



BONNIER  
Publications

# COSTUME

## Media kit 2025

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**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.





\*Costume er en del  
af Woman.dk

1.272.79

6  
Monthly page reviews\*



11.000

Newsletter subscribers



93.589

Instagram followers



60.637

Facebook likes



# Digital users

## Instagram

8%

male



92%

female



## Facebook

10%

male

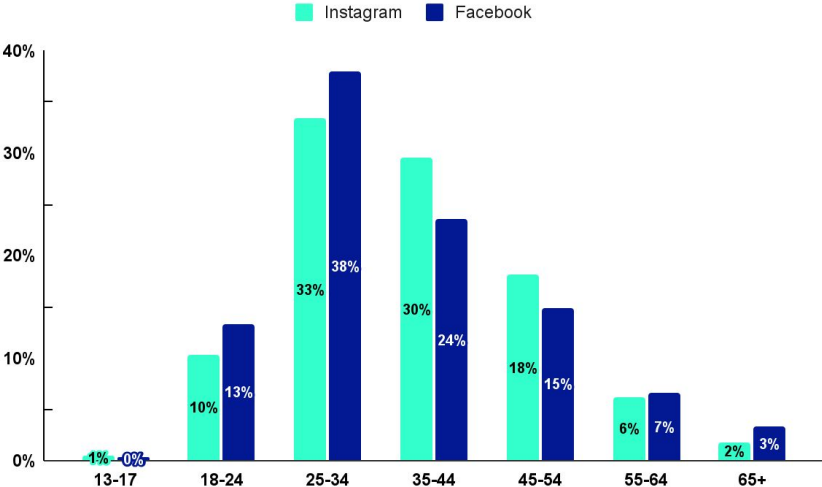


90%

female



## Age



# Print readers

## Gender

19%

male



81%

female



## Geography

56%

east region

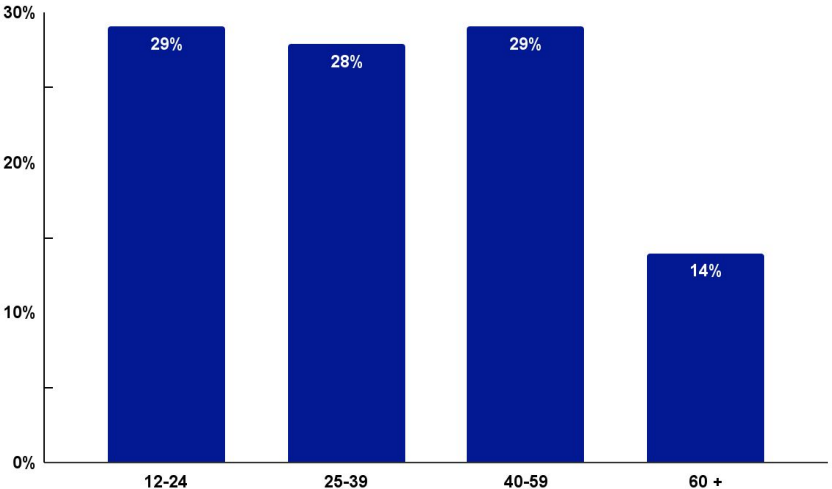


44%

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	Price in DKK*
Mobile standard banner	CPM 50

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

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

Newsletter	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

Mobile	Format
Mobile standard banner	320x320 / 300x250

Newsletter	Format
Newsletter banner	600x500

High impact formats – All devices
We partner with Adnami to deliver a wide range of high impact formats. Possibilities include Topscroll, Midscroll and Desktop Skin. 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



# 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
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

# 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

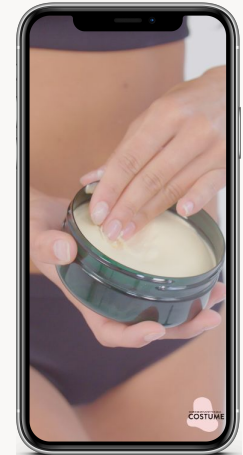
- If one or more of your products are nominated by the judges you pay a handling fee per. nomination.\*
- It is possible to buy an active link to a website/webshop of your choice.\*

## 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

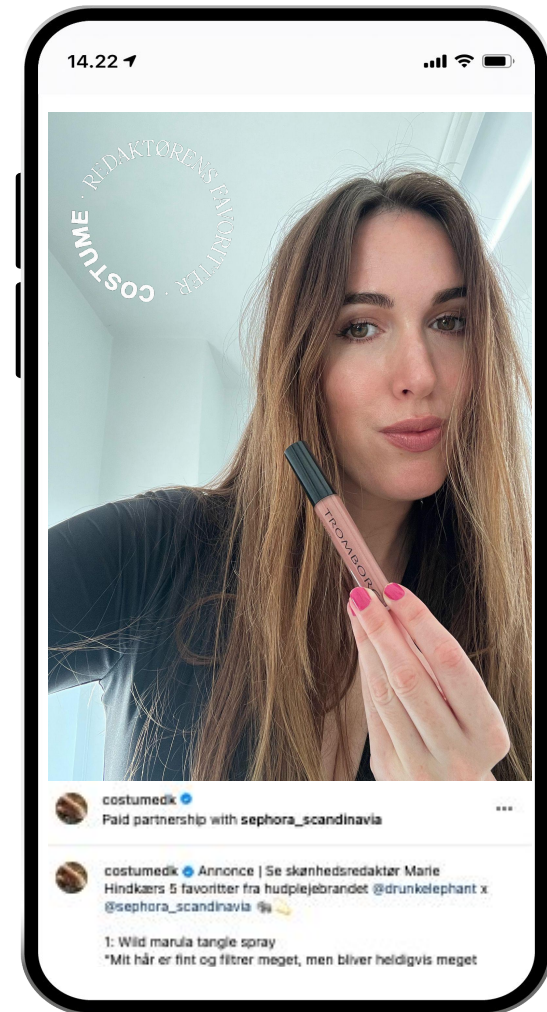
Periode: 1 week

**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



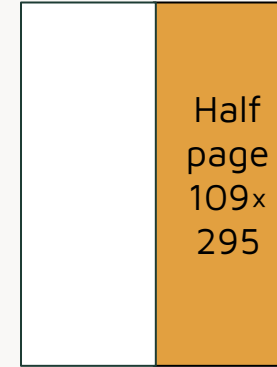
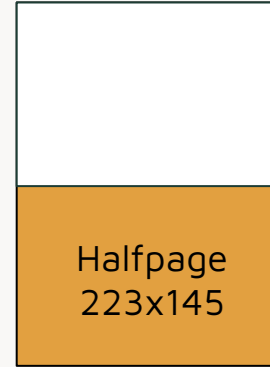
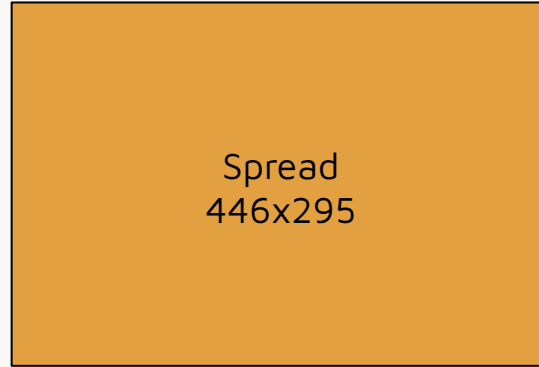
**THERESE GUNNI**

Advertising Material  
therese.gunni@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

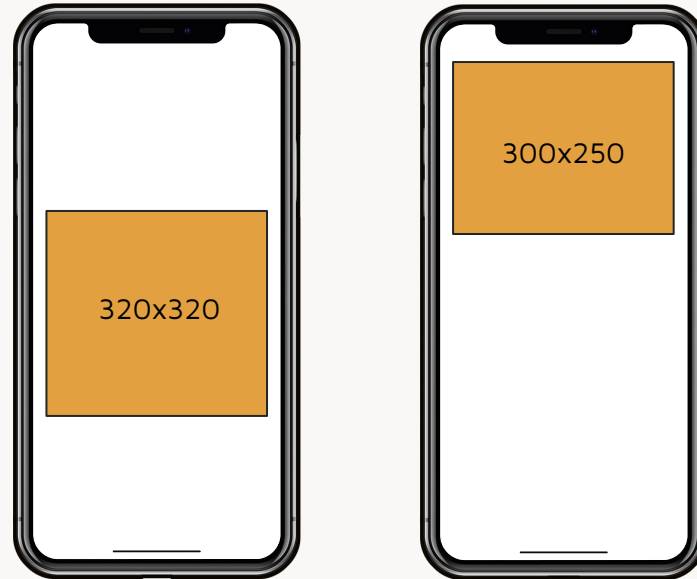
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking



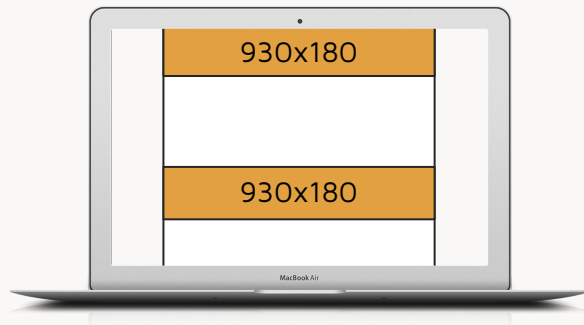


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking

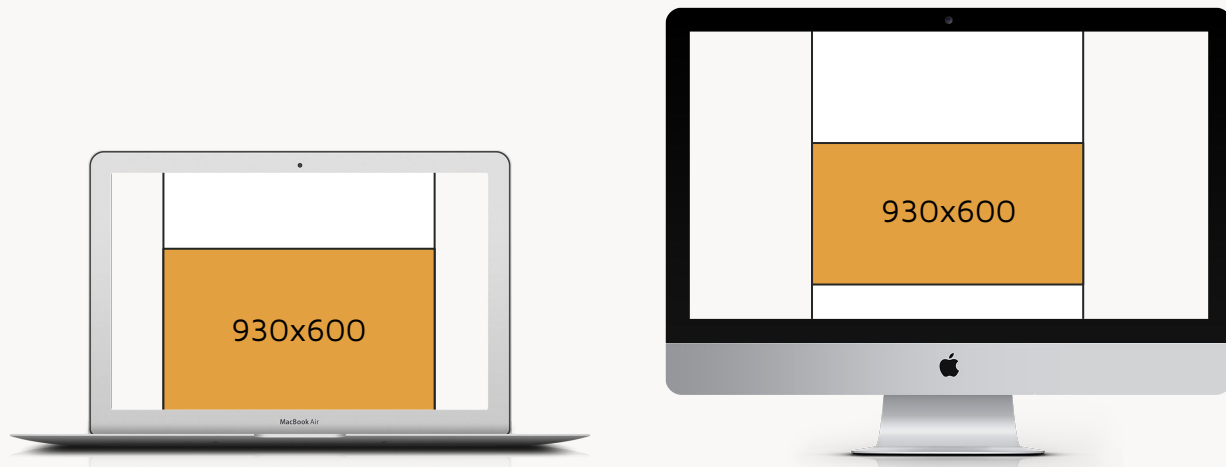


# Desktop mega banner

## Specifications:

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

Incl. URL / tracking



# Video outstream / instream

## Specifications:

- MP4, MPEG4, MOV files.
- VAST

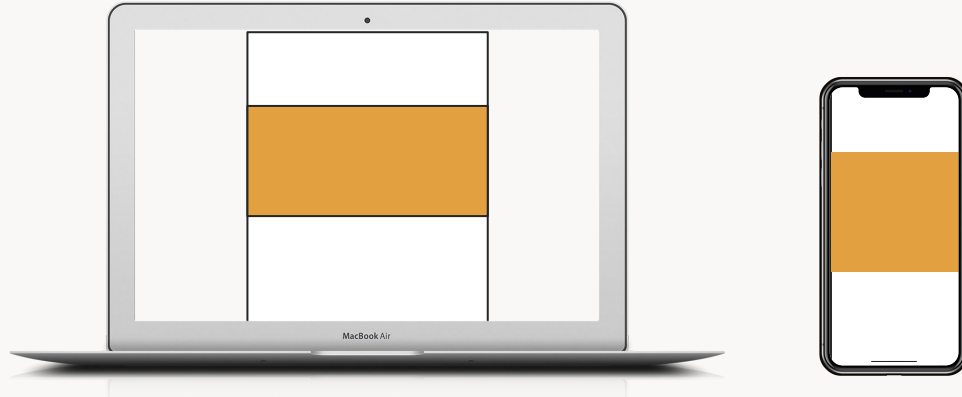
Desktop ratio: 16:9  
(1920x1080)

Mobile ratio: 1:1  
(1080x1080)

Max. weight: 5 MB

Recommended to keep  
under 15 seconds. Max. 30.

Incl. URL / tracking



# Newsletter

## Specifications:

JPG / PNG / GIF  
Max 150KB

Incl. URL / tracking

