals for ad:

Email original to [sales@goteborgfilmfestival.se](mailto:sales@goteborgfilmfestival.se)

Deadline order date: 5 january

Deadline original for ad: 15 january



## Accreditation lanyards

Put the logotype of your company on the strap for the accreditation of approximately 3000 guests, including press, artists and volunteers.

Price logotype on accreditation lanyard..... 36 600:-

### Specifications for ads

Logotype 100 x 12 mm  
 Material: Woven polyester  
 Full length: 55 cm  
 Colour: Black. Logotype and text in white.

### Delivery of originals for ad:

E-mail original to: [sales@goteborgfilmfestival.se](mailto:sales@goteborgfilmfestival.se)  
 Deadline original for ad: 14 december



## Clothing: Festivalhoodie

Feature your logo on the back of the Göteborg Film Festival uniform. 400 pcs. (Entire staff and volunteers). The staff and volunteers wear the hoodie at all times during the festival in Gothenburg, and during all events.

Price logotype on GFF uniform Back.....25 200:-



## Goodiebag

The goodie bag is distributed to approximately 1800 accredited guests in the industry. If you want to communicate directly with the industry, this is the perfect opportunity. The bags are also used by the 400 volunteers and staff during the festival, and afterwards.

Flyer in the industry goodie bag (maximum size A4)..... 10 400:-  
 Printed logo on the bag..... **15 000:-**

# goteborgfilmfestival.se

**Our website is where it happens all year round!**  
**On the website you will find important festival information and updates about our activities all year round.**

The website has a web editor that keeps the content up to date and interesting. External companies and organizations can communicate their brand as an advertiser on the website [www.goteborgfilmfestival.se](http://www.goteborgfilmfestival.se)

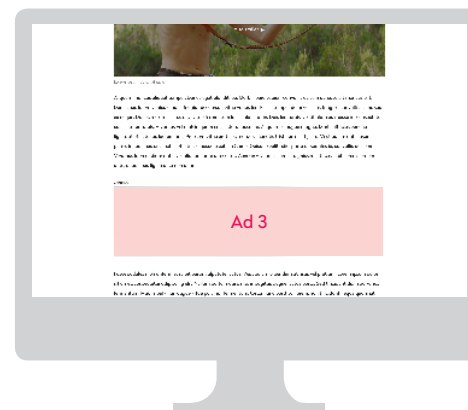
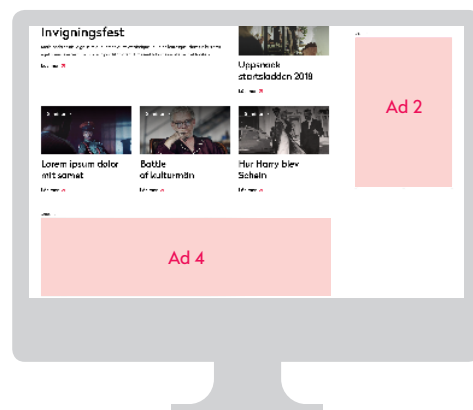
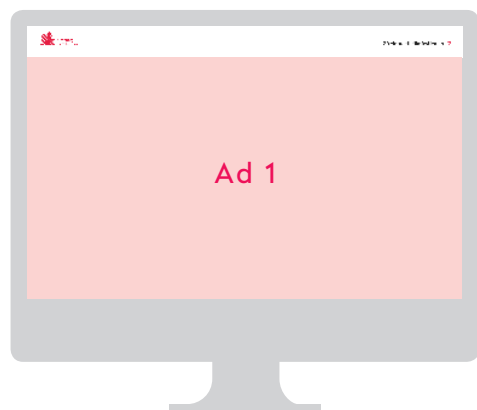
## Average pageviews per week

September	5000
Oct-Nov	10.000
December	25.000
Jan-Feb	125.000

## Price per week

<b>Ad 1: 1920 × 1080 px.</b> September	<b>1500:-</b>
<b>Ad 2: 318 × max 600 px.</b> Oct-Nov December Jan-Feb	<b>3000:-</b> 7000:- 10.000:-
<b>Ad 3: 897 × max 260 px.</b> Oct-Nov December Jan-Feb	<b>3500:-</b> 7500:- 11.000:-
<b>Ad 4: 952 × max 260 px.</b> Oct-Nov December Jan-Feb	<b>4000:-</b> 8000:- 12.000:-

\* The ads are placed in a queue of maximum 5 different ads and displayed every fifth page view.



## Specifications for ads:

Webbanners are delivered in jpg, or gif, max 20 mb

## Delivery of original for ad:

Send original to [sales@goteborgfilmfestival.se](mailto:sales@goteborgfilmfestival.se)

**If you have questions regarding prices or ads please contact Göteborg Film Festival.**

Elin Axelsson  
[sales@goteborgfilmfestival.se](mailto:sales@goteborgfilmfestival.se)  
 +46 31-33 93 0 15

# Industry newsletter

In our industry newsletters you reach the Nordic and international industry. Before and during the festival, we send regular newsletters to our about 5000 industry subscribers about our industry content, programme releases and special activities as well as practical information about the upcoming festival.

## Period and rates:

Ad Panorama, 560 x 150 px

v. 40-v.48

v. 49-v. 52

v. 1-v. 6.

Övr. tid (18/2 - 30/9)

**10.100 :-**

10.600 :-

11.300 :-

**10.100 :-**

Ad Rectangle, 270x 150 px

v. 40-v.48

v. 49-v. 52

v. 1-v. 6.

Övr. tid (18/2 - 30/9)

**6.300 :-**

6.600 :-

7.600 :-

**6.100 :-**

Native Advertising:

**If you have questions regarding prices or ads please contact Göteborg Film Festival.**

Elin Axelsson

sales@goteborgfilmfestival.se

## Price per post:



## Specifications for the ads:

Only static gif or jpg is compatible with our newsletter. (animated banners or flash is compatible with our website goteborgfilmfestival.se).

## Delivery of original for ad:

Send original to sales@goteborgfilmfestival.se  
Deadline: Decided after contact with Göteborg Film Festival depending on the date of the newsletter.

## Offer:

**Buy 4 ads  
get one for free!**

# Package deals

## Large

1/1 program public  
1 spread Industry guide  
1 spread Nordic Film Market  
1 flyer in goodiebag  
1 rectangle ad newsletter,  
(1 w, Dec-Jan)

Price: 89 700 SEK  
Discount -20%

**Price: 71 760 SEK**

## Medium

1/2 program public  
1/1 Industry guide  
1/1 Nordic Film Market  
1 rektangle ad newsletter,  
(Period: program release & festival)

Price: 53 000 SEK  
Discount -15%

**Price: 45 050 SEK**

## Small

1/3 program public  
1/2 Industry guide  
1/2 Nordic Film Market

Price 26 800 SEK  
Discount: -10%

**Price: 24 120 SEK**

*Alla prices include taxes.*



# Göteborg Film Festival 2020

## **Media Sales**

Elin Axelsson

Directnr: +46 (0) 31-33 93 015

E-mail: [sales@goteborgfilmfestival.se](mailto:sales@goteborgfilmfestival.se)

## **Address**

Olof palmes plats

S-413 04 Göteborg

Sweden

## **Visiting adress**

Heurlins plats 9

S-413 01 Göteborg