

Göteborg Film Festival 2025

Advertising & Visibility

Industry



Göteborg
Film Festival



Discover the leading film festival in the Nordics

Göteborg Film Festival is the premier film festival and industry platform in the Nordics.

The film festival has one of the largest festival audiences globally. In 2024, the festival attracted over 270,000 visits, showcasing a diverse program of 250 films from 80 countries.

The festival features several major competitions, including the Nordic Competition, the Ingmar Bergman Competition, and the International Competition.

Notable guests in 2024 included Ewan McGregor, Isabelle Huppert, Sidse Babbett Knudsen, Ruben Östlund, and Alicia Vikander.

From 2023, the festival center is located in the Clarion Hotel Draken.

The 48th Göteborg Film Festival will take place from January 24 to February 2, 2025.

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

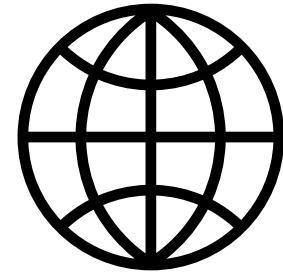


Increase sales and acquire new customers at the key Nordic market and meeting place



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

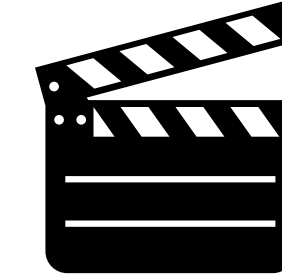
Göteborg Film Festival industry facts



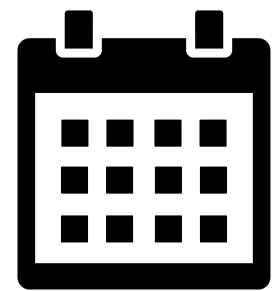
52 countries represented amongst all accredited



2220 accredited at Göteborg Film Festival
1045 at Nordic Film Market and TV Drama Vision



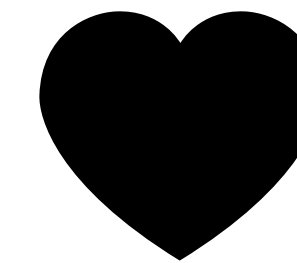
100 films and series presented
250 speakers on stage



200 curated one-on-one meetings



69 % of all Nordic Film Market delegates made 1 or more deals in 2024. The remaining delegates were there for other reasons.



More than **95 %** of the accredited were very pleased or 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

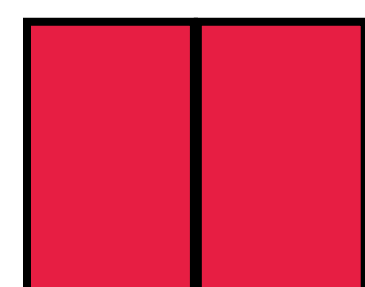
Nordic Film Market is the festival's marketplace and a networking platform for the Nordic and international film industry. The market presents new and upcoming films from the Nordics, focusing on talent and future industry trends. The catalogue is distributed to Nordic Film Market guests, including international 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, presenting upcoming Nordic and European 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 commissioners, producers, agents, financiers, and creators.

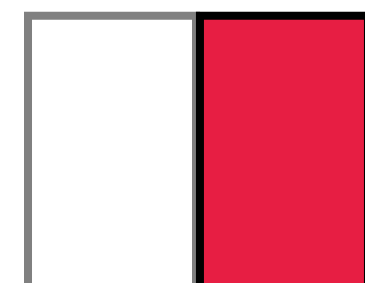


Advertise in the industry catalogues



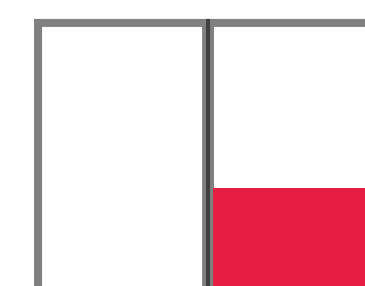
Spread

Industry Guide 420 × 260 mm	23 500 SEK
Nordic Film Market 296 × 210 mm	16 500 SEK
TV Drama Vision 296 × 210 mm	18 000 SEK



Full page

Industry Guide 210 × 260 mm	17 500 SEK
Industry Guide, inside (back/front)	20 500 SEK
Industry Guide, back	24 000 SEK
Nordic Film Market 148 × 210 mm	11 000 SEK
Nordic Film Market , inside (back/front).....	12 500 SEK
Nordic Film Market, back	17 500 SEK
TV Drama Vision 148 × 210 mm	12 000 SEK
TV Drama Vision , inside (back/front)	15 000 SEK
TV Drama Vision, back	19 000 SEK



Half page

Industry Guide 182 × 115 mm	11 000 SEK
Nordic Film Market 148 × 105 mm	6 500 SEK
TV Drama Vision 148 × 105 mm	8 000 SEK

Göteborg Film Festival is not subjected to VAT.

Edition 2025:

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 17*

Deadline to deliver the material(s): December 20*

* 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

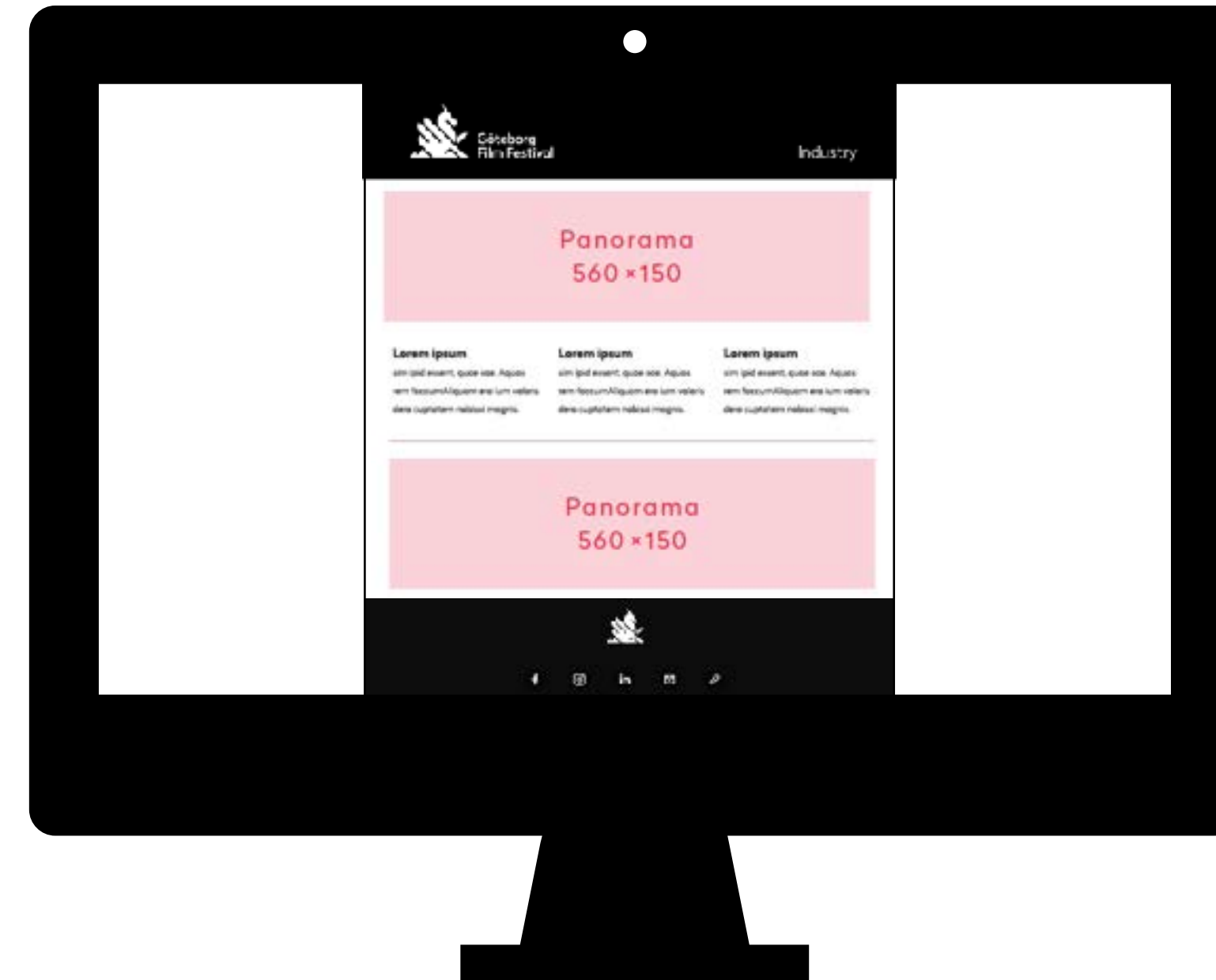
November–December ≈ 1 per week

January ≈ 2 per week

February–October ≈ 1 per month

Price per ad

Panorama, 560px × 150px **13 000 SEK**



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 month

Oct - Nov.....	15 500 SEK
Dec	20 500 SEK
Jan - Feb.....	25 500 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.

Specifications for the ads:

Size 1: 318px × max 600px

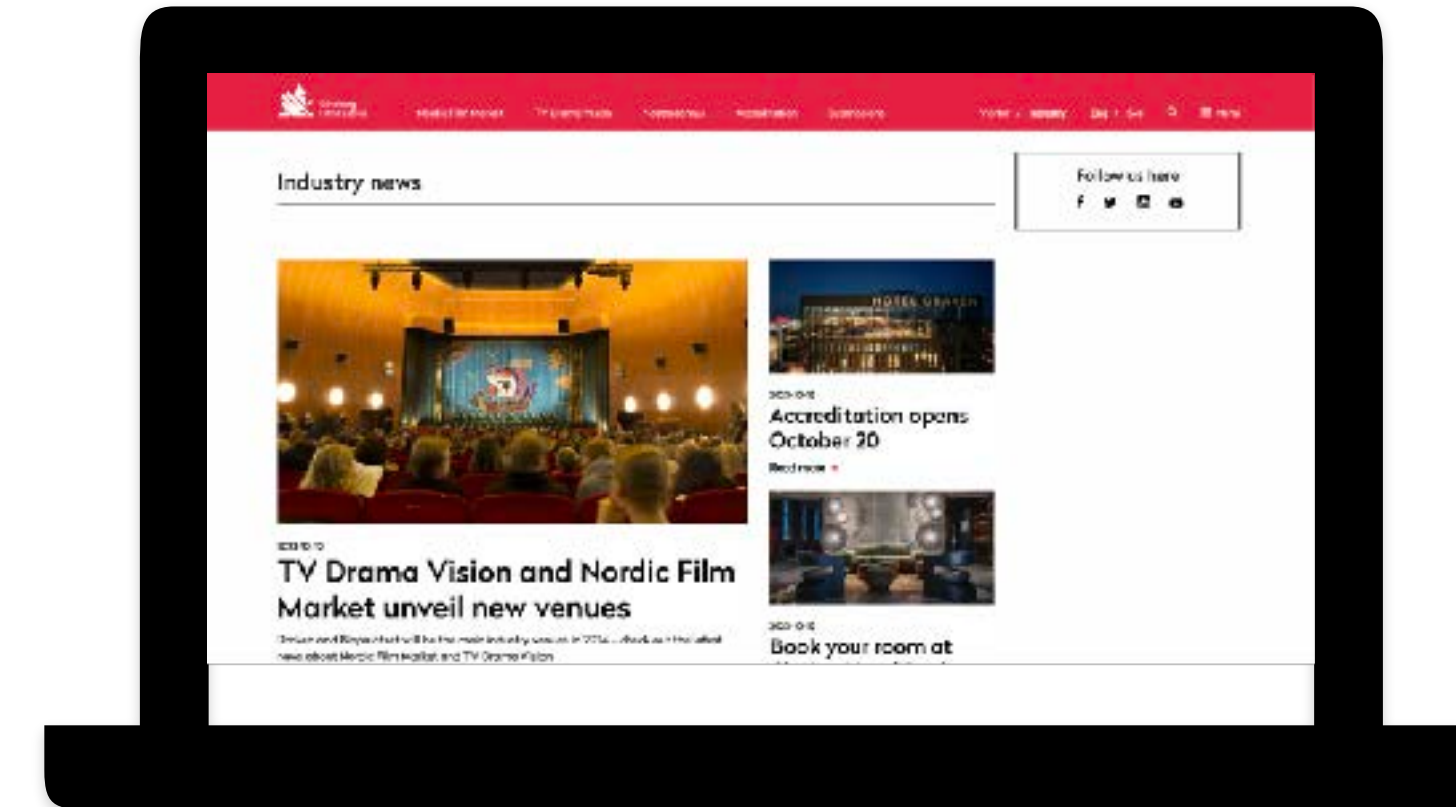
Size 2: 1012px × max 260px

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

From November 2024 these specification will change.

Deadline for the ad:

1 week before publication.



Average page-views per month

Oct-Nov 52 000

December 68 000

Jan-Feb 260 000

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	23 000 SEK
20 - 30 second commercial	28 000 SEK

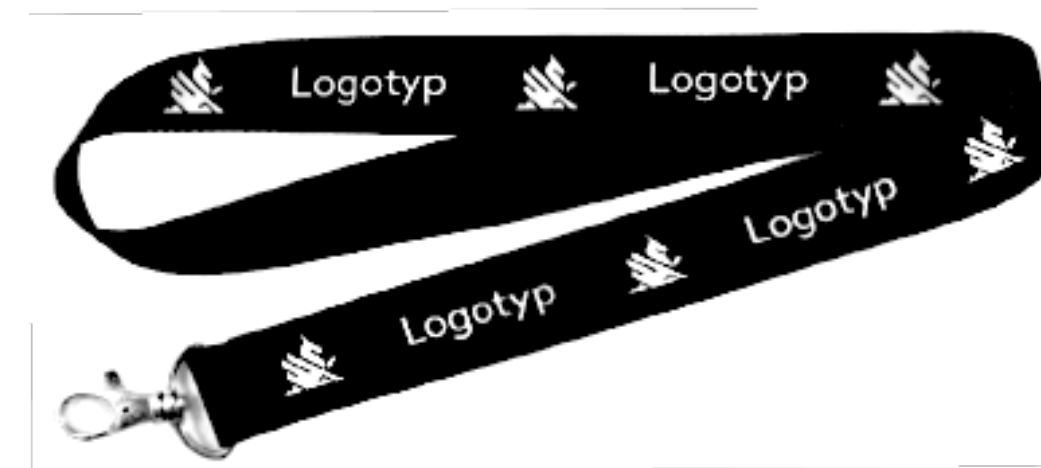
Commercials are featured during the industry week.

Specification for commercial material:

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

Deadline for ad: January 14





Festival bag

Place your logo at the official festival bag distributed to \approx 2 000 accredited delegates. Festival bags can also be tailor-made to specific target audience, e.g. TV Drama Vision, Nordic Film Market etc.

Price from 50 500 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 \approx 2 000 accredited delegates. Place your message, brochure or merch in the bag.

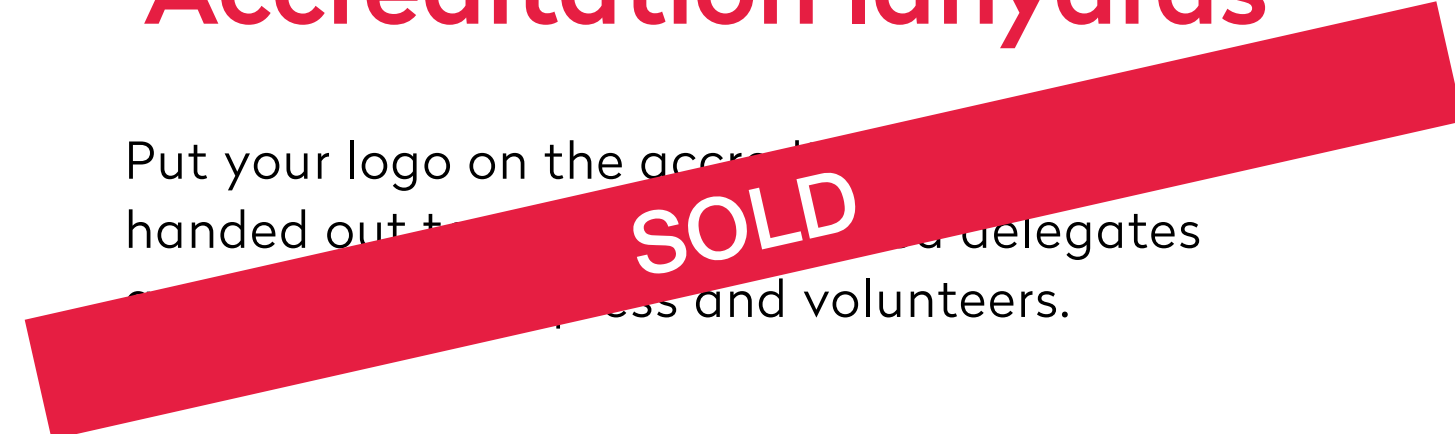
Price from 12 500 SEK

Accreditation lanyards

Put your logo on the accreditation lanyards handed out to \approx 2 000 accredited delegates, 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
1 newsletter ad

Price: 94 500 SEK
Discount: -20%

Total: 75 600 SEK

TV Drama Vision Special

1 page in TV Drama Vision
1 web ad
1 newsletter ad
2 badges for TV Drama Vision

Price: 59 700 SEK
Discount: -15%

Total: 50 745 SEK

Nordic Film Market Special

1 page in Nordic Film Market
1 web ad
1 newsletter ad

Price: 49 500 SEK
Discount: -15%

Total: 42 075 SEK

Göteborg Film Festival is not subject to VAT.

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 16 000 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 22 000 SEK



Drama Hall at Hotel Draken

A versatile venue at TV Drama Vision

Located wall-to-wall with to the iconic Draken cinema, the main stage for TV Drama Vision, Drama Hall offers a dynamic space for exclusive events. With a seating capacity of up to 300 people, it is equally suited for more intimate gatherings, providing a flexible setting tailored to your needs.

During TV Drama Vision, Drama Hall is reserved exclusively for its delegates, making it an ideal venue for a range of unique experiences and activations. The multifunctional space offers endless possibilities for events, including:

- Exclusive showcases with refreshments for invited delegates
- Private cocktail receptions or networking lunches
- Closed workshops
- Open stage sessions accessible to all TV Drama Vision delegates
- Or any other creative ideas you'd like to explore

Pricing

Costs are customised based on the specific design and content of your event.



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 19 000 SEK

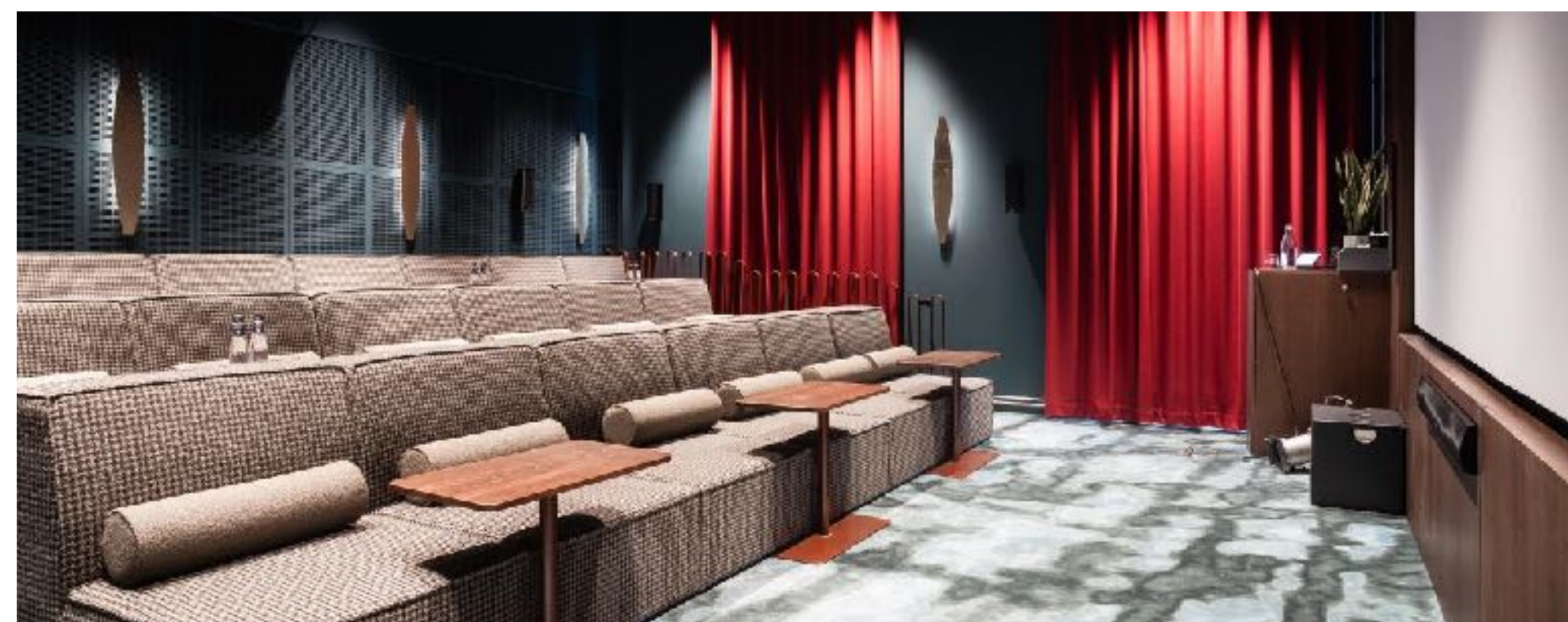
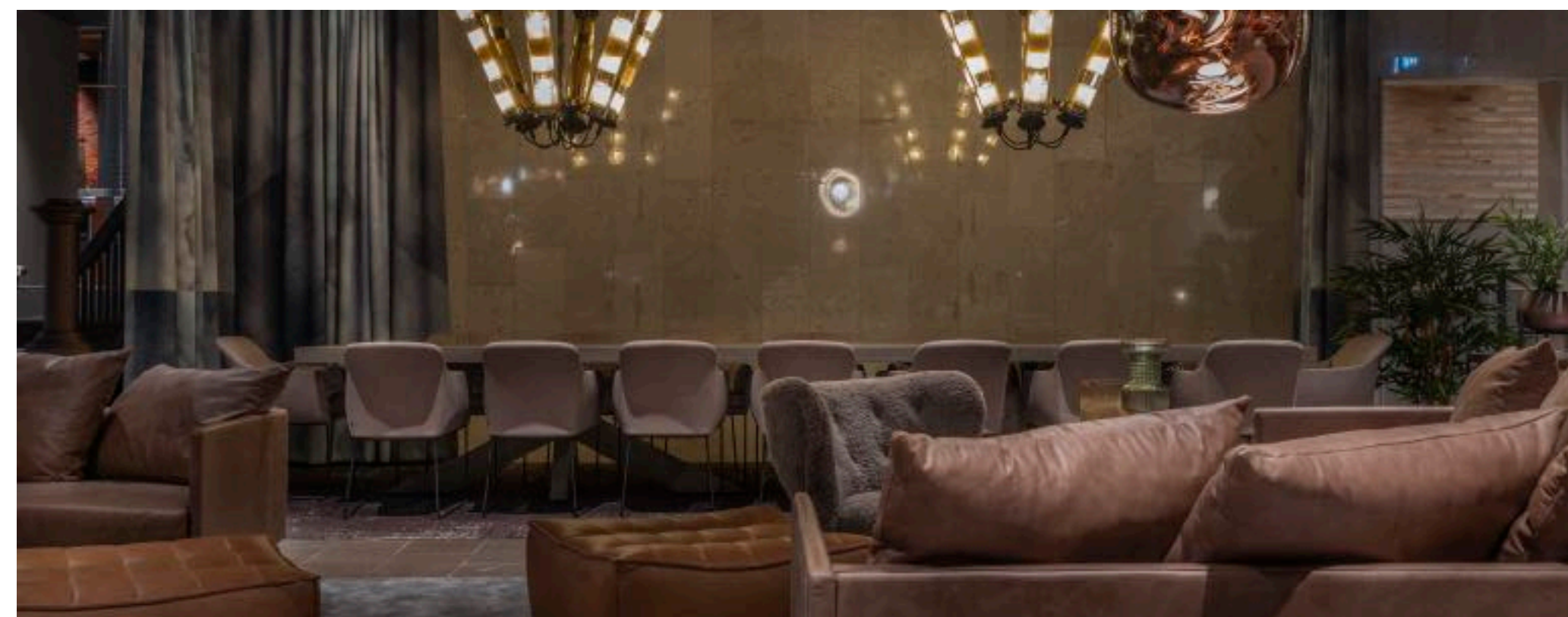


Conference facilities at Hotel Draken

Secure a dedicated space for your private meetings at the Göteborg Film Festival. Clarion Hotel Draken offers a wide variety of meeting rooms in different sizes and configurations to suit your needs.

For a more unique experience, we can also arrange a customized small screening in the Cinema Conference Room at Hotel Draken.

Share your ideas and needs with us, and we'll work something out together!



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 person. Host your private market screening of a film or series during Nordic Film Market or TV Drama Vision.

Starting from 16 500 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



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.

Festival Sales & Delivery of Materials

Mateo Cabrejas Bergil

Phone: +46 701 489 118 or +46 313 393 015

Email: mateo.bergil@goteborgfilmfestival.se

Industry Activation & Exhibition

Liisa Nurmela

Industry Communications Manager

Phone: +372 5197 4945

Email: liisa.nurmela@goteborgfilmfestival.se

Visiting address

Järnbäraregatan 8
S-413 01 Göteborg
Sweden

Official address

Olof palmes plats 1
S-413 04 Göteborg
Sweden

48th Göteborg Film Festival
January 24 – February 2, 2025

TV Drama Vision
January 28–29, 2025

Nordic Film Market
January 29–31, 2025