

Advertise with us

47 Göteborg Film Festival
Jan 26–Feb 4 2024





Why Göteborg Film Festival?

We are:

- the largest filmfestival in the Nordics when it comes to amount of visitors and number of films screened
- one of the largest cultural events in Sweden
- play a significant role for the Nordic and Swedish film industry
- a true hybrid festival - not only screening films in the cinemas but also online

Also - because you'll have:

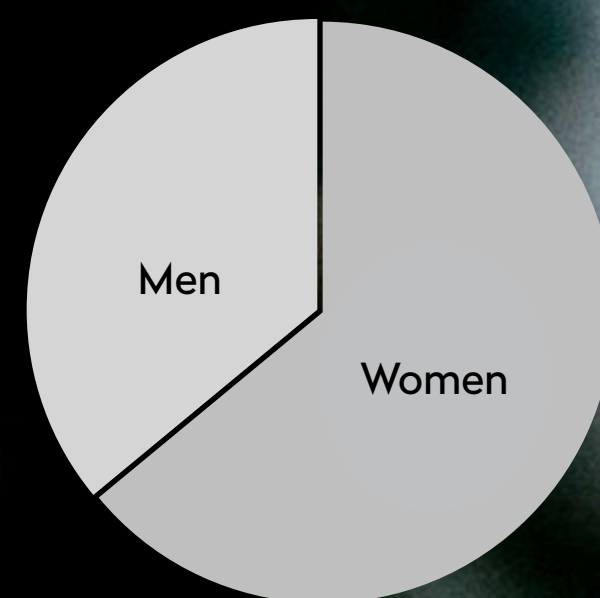
- the opportunity to appear in a context that contributes to a more socially sustainable society as we offer different perspectives, expressions and stories through movies
- The opportunity to invest in something rewarding. The festival is a non-profit organisation and revenue is always spent on developing and improving the festival for an even better experience for the audience and the filmmakers.

Who will you reach

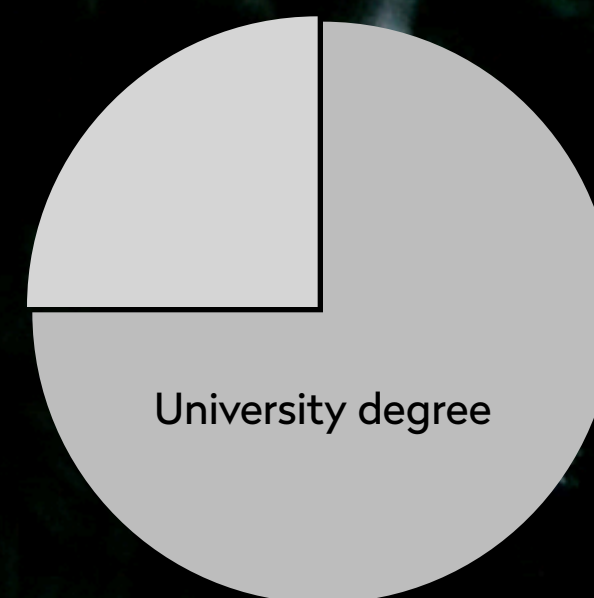
- The majority of the audience are from the larger cities in Sweden; Stockholm, Gothenburg and Malmö.
- Cinema-goers primarily reside in Västra Götaland county.
- The largest age category consists of visitors whom are 55 and older. The majority of the visitors work full-time. Some have retired.
- The festival also has a large audience that consists of young adults and students.
- When visiting the online festival it is usually 1,7 persons in front of the TV.



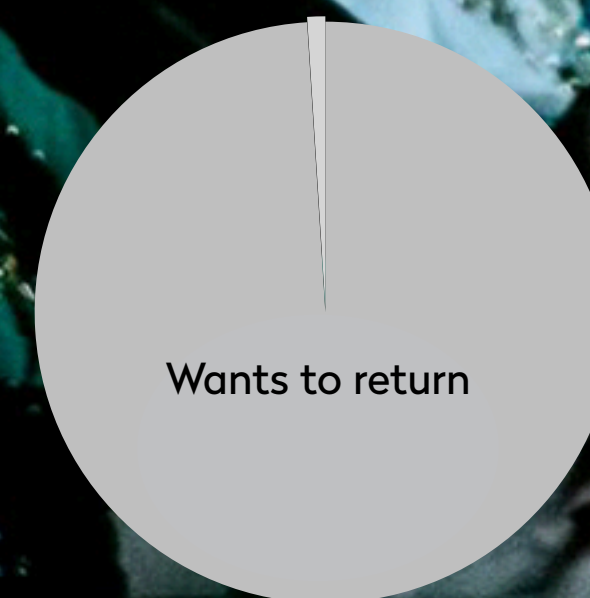
The majority of the visitors has a university degree.
They also have an interest in food, music and travels.



2/3 are women



3/4 have a university degree



99% of the audience wants to return

The festival in numbers (2023)

- **250.000** Film visits
- **38.000** Unique visitors
- **16.000** Visitors at other events during the festival
- **2.000** Accredited Swedish and International industry visitors
- **150** Journalists on site from all around the world

61 = NPS for cinema visitors

81 = NPS for hybrid visitors



Our products



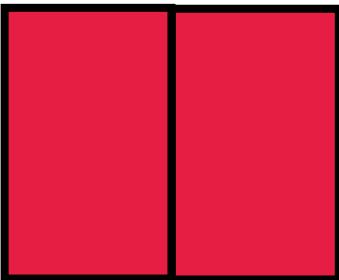
Göteborg
Film Festival

The festival program

A complete guide to all the festival content and an enjoyable editorial product that many visitors save for a long time.

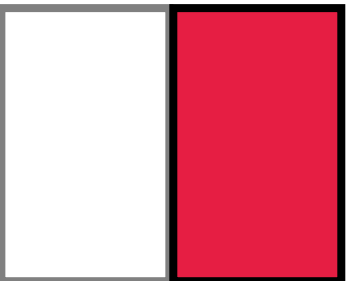
96% of the visitors read the program at least three times or more.

- Edition approx 40 000.
- 120 000 readers, distributed primarily in Gothenburg but also all over Sweden, available from the middle of January to the middle of February.
- The program is free of charge.



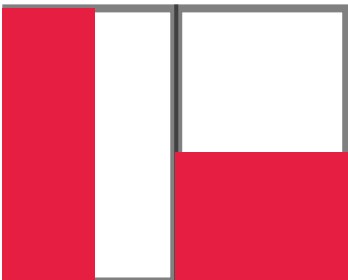
Spread

| | |
|---|----------|
| 420 X 260 mm | 76 500:- |
| Spread page. 2-3 | 94 000:- |
| Requested early placement, before page 30 | 83 000:- |



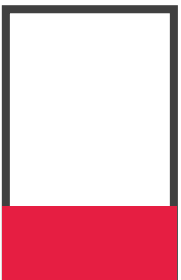
Full page

| | |
|--------------------------------|----------|
| 210 X 260 mm | 36 000:- |
| Inside cover | 53 500:- |
| Back cover, 210 x 260 mm | 64 500:- |



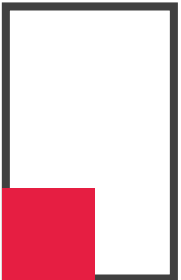
Half page

| | |
|-----------------------------|----------|
| Standing: 89 X 237 mm | 24 500:- |
| Lying : 182 X 115 mm | 24 500:- |



A quarter of a page

| | |
|--------------------------|----------|
| Lying: 182 X 54 mm | 11 000:- |
|--------------------------|----------|



A sixth of a page

| | |
|------------------|---------|
| 89 X 72 mm | 8 500:- |
|------------------|---------|

Technical specifications:

ICC-profile: "PSO Uncoated ISO12647 bas". 4 color CMYK.
Minimum resolution for images: 133 lpi/300 dpi (s/v 200 dpi).
Paper: Graphoinvent (Uncoated). Bleed: 5 mm

Delivery specifications:

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. See final page in this material for delivery adress.

Start of distribution: 9th of January 2024

Last day to book: Dec 9th / **Last day for sending material:** Dec 12th.

Göteborg Film Festival is not subjected to VAT

Bumper ads for the online festival

Reach an audience all across Sweden with visibility before every screening on the online festival. The online festival offers 40 film premiers during 10 days, with 3-4 premiers per day. The festival cinema-goers often complement their on-site visit with online festivalfilms at home. The hybrid visitors are the ones who watches the most films during the festival.

Up to three advertisers per day are offered a 5-6 seconds bumper ad before the movie showings.

Price per day:

Bumper ad, 5 - 6 seconds prior to all digital screenings (3-4 films /day). Sek 19 000 /day

Specifications:

1640 X 800 px
H264 <25Mbps Stereo

Last day for sending material: January 5th

Should you need producing the bumper ad, then we can offer that: Sek 3 000 / spot

Note:

It is possible to skip the ads - however it is placed in connection to editorial material and is therefor viewed by the majority of the online festival goers. The bumper ad will be presented in a graphic frame with the festival identity.



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Digital screens in the cinema foyer

Reach out with a moving message at our festival cinemas in Gothenburg (9 places).
The digital screens are placed well visible in the cinema foyers - and they also include relevant festival information and content.
During the festival 2023 we had 38 000 unique cinema visits during the festival in Gothenburg.

Price for exposure during the whole festival at every festival cinema:

- 10 - 15 seconds advertising spot, all festival days Sek 21 000
- 20 - 30 seconds advertising spot, all festival days Sek 26 000

The period refers to the festival week, 26th of January – 4th of februari 2024.
The ad is shown approx 7-10 times every hour.

Specifications for mobile advertisment material:

- B 1080 X H1920 px (standing)
- MP4 - format
- No sound

Sista materialdag: 13th of January



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Göteborg Film Festival website

Advertising on the website is an effective way to reach the audience as well as accredited guests. You can either place an ad at the ticket check-out or on the editorial site. Or both.

| Ad on editorial site: 318px x 600px | Price per week: |
|-------------------------------------|-----------------|
| Oct - Nov..... | Sek 4 500 |
| Dec | Sek 8 500 |
| Jan- Feb | Sek 13 500 |

| Ad in check out: Format 443px x 240px | Price per week: |
|---------------------------------------|-----------------|
| Oct - Nov..... | 4 500:- |
| Dec | 8 500:- |
| Jan - Feb | 13 500:- |

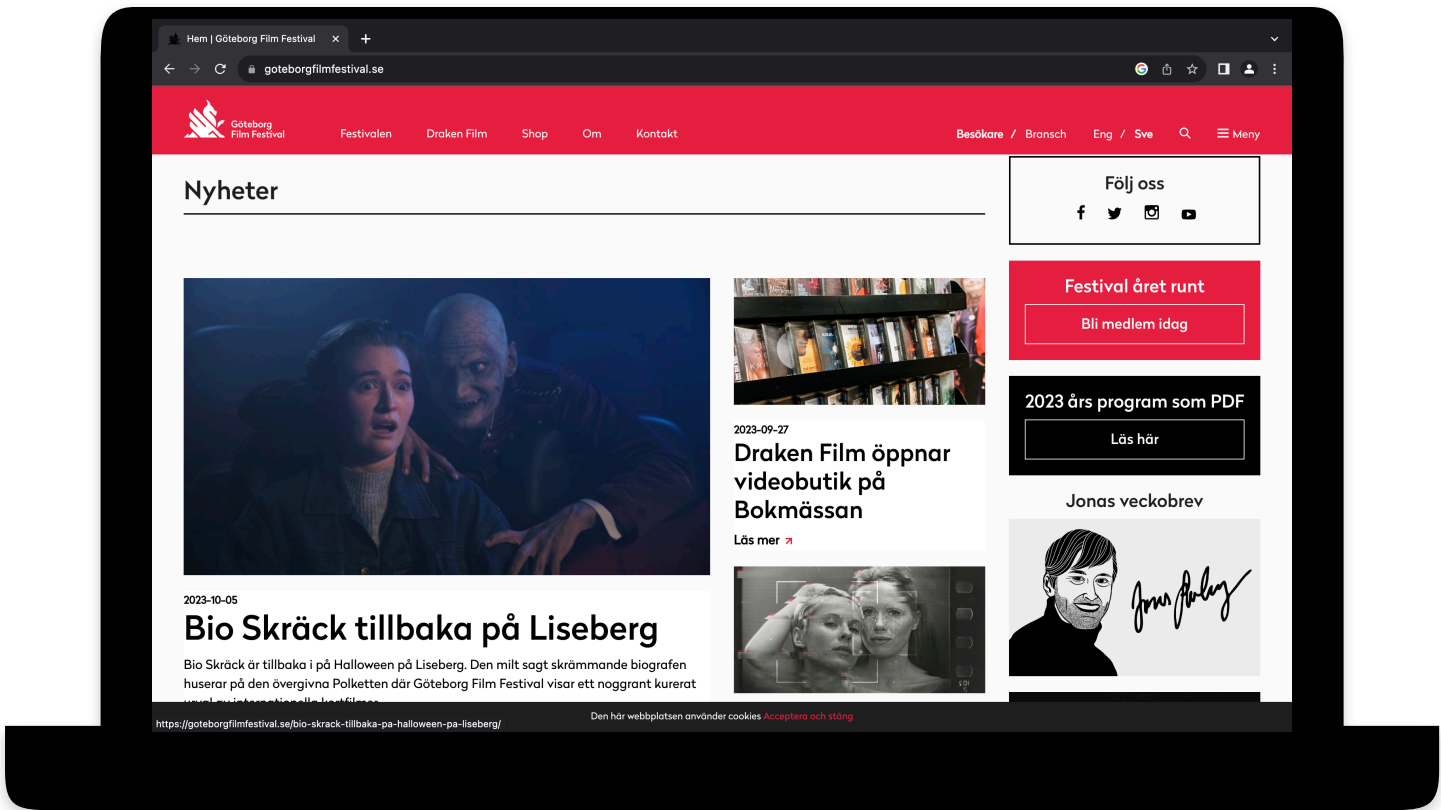
Every ad is placed in a queue with a maximum of five ads that rotate.

Specifications for banner ad material:

Webb ads are delivered in jpg or gif, max 2 mb.
Don't forget to send the URL with the destinations.

Delivery of material: 1 week prior to publishing

| Average number of views per week | |
|----------------------------------|--------|
| September | 7 000 |
| Oct - Nov | 13 000 |
| December | 17 000 |
| Jan - Feb | 65 000 |



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The film festival newsletter

Place an ad in the film festival newsletter with approx 16 000 subscribers. The newsletter boasts an opening frequency of 70%. It i sent out every month during the whole year and more frequently when the festivals approaches.

Price per ad:

Format 560 x 300 px

Period:

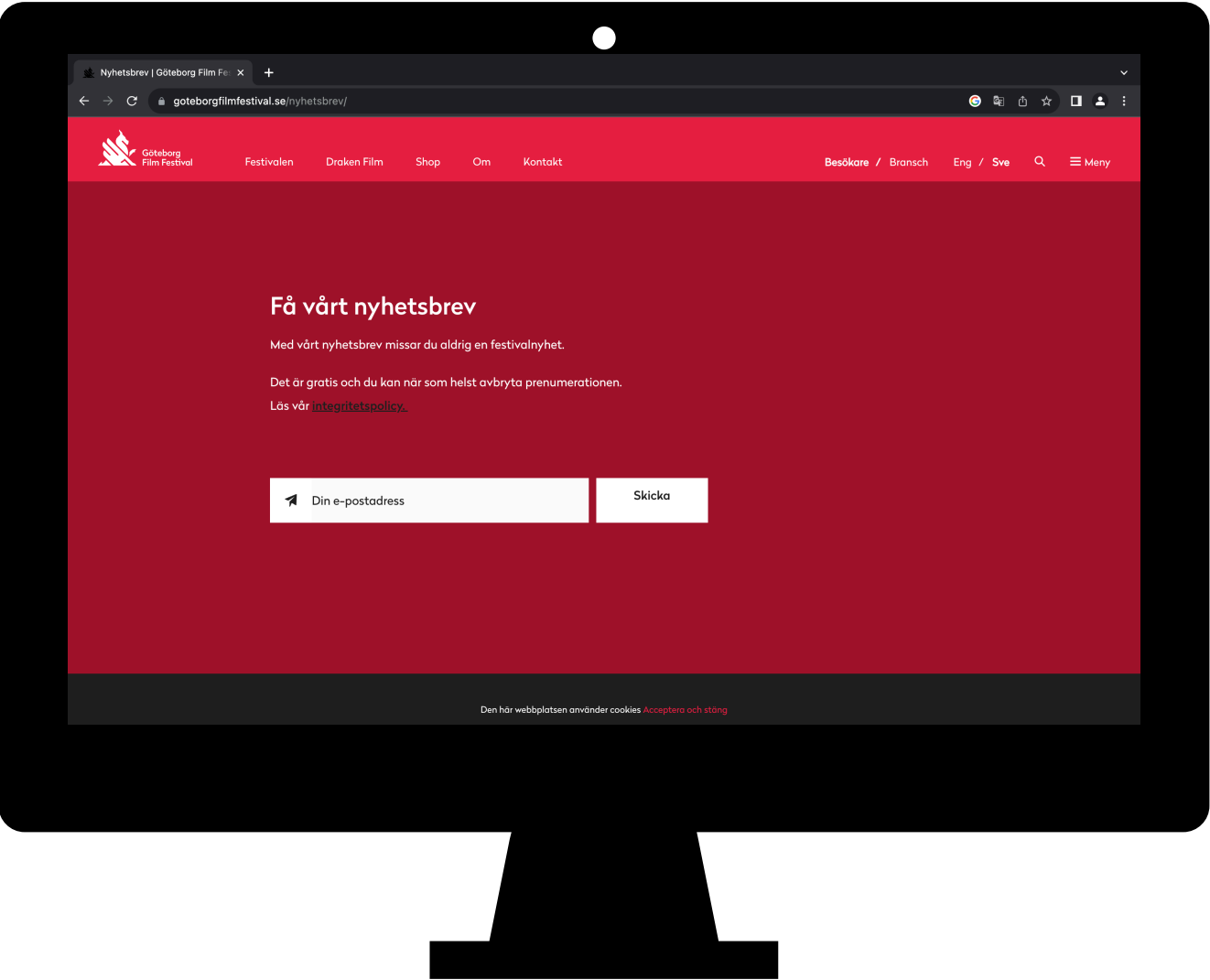
| | |
|---------------------------------------|----------|
| week 40 - 48 | 10 500:- |
| week 49- 52 | 11 000:- |
| week 1 - 6 | 11 500:- |
| Any other period (week. 7 - 39) | 10 500:- |

Specifications for ad material:

Measure (Wx H): 560px x 300px
File format: jpg or gif, max 1 mb
Don't forget to send the URL destinations- where we are sending your ad.

Deadline for the material:

1 week prior to publishing



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Giveaways / sampling or flyers

Take the opportunity to allow the festival visitors to sample your products. Or appear with a targeted message by adding your product or flyer in a giveaway bag given to 2.000 accredited industry guests and 400 volunteers. It is also possible to arrange sampling at our popular program release event or at selected screenings during the festival.

Contact us for a price and suggestions on activations .



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Ad packages

Below we suggest three package deals. These are examples, but you can of course customize your own package based on your company needs.

The digital package

- 1 Banner on editorial site (1 week during Jan - Feb)
- 1 Banner in the check out (1 week during Jan - Feb)
- 1 Ad in the festival newsletter (Dec)
- 1 Ad in the festival newsletter (Jan-Feb)

Price: Sek 49 000

Discount: -15%

Your price: 41 650 kr

The small package

- 1 Half page in the festival program
- 1 Banner on the editorial website (during program release & festival)
- 1 Banner in the festival newsletter (during program release & festival)

Price: Sek 51 500

Discount : -15%

Your price: Sek 43 775

The large package

- 1 full page in the festival program
- 1 Banner on the editorial site (during program release & festival)
- 1 Moving message on the digital foyer screens (10-15 sec)
- 1 Bumper ad during 1 day - on all digital screenings (5-6 sec)
- 1 Ad in the newsletter (during program release & festival)

Price: Sek 101 500

Dicsount: -20%

Your price: Sek 81 200

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Contact

We look forward to hearing from you!

Luna Baic - Media sales

Phone: +46 07 148 91 18 / +46 31 339 30 15

Email: luna.baic@goteborgfilmfestival.se

Post adress:

Olof palmes plats 1

413 04 Göteborg

Sverige

All ad is delivered to:

luna.baic@goteborgfilmfestival.se

Make sure that you get a confirmation that the material has been received.