



50 Göteborg Film Festival
Jan 29–Feb 7 2027

Advertising Opportunities



Göteborg
Film Festival



Why Göteborg Film Festival?

We are:

- The largest film festival in the Nordics in terms of visitors and number of films
- One of Sweden's biggest cultural events
- A key player in both the Nordic and Swedish film industries
- Present in cinemas and online throughout Sweden

But also because we offer:

- A chance to be seen in a context that contributes to a more socially sustainable society, where we showcase diverse perspectives, voices, and stories through film
- An opportunity to invest in a meaningful initiative. We are a non-profit organization, and all revenue is reinvested into developing our activities and enhancing the audience experience

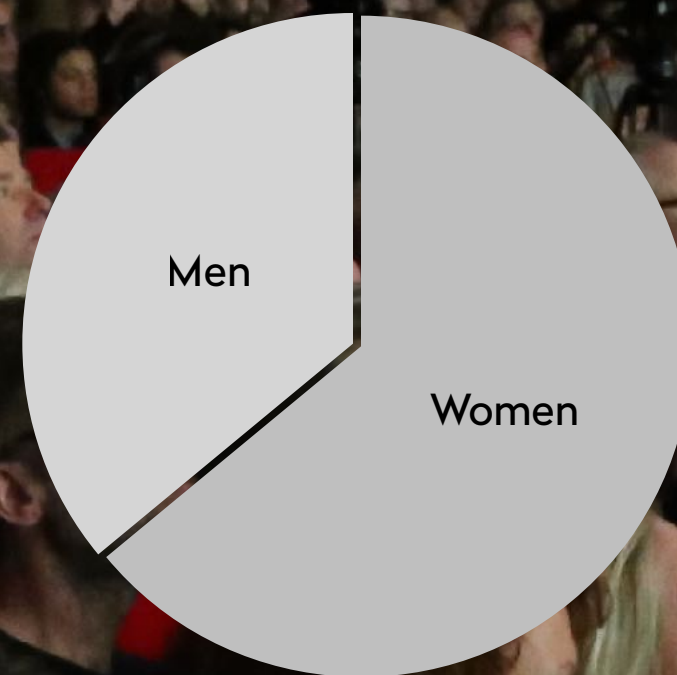
Aftermovie 2026

Our Audience

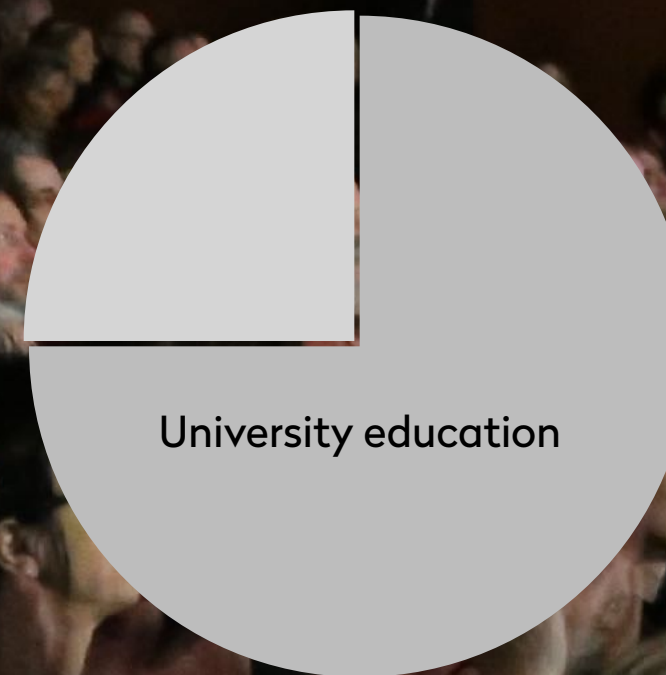
- Our audience has a clear urban profile — primarily from Stockholm, Gothenburg, and Malmö.
- Among cinema visitors, most are based in Västra Götaland County.
- The audience spans from students to older film lovers.
- A financially strong and highly engaged audience
- When attending the festival online, viewers usually watch in pairs — an average of 1.7 people per screen.



Many of our visitors have a university education and a strong interest in food, music, and travel.



2 out of 3 are women



3 out of 4 have a higher education



99% of our audience wants to come back



The Festival in Numbers (2026)

- 287,000 film screenings attended
- 45,000+ unique visitors
- 25,000 visits to side events
- 2,600 accredited Swedish and international industry guests
- 150 journalists on site from around the world

68 = NPS for cinema visitors

75 = NPS for hybrid (cinema + online) visitors



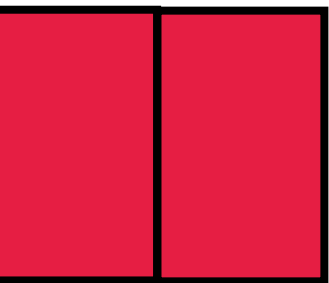
Advertising Opportunities

The Festival Catalogue

A complete guide to everything the festival has to offer – a beautifully curated editorial product that many choose to keep even after the festival ends. 96% of visitors read the catalogue – most of them three times or more.

- Print run: approx. 40,000 copies
- Estimated readership: approx. 120,000
- Distributed across Sweden, with a focus on Gothenburg
- Available from early January to mid-February
- Free of charge

The catalogue is distributed throughout West Sweden and in selected major cities such as Malmö and Stockholm. It can be found at cultural institutions, libraries, cafés, and cinemas.

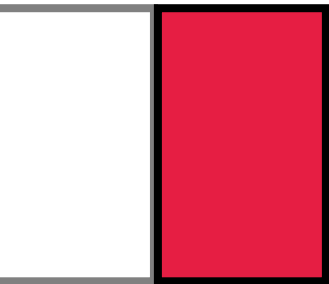


Dubbel-page spread

420 x 260 mm + 5 mm bleed
Dubbel-page spread, page 2–3
Requested early placement, up to page 30
Delivered with 5 mm bleed, no crop marks

Approx.

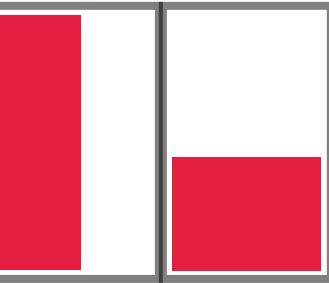
7,150 euro
8,700 euro
7,700 euro



Full page

210 x 260 mm + 5 mm bleed
Inside cover
Back cover, 210 x 260 mm
Delivered with 5 mm bleed, no crop marks

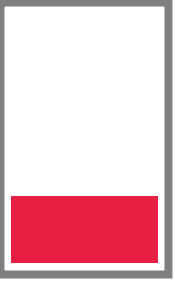
3,500 euro
5,000 euro
6,000 euro



Half page

Vertical: 89 x 237 mm
Horizontal: 182 x 115 mm
Delivered without bleed or crop marks

2,300 euro
2,300 euro

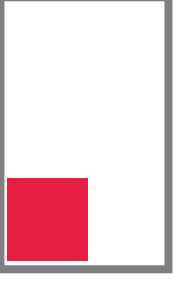


Quarter-page ad

Horizontal: 182 x 54 mm
Delivered without bleed or crop marks

Approx.

1 200 euro



One-sixth page ad

89 x 72 mm
Delivered without bleed or crop marks

900 euro

Ad material specifications:

The ad must be submitted as a high-resolution PDF and created at 100% scale according to the agreed dimensions. Fonts and images must be embedded in the file, and all colors should be defined using the European CMYK color profile.
For spreads and full-page ads, include a 5 mm bleed.

Start of distribution: January 5, 2027

Print:

ICC profile **Inside pages:** PSO_INP_Paper_eci.icc
ICC profile Cover: PSOcoated_v3.icc
Four-color printing, CMYK
Screen: 133 lines/300 dpi (black & white: 200 dpi)

Final booking deadline: December 5

Final material deadline: December 12



Pre-Screening Ads on the Online Festival Platform

Reach Audiences in Gothenburg and across Sweden – with visibility before every film on the digital festival. The online festival features around 40 film premieres over 12 days, with 3–4 premieres per day. Many cinema visitors in Gothenburg also engage with the digital festival from home. Hybrid attendees are the ones who watch the most films overall.

Up to three advertisers per day are offered the opportunity to run a 6-second commercial before each screening that day.

In 2026 the online festival had over 160,000 visits.

Price:

Bumper Ad
6 seconds before all digital screenings (3–4 films per day)
2,200 euro / day

Specifications for Supplied Video Ad Material

1640 X 800 px
H264 <25Mbps
Stereo

Final Material Deadline: January 8th

If you require production assistance, we can offer this service at a cost of approx. €400 per spot.

Note:

Your commercial will be presented within a frame featuring the festival's graphic design style.



Digital Screens in Cinema Lobbies

Reach audiences with a dynamic message on our 10 festival cinema screens (Draken, Biopalatset, Capitol, Roy, Stora Teatern, Aftonstjärnan, Göta, Skeppet, Hagabion och Handels). The screens are prominently placed for visitors and alternate between relevant festival content and program schedules.

During the 2026 festival, we had 45,000 unique visitors in Gothenburg.

Price: (applies to exposure on all cinemas during all festival days)

5-second commercial spot	1,350 euro
10-second commercial spot	2,200 euro
20-second commercial spot	2,600 euro

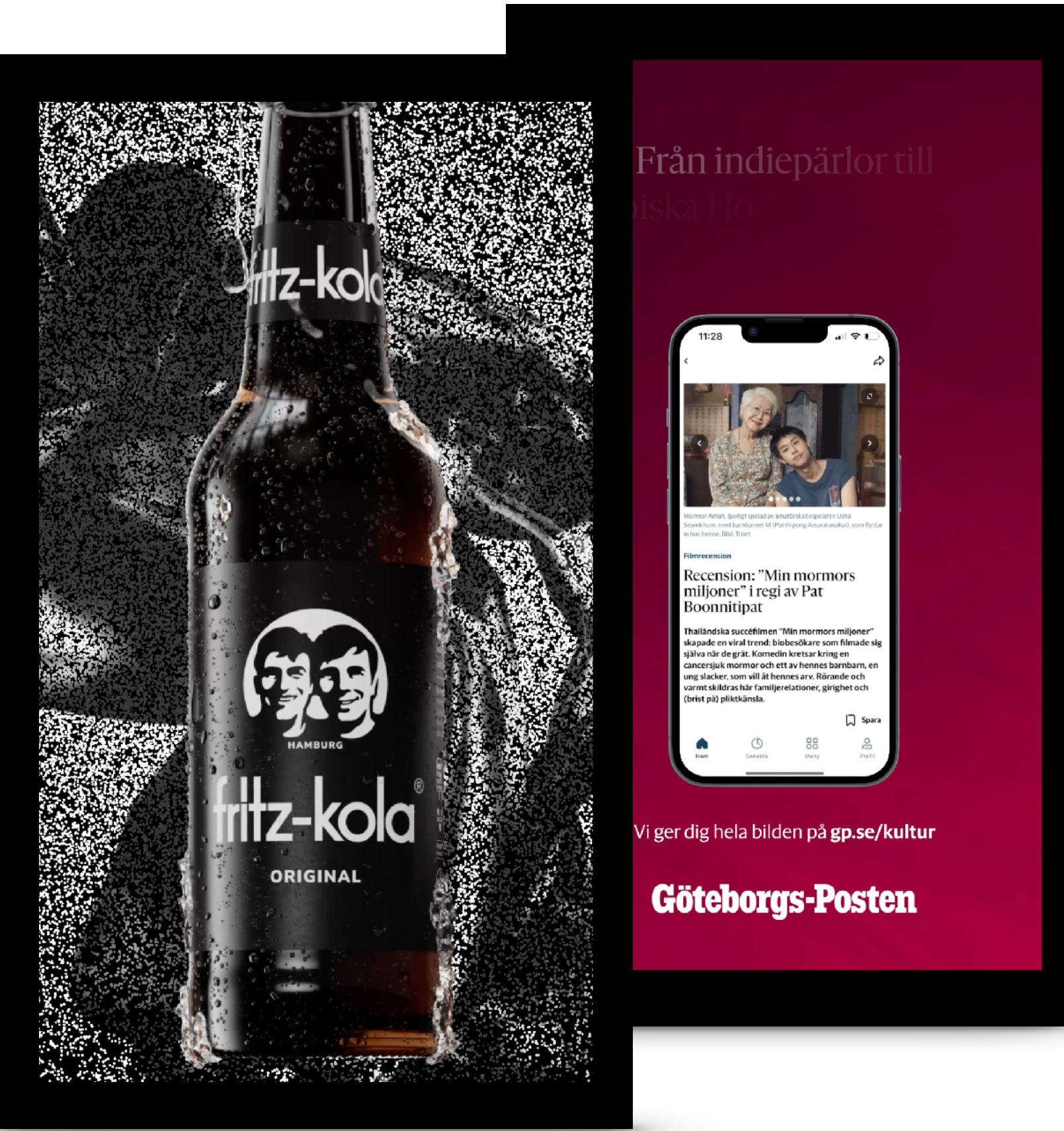
The period covers the festival week, January 23–February 1, 2026.
Ads will be shown approximately 7–10 times per hour.

Note: Limited availability.

Specifications for Video Ad Material

- Dimensions: 1080 x 1920 px (portrait)
- Format: MP4
- Audio: No sound

Final material deadline: January 16th



Göteborg Film Festivals Website

Advertising on the website is an effective way to reach both the festival audience and accredited guests. Choose between ads on the homepage or in the checkout process.

Price:

2 weeks	900 euro
4 weeks	1,700 euro

You have the flexibility to choose the weeks that best suit your campaign and decide whether to feature your ads on our editorial pages or in the checkout area.

Each ad is placed in a carousel of up to 5 ads and rotates continuously, ensuring good visibility for all advertisers.

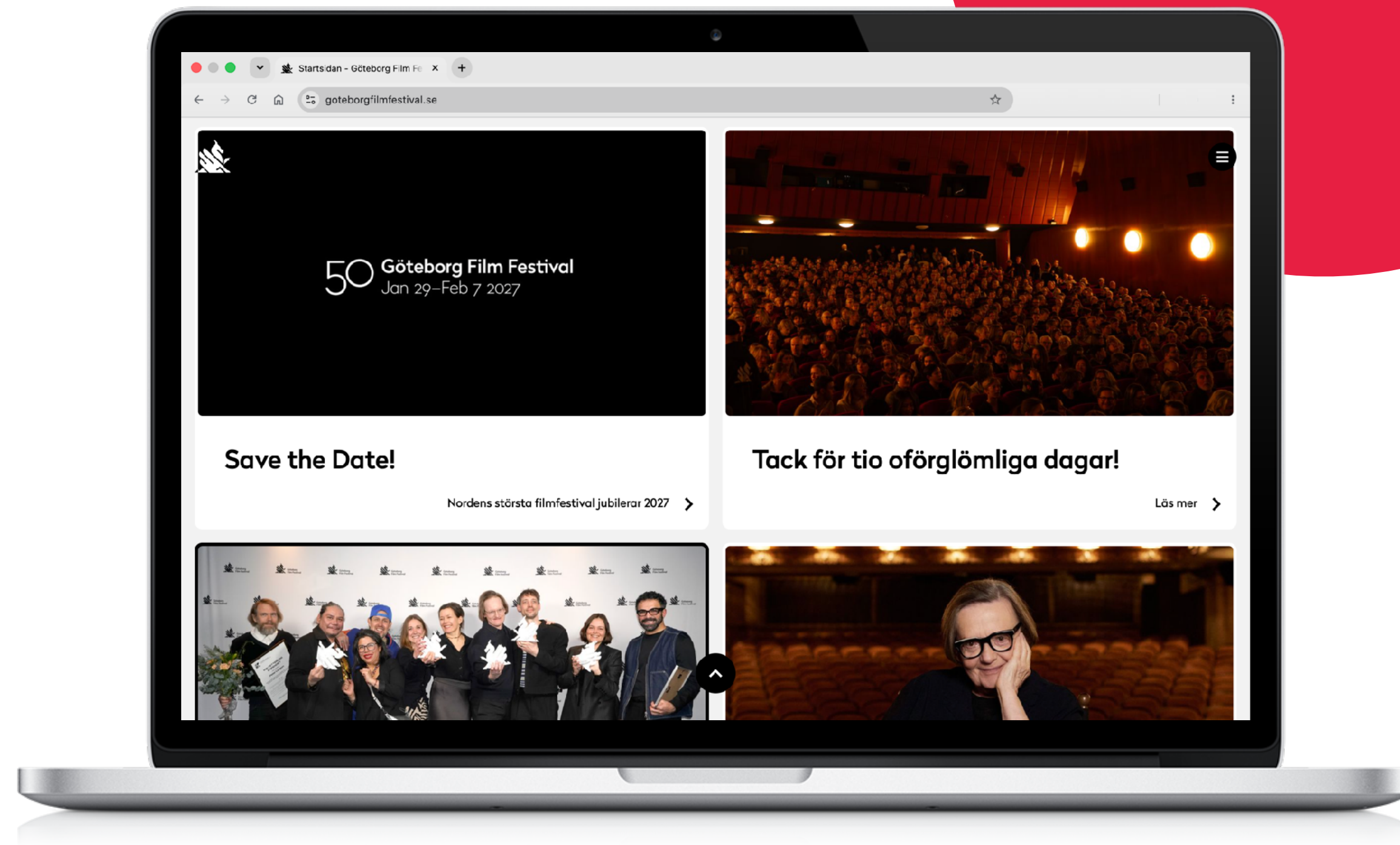
Availability is limited and spots are allocated on a first-come, first-served basis.

Final material deadline: 1 week prior to the start of the campaign.

Ad Material Specifications

- Editorial page: 1920 x 384 px & 720 x 476 px (both formats must be submitted)
- Checkout: 443 x 240 px
- Banners should be delivered in JPG or GIF format, max 2 MB.
- Don't forget to include the destination URL – where you want your ad to link.

During peak season, we have approximately 500,000 page views per month



The Film Festival Newsletter

The Film Festival newsletter is sent to approximately 60,000 subscribers. It’s distributed monthly throughout the year and more frequently as the festival approaches.

Price:

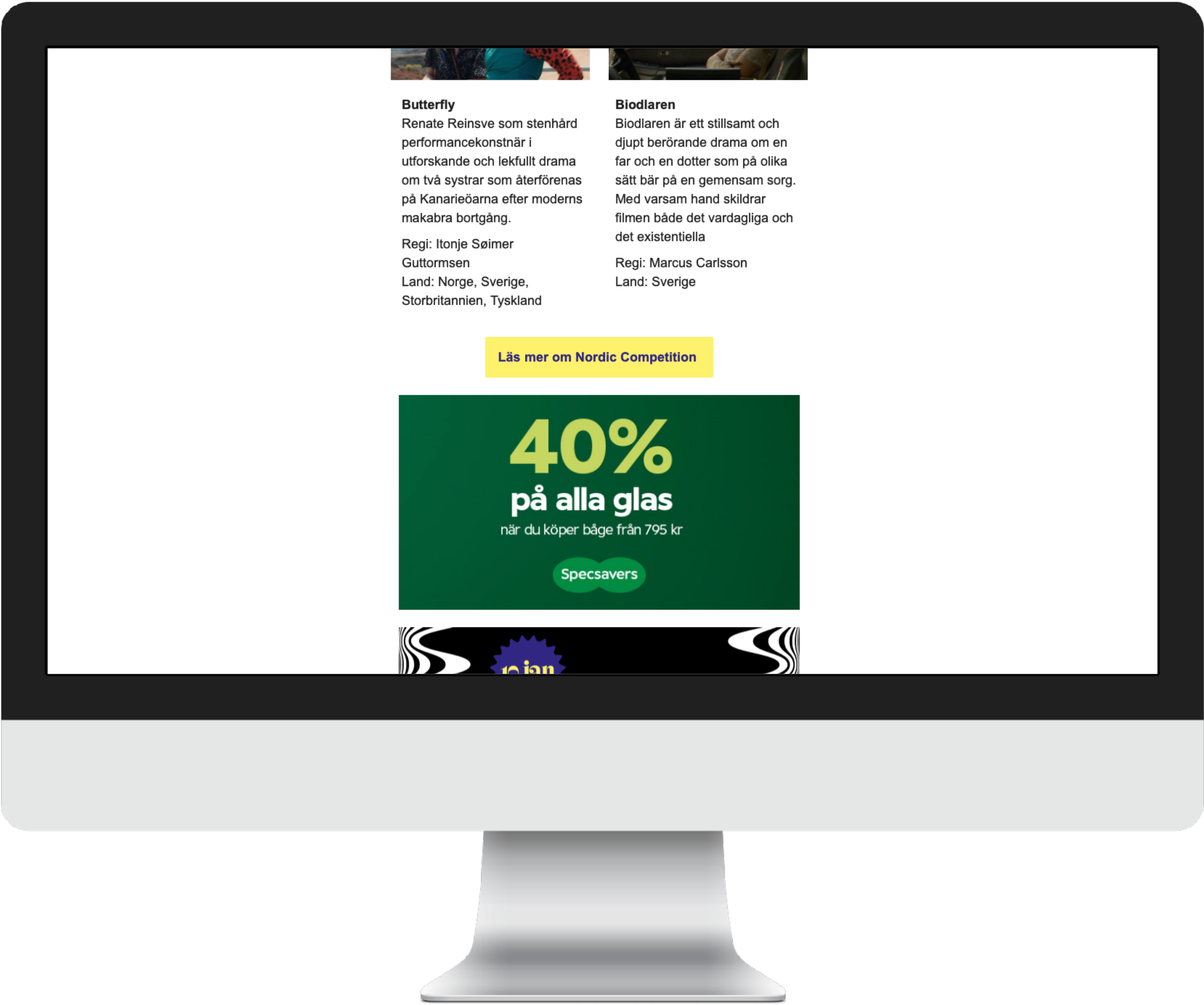
1 ad	1,200 euro
2 ads	2,000 euro
3 ads	2,700 euro

You choose the weeks that best suit your campaign. Availability is limited.

Final material deadline: 1 week prior to the start of the campaign.

Ad Material Specifications

- Dimensions (W x H): 1120 x 600 px
- File format: JPG or GIF, max 1 MB
- Don’t forget to include the destination URL – where you want your ad to link.



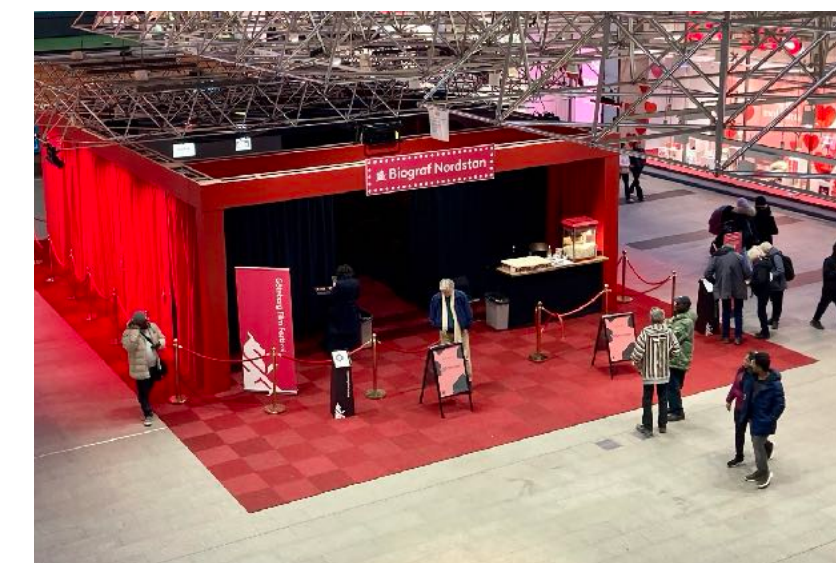
Giveaways

Sampling or flyers

Get the opportunity to sample your products or share targeted messages by including your item in a giveaway bag distributed to nearly 2,600 accredited industry guests, or to our 400 volunteers and temporary staff.

There are several high-traffic moments during the festival that are ideal for giveaways. Sample to the general festival audience at the popular catalogue launch event or during film premiers throughout the festival.

Get in touch for pricing and implementation options!



Package Deals

Below are examples of package offers. These are suggestions and can of course be tailored.
We're happy to help you create a solution and price that fit your specific needs and goals.

The Small Package

Website ad – 4 weeks
Newsletter ad – 2 editions
Digital screen commercial – 5 seconds

Price: 5,000 euro
Discount: -15 %

Total price: 4,250 euro

The Medium Package

Half-page ad in the festival catalogue
Website ad – 2 weeks
Newsletter ad – 2 editions
Digital screen commercial – 5 seconds

Price: 6,500 euro
Discount: -15 %

Total price: 5,525 euro

The Large Package

Full-page ad in the festival catalogue
Website ad – 4 weeks
Newsletter ad – 3 editions
Digital screen commercial – 5 seconds
Bumper ad – 1 day (6 seconds before all digital screenings)

Price: 11,500 euro
Discount: - 20 %

Total price: 9,200 euro



We look forward to hearing from you!



Göteborg Film Festival
Jan 29–Feb 7 2027



Contact

Johanna Wallin

Media Sales

+46313393015

johanna.wallin@goteborgfilmfestival.se

Adress:

Olof palmes plats 1

413 04 Gothenburg

Sweden

Please note: All ad materials should be sent directly to:

johanna.wallin@goteborgfilmfestival.se

Make sure to receive a confirmation that your material has been received.

