

Göteborg Film Festival 2026

Advertising & Visibility

Industry



Göteborg
Film Festival

Discover the Leading Film Festival in the Nordics

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

The film festival has one of the largest festival audiences globally. In 2025, the festival attracted over 250,000 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 2025 included Julie Delpy, Thomas Vinterberg, Mohammad Rasoulof, Lone Scherfig, Fanny Herrero, and Jan Troell.

The 49th Göteborg Film Festival will take place January 23 – February 1, 2026.



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 2000 accredited from 50 countries



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



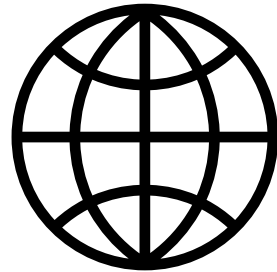
Increase sales and acquire new customers at the key Nordic market and meeting place



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



Industry Facts & Figures 2025



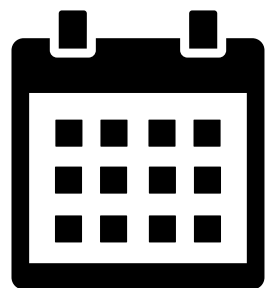
50 countries represented
amongst all accredited



2417 accredited at Göteborg Film Festival
1184 at Nordic Film Market and TV Drama Vision



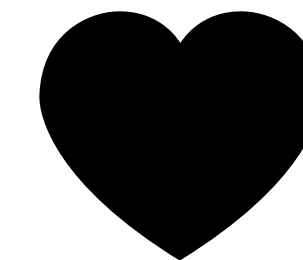
130 films and series presented
250 speakers on stage



200 curated one-on-one meetings
between decision-makers and projects



Approx. 70 % of all Nordic Film Market and
TV Drama Vision delegates made 1 or more
deals in 2025.



More than **90 %** 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.

[Industry Guide 2025](#)

Nordic Film Market

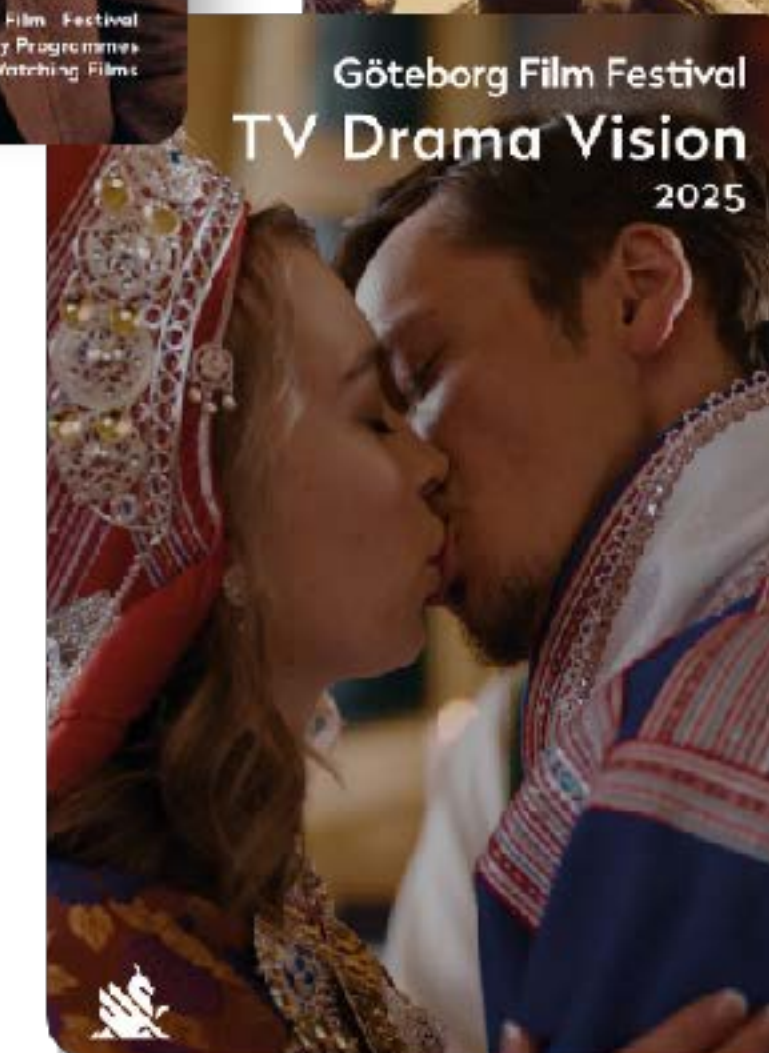
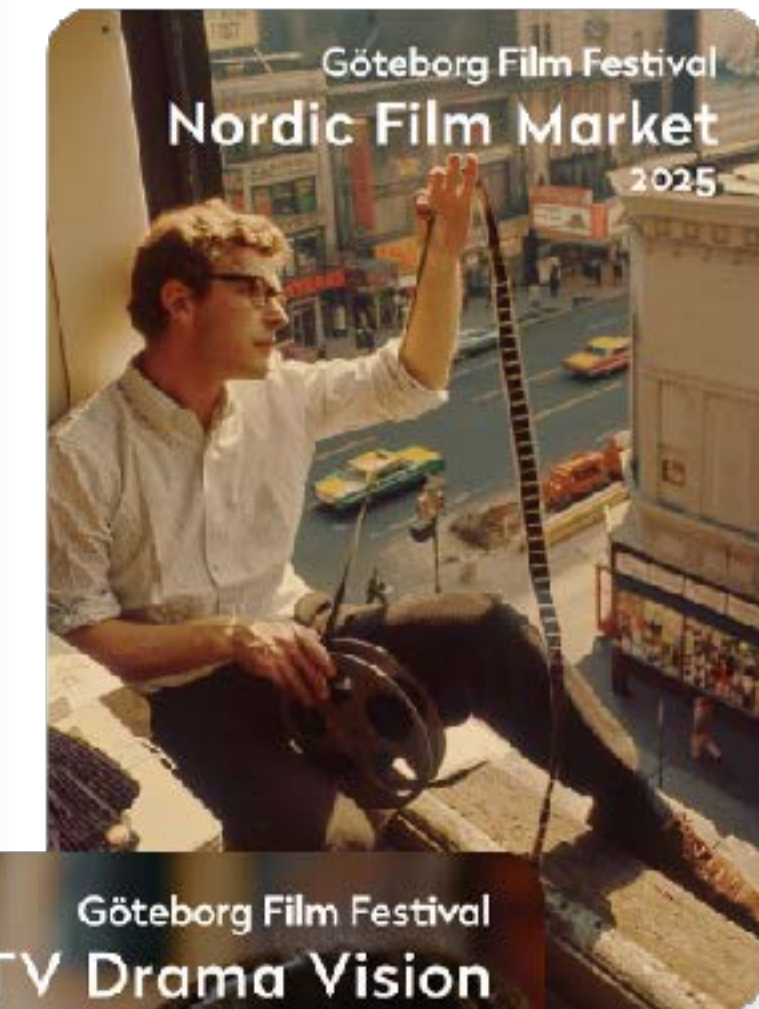
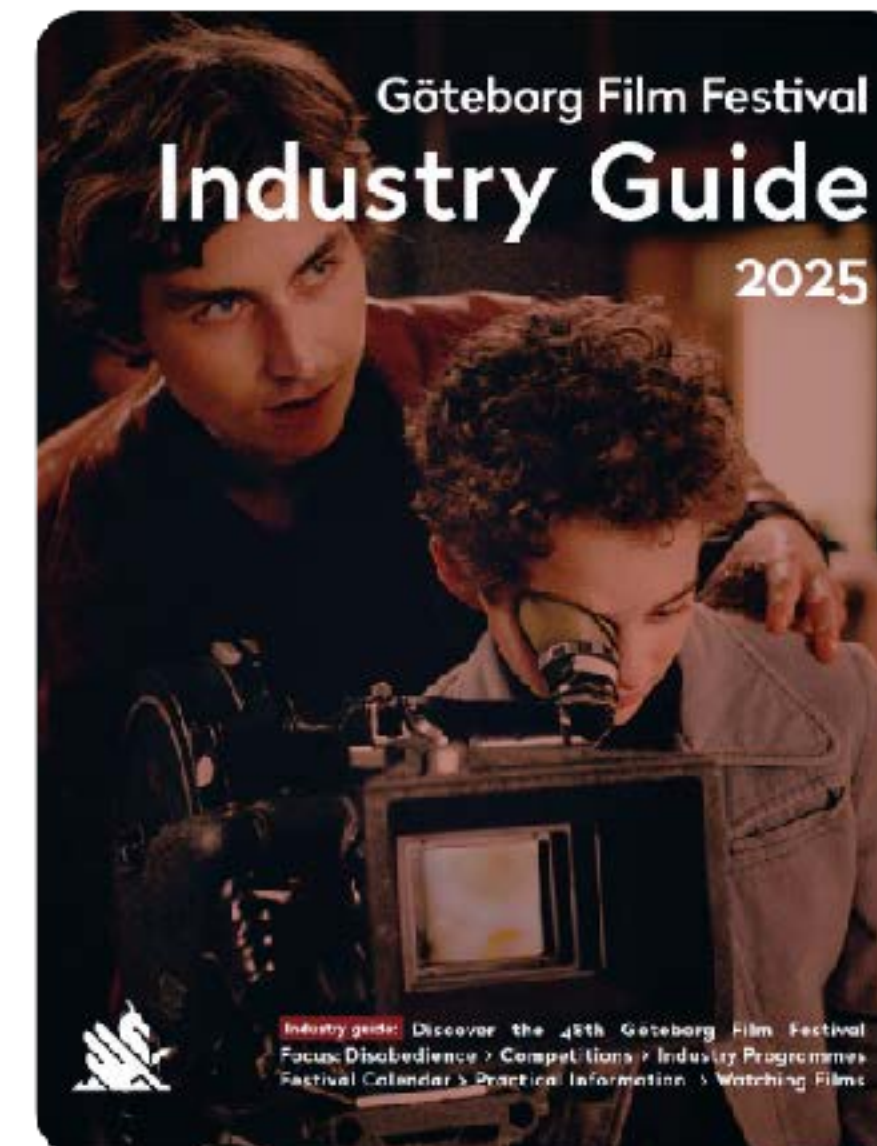
Nordic Film Market is the festival's marketplace and a networking platform for the Nordic and international film industry. The market presents new and upcoming films from the Nordics, focusing on talent and future industry trends. The catalogue is distributed to 600 Nordic Film Market delegates, including international buyers, distributors, sales agents, producers, film institutes, creative talents, and festival programmers.

[Nordic Film Market catalogue 2025](#)

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 800 TV Drama Vision delegates, including commissioners, producers, agents, financiers, and creators.

[TV Drama Vision catalogue 2025](#)

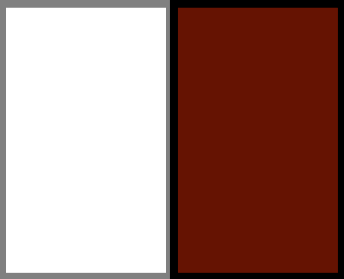


Advertise in the industry catalogues



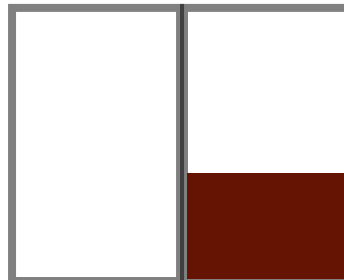
Spread

Industry Guide 420 × 260 mm	24 000 SEK (≈2150 €)
Nordic Film Market 296 × 210 mm	17 000 SEK (≈1530 €)
TV Drama Vision 296 × 210 mm	18 500 SEK (≈1650 €)



Full page

Industry Guide 210 × 260 mm	18 000 SEK (≈1610 €)
Industry Guide, inside (back/front)	21 000 SEK (≈1880 €)
Industry Guide, back	24 500 SEK (≈2200 €)
Nordic Film Market 148 × 210 mm	11 500 SEK (≈1030 €)
Nordic Film Market , inside (back/front).....	13 000 SEK (≈1165 €)
Nordic Film Market, back	18 000 SEK (≈1615 €)
TV Drama Vision 148 × 210 mm	12 500 SEK (≈1120 €)
TV Drama Vision , inside (back/front)	15 500 SEK (≈1390 €)
TV Drama Vision, back	19 500 SEK (≈1750 €)



Half page

Industry Guide 182 × 115 mm	11 500 SEK (≈1030 €)
Nordic Film Market 148 × 105 mm	7 000 SEK (≈630 €)
TV Drama Vision 148 × 105 mm	8 500 SEK (≈760 €)

Göteborg Film Festival is not subjected to VAT.

Edition 2026:

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 16*

Deadline to deliver the material(s): December 19*

** 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

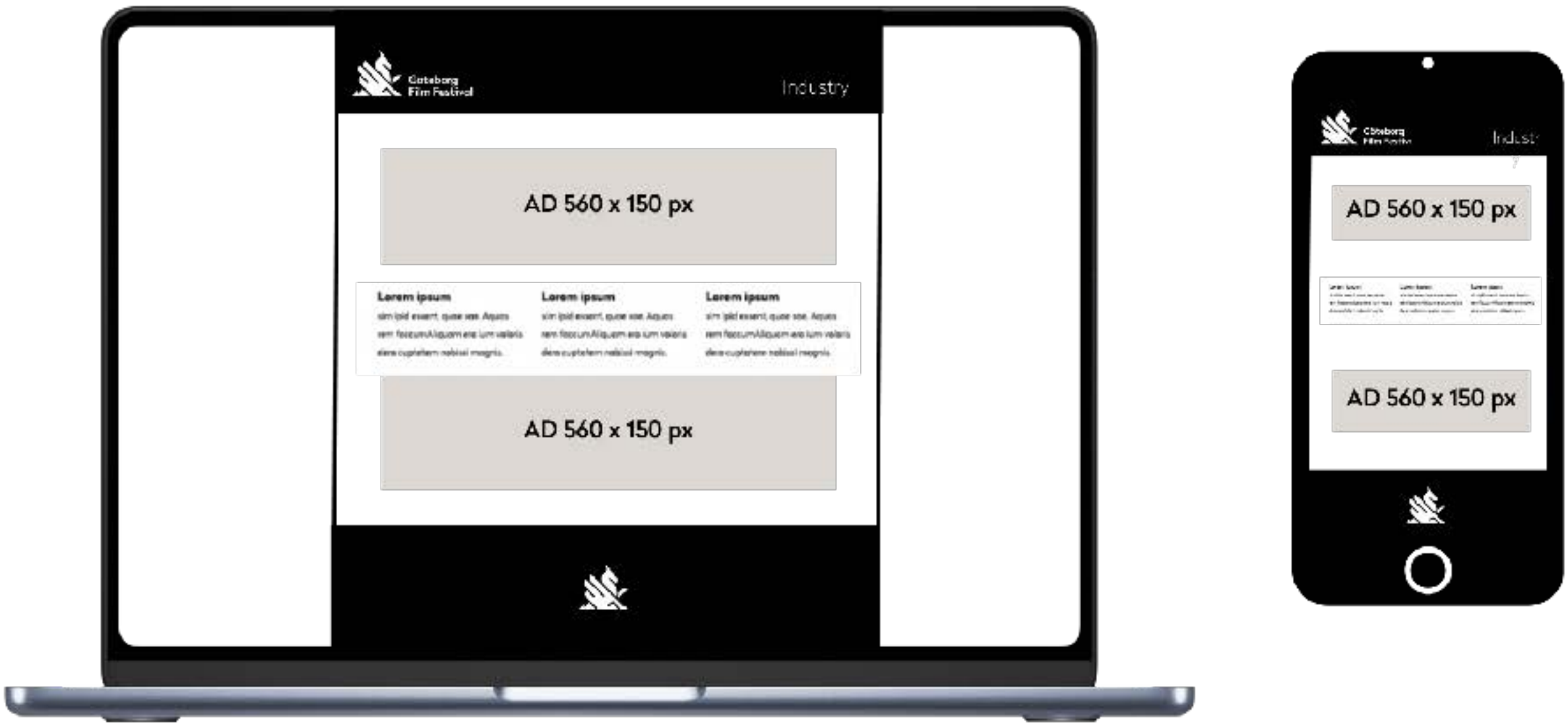
1 x newsletter advertisement.....	12 500 SEK (≈1125 €)
2 x newsletter advertisements.....	21 000 SEK (≈1890 €)
3 x newsletter advertisements.....	28 000 SEK (≈2520 €)

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 and updates. The website is active throughout the year with up-to-date content.

Price

- 2 weeks.....10 000 SEK (≈900 €)
- 4 weeks19 000 SEK (≈1700 €)

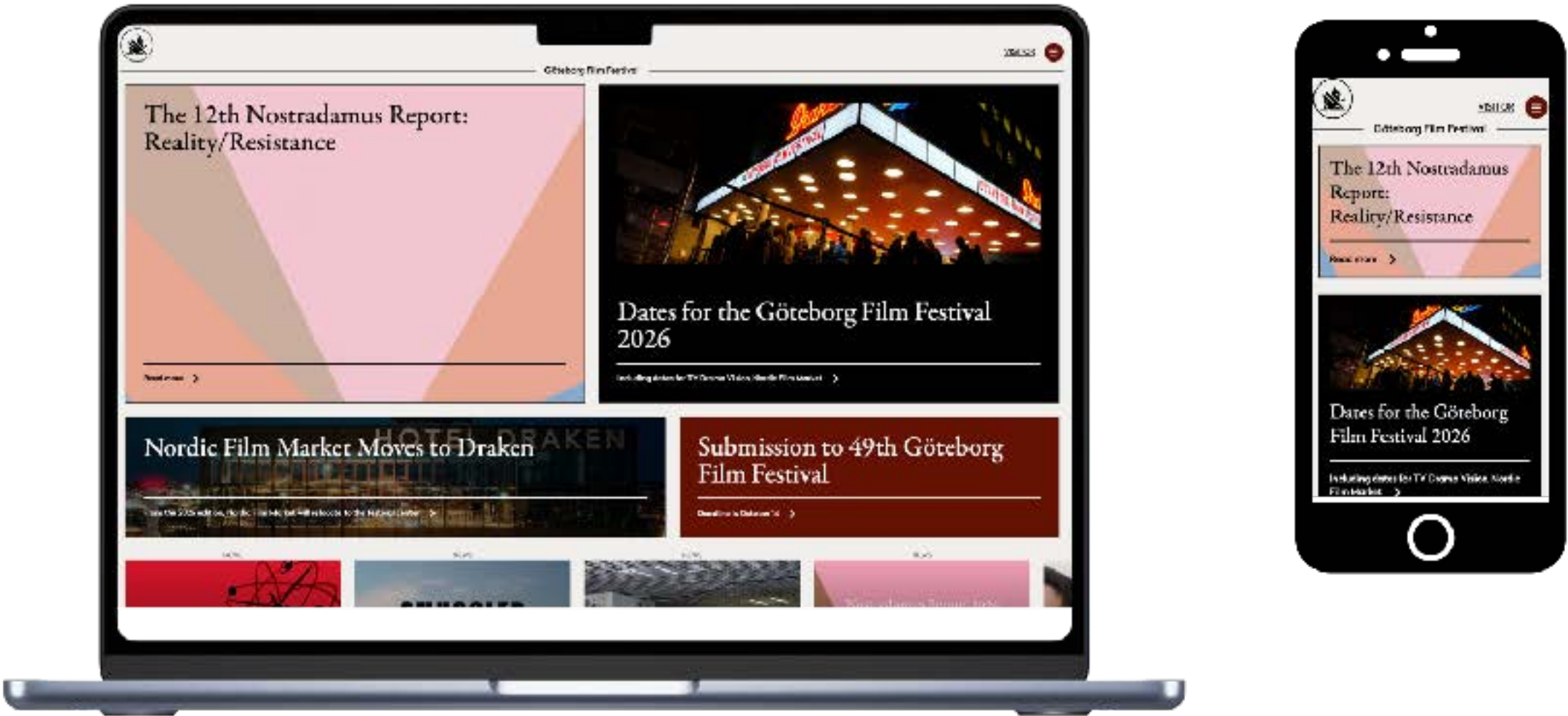
Every ad will be placed in a queue of max 5 ads shown.
The buyer will choose the period when the ad is shown.

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	12 000 SEK (≈1080 €)
10 second commercial	15 000 SEK (≈1350 €)
20 second commercial	20 500 SEK (≈1845 €)

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 $\approx 2\,500$ 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 (≈ 4400 €)

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 (≈ 1080 €)

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 (≈ 4750 €)

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 (≈ 1650 €)

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	16 000 SEK (≈1445 €)
2 spots	24 000 SEK (≈2170 €)
3 spots	29 500 SEK (≈2665 €)

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 16



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 (≈1900 €)



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 19 000 SEK (≈1640 €)



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 (≈1265 €) 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 France, the Czech Republic, Quebec, the Flanders region, Northern Germany, 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.



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 page in Industry Guide
- 2 week of web ad
- 1 newsletter ad
- 1 digital screen ad (10 seconds)
- Branded giveaway (2000 people)

Price: 86 500 SEK
Discount: -20%

Total: 69 200 SEK (≈6276€)

TV Drama Vision Special

- 1 page in TV Drama Vision catalogue
- 1 digital screen ad (10 seconds)
- 2 commercial at TV Drama Vision
- Branded giveaway (800 people)
- 2 badges for TV Drama Vision

Price: 78 700 SEK
Discount: -20%

Total: 62 960 SEK (≈5666 €)

Nordic Film Market Special

- 1 page in Nordic Film Market
- 2 week web ad
- 1 newsletter ad
- 1 commercial ad Nordic Film Market
- 2 badges for Nordic Film Market

Price: 58 600 SEK
Discount: -15%

Total: 49 810 SEK (≈4517 €)

Göteborg Film Festival is not subject to VAT.



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



49th Göteborg Film Festival
January 23 – February 1, 2026

TV Drama Vision
January 27–28, 2026

Nordic Film Market
January 28–30, 2026

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.