

BONNIER
Publications

COSTUME

Media kit 2025

Index

Our universe

Editorial schedules, rate cards and formats

Print

Digital

NTA

Costume Skønhedsfavoritter

Contact

Advertisement specifications



Costume gives a reliable, carefully selected overview of tone-setting news from the Danish and international fashion and beauty scenes.

Personality, attitude and well-written words make Costume akin to a conversation at a great dinner party, with subjects ranging from the small and amusing to the more serious and socially aware.





**Google Analytics - July 2023

563.761

Monthly pageviews**



93.709

Instagram followers



12.241

Newsletter subscribers



61.258

Facebook likes



Digital users

Instagram

8%

male



92%

female



Facebook

10%

male

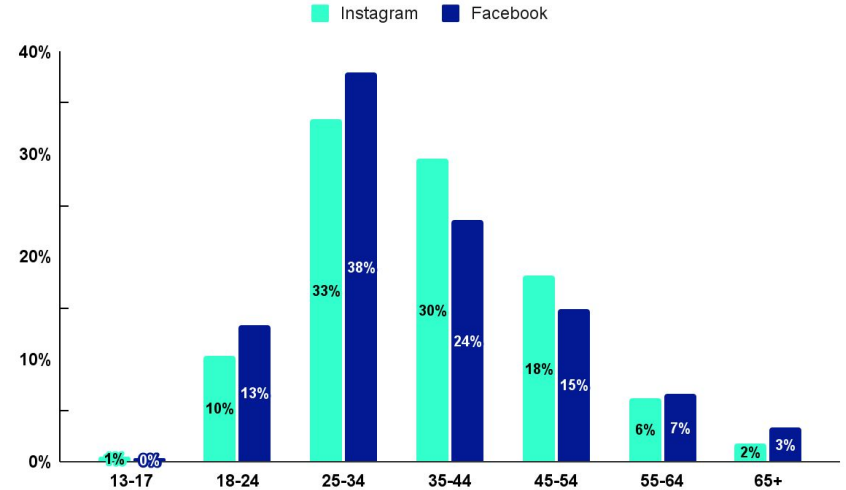


90%

female



Age



Print readers

Gender

19%

male



81%

female



Geography

56%

east region

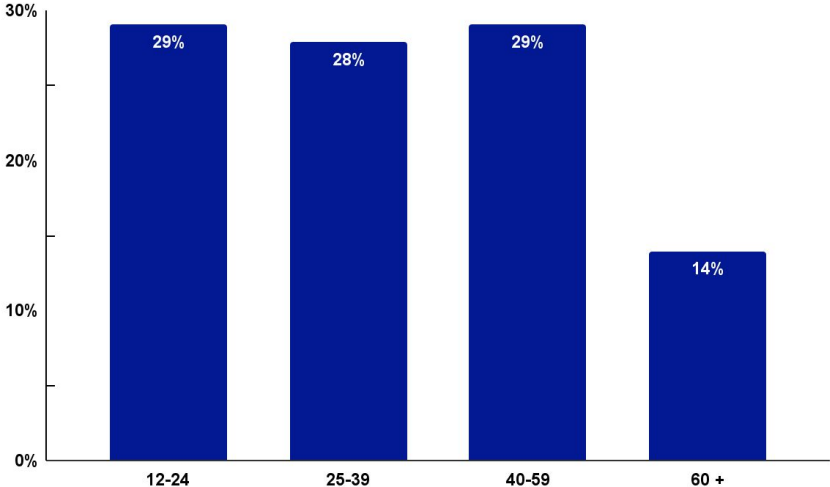


44%

west region



Age





Editorial schedules, rate cards and formats

January - December 2025

No.	Publishing date	Week	Deadline	Themes
1	20/02/2025	08	21/01/2025	New season! This is 2025, the new generation, designer interviews, culture tips, hair and makeup trends from the catwalk
2	10/04/2025	15	10/03/2025	Big trend special - all about spring fashion. Focusing on the latest from the catwalk and how we apply it to our own lives
3	26/06/2025	26	27/05/2025	Big summer special! Beach fashion, travel, vacation, beauty tips for a life in the sun. Hair care. Extra reading material for the beach
4	04/09/2025	36	04/08/2025	The September issue - all about the new trends from the catwalk, culture, living
5	09/10/2025	41	08/09/2025	Fashion and lifestyle for fall. Accessories, interiors, and beauty to get you ready for winter. Focus on gender equality and feminism in 2025
6	27/11/2025	48	28/10/2025	Party special! Focus on the holiday season, new year, new beauty trends, health, travel and lifestyle

Print Advertising rate card

Product	Pricing in DKK*
2/1 page	84.600
1/1 page	51.300
½ page	33.000
Back cover	61.500
Inner back cover	58.900
Page 2-3	128.200
Page 4-5	123.100

Product	Pricing in DKK*
2/1 page first ⅓ part of magazine	118.000
1/1 page first ⅓ part of magazine	61.500
2/1 page + cover flap	246.100
1/1 page + half page flap	94.800
2/1 page Native Article	105.800**
1/1 page Native Article	64.100**

*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	446x295*
1/1 page	223x295
Vertical ½ page	109x295
Horizontal ½ page	223x145
Back cover	223x295
Inner back cover	223x295

Product	Format
Page 2-3	446x295*
Page 4-5	446x295*
2/1 page Native Article	446x295*
1/1 page Native Article	223x295

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.

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 for more info.

NTA Advertising rate card

Product	Pricing in DKK*
Native Article	25.000
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

Costume Skønhedsfavoritter

Costume Skønhedsfavoritter is our annual award and your opportunity to be showcased in the universe of Costume. 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

SKØNHEDSFAVORITTER 2022
COSTUME



The Editor's Favorites

The beauty editor, Marie Alkestrup will pick her **5 favorite products from your product line**, write editor's notes for each selected product - and promote the products via Costume's digital platforms.

The Editor's Favorites includes:

2 x post on Instagram :

(1 x organic + 1 x dark post)

5 products/ gallery incl. editors notes

1 x storylines på Instagram

5 products in a gallery inkl. redaktørens noter

1 x newsletter in Costume

Editorial integrated element

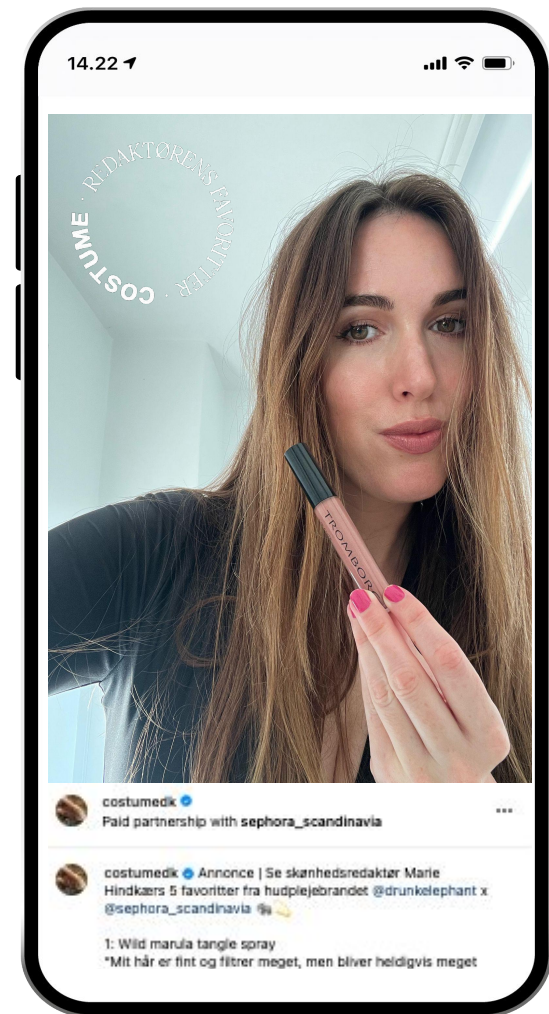
Periode: 1 week

Price: DKK 35.000

Including production cost

Link to examples:

<https://www.instagram.com/p/CrSkqnArn-b/>



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](#)



KRISTINA LANGBERG

Sales - Front Media ApS
kristina@frontmedia.dk



KINE HARTZ

Editor in Chief - Costume
kine.hartz@costume.no



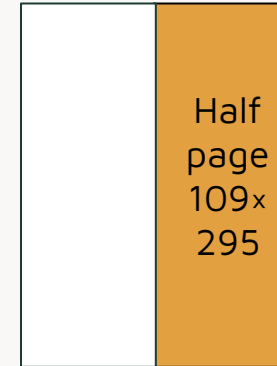
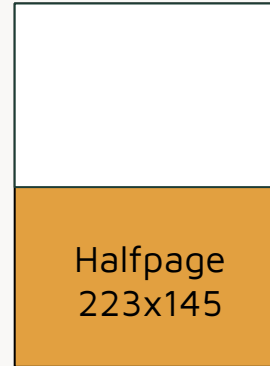
THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

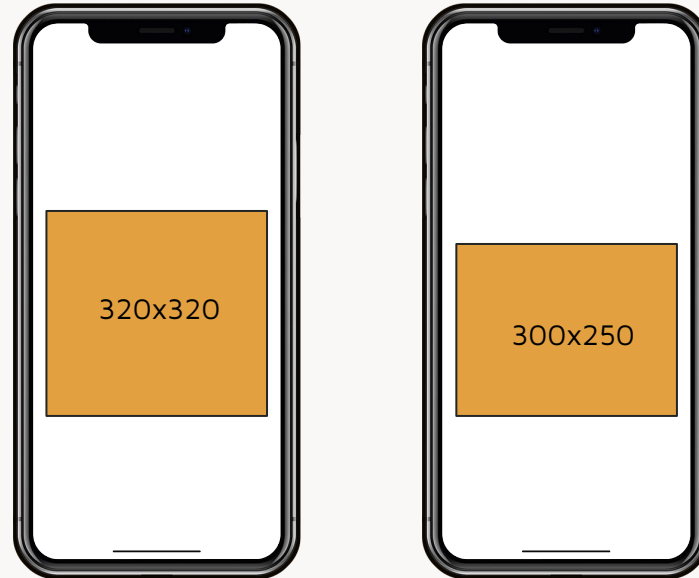
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

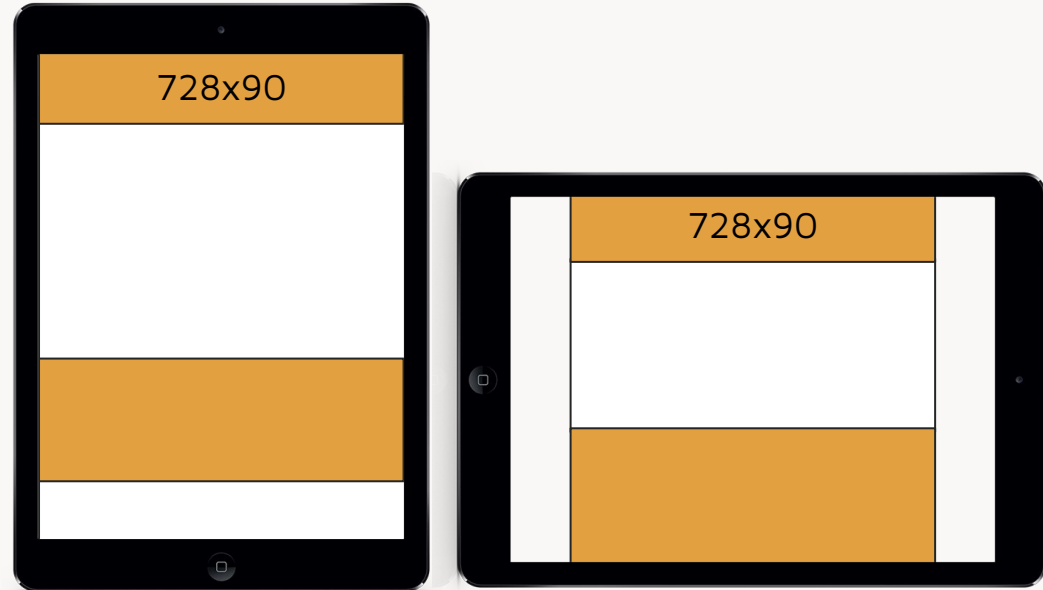


Tablet standard banner

Specifications:

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

Incl. URL / tracking

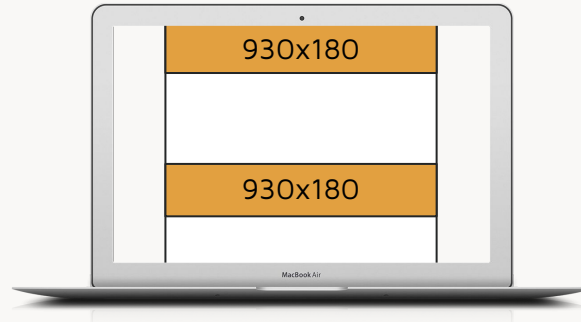


Desktop standard banner

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



Video in-banner

Specifications:

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

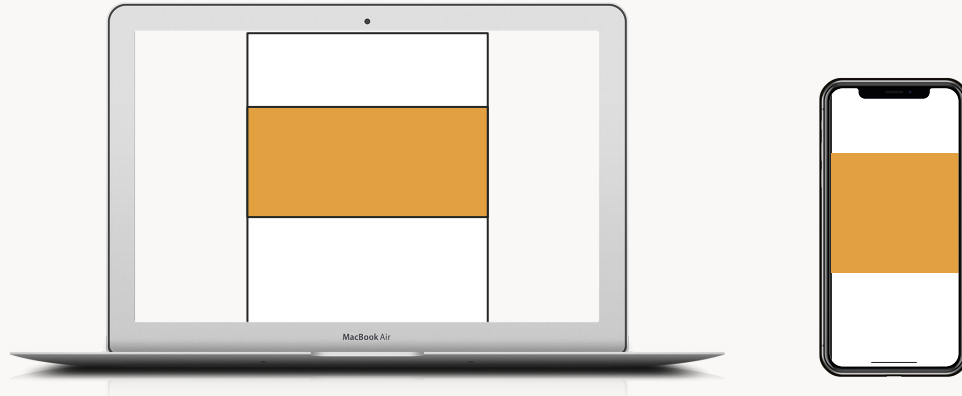
Desktop ratio: 16:9

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

