

Göteborg Film Festival Prisma 2026

Advertising Opportunities



Göteborg Film Festival Prisma

The Film Festival for Young Film Lovers, 23–26 October 2026

ABOUT PRISMA

For four days during the autumn school break, it's time for a film festival for young film lovers! We invite children aged 2–15 and their parents to a magical festival filled with cinema screenings, free film activities and exciting guests.

The programme features everything from this autumn's big family favourites and beloved classics to hand-picked films from around the world. Through stories, perspectives and views of the world from different cultures, children get the chance to see the world in a new light.

In the days following the festival, there will also be free cinema screenings for children and young people at our partner Nordstan, as well as free autumn-break screenings in Alingsås, hosted by the municipality and Estrad.

The event is organised by Göteborg Film Festival, which also runs the largest film festival in the Nordic region. We are a non-profit organisation, and all revenue goes towards creating an even better experience for our audiences and bringing valuable films to more people.

AUDIENCE

The festival attracts children and their accompanying adults, primarily from Gothenburg and the surrounding area.

Number of visits: approx. 13,000.

Our audience typically has a strong interest in culture in all its forms, events for children and, of course, film.

FESTIVAL HIGHLIGHTS

Premiere screenings of the year's biggest upcoming children's films.

Children's films from around the world.

Prisma's honorary award is presented to a prominent figure.

Pyjama cinema for our youngest visitors.

Screenings with breakfast included.

Free hands-on film activities for children.

Visits from exciting guests.

Watch the highlights
from the 2025
festival [HERE](#).



"A prism gathers, refracts and disperses light into all the colours of the rainbow. We see it as a powerful symbol, both for film itself and for the diversity we believe is essential to offer children through cinema. Children today are growing up in a complex, global world, while the films available to them remain remarkably limited and uniform. Göteborg Film Festival Prisma broadens the stories we tell about the world we live in, while strengthening children's own voices, creativity and ability to think critically about the information they encounter."

Pia Lundberg, Artistic Director, Göteborg Film Festival

Digital Advertising

Advertising across our digital channels is an effective way to reach the target audience and festival visitors. Before and during the festival, these are the channels visitors turn to for the latest programme updates, relevant information and ticket purchases.

There are two advertising placements available across our digital channels:

- In the checkout, after a ticket purchase has been completed.
- On Göteborg Film Festival’s editorial website.

Price:

Prisma’s homepage **or** checkout:

September–October SEK 12,000

Prismas förstasida **and** Check Out:

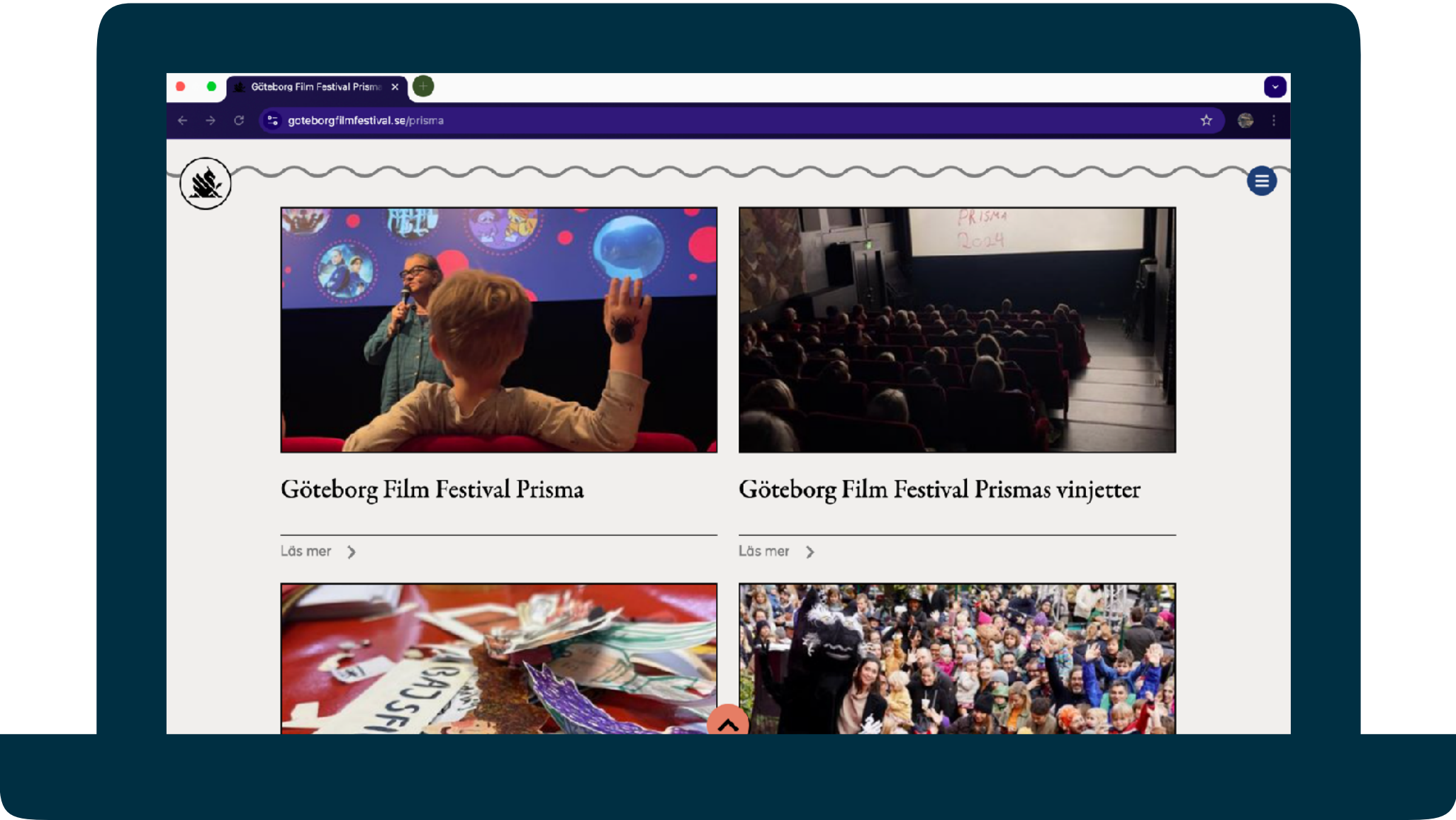
September–October SEK 16,000

Ad Material Specifications

- Prisma homepage: 1920 × 384 px & 720 × 476 px (please provide both formats)
- Checkout: 443 × 240 px
- Ads should be supplied as JPG or GIF files, max. 2 MB
- Please include the destination URL you would like the ad to link to

Material deadline:

1 week before publication



The Prisma website had over 100,000 visits during the 2025 festival.

The festival is not subject to VAT.

Advertise in Our Newsletter

Göteborg Film Festival’s newsletter reaches approximately 60,000 subscribers and has an average open rate of around 60%.

Price per newsletter:

Ad format: 560 × 300 px **SEK 12 000**

Book more than one newsletter placement and receive 50% off each additional ad.
This offer applies to Göteborg Film Festival Prisma.

Ad specifications:

Dimensions (W x H): 560px x 300px
File format: jpg or gif, max. 1 mb
Please include the destination URL you would like the ad to link to.

Material deadline:
1 week before publication

Material delivery:
Email to: johanna.wallin@goteborgfilmfestival.se



The festival is not subject to VAT.

Put Your Brand on the Big Screen

Reach Prisma’s audience directly in the cinema. Your commercial will be shown before festival screenings at Bio Roy and Filmstaden Göta, in Nordstan, as part of the school cinema programme in Bergsjön and Frölunda, at Estrad and Palladium in Alingsås, and at ten locations across the region.

Festival-Wide Package **SEK 60,000**

Your 30-second spot shown before every Prisma screening at all participating venues.

Gothenburg Package **SEK 40,000**

Your 30-second spot shown before screenings at Bio Roy, Filmstaden Göta and Nordstan.

Material specifications:

- 1920 x 1080 px
- 10 mb
- Stereo

Material deadline:

October 5th

Material delivery:

Email to: johanna.wallin@goteborgfilmfestival.se



The festival is not subject to VAT.

Other Exposure Opportunities

Sampling & Giveaways

There are several well-attended events throughout the festival that offer great opportunities for sampling and giveaways, including:

- Pyjama Cinema (breakfast)
- Sing-along
- Night at the Museum
- Gala screening
- FF! (a screening where adults are not allowed)

On-screen Exposure

Commercials can be shown before screenings throughout the festival. There are also opportunities to display video content on our digital screens in the cinema foyers.



Contact us for more info and prices.

The festival is not subject to VAT.

Partner with Göteborg Film Festival Prisma

Interested in getting involved and gaining greater visibility through Göteborg Film Festival Prisma?
Get in touch to explore the partnership opportunities available.

The festival works with a range of organisations and commercial partners, with different levels of involvement – both during Göteborg Film Festival Prisma and the main Göteborg Film Festival in January.

As a partner, you can benefit from activation opportunities throughout the festival as well as visibility tailored to your brand. We can also develop long-term projects together, extending your presence beyond the festival period for a more substantial partnership.

Get in touch to find out more about the opportunities available.
Email: kim.nilsson@goteborgfilmfestival.se



Göteborg Film Festival Prisma

goteborgfilmfestival.se/en/for-educators/prisma/prisma

Contact

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Please send all advertising materials directly to:

johanna.wallin@goteborgfilmfestival.se

Make sure you receive a confirmation of your submitted materials.

