

Göteborg Film Festival 2027

Advertising & Visibility

Industry



Göteborg
Film Festival

Discover the Leading Film Festival in the Nordics

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

The film festival has one of the largest festival audiences globally. In 2026, the festival attracted 280,000 visits, showcasing a diverse programme of 270 films from over 70 countries.

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

Notable guests in 2026 included Agnieszka Holland, Noomi Rapace, Alicia Vikander, Ruben Östlund, James Schamus and Denis Levant.

The 50th Göteborg Film Festival will take place from January 29 to February 7, 2027.



Reach the Industry at Göteborg Film Festival

Göteborg Film Festival, along with the Nordic Film Market and TV Drama Vision, serves as the leading marketplace for films and series in the Nordics.

The market acts as a gateway to the Nordic industries and their talents, providing a B2B platform for co-production opportunities and partnerships for emerging creative talents and projects.

The festival is a key node for fostering industry insights and business development and serves as a catalyst for international collaborations, connecting creators with global partners, distributors, and buyers.



A gateway to the Nordic audiovisual industries with over 2500 accredited from 50 countries



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



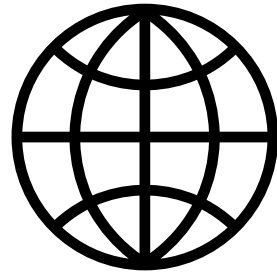
Increase sales and acquire new customers at the key Nordic market and meeting place



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



Industry Facts & Figures 2026



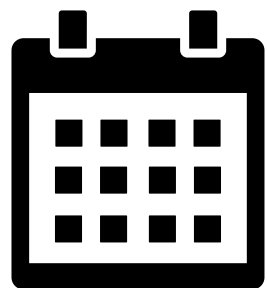
50 countries represented
amongst all accredited



2602 accredited at Göteborg Film Festival
1370 at Nordic Film Market and TV Drama Vision



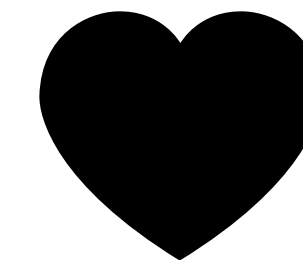
122 films and series presented
250 speakers on stage



600+ curated one-on-one meetings
between decision-makers and projects



60 % of all Nordic Film Market and TV
Drama Vision delegates made one or
more deals in 2026.



Over **90 %** of the accredited were 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.

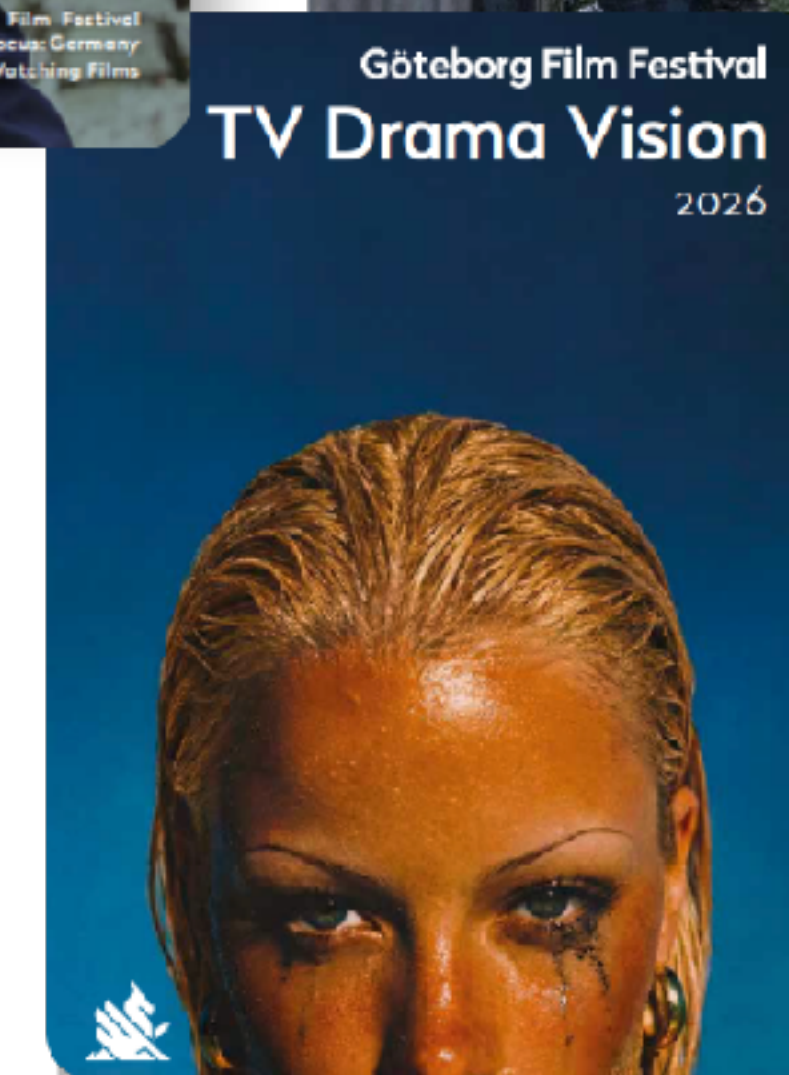
Nordic Film Market

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 600 Nordic Film Market delegates, 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 850 TV Drama Vision delegates, including commissioners, producers, agents, financiers, and creators.

[Industry Catalogues 2026](#)

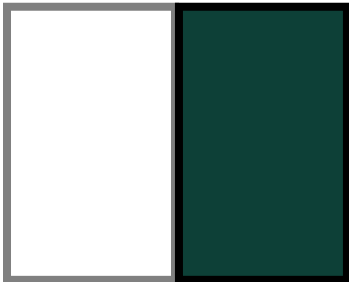


Advertise in the Industry Catalogues



Spread

Industry Guide 420 × 260 mm.....	24 500 SEK (≈2210 €)
Nordic Film Market 296 × 210 mm	17 500 SEK (≈1575 €)
TV Drama Vision 296 × 210 mm	19 000 SEK (≈1710 €)



Full page

Industry Guide 210 × 260 mm	18 500 SEK (≈1670€)
Industry Guide, inside (back/front).....	21 500 SEK (≈1940 €)
Industry Guide, back	25 000 SEK (≈2250 €) Sold out
Nordic Film Market 148 × 210 mm	12 000 SEK (≈1080 €)
Nordic Film Market , inside (back/front).....	13 500 SEK (≈1215 €)
Nordic Film Market, back.....	18 500 SEK (≈1670 €) Sold out
TV Drama Vision 148 × 210 mm.....	13 000 SEK (≈1170 €)
TV Drama Vision , inside (back/front).....	15 500 SEK (≈1400 €)
TV Drama Vision, back.....	20 000 SEK (≈1800 €) Sold out



Half page

Industry Guide 182 × 115 mm.....	12 000 SEK (≈1080 €)
Nordic Film Market 148 × 105 mm.....	7 500 SEK (≈675 €)
TV Drama Vision 148 × 105 mm.....	10 000 SEK (≈900 €)

Göteborg Film Festival is not subjected to VAT.

Edition 2027:

Industry Guide – 2 000 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 18*

* 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,

Frequency

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

Price per ad

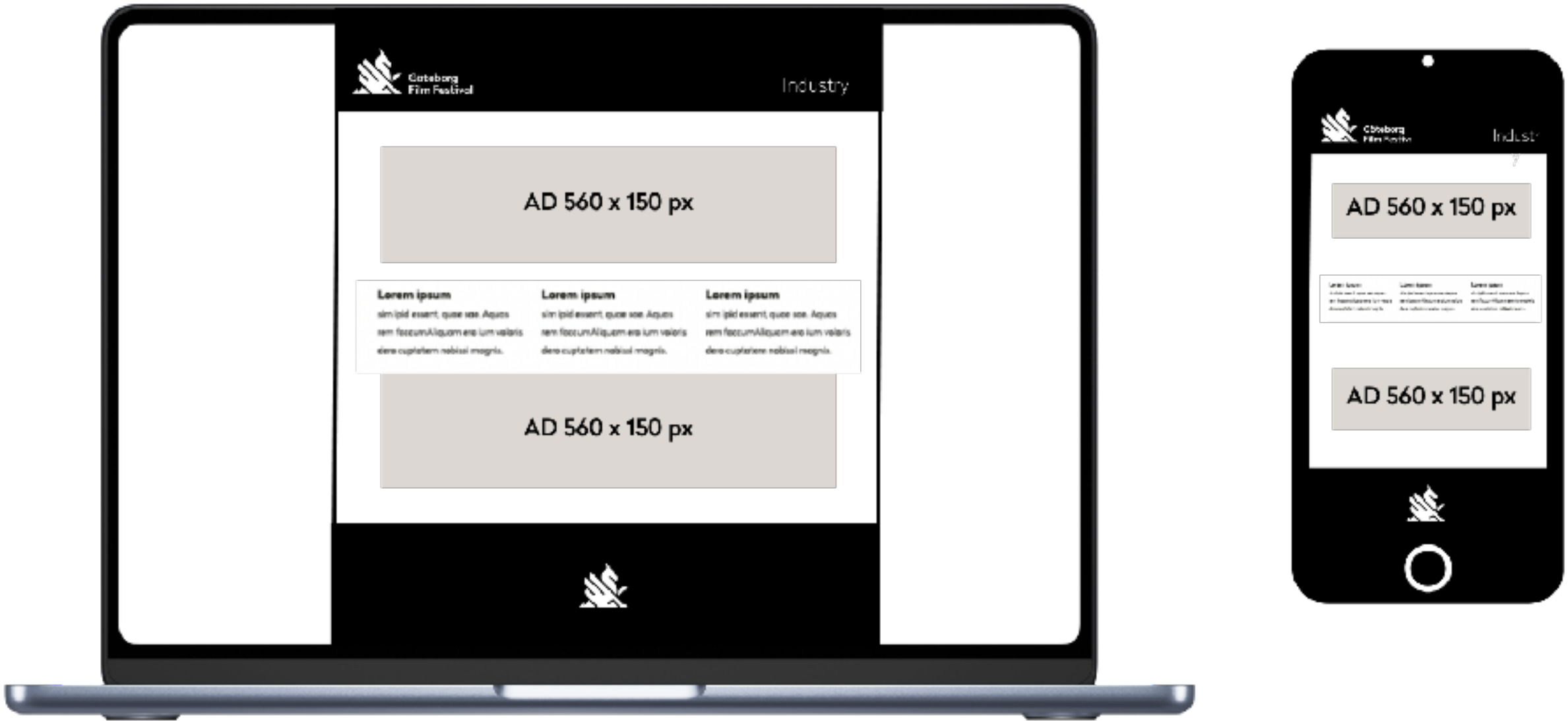
1 x newsletter advertisement.....	13 000 SEK (≈1170 €)
2 x newsletter advertisements.....	21 500 SEK (≈1940 €)
3 x newsletter advertisements.....	28 500 SEK (≈2570 €)

Specifications for the ads:

Size: 560 x 150 px
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 events

Price

2 weeks.....10 500 SEK (≈945 €)

Every ad will be placed in a queue of max 5 ads shown.

Specifications for the ads:

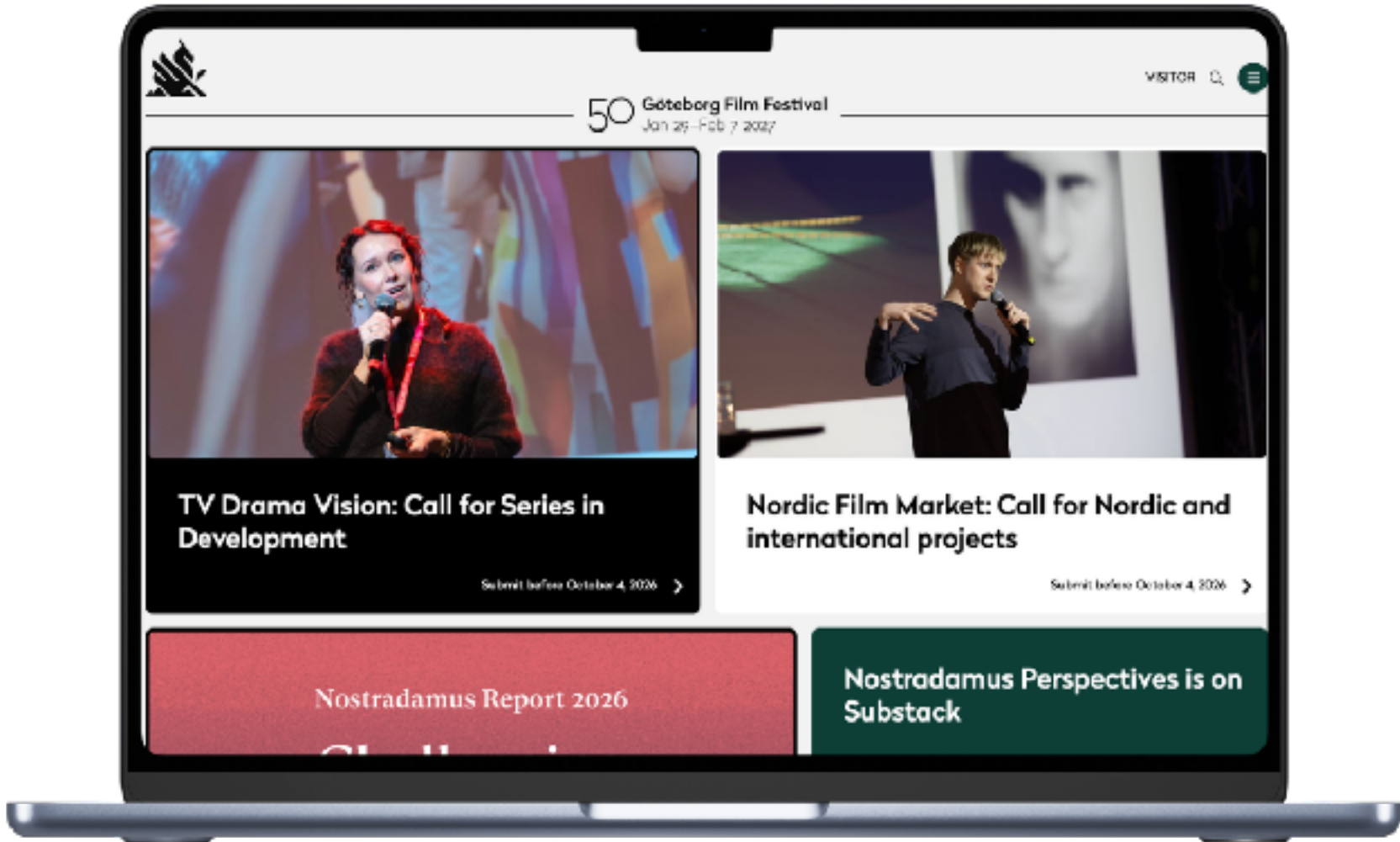
Desktop Size: 1920 x 384 px

Phone Size: 720 × 476 px

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

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 industry centre Hotel Draken and cinema Draken.

The screens are placed visibly to industry accredited.

Price for advert:

5 second commercial	12 500 SEK (≈1125 €)
10 second commercial	15 000 SEK (≈1350 €)
20 second commercial	21 000 SEK (≈1890 €)

Commercials are featured during the industry week.

Specification for commercial material:

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

Deadline for ad: January 15



Festival Bag

Place your logo at the official festival bag distributed to $\approx 2\,500$ 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 (≈ 4450 €)

The festival has the right to set the printing conditions for environmental purposes.

Goodie Bag Content

The festival bag is distributed to $\approx 2\,500$ accredited delegates. Place your message, brochure or merch in the bag.

Price from 12 500 SEK (≈ 1125 €)

Accreditation Lanyards

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

Price from 55 000 SEK (≈ 4955 €)

Deadline for delivering materials: December 15



Branded Giveaways

Boost your visibility by giving out branded giveaways to the accredited. It could be a printed material, a nice chocolate or memorable keepsake that our team will be giving out at the accreditation desk.

We are also happy to discuss bigger ideas like coffee carts, snack stations and more, please contact us and we will do best to help you.

Giveaways costs starting from 18 000 SEK (≈ 1620 €)

This cost does not include the giveaways.



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.

Price for advert:

- 1 spot 17 000 SEK (≈1530 €)
- 2 spots 25 000 SEK (≈2250 €)
- 3 spots 29 500 SEK (≈2660 €)

We have a limited number of spots for this offer.

Specification for commercial material:

- Codecs accepted are H.264/mp4 or Apple ProRes422 (HQ)
- Framerate: Preferably 24/25, or: 23.98, 24, 25, 30, 50, 59.94, 60
- Bit rate: Minimum bit rate for 1080p is 5Mbps, preferably 10-20 Mbps
- Resolution: Please use 1920x1080 (Full 1080p High Definition)
- Lenght: 20-30 seconds
- Scan type: Upload only progressive or de-interlaced video
- Audio/ Channels: Stereo
- Codec: AAC / Minimum bit rate: 256 Kbps

Delivery deadline: January 15



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 23 000 SEK (≈2070 €)



Drama Hall at Hotel Draken

A versatile venue during

Located wall-to-wall with to the iconic Draken cinema, where key parts of the industry programme is held, the Drama Hall offers a dynamic space for exclusive events. With a seating capacity of up to 300 people, it is suited for more intimate gatherings, providing a flexible setting tailored to your needs.

The multifunctional space offers endless possibilities for events, including:

- Networking lunch and Showcase for invited delegates
- Private cocktail receptions with refreshments
- Expert sessions or workshops for invited delegates
- 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 20 000 SEK (≈1800 €)



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 14 000 SEK (≈1260 €) for 2 hours.

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.



Delegations

Delegations at Göteborg Film Festival Industry are primarily composed of regional or national selections of curated industry professionals. Previous delegations have represented Germany, France, the Czech Republic, Quebec, the Flanders region, and more.

We invite you to bring your delegation to Göteborg, where participation is supported with discounted accreditation packages. Hotel accommodation can also be arranged at a special rate.

Delegates are welcomed to curated networking and social events, while around Hotel Draken and Järntorget – the festival's industry hub – ensures ample opportunities for informal meetings and spontaneous connections throughout the week.

For more information about delegation opportunities, please contact us to request the Delegations Deck.



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

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Industry Activation & Exhibition

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Visiting address

Järnbäraregatan 8
S-413 01 Göteborg
Sweden

Official address

Olof palmes plats 1
S-413 04 Göteborg
Sweden

Invoicing is generally done in Swedish Krona (SEK), unless requested otherwise. Prices in Euros (EUR) in this document are approximate, based on the current exchange rate, and may change in the future.



50th Göteborg Film Festival

January 29 – February 7, 2027

TV Drama Vision

February 2–3, 2027

Nordic Film Market

February 3–5, 2027