

Göteborg Film Festival 2024

Advertising & Visibility  
**Industry**



Göteborg  
Film Festival



# Reach the industry at Göteborg Film Festival

Göteborg Film Festival is the leading film festival in the Nordics and a primary industry meeting place in the region. It brings together 2,000 accredited producers, commissioners, sales agents, buyers, funds, institutes, and other industry delegates annually.

The festival's industry programme features the Nordic Film Market and TV Drama Vision - key markets for new Nordic films and series, serving as catalysts for emerging audiovisual talents, facilitating co-productions, and fostering international partnerships. Additionally, the event is a hub for nurturing industry insights and business development, making it one of the most innovative hubs for industry professionals in Europe.



A gateway to the Nordic audiovisual industries with over 2000 accredited attending the festival



Associate your company with one of Europe's leading audiovisual industry platforms

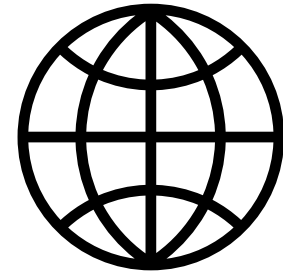


Increase sales and acquire new customers at the key Nordic market and meeting place



Align your brand with one of the world's largest audience and future-oriented film festivals

# Göteborg Film Festival industry facts



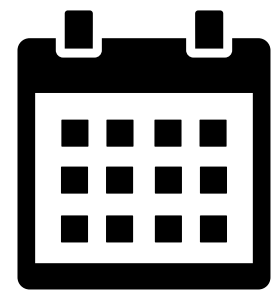
50 countries represented amongst all accredited



2000 accredited at Göteborg Film Festival  
1000 taking part in Nordic Film Market and TV Drama Vision in 2023



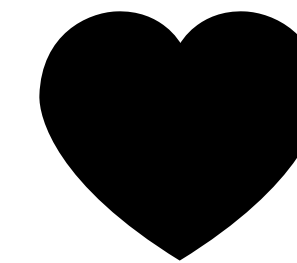
100 films and series in different production stages presented



200 curated one-on-one meetings



60 % of all Nordic Film Market delegates made 1 or more deals in 2023. The remaining delegates were there for other reasons.



96,4 % was pleased or very pleased with the experience and programme

## Industry Guide

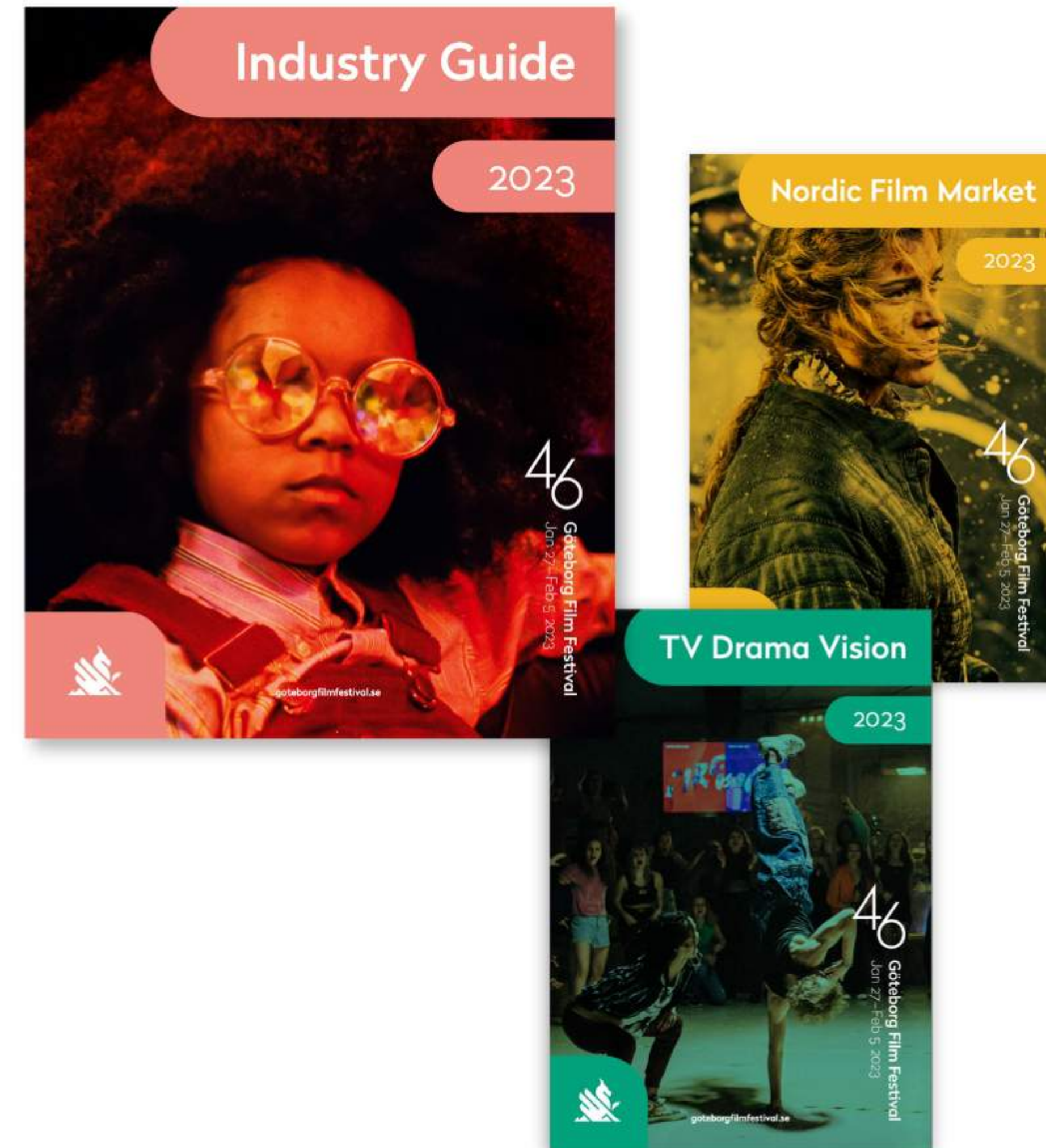
The Industry Guide is a summary of the festival, containing all the practical information for our industry guests, such as screenings, seminars, parties, special events, presenting juries, films and drama series in competition. The guide is distributed to all accredited industry guests.

## Nordic Film Market

Nordic Film Market is the festival's marketplace and a networking platform for the Nordic and international film industry. The market presents new and upcoming films from the Nordics, focusing on talent and future industry trends. The catalogue is distributed to Nordic Film Market guests, including international buyers, distributors, sales agents, producers, film institutes, creative talents, and festival programmers.

## TV Drama Vision

TV Drama Vision is our international two-day conference and market focusing on Nordic drama series with a global outlook. The programme presents upcoming drama series, trends, business models and industry news with guests, speakers and panel discussions on stage. The catalogue is distributed to TV Drama Vision guests, including broadcasters, producers, agents, financiers, and creators.



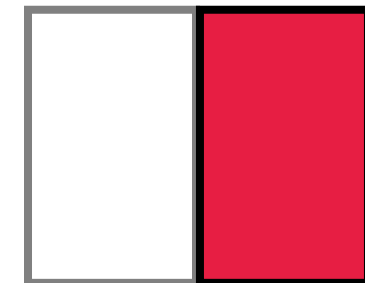


# Advertise in the industry catalogues



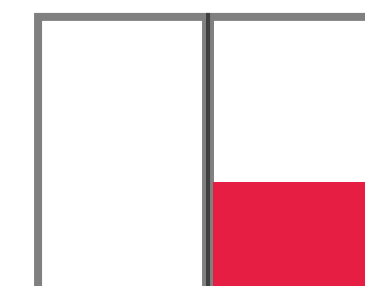
## Spread

Industry Guide 420 X 260 mm .....	21 500 SEK
Nordic Film Festival 296 x 210 mm .....	14 500 SEK
TV Drama Vision 296 x 210 mm .....	16 000 SEK



## Full page

Industry Guide 420 X 260 mm .....	15 500 SEK
Industry Guide, inside (back/front) .....	18 500 SEK
Industry Guide, back .....	22 000 SEK
Nordic Film Market 296 X 210 mm .....	9 000 SEK
Nordic Film Market , inside (back/front) .....	10 500 SEK
Nordic Film Market, back .....	15 500 SEK
TV Drama Vision 296 X 210 mm .....	10 000 SEK
TV Drama Vision , inside (back/front) .....	13 000 SEK
TV Drama Vision, back .....	17 000 SEK



## Half page

Industry Guide 182 x 115 mm .....	9 000 SEK
Nordic Film Festival 148 x 105 mm .....	4 500 SEK
TV Drama Vision 148 x 105 mm .....	6 000 SEK

*Göteborg Film Festival is not subjected to VAT.*

## Edition 2024:

Industry Guide – 1 500 copies  
 Nordic Film Market – 500 copies  
 TV Drama Vision – 650 copies

**All publications are also available online**

## Specification of the 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. 3 mm bleed.

## Technical specifications:

ICC-profile: ISO Coated Fogra 39.  
 4 color CMYK.

## Minimum resolution for images:

133 lines/300 dpi (s/v 200 dpi)  
 Dot magnification is about 30% so there should be no greater amount of color than 220% on color ads.  
 Paper: 90 g Arctic Matt

**Deadline to book an ad:** December 15\*

**Deadline to deliver the material(s):** December 22\*

*\* Dates may change*

# Industry newsletter

Our general newsletters reach over 9 000 subscribers from the Nordic and international film and TV industry. The newsletters comprise programme news and industry highlights as well as festival news, prominent guests, awards and more.

## Frequency

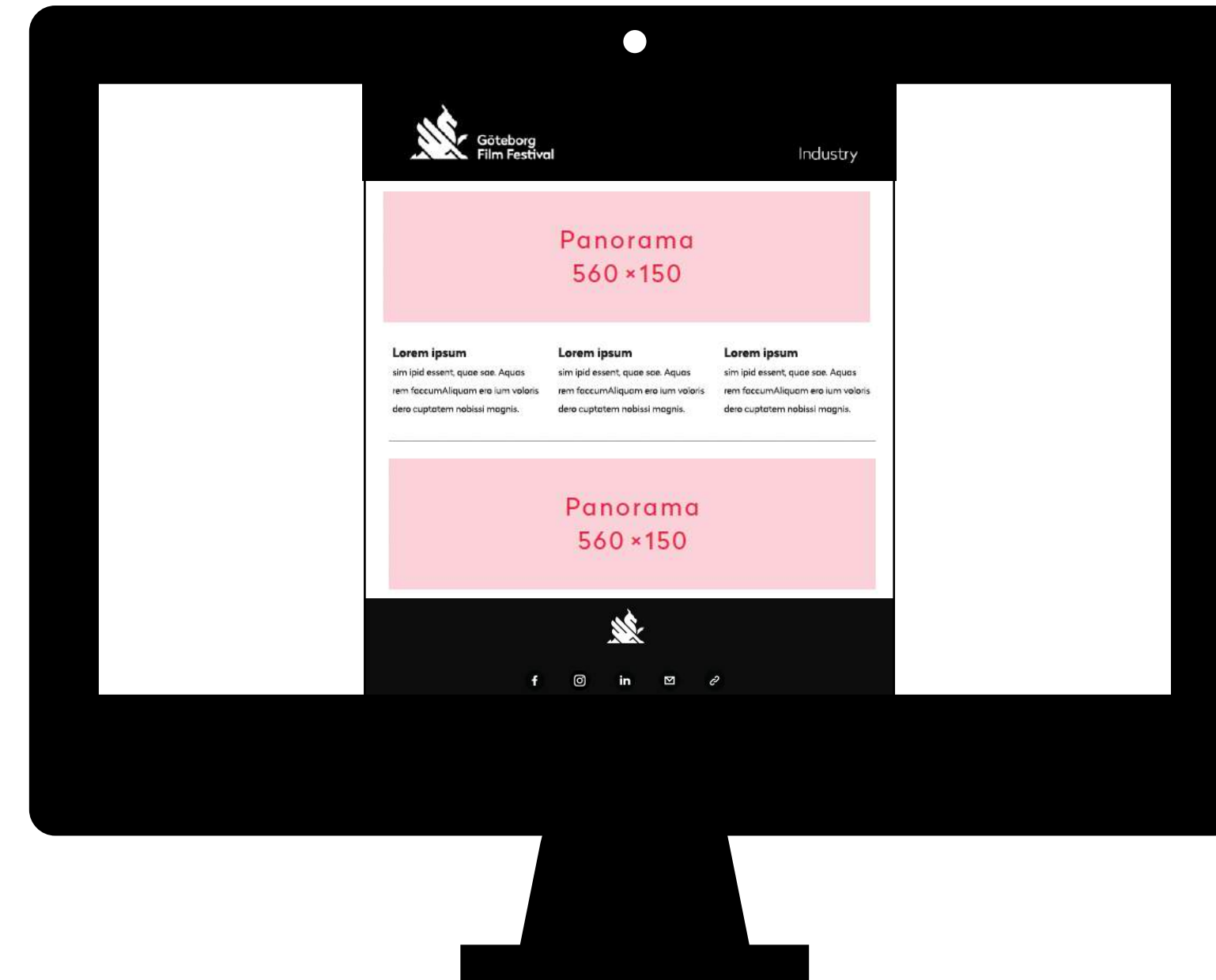
November–December ≈ 1 per week  
 January ≈ 2 per week  
 February–October ≈ 1 per month

## Period and rates:

## Price per week

### Ad Panorama, 560px x 150px

w. 40 – 48 .....	<b>10 500:-</b>
w. 49 – 52 .....	11 000:-
w. 1 – 6 .....	11 500:-
Other dates (w. 7– 39) .....	10 500:-



**Offer!**  
 Get 3 ads –  
 pay for 2

## Specifications for the ads:

Static gif or jpg including hyperlink.

## Deadline:

1 week before publication.

# goteborgfilmfestival.se

- the digital window to Göteborg Film Festival!

Advertising on the website is an efficient way to reach the festival's accredited guests and audience. This is where the industry turns for news and information about industry programmes, including Nordic Film Market and TV Drama Vision. The website is active throughout the year with up-to-date content.

### Price per week

Oct - Nov.....	<b>4 500 SEK</b>
Dec .....	8 500 SEK
Jan - Feb .....	13 500 SEK

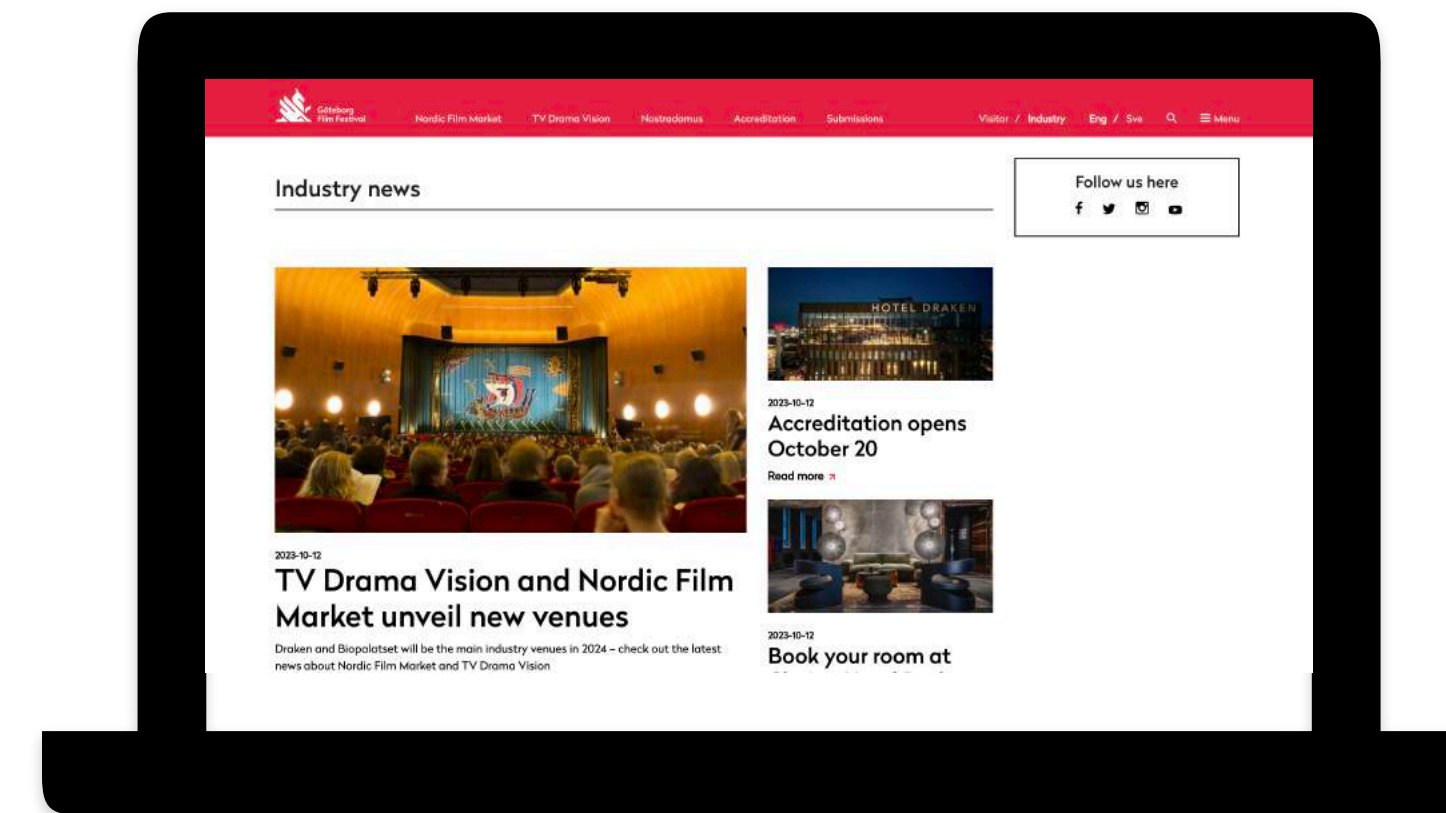
Every ad will be placed in a queue of max 5 ads shown every 5th page viewing.  
Göteborg Film Festival is not subject to VAT.

## Industry Platform

Industry Platform is accessible only for industry guests with the aim to connect and participate in the industry programmes. The platform allows you to reach our accredited guests for 17 days, Jan 23 – Feb 8, 2024. In 2023, the industry platform received approximately six thousand pageviews during the festival.

### Price per period

Jan 23 - Feb 8 .....	<b>5 500 SEK</b>
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Average page-views per week	
September	7 000
Oct-Nov	13 000
December	17 000
Jan-Feb	65 000

### Specifications for the ads:

Size 1: 318px X max 600px

Size 2: 1012,5px X max 260px

Ads are delivered in jpg, or gif, max 2 MB including a hyperlink.

### Deadline for the ad:

1 week before publication.

# Digital screens at the industry venues

Digital screens are located at our main industry venues Hotel Draken, cinema Draken and Biopalatset. The screens are placed visibly to industry accredited.

**Price for advert:**

15 - 20 second commercial .....	21 000 SEK
20 - 30 second commercial .....	26 000 SEK

Commercials are featured during the industry week.

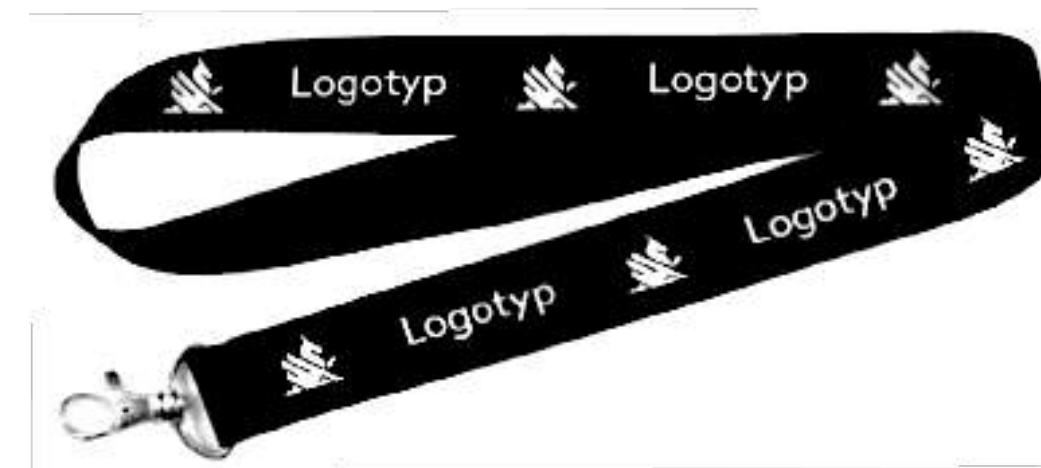
**Specification for commercial material:**

- 1080 × 1920 px (upright)
- No audio
- MP4-format

**Deadline original for ad:** January 14







## Festival bag

Place your logo at the official festival bag,  
The festival bag is distributed to  
≈ 2 000 accredited delegates.

**Price from 85 500 SEK**

*The festival has the right to set the printing conditions for environmental purposes. Deadline for delivering materials is December 15.*

## Goodie bag content

The festival bag is distributed to ≈ 2 000 accredited delegates. Place your message, brochure or merch in the bag.

**Price starts at 10 500 SEK**

## Accreditation lanyards

Put your logo on the accreditation lanyard,  
handed out to ≈ 2 500 accredited delegates  
guests, including press and volunteers.

**Price from 55 000 SEK**

**Deadline for delivering materials:** December 15

## Package deals

Below we present examples of package deals. The packages contain sample content, but it is possible to tailor the deal with other exposure opportunities according to your needs.

### Industry Package

1/2 page in the festival guide  
 1 page in Industry Guide  
 1 page in TV Drama Vision  
 1 web ad (Jan–Feb)  
 1 newsletter ad (Jan–Feb)

**Price: 72 500 SEK**  
**Discount: -20%**

**Total: 58 000 SEK**

### TV Drama Vision Special

1 page in TV Drama Vision  
 1 web ad at TV Drama Vision Lobby  
 1 newsletter ad (Jan–Feb)  
 2 badges for TV Drama Vision

**Price: 39 500 SEK**  
**Discount: -15%**

**Total: 33 575 SEK**

### Nordic Film Market Special

1 page in Nordic Film Market  
 1 web ad at Nordic Film Market Lobby  
 1 newsletter ad (Jan–Feb)

**Price: 26 000 SEK**  
**Discount: -15%**

**Total: 22 100 SEK**

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## Commercials between programme blocks

After each break in the conference schedule of TV Drama Vision, and starting every session at Nordic Film Market, a short visibility is given to advertisers and partners. This is an excellent and exclusive opportunity for visibility to our attendees, with all eyes on the big screen.

We have a limited number of spots for this offer.

**One spot starting from 12 000 SEK**



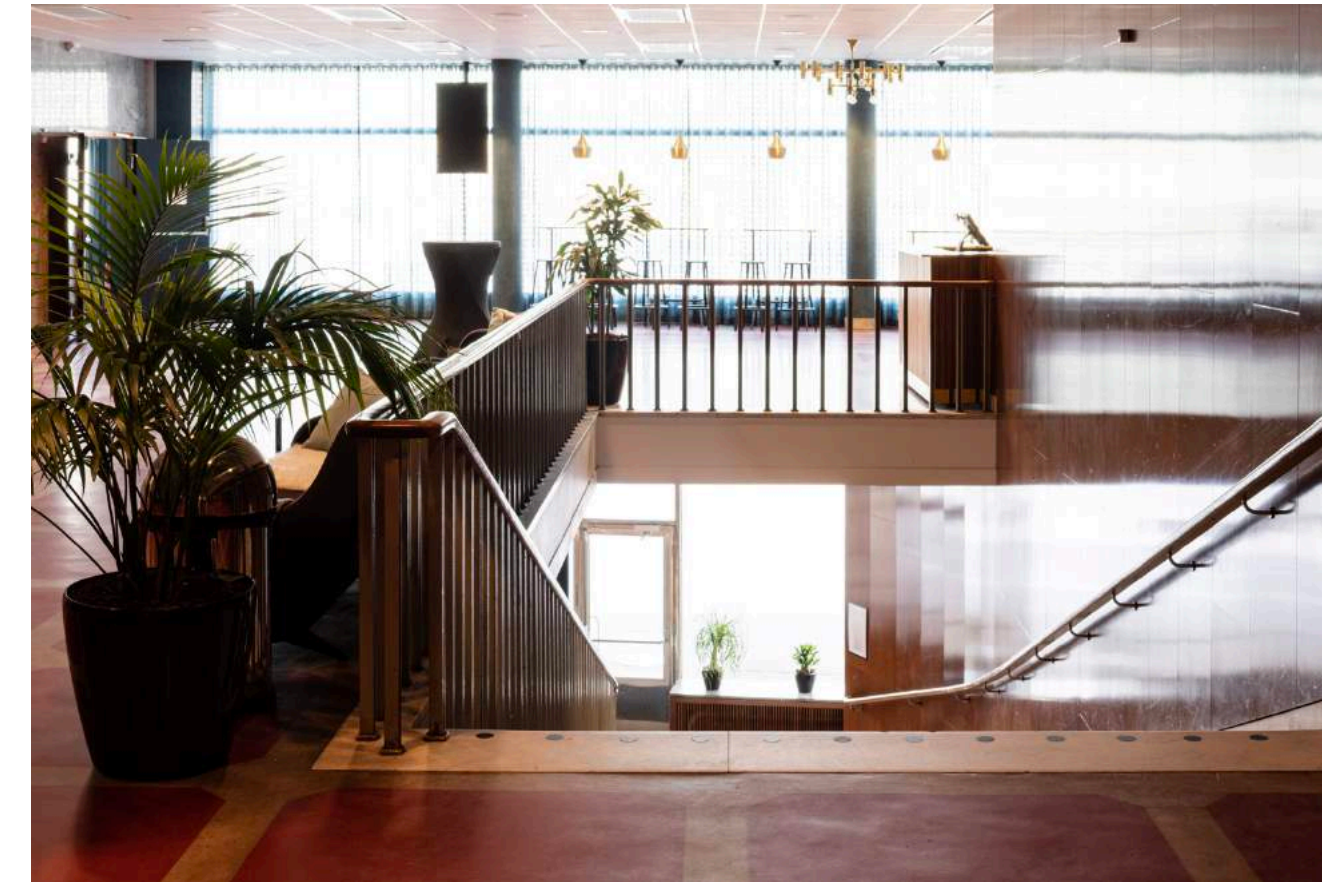


## Branded area and on-site activation

Clarion Hotel Draken is the home of Göteborg Film Festival and the Industry Centre for all accredited. Increase your organisation's visibility with a customised branded area or on-site activation at Hotel Draken to connect with accredited guests. Create a special lounge, meeting area or an on-site billboard.

There's a limited space for on-site visibility and the setup is customised according to each partner's need.

**Starting from 25 000 SEK**





## Social events

Coffee breaks, cocktails, etc.

Would you like to explore the opportunity to organise a custom social gathering during TV Drama Vision or the Nordic Film Market? We offer a variety of options for hosting unique Tea & Coffee breaks, Showcases & Cocktail events, Happy Hours, breakfast gatherings, and more.

Contact us and let's talk!

Starting from 15 000 SEK





## Meeting rooms at Hotel Draken

Book a dedicated space to organise a private meeting during the Göteborg Film Festival. Clarion Hotel Draken offers a diverse selection of meeting rooms with different sizes, placement, etc.

For more information, contact: [sales.goteborg@choice.se](mailto:sales.goteborg@choice.se)





## Private market screening

Host a private screening at Biopalatset during the industry week

Biopalatset offers a range of cinema theatres with capacities for up to 130 persons. Host your private market screening of a film or series during Nordic Film Market or TV Drama Vision.

**Starting from 14 500 SEK for 2 hours.**

*Biopalatset is the official venue of the festival and Nordic Film Market. The screening will not be a part of the official line-up of the industry programme. The buyer handles all communication about the screening. DCP delivery latest January 14.*





## Looking for more?

Do you want to increase your company visibility using various advertising, activation and exhibition activities or be the official partner of Göteborg Film Festival Industry? We also offer sponsorship deals with on-site activation, advertising, events and more.

Contact for more information  
[liisa.nurmela@goteborgfilmfestival.se](mailto:liisa.nurmela@goteborgfilmfestival.se)





## Industry & sales contact

We look forward to working with you and helping you find the best setup for your company to increase your visibility at Göteborg Film Festival.

### Industry Communications Manager

*On-site activation and exhibition*

Liisa Nurmela

Phone: +372 5197 4945

Email: [liisa.nurmela@goteborgfilmfestival.se](mailto:liisa.nurmela@goteborgfilmfestival.se)

### Festival Sales & Delivery of materials

Luna Baic

Phone: + 46 31 339 30 15

Email: [luna.baic@goteborgfilmfestival.se](mailto:luna.baic@goteborgfilmfestival.se)

### Visiting address

Järnbäraregatan 8  
S-413 01 Göteborg  
Sweden

### Official address

Olof palmes plats 1  
S-413 04 Göteborg  
Sweden

**47th Göteborg Film Festival**  
January 26 - February 4, 2024

**TV Drama Vision**  
January 30 - 31, 2024

**Nordic Film Market**  
January 31 - February 2, 2024