

**BONNIER**  
Publications

**DIGITAL** FOTO

Media kit 2025



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## 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.





**37.000**

Magazine readership\*



**96.965**

Monthly pageviews\*\*



**8.557**

Newsletter subscribers



**7.638**

Facebook likes



**5.518**

Instagram followers



\*Index Denmark - 2023/2024

\*\*Google Analytics - July 2023

© Konsta Punkka

# Digital users

## Instagram

61%

male



39%

female



## Facebook

56%

male

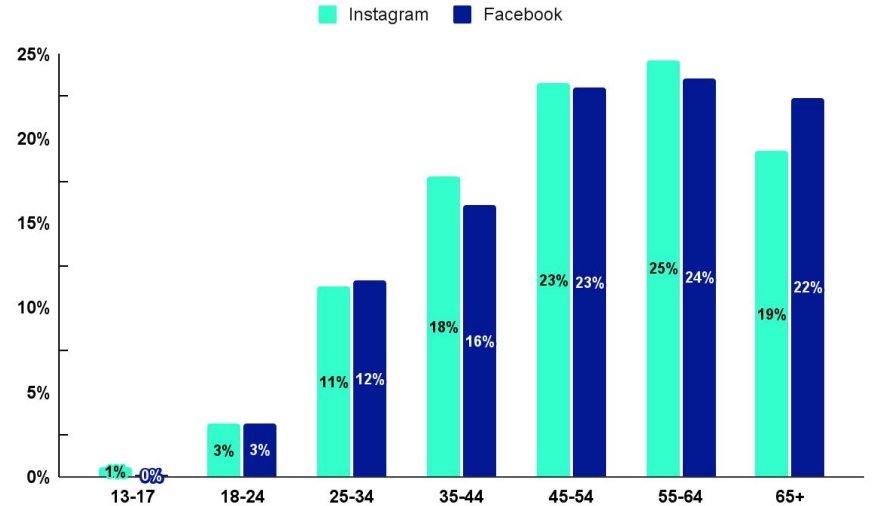


44%

female



## Age



# Print readers

## Gender

70%

male



30%

female



## Geography

43%

east region

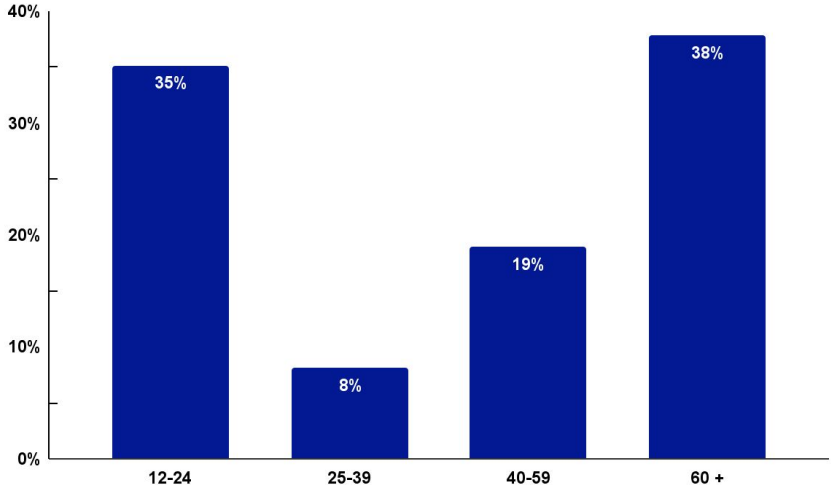


57%

west region



## Age





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

# January – May 2025

No.	Publishing date	Week	Deadline	Theme
2	07/01/2025	2	02/12/2024	Testing photo backpacks
3	21/01/2025	4	12/12/2024	
4	11/02/2025	7	13/01/2025	
5	04/03/2025	10	03/02/2025	Testing small cameras for enthusiasts
6	25/03/2025	13	24/02/2025	
7	08/04/2025	15	10/03/2025	Testing image editing software
8	29/04/2025	18	26/03/2025	THEME: Start of the season, All new camera models, What you need to shoot this year, The biggest subjects, Get your gear in top shape and more. NEW series on analog photography



# June - September 2025

No.	Publishing date	Week	Deadline	Theme
9	20/05/2025	21	16/04/2025	Testing high-resolution system cameras.
10	10/06/2025	24	07/05/2025	
11	24/06/2025	26	20/05/2025	THEME: Birds, In depth with Merlin app, 3 x 3 birds to photograph aand more. Testing telephones.
12	15/07/2025	29	16/06/2025	
13	05/08/2025	32	07/07/2025	Testing system cameras for around DKK 15,000.
14	26/08/2025	35	28/07/2025	THEME: Imaging - What's new in Adobe Lightroom, test yourself, competing photo programs and more.
15	16/09/2025	38	18/08/2025	Testing action cameras

# October – December 2025

No.	Publishing date	Week	Deadline	Theme
16	07/10/2025	41	08/09/2025	
17	28/10/2025	44	29/09/2025	Testing high frame rate cameras for sports and more.
18	11/11/2025	46	13/10/2025	
19	02/12/2025	49	03/11/2025	Awarding the products of the year
1/26	16/12/2025	51	17/11/2025	Test of affordable system cameras

# 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](mailto: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](https://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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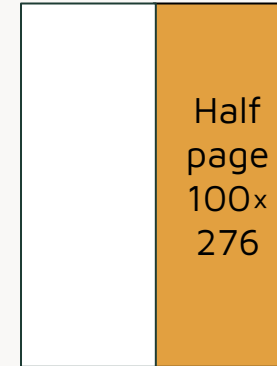
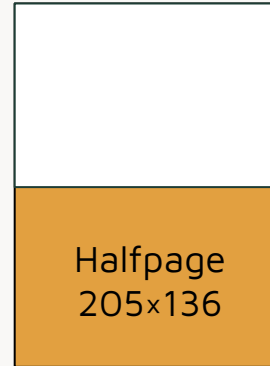
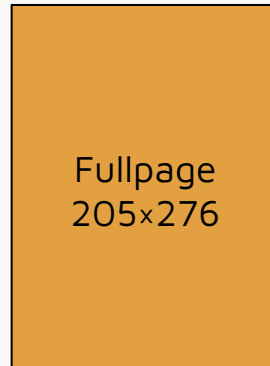
Digital Team Lead

kenni.pedersen@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

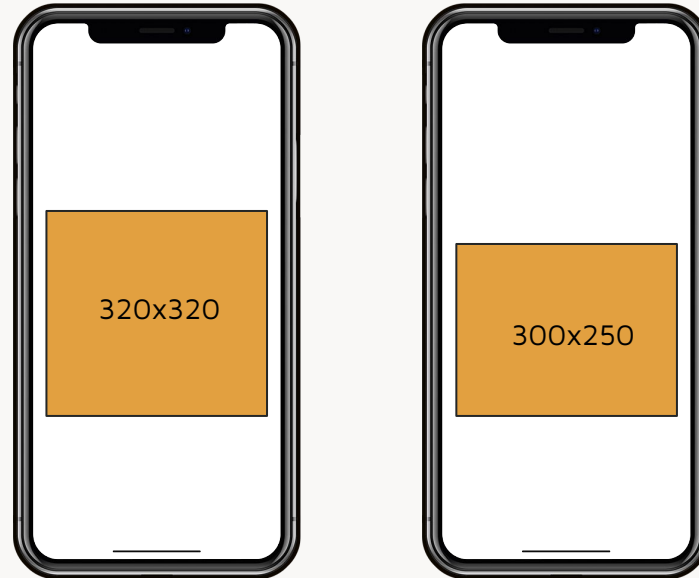
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

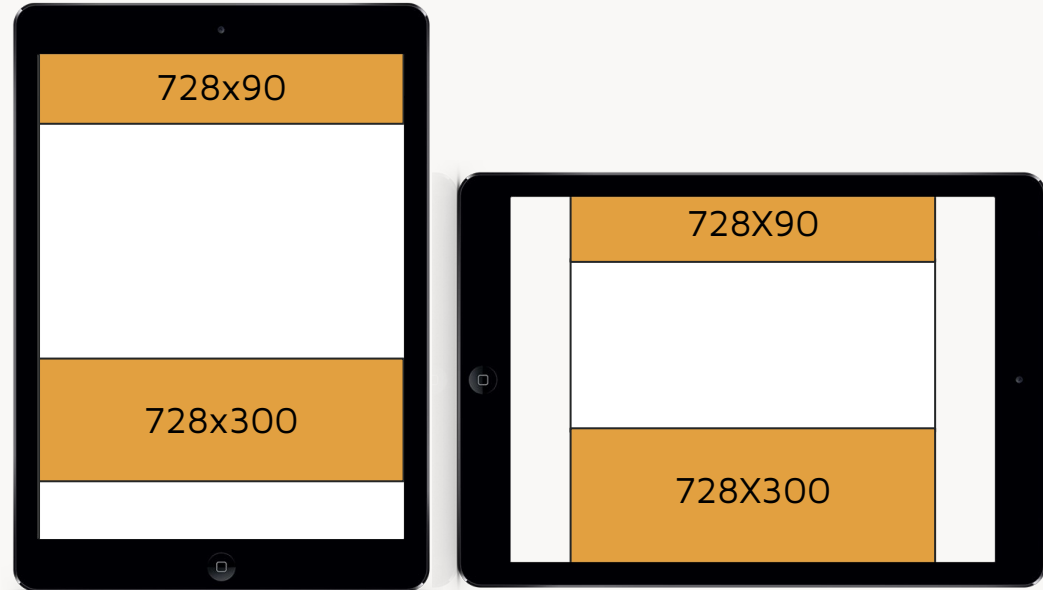


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking



# Desktop standard banner

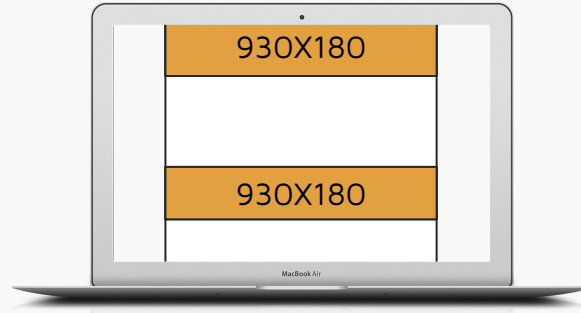
## Specifications:

HTML5 banner  
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

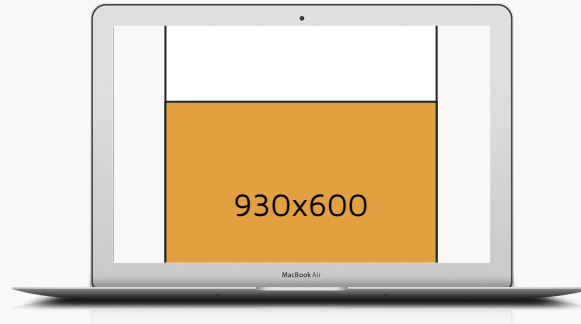


# Desktop mega banner

## Specifications:

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

Incl. URL / tracking

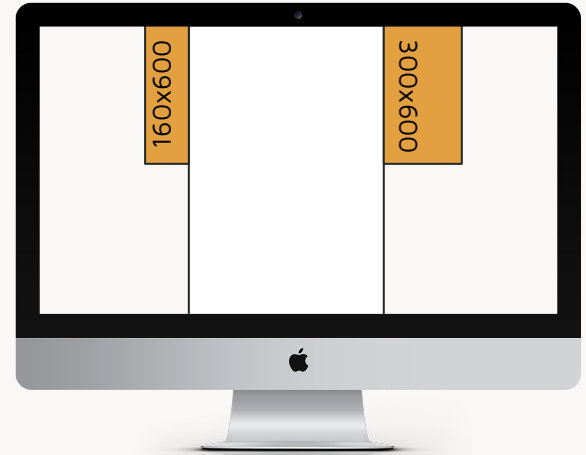
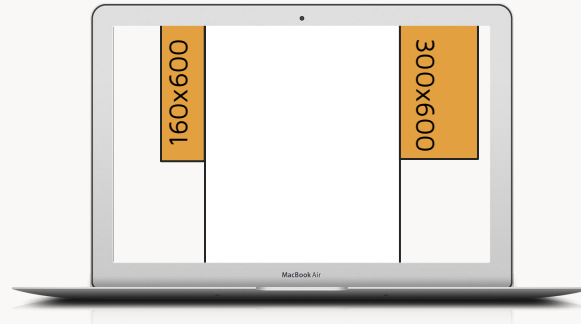


# Skyscraper/ Sticky

## Specifications:

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

Incl. URL / tracking





# Desktop Wallpaper + standard banner

## Asset Specs (size in px):

Wallpaper: 2560x1200

Standard banner: 930x180

## Asset type:

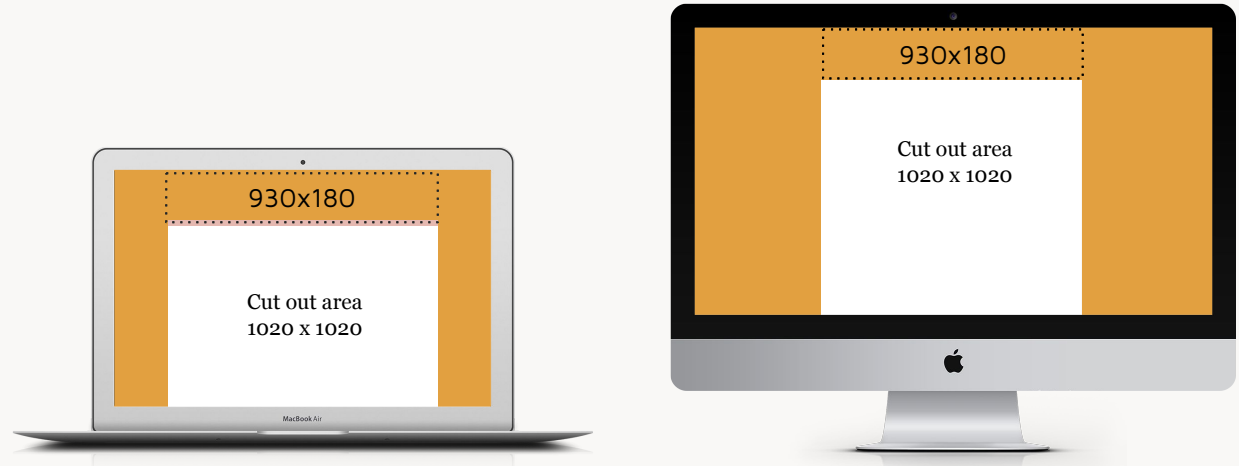
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

## Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum 150 kb

Incl. URL / tracking



# Video in-banner

## Specifications:

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

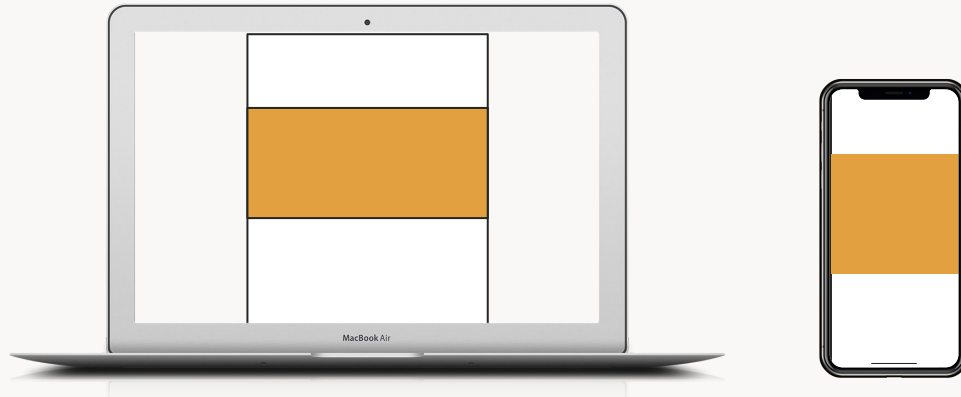
Desktop ratio: 16:9

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

