

BONNIER
Publications

Aktiv Träning

Media kit 2023

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Aktiv Träning 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.





171.480

Monthly pageviews**



8.761

Newsletter subscribers



**Google Analytics - september 2022

Digital users

Facebook

39%

male

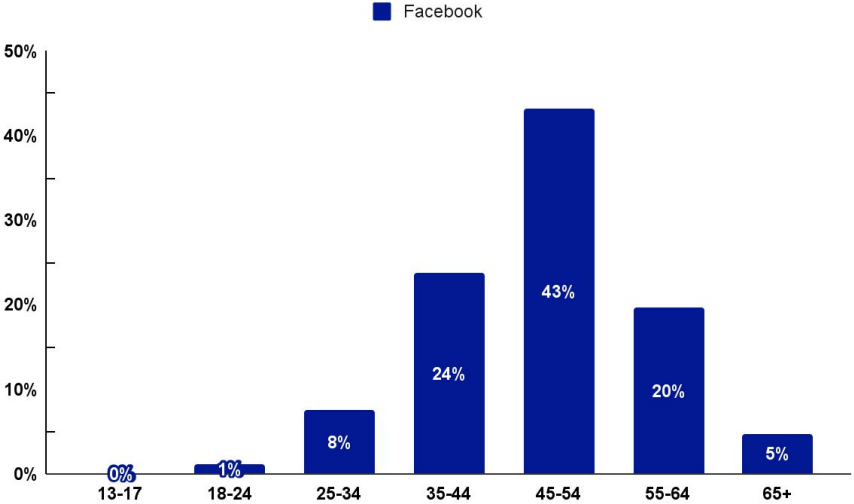


61%

female



Age





Editorial schedules, rate cards and formats

January – May 2023

No.	Publishing date	Week	Deadline	Theme
2	17/01/2023	3	14/12/2022	Running when overweight, connective tissue, running apps, keto dishes
3	14/02/2023	7	12/01/2023	Half-marathon, running shoes for challenged feet, padel (tennis)
4	14/03/2023	11	09/02/2023	Effective fitness choices, hiking, sciatica pain, zinc
5	11/04/2023	15	07/03/2023	Joy of running, regular 5-kilometre runs, periodic fasting + fitness, testing earphones
6	09/05/2023	19	30/03/2023	50 tips at 50+, fitness at 50+, pulse, SUP, antioxidants

Print Advertising rate card

Product	Pricing in SEK*
2/1 page	55.000
1/1 page	27.500
½ page	16.500
Back cover	Contact for price**
Inner back cover	Contact for price**
Page 2-3	Contact for price**

Product	Pricing in SEK*
2/1 page Native Article	Contact for price**
1/1 page Native Article	Contact for price**

*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 SEK*
Standard banner	CPM 200
Megabanner	CPM 200
Skyscraper/sticky	CPM 200
Wallpaper	CPM 800

Mobile/tablet	Pricing in SEK*
Mobile banner	CPM 200
Tablet banner	CPM 200

High impact formats - All devices	Pricing in SEK*
Topscroll, Midscroll and video	CPM 800

Newsletter	Pricing in SEK*
Newsletter banner	CPM 200-300

*Gross prices only

Digital formats

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

Desktop	Format
Standard banner	980x120/980x240/980x300
Megabanner	980x600
Skyscraper/sticky	160x600/300x600
Wallpaper	2560x1200 + optional standard banner
Mobile/tablet	Format
Mobile banner	320x320/300x250
Tablet banner	728x90

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

Product	Pricing in SEK*
Native Article	Contact for price*
Facebook boost	Contact for price*
Newsletter	Contact for price*

* Gross prices only

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

NTA* formats

Product	Format
Native Article	Ad written as an online article
Facebook boost	The native article is posted on FB with boost
Newsletter	The native article is included in editorial newsletters

*Non traditional
advertising

We are here to help you

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

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

[**GO TO OCAST**](#)

[**GO TO FAQ**](#)



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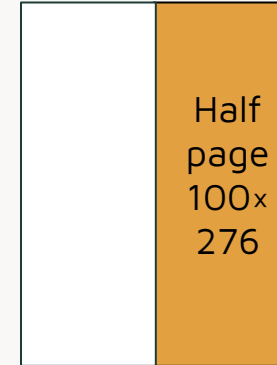
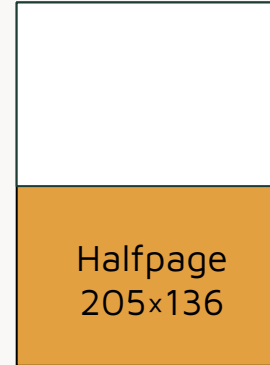
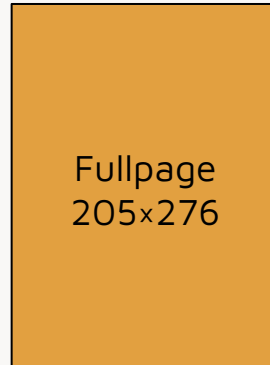


SIEBREN OOSTWOUD
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



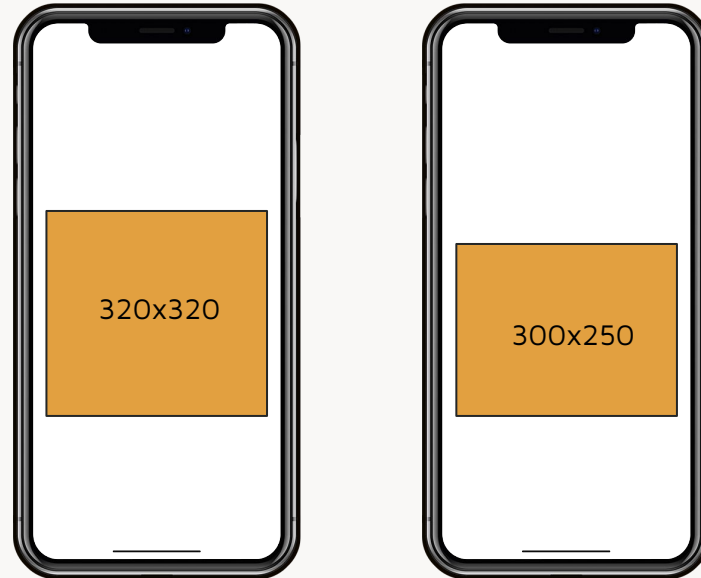
Missing some prices?

See details about pricing above

Mobile standard banners

Specifications:

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



Tablet banner

Specifications:

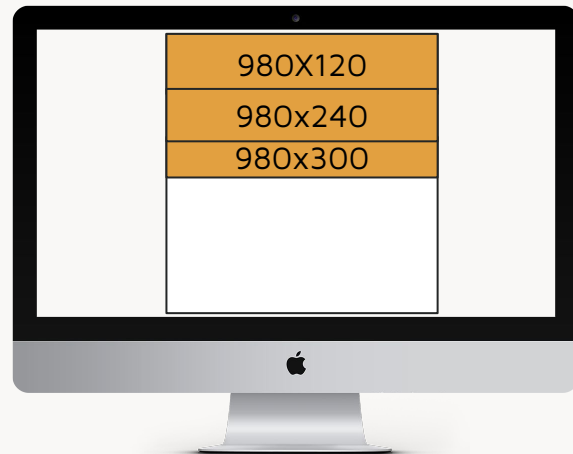
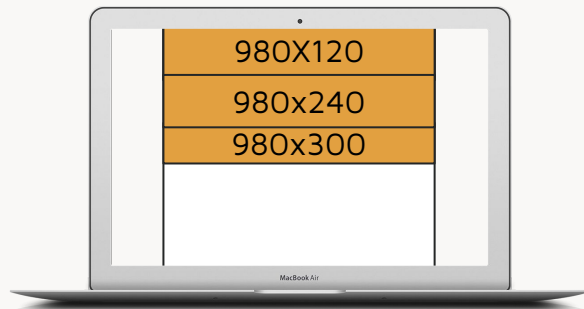
HTML5 banner
JPG / PNG / GIF
3rd party tag
Max 150 KB



Desktop standard banner

Specifications:

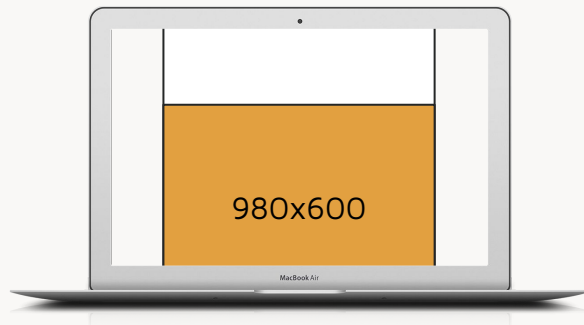
HTML5 banner
JPG / PNG / GIF
3rd party tag
Max 150 KB



Desktop mega banner

Specifications:

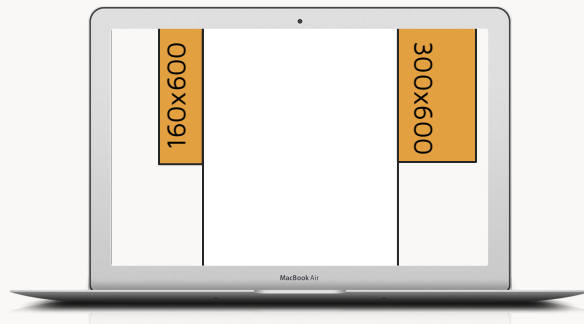
HTML5 banner
JPG / PNG / GIF
3rd party tag
Max 150 KB



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

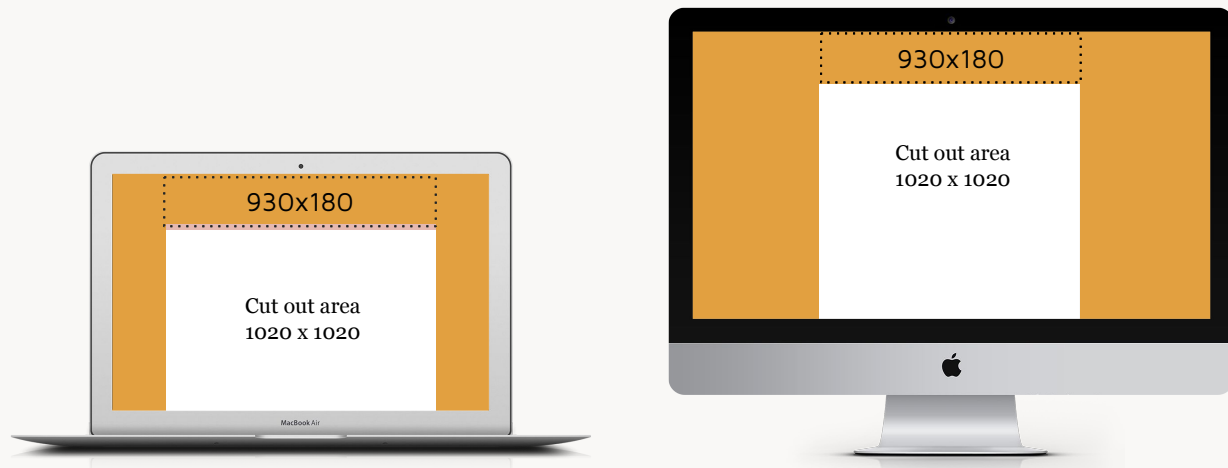
Asset type:

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

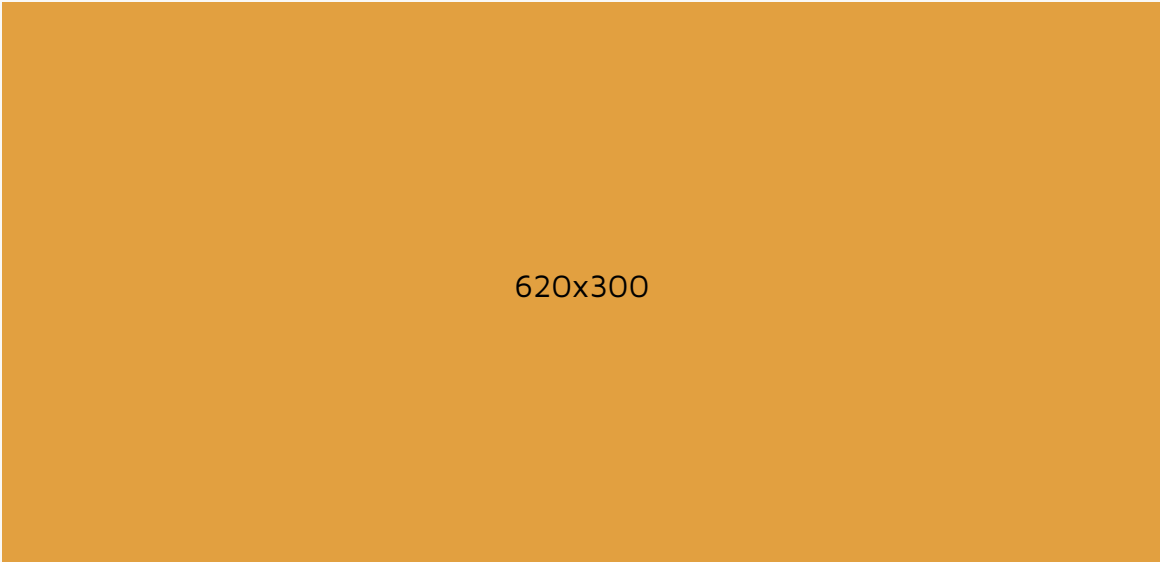


Newsletter

Specifications:

JPG / PNG / GIF

Max 150 KB



620x300