

Advertising

Göteborg International Film Festival 2010





Advertise at the greatest Nordic film festival!

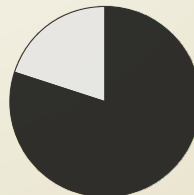
GÖTEBORG INTERNATIONAL FILM FESTIVAL INVITES COMPANIES AND ORGANISATIONS TO ADVERTISE AT ONE OF THE BIGGEST AUDIENCE FESTIVALS IN THE WORLD

From the 29th of January to the 8th of February 2010 the 33rd Göteborg International Film Festival is arranged with a wide programme of filmshows as well as seminars, parties and industry meetings. With over 124 500 sold tickets and 32 000 unique visitors, Göteborg International Film Festival is not only the greatest Nordic film festival but also the most important yearly event for the industry. During one year the Göteborg International Film Festival generates over 200 000 local, regional, national and international visitors.

Göteborg International Film Festival successfully cooperates with a quantity of different companies from different industries since the festival offers attractive advertising opportunities for partners, sponsors and advertisers. Several different publications in different editions and formats are produced for Göteborg International Film Festival, which brings unique opportunities for companies to promote against a great and wide audience as well as representatives from the Nordic International Film Industry. Apart from ad-space in different printed publications, Göteborg International Film Festival also offers branding on staff clothes, Internet advertising and event marketing opportunities at the festival center.

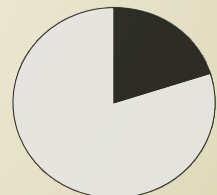
Göteborg International Film Festival is annually visited by a large audience consisting of people with a wide spread in age, interests, education and nationality. The audience is foremost coming from Göteborg and the surrounded suburbs, but the festival is also visited by enthusiasts from the university cities, Stockholm, Malmö as well as from other countries. Since Göteborg International Film Festival presents a wide range of films from different countries it has been proved to be one of the most multi national events in western Sweden.

Audience
(app. 32 000 visitors)



20% incoming from outside the region
80% from Göteborg with surroundings

Industry
(app. 1500 accredited)



20% from Göteborg with surroundings
80% incoming from outside the region

Things you don't see every day.



33rd
Göteborg
International
Film Festival
Jan 29 - Feb 8
2010

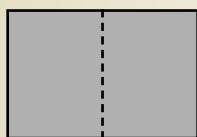


FESTIVAL PROGRAMME

Advertise in the festival programme Printed in 100.000 copies

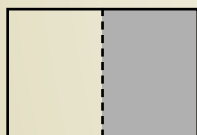
The festival programme is a necessity for all the 32 000 visitors at the the Göteborg International Film Festival. The programme provides all important visitor information about films, seminars, events and parties during the festival. The festival programme is printed in approximately 100 000 copies and it is distributed free by post, in cinemas, libraries, restaurants and shops all over Sweden before the festival. It is also available for free at all of the festival's sites during the festival. The Göteborg

International Film Festival offers external companies space for advertising as follows:



Spread

420 x 260 mm	63 300:-
Early placement, p. 2-3	75 000:-
Early placement, up to p.25.....	68 500:-



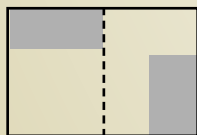
1/1 page

210 x 260 mm	34 500:-
Early placement, p. 2-3	40 700:-
Early placement, up to p. 25.....	37 500:-
Backside, 210 x 260 mm.....	44 000:-



1/2 page

Standing: 90 x 244 mm	20 500:-
Laying: 185 x 122 mm	20 500:-



1/3 page

Standing: 90 x 140 mm	10 800:-
Laying: 185 x 68 mm	10 800:-



1/6 page

90 x 68 mm.....	6 700:-
-----------------	---------

Material:

1. PDF-file ready for printing
 2. EPS-file or xads-file
 3. Program files from QuarkXpress, PageMaker or InDesign
 4. Always attach a reflection copy
- OBS! Include all fonts and images. We can not guarantee exact fonts if the material is not delivered as PDF or xAds file.

Print:

4-colour. 300 dpi (b/w 200 dpi)
Paper: 65 g UPM Satin coated paper (mechanical paper).
Bleed: 5 mm (only for 1/1 page ads)

Delivery:

Email to: karl.svedung@giff.se or post on CD to:
Karl Svedung, Göteborg International Film Festival
Olof Palmes Plats, 413 04 Göteborg, Sweden.
Deadline for material: 7 December.

Billing:

Invoice is sent after print, the first week of January 2010.
Payment term: 20 days.

For questions or more information:

Please contact Karl Svedung
Mail: karl.svedung@giff.se Phone: +46707-85 90 50

*All prices are in Swedish currency SEK.
Prices do not include advertising tax 8%.
The festival do not charge value added tax.*

Things you don't see every day.



33rd
Göteborg
International
Film Festival
Jan 29 – Feb 8
2010