



BONNIER  
Publications

# BOLIG

MAGASINET

Media kit 2024

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**Bolig Magasinet helps transform interior dreams into beautiful homes through design updates, useful guides and inspiring house tours.**

We unite great design, the newest trends, and personal style in a brand that continues to engage both readers and followers.







\*Index Denmark - Helår 2021

\*\*Google Analytics - July 2023

121.000

Magazine readership\*

597.648

Monthly pageviews\*\*

20.333

Newsletter subscribers

70.956

Facebook likes

234.853

Instagram followers

# Digital users

## Instagram

11%

male



89%

female



## Facebook

10%

male

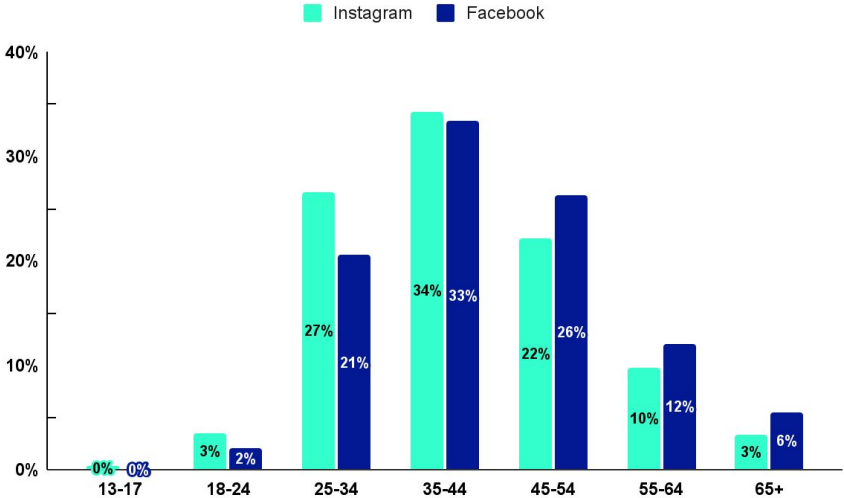


90%

female



## Age



# Print readers

## Gender

33%

male



67%

female



## Geography

50%

east region

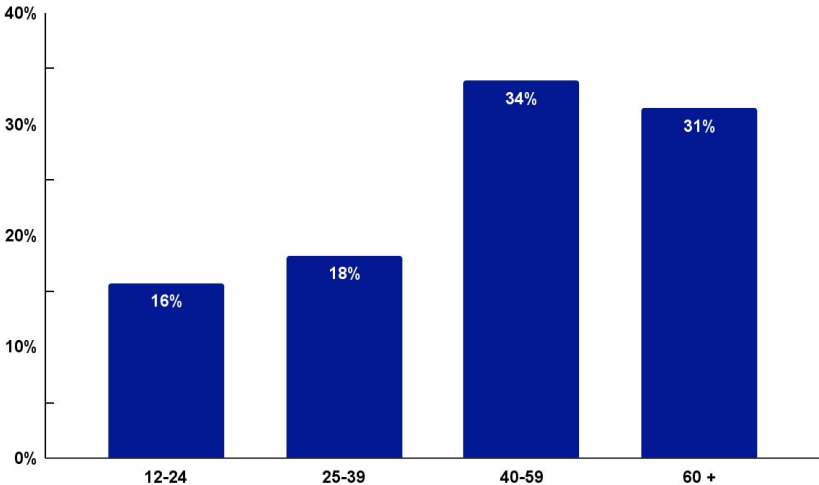


50%

west region



## Age





# **Editorial schedules, rate cards and formats**

# Januar –June 2024

No.	Publishing date	Week	Deadline	Theme
2	25/01/2024	4	18/12/2023	Bathrooms, large bathroom appliances, bathroom makeover, storage, living small
3	22/02/2024	8	23/01/2024	Kitchen, new large appliances, give your home a spring makeover, curtains, do magic with colours and paint, vases, prepare a lovely Easter/spring spread
4	21/03/2024	12	20/02/2024	Make your outdoor spaces ready for spring, big makeover issue, new seasonal furniture
5	18/04/2024	16	19/03/2024	Big 25-year anniversary issue, outdoor spaces, extra homes, orangery/greenhouse, designer gifts
6	16/05/2024	20	11/04/2024	Outdoor spaces, outdoor lighting, Design Favourites winners, decorate your dining area, decorate with colours
7	13/06/2024	24	08/05/2024	Summer homes, setting the table for summer food, barbecue



# July –December 2024

No.	Publishing date	Week	Deadline	Theme
8	11/07/2024	28	11/06/2024	Summer homes, bedroom/beds, easy transformations
9	08/08/2024	32	09/07/2024	Bathroom, paint, new sofas, storage
10	05/09/2024	36	06/08/2024	Danish Design, new furniture of the season, kitchen, large appliances, Design Awards nominees, carpets, lamps
11	03/10/2024	40	03/09/2024	Christmas home, this year's Christmas decorations, the best Christmas gifts - room by room, table-setting
12	07/11/2024	45	08/10/2024	Christmas home, decorate your Christmas tree, table-setting
25/01	12/12/2024	50	12/11/2024	Winter cheer, carpets, lamps, sofas, trends 2025

# Extra magazines – Editorial schedule

No.	Publishing date	Week	Deadline	Theme
1	22/02/2024	8	23/01/2024	Make-over*
2	21/03/2024	12	20/02/2024	Spring*
3	13/06/2024	24	08/05/2024	Summer*
4	03/10/2024	40	03/09/2024	Christmas*

# Print Advertising rate card

Product	Pricing in DKK*
2/1 page	66.200
1/1 page	39.000
½ page	22.500
Back cover	52.500
Inner back cover	43.600
Page 2-3	96.000
Page 4-5	92.000

Product	Pricing in DKK*
2/1 page first ⅓ part of magazine	88.000
1/1 page first ⅓ part of magazine	46.000
2/1 page + coverflap	184.000
1/1 page + flap	115.000
2/1 page Native Article	82.700*
1/1 page Native Article	48.700**

\*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	434x280*
1/1 page	217x280
Vertical ½ page	106x280
Horizontal ½ page	217x137
Back cover	217x280
Inner back cover	217x280

Product	Format
Page 2-3	434x280*
Page 4-5	434x280*
2/1 page Native Article	434x280*
1/1 page Native Article	217x280

# Digital Advertising rate card

Desktop	Price in DKK*
Standard banner	CPM 50
Megabanner	CPM 60
Skyscraper/sticky	CPM 50

Mobile / Tabet	Price in DKK*
Mobile standard banner	CPM 50
Tablet standard banner	CPM 50

High impact formats	Price in DKK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 100 + CPM 5 ad tech fee

Format	Price in DKK*
Video-in-banner	CPM 60

Format	Price in DKK*
Newsletter banner	CPM 100

\*Gross prices

# Digital formats

See visualizations and ad specifications further below

\*Contact [traffic@bonnier.dk](mailto:traffic@bonnier.dk) for more info.

Desktop	Format
Standard banner	930x180
Megabanner	930x600
Skyscraper/sticky	160x600 / 300x600

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

Newsletter	Format
Newsletter banner	620x500

High impact formats – All devices
We partner with Adnami to deliver a wide range of high impact formats. Possibilities include topscroll, midscroll and double midscroll. Contact us for specific formats available for this site or for more info*.
Find all Adnami's specs at <a href="https://adnami.io/specs">adnami.io/specs</a> .

Video-in-banner	Format
Desktop video	Ratio: 16:9
Mobile video	Ratio: 1:1 or 4:3



# NTA Advertising rate card

\* Gross prices only

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

Product	Pricing in DKK*
Native Article	35.000
Competition	10.000-20.000
NTA 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 on online article. The focus can be either on content storytelling or branding of products in a gallery. Incl traffic drivers
Competition	Competition with prize from distributor
NTA 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	Ownership on categories or events
Video	Video clips formed as an editorial clip, but with a commercial message.

\*Non traditional  
advertising

# Design Favoritter

Design Favoritter is our annual award and your opportunity to be showcased in our universe of design and interior. Our panel of judges makes a selection from the nominated brands/products and afterwards it is up to our digital users to choose their favorites. This is how it works:

## 1. Nominate your brand/products

- It is **free of charge** to nominate a brand/product in one or more of the main categories.

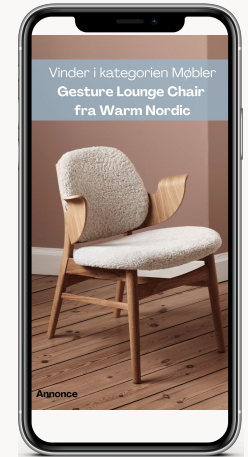
## 2. The judges nominates

- If one or more of your products are nominated by the judges you pay a handling fee per. nomination.\*
- It is possible to buy an active link to a website/webshop of your choice.\*

## 3. Our digital users vote for their favorites

- Our users vote for their favorites and choose the winners.

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



# 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**



**HANNE RASMUSSEN**

Key Account Manager

hanne.rasmussen@bonnier.dk



**HELLE BLOK**

Editor in Chief - Bolig Magasinet

helleb@boligmagasinet



**CAMILLA BRO-RASMUSSEN**

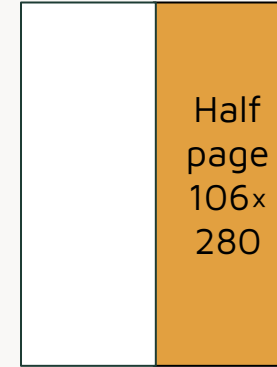
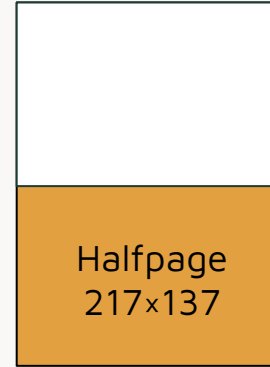
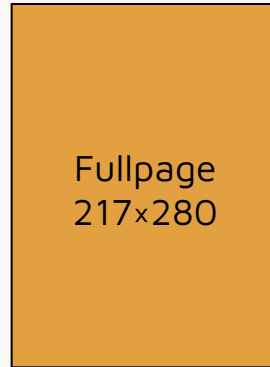
Advertising Material

camilla.bro@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

See details about pricing above

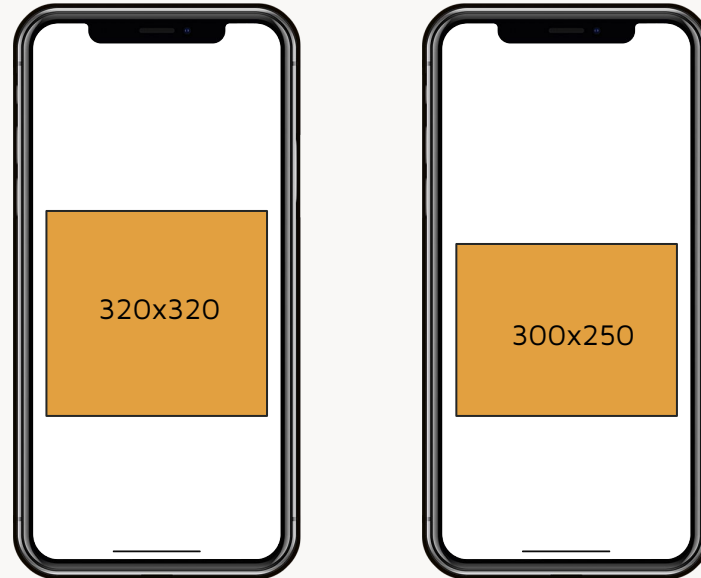


# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

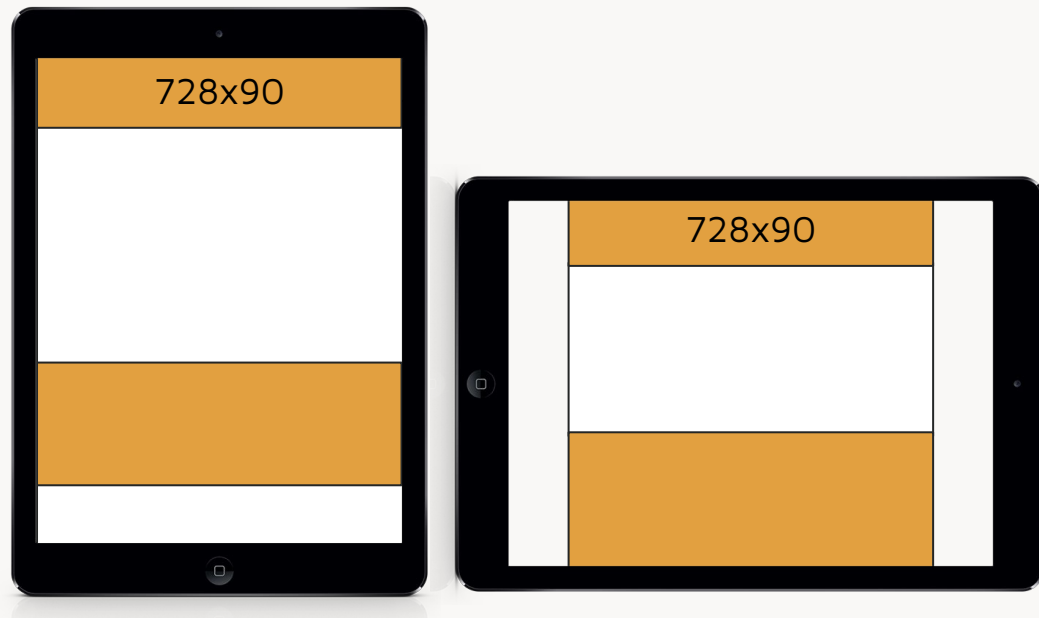


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking

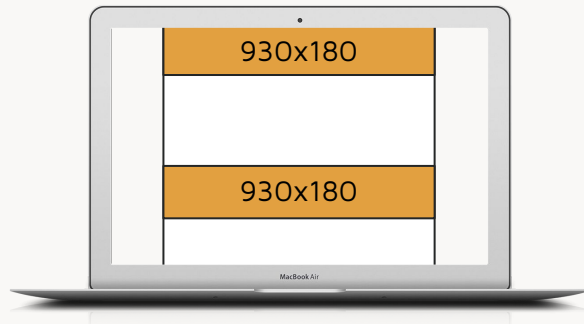


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking



# Desktop mega banner

## Specifications:

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

Incl. URL / tracking

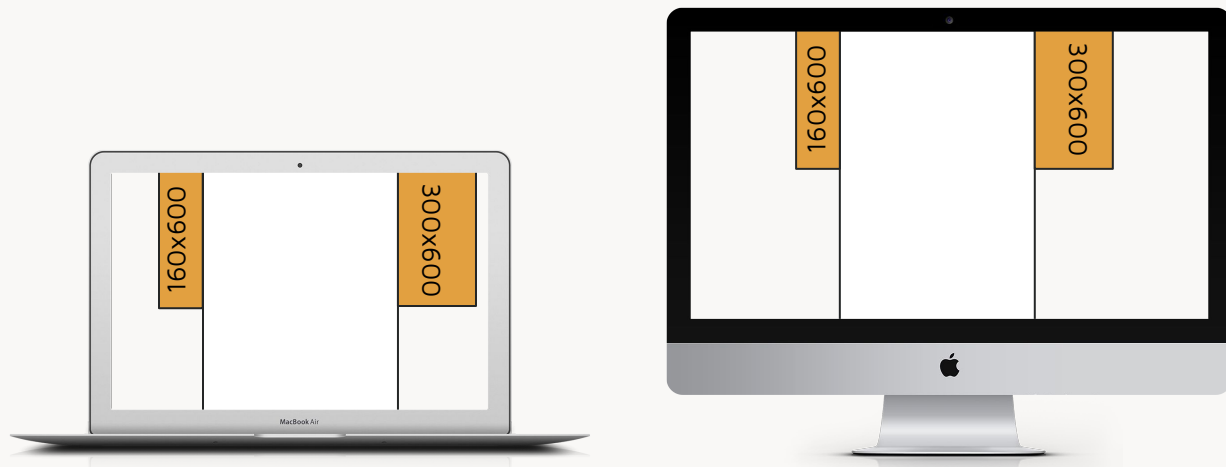


# Skyscraper/ Sticky

## Specifications:

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

Incl. URL / tracking



# Video in-banner

## Specifications:

- MPEG4, 3GPP, MOV
- AVI
- MPEGS
- WMV, MP3

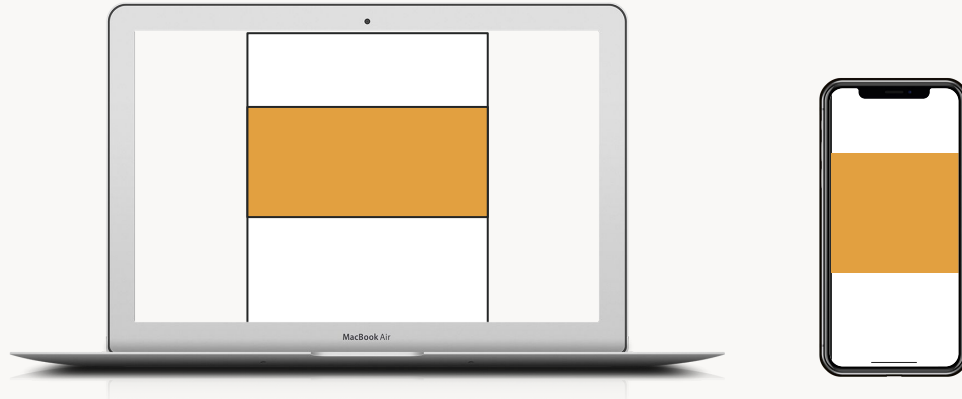
Desktop ratio: 16:9

Mobile ratio: 1:1 or 4:3

Max. weight 512 MB

Recommended to keep  
under 15 seconds

Incl. URL / tracking





# Newsletter

## Specifications:

JPG / PNG / GIF  
Max 150KB

Incl. URL / tracking

