

BONNIER
Publications

DIGITAL FOTO

Media kit 2024



Index

[Our universe](#)

[Editorial schedules, rate cards and formats](#)

[Print](#)

[Digital](#)

[NTA](#)

[Contact](#)

[Advertisement specifications](#)



Digital Foto is Denmark's biggest magazine for amateur photography enthusiasts.

Digital Foto presenting lots of inspiration, interviews with the best photographers, instructive articles which show you how to take fantastic pictures, courses in photo editing, tests of cameras, lenses and other related equipment, advice columns and much more.





39.000

Magazine readership*



96.965

Monthly pageviews**



8.557

Newsletter subscribers



7.638

Facebook likes



5.518

Instagram followers



*Index Denmark - 2022/2023

**Google Analytics - July 2023

© Konsta Punkka

Digital users

Instagram

61%

male



39%

female



Facebook

56%

male

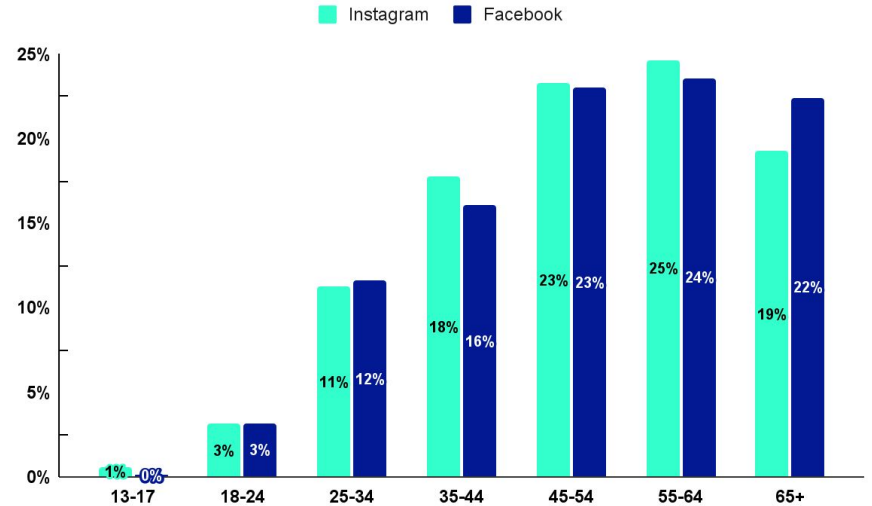


44%

female



Age



Print readers

Gender

77%

male



23%

female



Geography

46%

east region

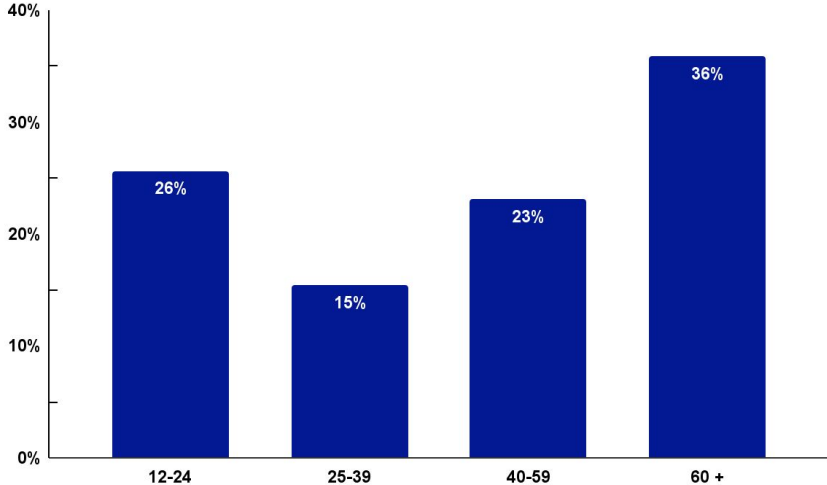


51%

west region



Age





Editorial schedules, rate cards and formats

January – May 2024

No.	Publishing date	Week	Deadline	Theme
2	18/01/2024	3	08/12/2023	
3	01/02/2024	5	22/12/2023	
4	22/02/2024	8	19/01/2024	
5	14/03/2024	11	08/02/2024	
6	04/04/2024	14	27/02/2024	
7	18/04/2024	16	15/03/2024	
8	07/05/2024	19	03/04/2024	

June - September 2024

No.	Publishing date	Week	Deadline	Theme
9	23/05/2024	21	19/04/2024	
10	13/06/2024	24	08/05/2024	
11	04/07/2024	27	29/05/2024	
12	18/07/2024	29	18/06/2024	
13	08/08/2024	32	05/07/2024	
14	29/08/2024	35	25/07/2024	
15	12/09/2024	37	13/08/2024	

October – December 2024

No.	Publishing date	Week	Deadline	Theme
16	03/10/2024	40	30/08/2024	
17	24/10/2024	42	19/09/2024	
18	07/11/2024	45	08/10/2024	
19	28/11/2024	48	25/10/2024	
1/25	19/12/2024	51	14/11/2024	

Print Advertising rate card

Product	Pricing in DKK*
2/1 page	42.200
1/1 page	22.100
½ page	14.500
Back cover	27.700
Inner back cover	25.400
Page 2-3	55.400

Product	Pricing in DKK*
2/1 page + cover flap	106.200
1/1 page + half page flap	40.900**
2/1 page Native Article	80.300**
1/1 page Native Article	47.500**

*Gross prices only

**In addition, production cost

Print formats

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

See visualizations and ad specifications further below

Digital Advertising rate card

Desktop	Price in DKK*
Standard banner	CPM 50
Megabanner	CPM 60
Skyscraper/sticky	CPM 50
Wallpaper	CPM 100

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
Wallpaper	2560x1200 + optional standard banner

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

Newsletter	Format
Newsletter banner	620x500

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

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

NTA Advertising rate card

Product	Pricing in DKK*
Native Article	25.000
Competition	10.000-20.000
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 an online article. Incl traffic drivers
Competition	Competition with prize from distributor
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	Under Categories, selected articles or creative formats such as route planner and similar
Video	Video clips formed as an editorial clip, but with a commercial message.

*Non traditional
advertising

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](#)



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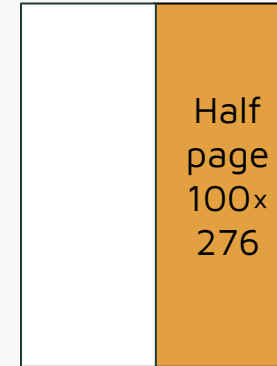
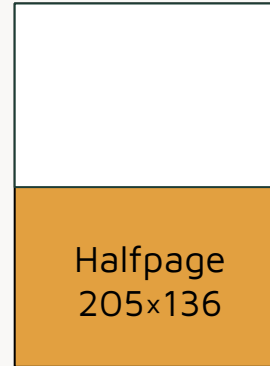
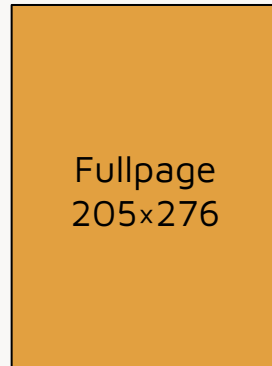


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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

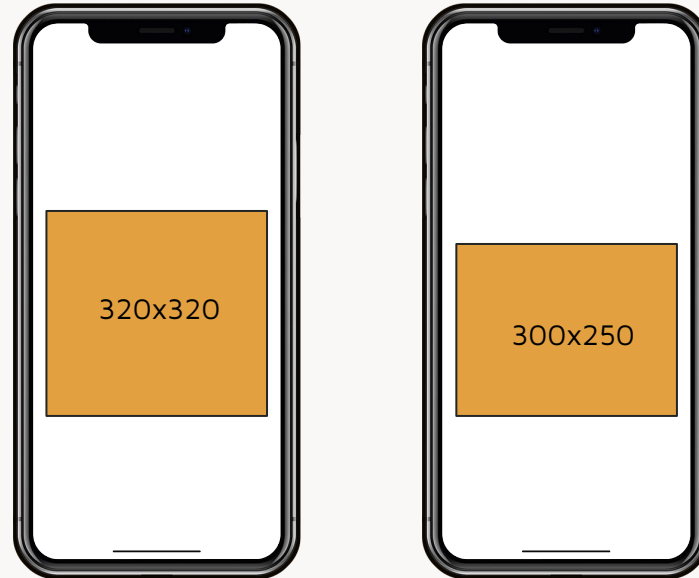
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

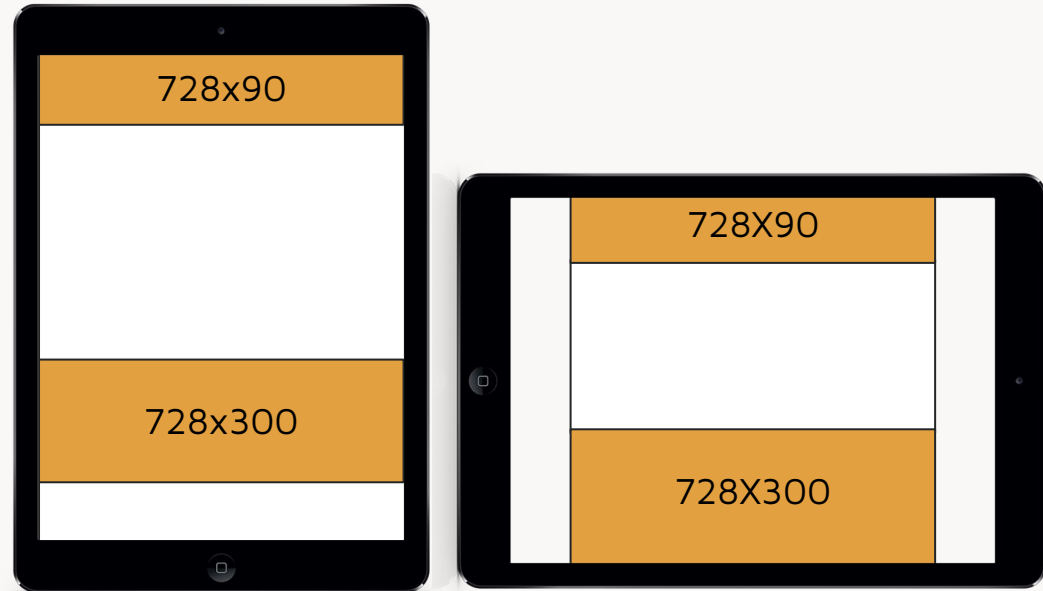


Tablet standard banner

Specifications:

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

Incl. URL / tracking



Desktop standard banner

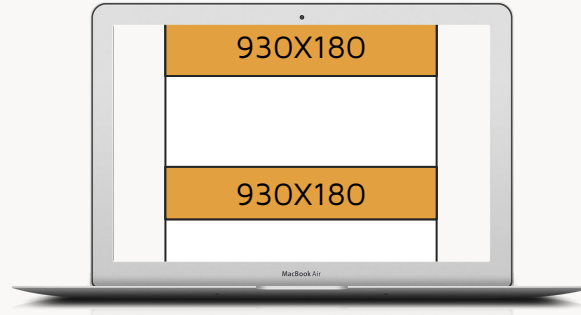
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

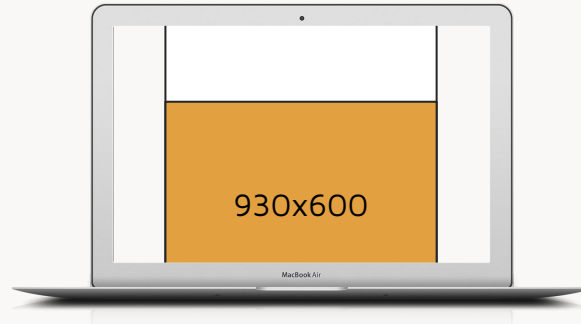


Desktop mega banner

Specifications:

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

Incl. URL / tracking

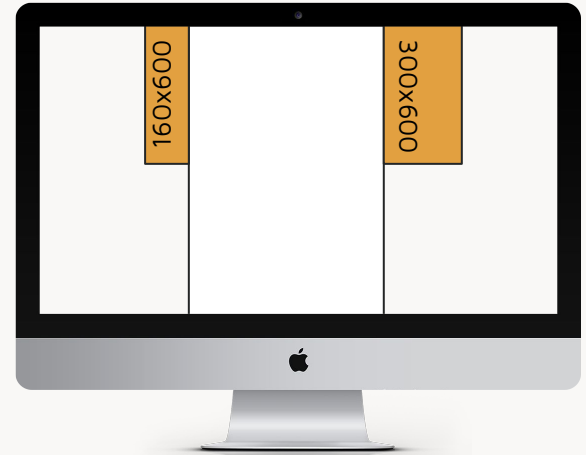
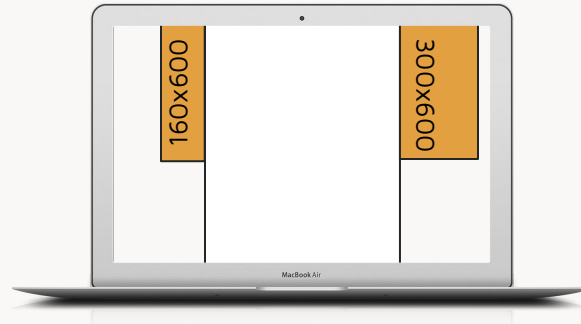


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Desktop Wallpaper + standard banner

Asset Specs (size in px):

Wallpaper: 2560x1200

Standard banner: 930x180

Asset type:

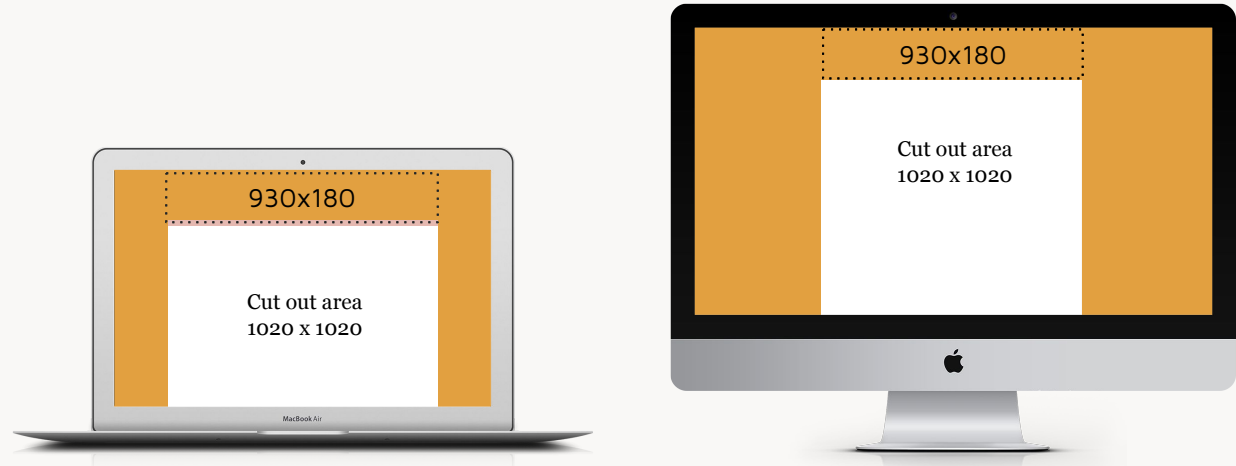
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum 150 kb

Incl. URL / tracking



Video in-banner

Specifications:

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

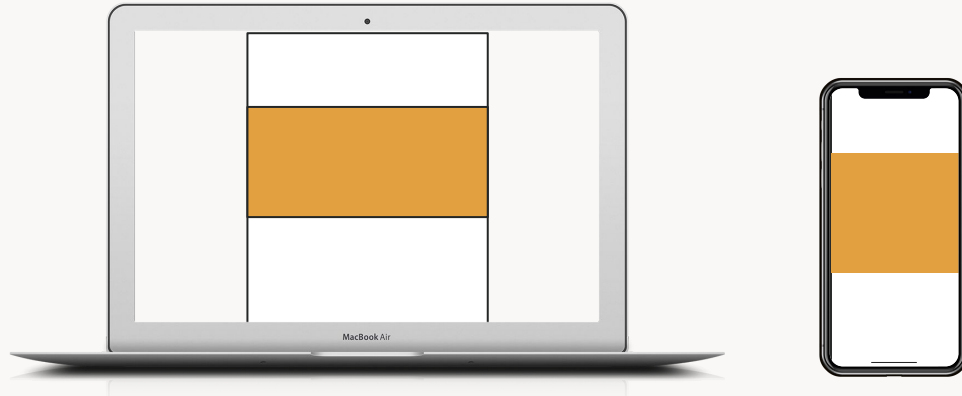
Desktop ratio: 16:9

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 150 KB

Incl. URL / tracking

