

Göteborg Film Festival 2021

Advertising Göteborg Film Festival



Göteborg
Film Festival

Scandinavia's largest Film Festival

Marketing at Göteborg Film Festival

Göteborg Film Festival offers a unique possibility to market your company in a variety of media outlets, like print, digital and through events. In these different channels you will be able to peak the interest of the audience in a relevant fashion.

ABOUT GÖTERBORG FILM FESTIVAL

The festival receives 160 000 visits each year and screens approximately 350 films from 80 different countries, at 25 different cinemas in Gothenburg. During the festival week, hundreds of activities are arranged, like screenings, seminars, Masterclasses, Red Carpet-premieres and celebrations. Every year we invite well-known names within the film industry as honored guests, the festival has previously been attended by Alicia Vikander, Juliette Binoche och Dennis Hopper.

TARGET AUDIENCE

The target audience has a wide age-span and is slightly more represented by women. Our surveys show that during the festival you will typically meet a loyal attendee that returns every year, is interested in culture and music, regularly enjoys cultural events in their vicinity and, of course, has a great interest for films!

You will also meet a target audience with the average age of 30 years. They belong to the generation defined as Millennials and are characterized as "early adopters". The audience is aware of current trends and are fast to adopt the latest ones, and are also environmentally aware.



The Festival programme

The Festival programme is an absolute must-have for our 35 000 attendees. Here, you'll find the complete programme and schedule for screenings, seminars, events and festivities along with articles and interviews with directors, actors and other people active within the industry.

96% of all attendees will read the programme, where a majority reads it 3 times or more. For some, it's their companion for the duration of the festival.

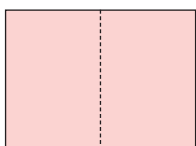
The programme is printed in 60 000 copies and is distributed all over Sweden, mainly at cinemas. In Stockholm (50 sites), Göteborg (350 sites) and Malmö (20 sites) and is featured at libraries, universities, restaurants, cafes and bars from the middle of January until the middle of February.

The programme is free and has proven to be a publication that our visitors keeps close and in many cases saves for years afterwards.

Göteborg Film Festival offers exposure in the programme, for more information, please see page 4.

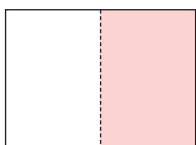


Advertise in the festival programme



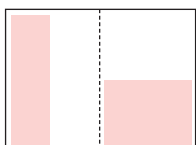
Double-page Spread

420×260 mm	75 900:-
Spread page 2-3	93 400:-
Early spread, pages 1-30.....	82 400:-



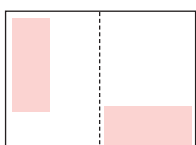
Full page

210×260 mm	35 600:-
Inside cover	53 000:-
Early spread, pages 1-30.....	64 100:-
Backside, 210×260 mm	63 900:-



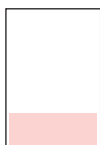
Half page

Vertical: 89×237 mm	24 100:-
Horizontal: 182×115 mm	24 100:-



1/3 page

Vertical: 91×144mm.....	13 800:-
Horizontal: 182×72 mm	13 800:-



1/4 page

Horizontal:182×54 mm	10 800:-
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1/6 page

89×72 mm	8 400:-
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All prices include taxes. Festival not subject to VAT.

Edition and readers:

60 000 ex, approx 124 000 readers, approx 633 500 exposures

Cost per Contact = 0,61 - 0,06 SEK

Distribution

Göteborg Film Festivals own distribution

Publication

7 january (May change)

Specification for material:

The material is delivered as a PDF and should be 100% ratio (to agreed space.) Fonts and images should be included in the PDF and colors defined according to the CMYK color model. 5 mm bleed.

Technical specifications:

ICC-profile: "PSO Uncoated ISO12647 bas".

4 color CMYK.

Minimum resolution for images: 275 dpi/133 lpi.

Paper: Graphoivent (Uncoated).

Bleed: 5 mm.

Delivery of originals for ad (May change):

Email original to sales@goteborgfilmfestival.se

Deadline order date: 12 december

Deadline original for ad: 14 december

If you have questions please contact Göteborg Film Festival.

Elin Axelsson

sales@goteborgfilmfestival.se

+46 31-33 93 0 15

Native Advertising in our programme

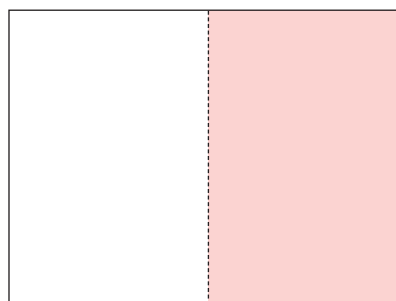
Present your company with an editorial article.

Göteborg Film Festival offers the opportunity for native advertising with custom-made content, relevant for the target audience that aims to influence and enhance impulses in our audience and your customers.

The material carries your label, but is written and designed by our personnel to ensure that the material is experienced as a natural extent of the content in the festival programme.

Through native advertising in the Göteborg Film Festival programme we co-create an effective and long-term communication with a directed message to a very specific audience to ensure maximum effect for your marketing..

Native advertising is also offered on our website and our newsletters. For an example, see page 8 and 11.



Price
Full page 210×260 mm 42 100:–

All prices include taxes.

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Louise La Ek

louise.la.ek@goteborgfilmfestival.se

+46 31-33 93 0 15



Goodiebag content

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:–

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..... 39 000:–

goteborgfilmfestival.se

Our website is where it happens all year round!
On the website you will find important festival-related 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

During the festival our website gets up to 2 million views.

Average pageviews per week

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

Price per week

Ad 1: 318 * max 600 px.

Oct-Nov	3500:-
December	7000:-
Jan-Feb	10.000:-

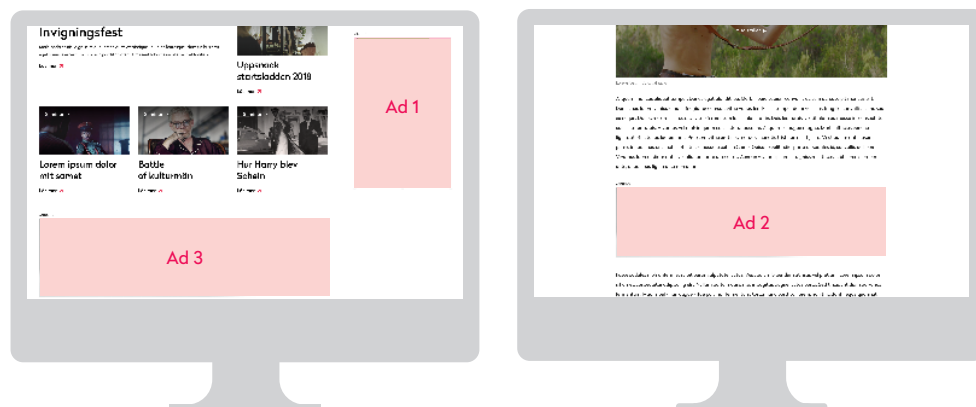
Ad 2: 897 * max 260 px.

Oct-Nov	3500:-
December	7500:-
Jan-Feb	11.000:-

Ad 3: 952 * max 260 px.

Oct-Nov	4000:-
December	8000:-
Jan-Feb	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 louise.la.ek@goteborgfilmfestival.se

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

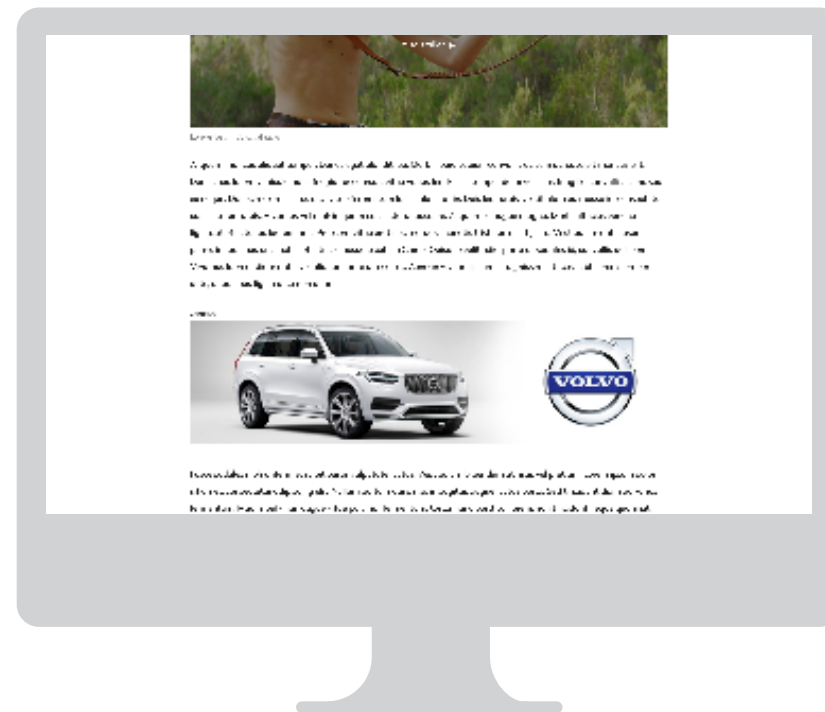
Louise La Ek
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Native Advertising on our website

Göteborg Film Festival offers the opportunity for native advertising with custom-made content, relevant for the target audience that aims to influence and enhance impulses in our audience and your customers.

The material carries your label, but is written and designed by our personnel to ensure that the material is experienced as a natural extent of the content in the festival programme.

Through native advertising in the Göteborg Film Festival programme we co-create an effective and long-term communication with a directed message to a very specific audience to ensure maximum effect for your advert.



Native advertising on website..... 21 100:--

Commercials on our channel

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.

Price for advert:

5 second commercial.....	18 000:–
10 second commercial.....	24 100:–

**Material featured during the festival 29 january–8 february 2021. The commercial is shown approx. 7 times/hour.*

Festival not subject to VAT.



Specification for commerial material:

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

Delivery of originals for ad:

Email original to louise.la.ek@goteborgfilmfestival.se

Deadline order date: 5 january

Deadline original for ad: 15 january

Newsletter

Every month we send one or more newsletters containing the latest news. The newsletter is sent to approximately 18 000 subscribers. The letter is sent every month during the whole year and is more frequent as we draw closer to the start of the festival.

Here you can place ads in two different formats, panorama and rectangle.

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 :-

Louise La Ek

louise.la.ek@goteborgfilmfestival.se

+46 31-33 93 0 15

Festival not subject to VAT.



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!**

Release Party

Be on site as we release the programme!

The programme release is an event where we invite the audience to share the content of this year's festival, with all due pomp and circumstance. This year the programme is released on January 7th*.

The invitation goes out to our members, among others, and in the audience on this occasion you will find our most loyal and dedicated target group. To identify with the film festival is something these guests value greatly, and the release is their first contact with the upcoming festival and therefore appreciated by many.

The programme department of the festival will present the upcoming films as well as their favourites from last year. During this grand event we can offer you the opportunity to meet with the audience in the exciting atmosphere only the film business can provide.

Here, you can sample your product during the event, present an offer och create an activation in the que och during the evening.

Contact us for more information!

** Date may change*

Price Activation 8 600 SEK
Price Sample rights..... 8 600 SEK



Marketing space Draken

During the festival week there is a lot of space to market your brand towards the audience. For example, you can create an activation in the queue for one of our ticket releases.

Marketing space in the foyer of our main cinema Draken is reserved for our partners and advertisers. The space is appropriated during the entire week starting Saturday, January 29th

Contact us for more information!



Price Marketing space 1 day.....	15 500:-
Price marketing space first weekend (2 days).....	25 000:-
Price Queue activation.....	8 600:-

Package deals

Large

1 double page spread Programme
 1 web-ad (Ad 2, programme release & festival)
 1 commercial Festival screen 10 sek
 1 ad Newsletter Panorama
 (programme release & festival)

Price: 121 300 SEK
 Discount: -20%

Price: 97 040 kr

Medium

1 full page Programme
 1 web-ad (Ad 2, programme release & festival)
 1 commercial Festival screen 5 sek
 1 ad Newsletter Rectangle
 (programme release & festival)

Price: 71 200 SEK
 Discount: -15%

Price: 60 520 kr

Small

1/2 page Programme
 1 web-ad (Ad 2, programme release & festival)
 1 ad Newsletter Rectangle
 (programme release & festival)

Price: 41 700 SEK
 Discount: -10%

Price: 37 530 kr

Web-package

1 web-ad 1920x1080 px. (1w. Sept)
 1 web-ad 897 x max 260 px. (1w. Okt–Nov)
 1 web-ad 897 x max 260 px. (1w. Dec)
 2 ad Newsletter Panorama
 (Jan–Feb)

Price: 35 100 SEK
 Discount: -10%

Price: 31 590 kr

All prices include taxes.

Packages can be tailor-made on request.

Please contact media sales for more information.

Louise La Ek, louise.la.ek@goteborgfilmfestival.se / 031-33 93 015

Göteborg Film Festival 2020

Mediasäljare

Louise La Ek

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Visiting address

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S-413 01 Göteborg