

**BONNIER**  
Publications

# BOLIG

MAGASINET

Media kit 2025

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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 - 2023/2024

\*\*Google Analytics - July 2023

**102.000**

Magazine readership\*

**597.648**

Monthly pageviews\*\*

**19.394**

Newsletter subscribers

**70.956**

Facebook likes

**234.853**

Instagram followers

# Digital users

## Instagram

11%

male



89%

female



## Facebook

10%

male

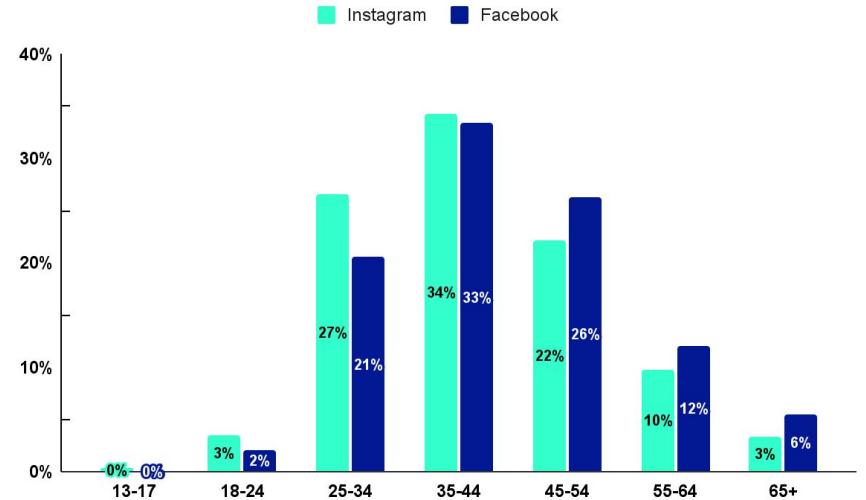


90%

female



## Age



# Print readers

## Gender

37%

male



63%

female



## Geography

51%

east region

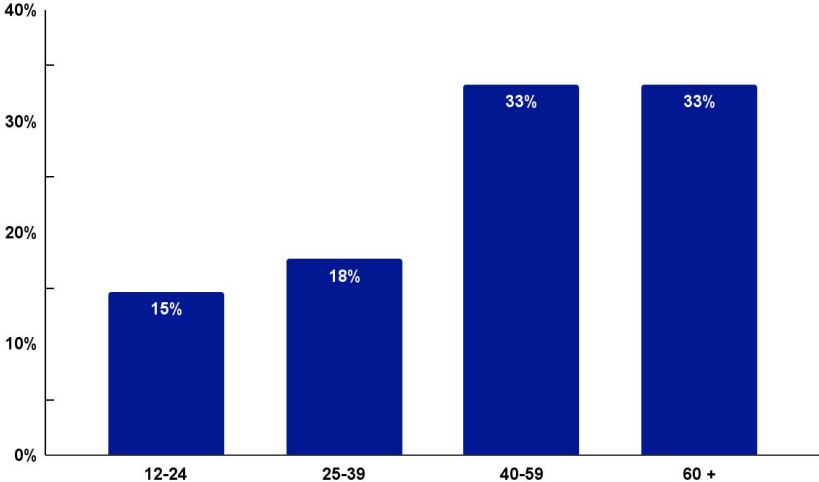


50%

west region



## Age





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

# Januar – June 2025

No.	Publishing date	Week	Deadline	Theme
2	06/02/2025	6	03/01/2025	Bathrooms, large bathroom appliances, bathroom makeover, storage
3	06/03/2025	10	04/02/2025	Kitchen, new large appliances, new seasonal furniture, give your home a spring makeover, vases, prepare a lovely Easter/spring spread
4	10/04/2025	15	07/03/2025	Make your outdoor spaces ready for spring, orangery/greenhouse, bedroom, curtains, carpets, do magic with colours and paint
5	22/05/2025	21	22/04/2025	Summer homes, setting the table for summer food, outdoor spaces, outdoor lighting
6	03/07/2025	27	27/05/2025	Big makeover issue, easy transformations, summer homes, Design Favourites winners
7	28/08/2025	35	25/07/2025	Danish Design, new furniture of the season, new sofas, kitchen, large appliances, bathroom, Design Awards nominees, lamps



# July - December 2025

No.	Publishing date	Week	Deadline	Theme
8	02/10/2025	40	02/09/2025	Christmas homes, this year's Christmas decorations, the best Christmas gifts - room by room, table-setting, lamps
9	13/11/2025	46	14/10/2025	Christmas homes and decorations, the best Christmas gifts - room by room, table-setting, lamps, Design Awards winners
10	22/12/2025	51	18/11/2025	Winter cheer, carpets, lamps, sofas, trends 2026

# Extra magazines – Editorial schedule

No.	Publishing date	Week	Deadline	Theme
1	06/02/2025	6	03/01/2025	Make-over*
2	06/03/2025	10	10/02/2025	Spring*
3	22/05/2025	21	28/04/2025	Summer*
4	02/10/2025	40	08/09/2025	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 / Tablet	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

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 [adnami.io/specs](https://adnami.io/specs).

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

See visualizations and ad specifications further below

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



# NTA Advertising rate card

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**

\* Gross prices only

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

# 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.

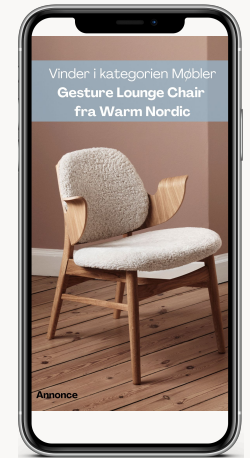
\*Non traditional  
advertising

# 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



**THERESE GUNNI**

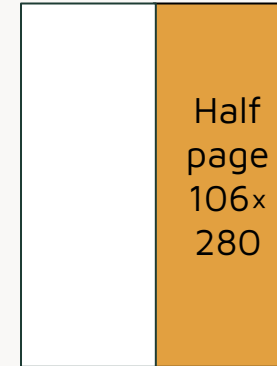
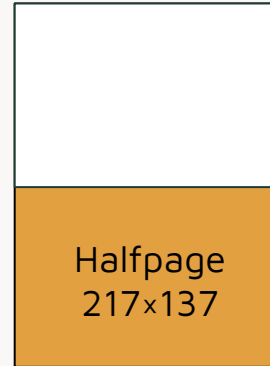
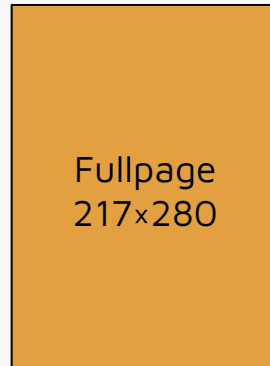
Advertising Material

therese.gunni@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

See details about pricing above

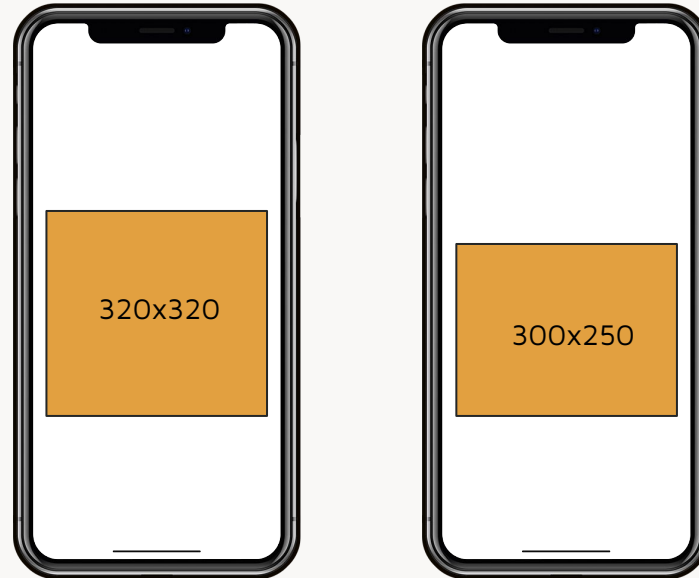


# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

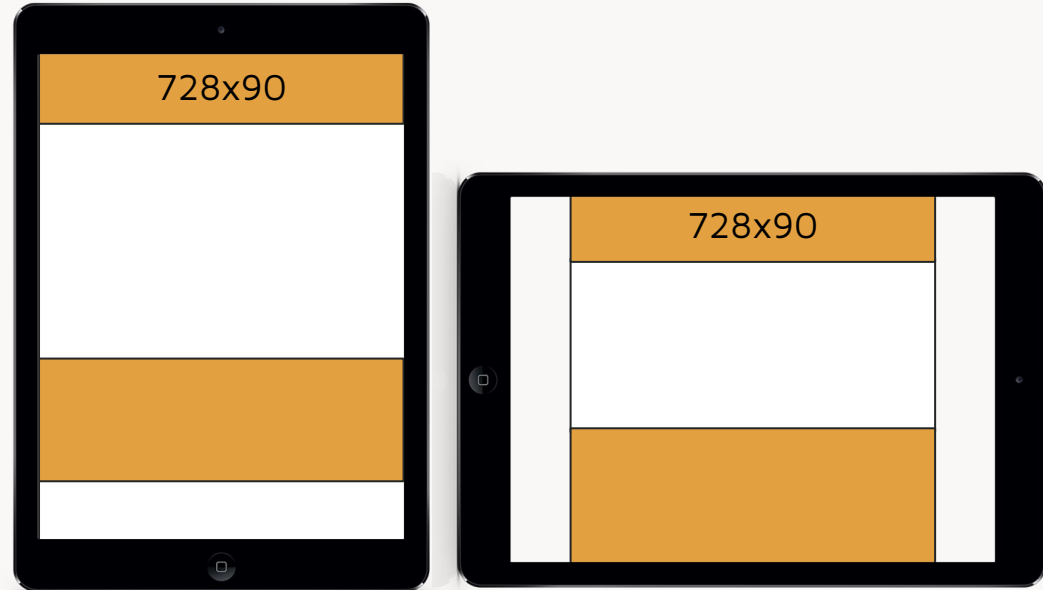


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking

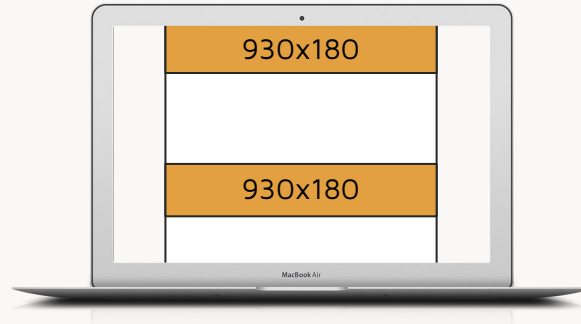


# Desktop standard banner

## 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

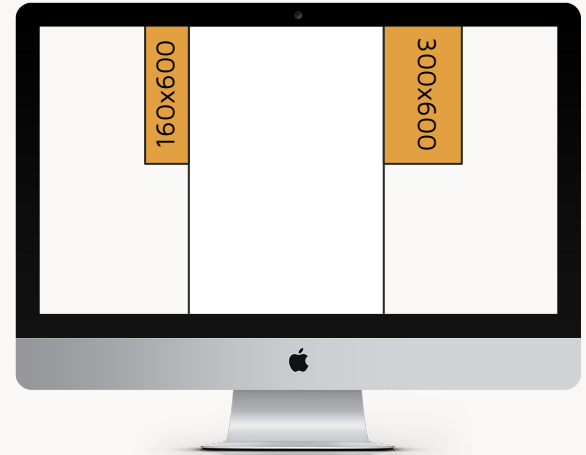
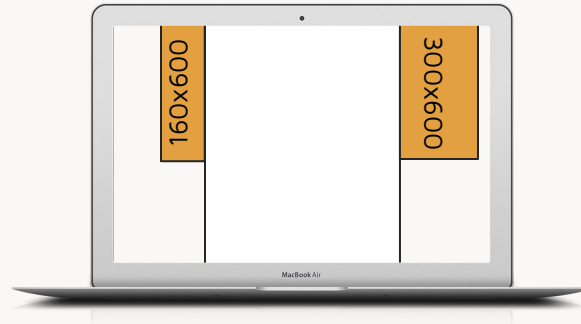


# Skyscraper/ Sticky

## 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

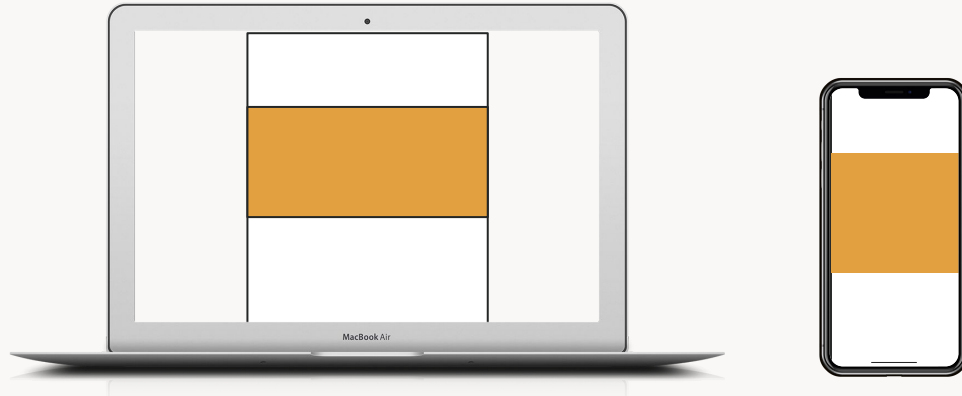
Desktop ratio: 16:9

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

