

Göteborg Film Festival 2021

Industry Media



Göteborg
Film Festival

Reach the film and TV industry

Göteborg Film Festival host the major industry events in Scandinavia, Nordic Film Market and TV Drama Vision presenting the latest global industry trends, creative talent and new and upcoming Nordic films and drama series. It is a primary meeting point for the global film and tv industry doing business with the Nordics.

All through the festival week are thousands of accredited producers, commissioners, sales agents, buyers, funds and institutes as well as other industry delegates attend our industry events, film screenings and seminar programmes.

2021 will the festival's industry platforms transform into a hybrid format presenting a dynamic online experience alongside a limited on-site event.

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



Industry Guide

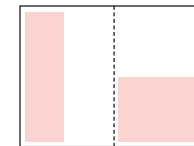
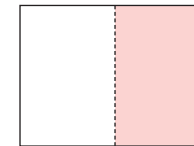
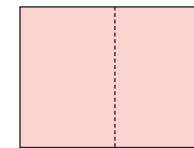
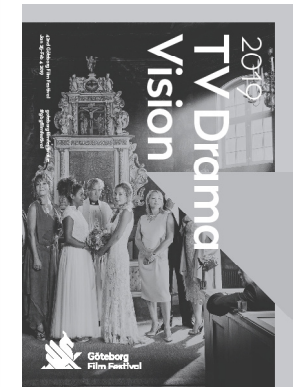
The festival's Industry Guide provides a summary of the festival and contains all the practical information for our festival and industry guests such as screenings, seminars, parties, special events, an extensive presentation of juries, films and drama series in competition and much more. The guide has an engaging design and covers about 40 pages, and will be distributed to the festival's accredited guests participants.

Nordic Film Market

Nordic Film Market is the festival's marketplace and a networking venue for the film industry attending. During the market, brand new and upcoming films from the Nordic countries are presented, focusing on talent and future industry trends. The printed catalogue provides essential information about the market's programme, industry seminars, participants contact information and more. It will be distributed to the markets invited guests consisting of international buyers, distributors, agents, producers, film institutes, creative talents and festival programmers.

Tv Drama Vision

TV Drama Vision is the festival's fastest growing industry brand - a two-day conference showcasing drama series targeting an high-end European tv industry. The conference is held at Göteborg's old opera house and has been sold out four years in a row. The programme presents upcoming drama series, creative trends, business models and industry news with guests, speakers and panel discussions on stage. The festival's prestigious award, the €20,000 Nordisk Film & TV Fond Prize for outstanding writing of a Nordic drama series, is handed out. The printed programme with information about guests and content is distributed all participants and is also available on our website.



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	13 500:-
Industry guide, inside front.....	17 300:-
Industry guide, inside back.....	16 300:-
Industry guide, back.....	19 600:-

Nordic Film Market, 148×210 mm	7 800:-
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	5 800 :-
Tv Drama Vision, back	14 800 :-

1/2

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

Delivery of originals for ad:

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

Deadline order date: 5 january

Deadline original for ad: 12 january

Industry newsletter

Our newsletters reaches over 7000 subscribers from the Nordic and international film and tv industries. Before the festival's programme release and during high session are send out approximately once a week, from February to October approximately once a month. The newsletters include festival's programme news, major guests, awards, announcement of industry programmes, webinars and more.

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

Mail: louise.la.ek@goteborgfilmfestival.se

+46 31-33 93 0 15

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 louise.la.ek@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!**

goteborgfilmfestival.se

Our website www.goteborgfilmfestival.se is the digital window of the Göteborg Film Festival all year round!

Advertising on the website is an efficient way to reach the festival's accredited guest and the film industry at large. This is where the industry turns to for news, information and updates about Göteborg Film Festival and Nordic Film Market. The website is active throughout the year with up-to-date content.

Average page-views per week

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

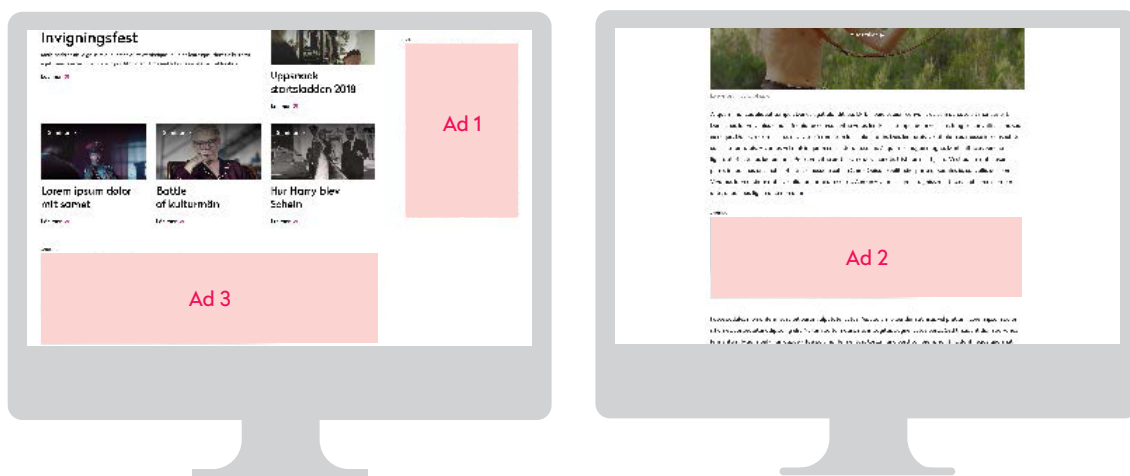
Price per week

Ad 1: 318* max 600 px.	
Oct-Nov	3500:-
December	7500:-
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
Mail: louise.la.ek@goteborgfilmfestival.se
+46 31-33 93 0 15

The Hybird Festival

2021 festival's industry platforms will transform into a hybrid format presenting a dynamic online experience alongside a limited on-site event.

This will present new opportunities for advertising on industry's brand new digital platform.

Price advert on digital platform:

Price per day

18 000:-

Goodiebag content

The festival bag is distributed to approximately 2000 accredited guests - place a message, brochure och merch inside the bag! This is a perfect opportunity to communicate directly with the industry attending the festival.

Flyer in the industry goodie bag (maximum size A4)..... 10 400:-



Delivery of originals for ad:

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

Deadline order date: 5 january

Deadline original for ad: 15 january

Package deals

Large

1/1 program public
1 spread Industry guide
1 spread Nordic Film Market
1 flyer/product 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

All prices include taxes.

Göteborg Film Festival

Media Sales

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Sweden

Visiting adress

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