

A person is shown from a high angle, in a starting crouch on a reddish-brown running track. They are wearing an orange top and dark shorts. Their hands are on the ground, and their feet are in red running shoes. A large, semi-transparent teal circle is positioned on the right side of the image, partially obscuring the person's legs and the track. The background shows the curved lines of the track and a blurred stadium environment.

BONNIER
Publications

Aktiv Træning

Media kit 2023

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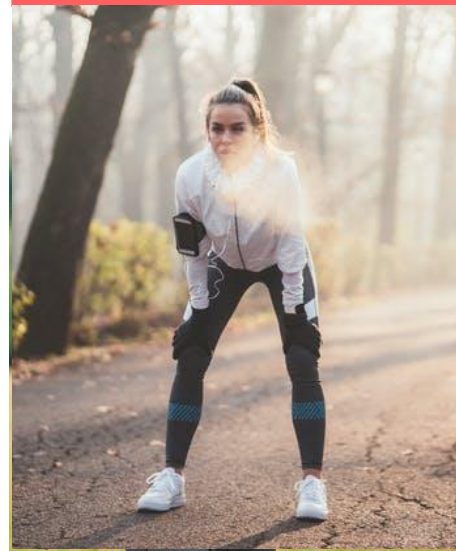
[Contact](#)

[Advertisement specifications](#)



Aktiv Træning inspires, assists and advises you on how to get into better shape, regardless of whether you are running, weight training, cycling, swimming or doing something completely different.

We give you enthusiastic guides, manageable programs, useful tips and advice and instructive exercises – all of which are ready to use.





85.000

Magazine readership*

300.148

Monthly pageviews**

6.528

Newsletter subscribers

35.040

Facebook likes

3.447

Instagram followers

*Index Denmark - Helår 2021

**Google Analytics - september 2022

Digital users

Instagram

48%

male



52%

female



Facebook

45%

male

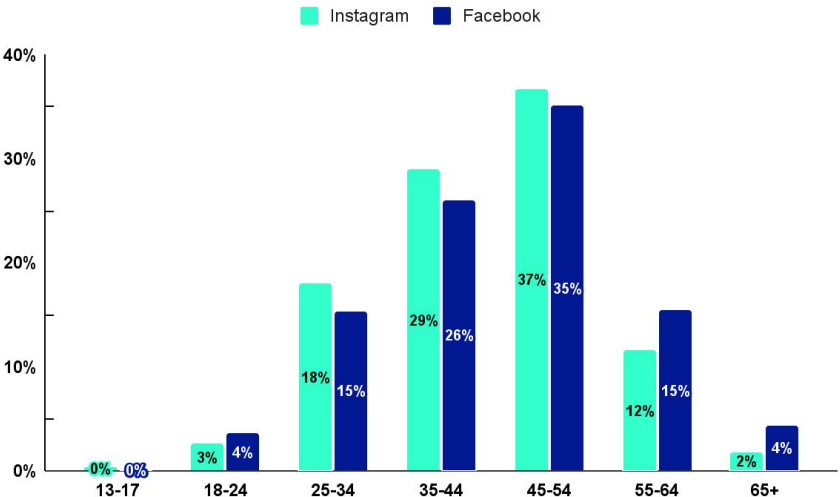


55%

female



Age



Print readers

Gender

54%

male



45%

female



Geography

51%

east region

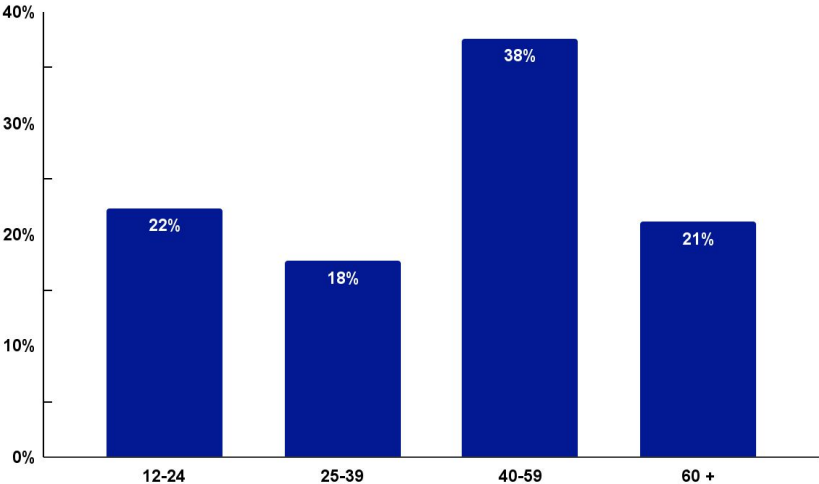


49%

west region



Age





Editorial schedules, rate cards and formats

January – May 2023

No.	Publishing date	Week	Deadline	Theme
2	19/01/2023	3	14/12/2022	Running when overweight, connective tissue, running apps, keto dishes
3	16/02/2023	7	12/01/2023	Half-marathon, running shoes for challenged feet, padel (tennis)
4	16/03/2023	11	09/02/2023	Effective fitness choices, hiking, sciatica pain, zinc
5	13/04/2023	15	07/03/2023	Joy of running, regular 5-kilometre runs, periodic fasting + fitness, testing earphones
6	11/05/2023	19	30/03/2023	50 tips at 50+, fitness at 50+, pulse, SUP, antioxidants

Print Advertising rate card

Product	Pricing in DKK*
2/1 page	54.600
1/1 page	28.800
½ page	18.900
Back cover	40.400
Inner back cover	33.100
Page 2-3	72.200

Product	Pricing in DKK*
2/1 page Native Article	80.300**
!/1 page Native Article	36.000**

*Gross prices only

**In addition, production cost

Print formats

See visualizations and ad
specifications further below

*We recommend offsetting any
images that cross the spine 2,5
mm to each side (5 mm on the
first/last spread).

Product	Format
2/1 page	410x276*
1/1 page	205x276
Vertical ½ page	100x276
Horizontal ½ page	205x136
Back cover	205x276
Inner back cover	205x276

Product	Format
Page 2-3	410x276*
2/1 page Native Article	410x276*
1/1 page Native Article	205x276

Digital Advertising rate card

Desktop	Pricing in DKK*
Standard banner	CPM 45
Megabanner	CPM 50
Skyscraper/sticky	CPM 45
Wallpaper	CPM 90

Mobile/tablet	Pricing in DKK*
Mobile banner	CPM 45
Tablet banner	CPM 45

High impact formats - All devices	Pricing in DKK*
Topscroll, Midscroll and video	CPM 90

Newsletter	Pricing in DKK*
Newsletter banner	CPM 100

*Gross prices only

Digital formats

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

Desktop	Format
Standard banner	930x180
Megabanner	930x600
Skyscraper/sticky	160x600 / 300x600
Wallpaper	2560x1200 + optional standard banner

Mobile/tablet	Format
Mobile banner	320x320/300x250
Tablet banner	728x90/728x300

High impact formats – All devices
Topscroll, Midscroll and video available via external AdTech partner upon request. Contact for more info*

Newsletter	Format
Newsletter banner	620x300

NTA Advertising rate card

* Gross prices only

**Contact local office for prices
- Contact information further
below

Product	Pricing in DKK*
Native Article	25.000
Competition	10.000-20.000
Newsletter	10.000
Instagram	10.000
Facebook	10.000
Sponsorship	Contact for price**
Video	Contact for price**

NTA* formats

Product	Format
Native Article	Ad as an online article. Incl traffic drivers
Competition	Competition with prize from distributor
Newsletter	The native article is included in editorial newsletters
Instagram	Post in feed or Story. Story available for 24 hours
Facebook	Postings on the brand's Facebook wall.
Sponsorship	Under Categories, selected articles or creative formats such as route planner and similar
Video	Video clips formed as an editorial clip, but with a commercial message.

*Non traditional
advertising

We are here to help you

Contact our team if you have any questions about media sales.

Try our FAQ page, if you need support on how to upload ad material, technical guidance etc.

GO TO FAQ

VENDEMUS ApS

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KENNI PEDERSEN

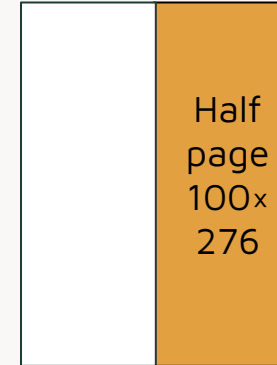
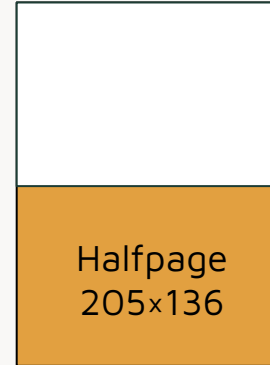
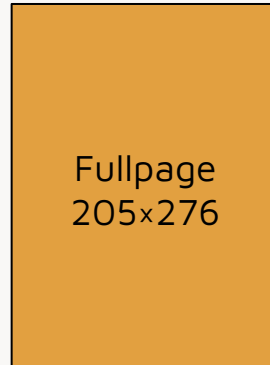
Digital Team Lead

kenni.pedersen@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats

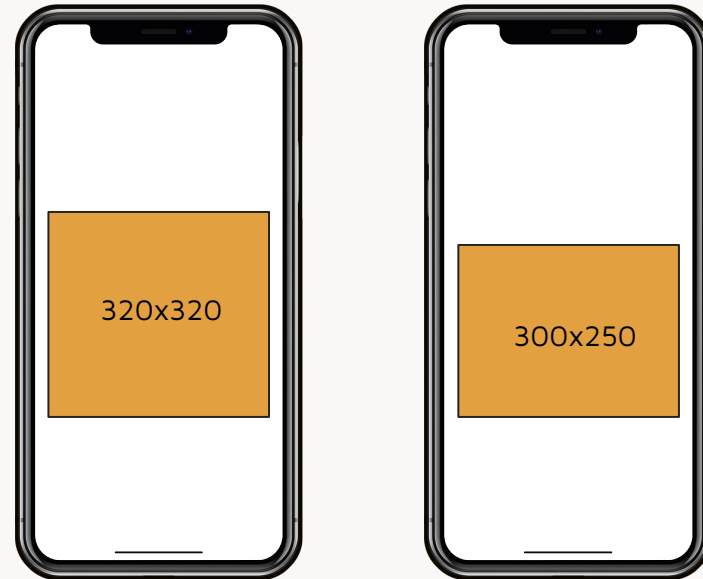


Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

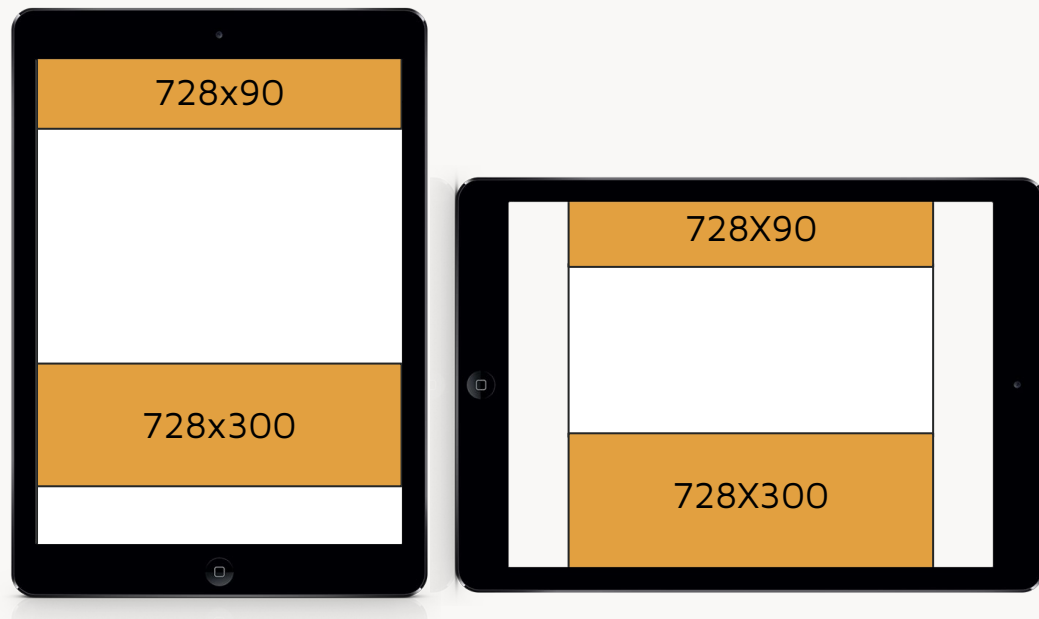
HTML5 banner
JPG / PNG / GIF
3rd party tag
Max 150 KB



Tablet banner

Specifications:

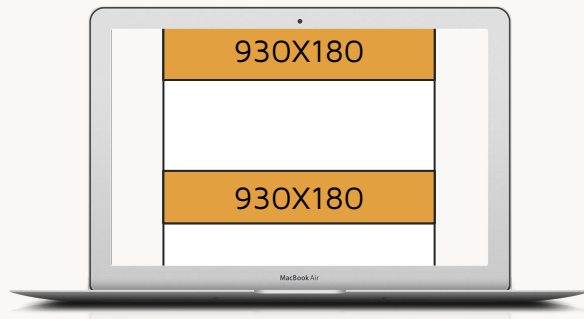
HTML5 banner
JPG / PNG / GIF
3rd party tag
Max 150 KB



Desktop standard banner

Specifications:

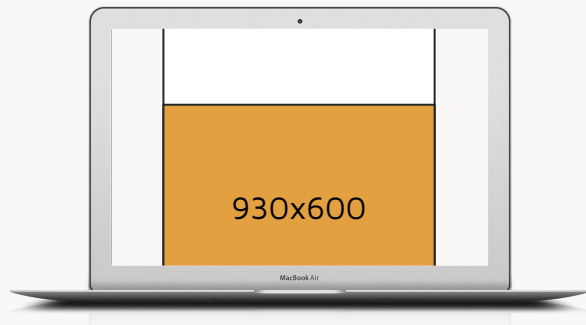
HTML5 banner
JPG / PNG / GIF
3rd party tag
Max 150 KB



Desktop mega banner

Specifications:

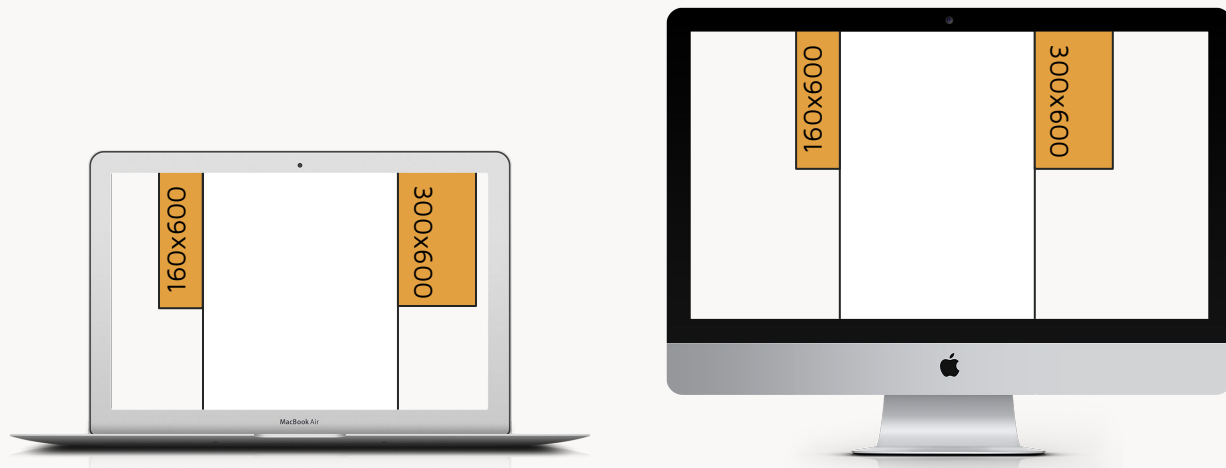
HTML5 banner
JPG / PNG / GIF
3rd party tag
Max 150 KB



Skyscraper/ Sticky

Specifications:

HTML5 banner
JPG / PNG / GIF
3rd party tags
Max 150 KB



Desktop Wallpaper + standard banner

Asset Specs (size in px):

Wallpaper: 2560x1200

Standard banner: 930x180

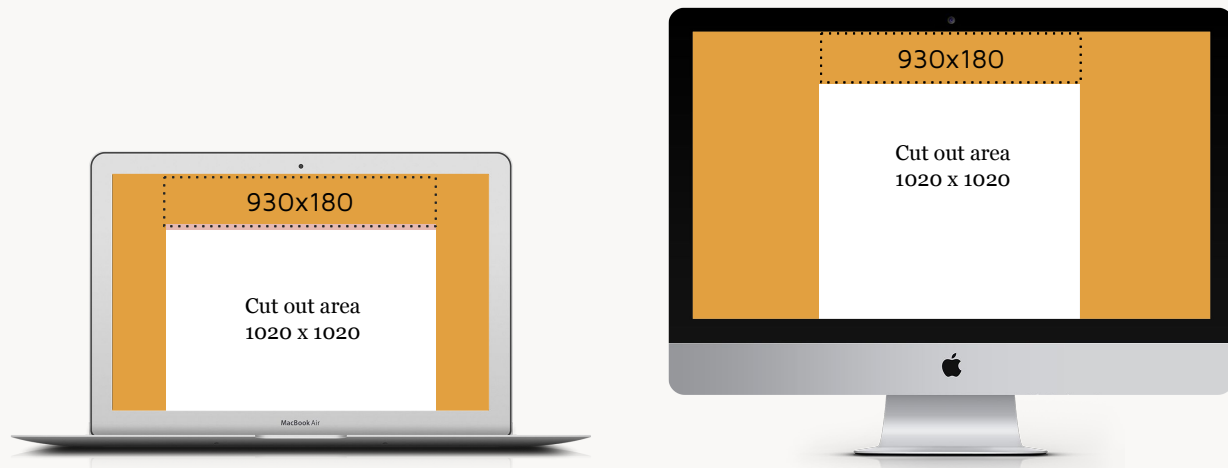
Asset type:

Wallpaper is an image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum
150 kb



Newsletter

Specifications:

JPG / PNG / GIF

Max 150 KB

