

BONNIER
Publications

DIGITAL FOTO

Media kit 2026



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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.

www.digitalfoto.dk





*Index Denmark - H2 2024 / H1 2025

© Konsta Punkka

37.000

Magazine readership*



40.000

Monthly pageviews



10.500

Newsletter subscribers



7.698

Facebook likes



6.200

Instagram followers



Digital users

Instagram

61%

male



39%

female



Facebook

56%

male

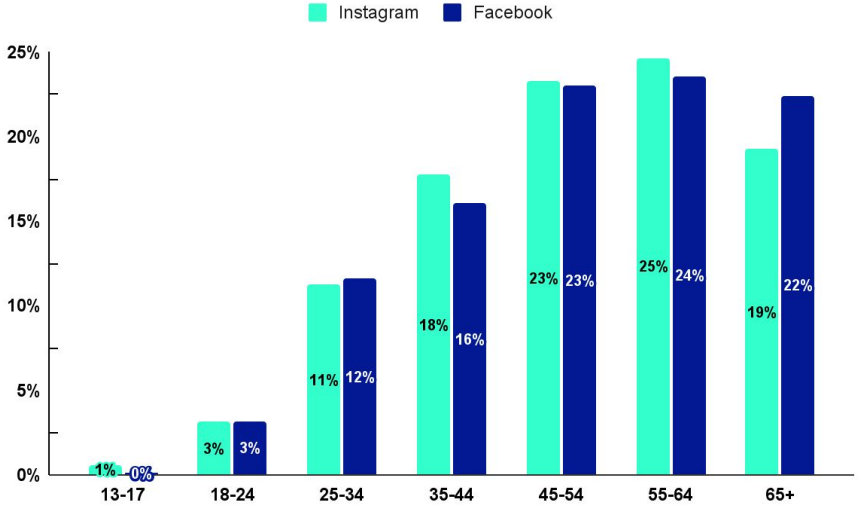


44%

female



Age



Print readers

Gender

68%

male



32%

female



Geography

51%

east region

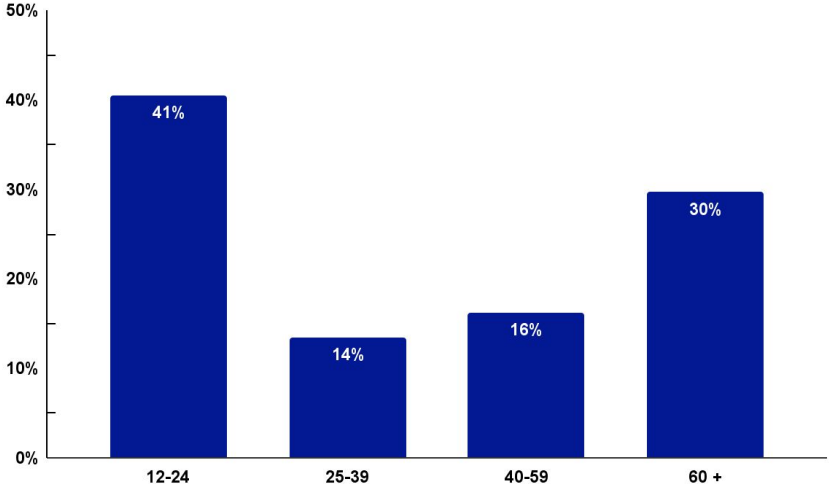


49%

west region



Age





Editorial schedules, rate cards and formats

January – May 2026

No.	Publishing date	Week	Deadline	Theme
2	06/01/2026	02	01/12/2025	
3	27/01/2026	05	18/12/2025	Northern Lights
4	17/02/2026	08	19/01/2026	Camera test
5	10/03/2026	11	09/02/2026	3D-printing
6	31/03/2026	14	02/03/2026	Memory cards
7	21/04/2026	17	18/03/2026	AI photo editing
8	05/05/2026	19	01/04/2026	Camera drones

May – September 2026

No.	Publishing date	Week	Deadline	Theme
9	26/05/2026	22	24/04/2026	DSLR vs. mirrorless cameras
10	16/06/2026	25	13/05/2026	Test of action cameras
11	07/07/2026	28	08/06/2026	Sports photography
12	28/07/2026	31	29/06/2026	Test of mirrorless cameras
13	11/08/2026	33	13/07/2026	Microphones/sound for video recording
14	01/09/2026	36	03/08/2026	Camera bags
15	22/09/2026	39	24/08/2026	Astro photography

October – December 2026

No.	Publishing date	Week	Deadline	Theme
16	06/10/2026	41	07/09/2026	Video editing
17	27/10/2026	44	28/09/2026	Tba
18	17/11/2026	47	19/10/2026	Adobe Photoshop Lightroom
19	01/12/2026	49	02/11/2026	Lenses
1/27	22/12/2026	52	23/11/2026	Test of smartphones

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

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

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
Standard banner	580x400 / 580x500

Mobile	Format
Mobile 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 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
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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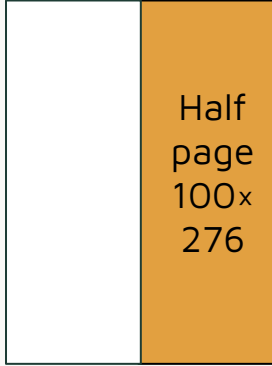
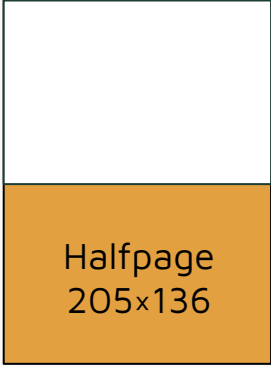
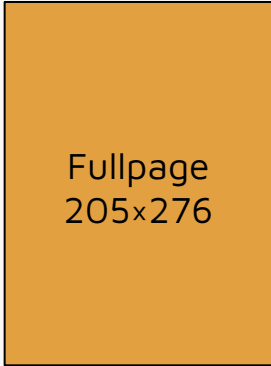
KENNI PEDERSEN

Digital Team Lead
kenni.pedersen@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



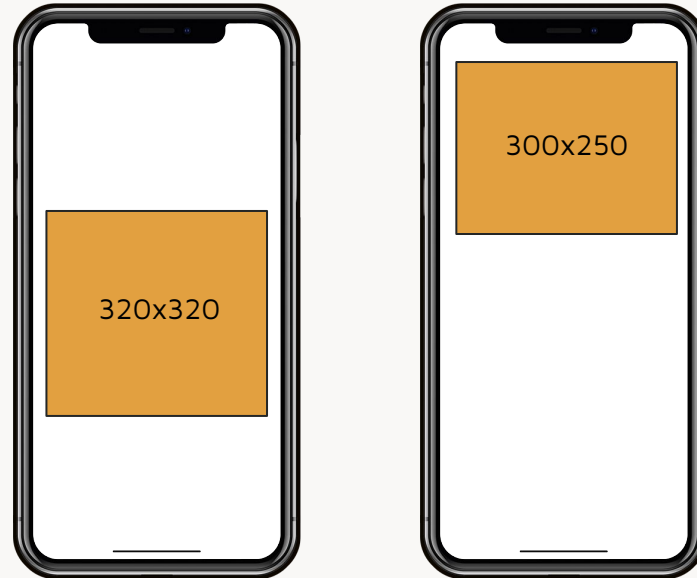
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking



Desktop standard banner

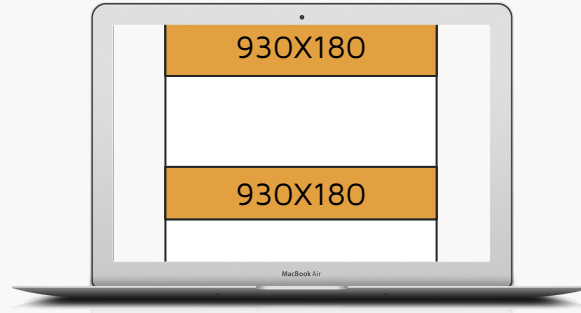
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking



Desktop mega banner

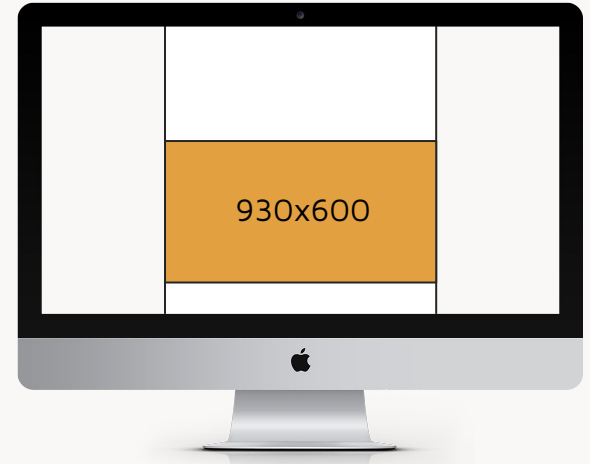
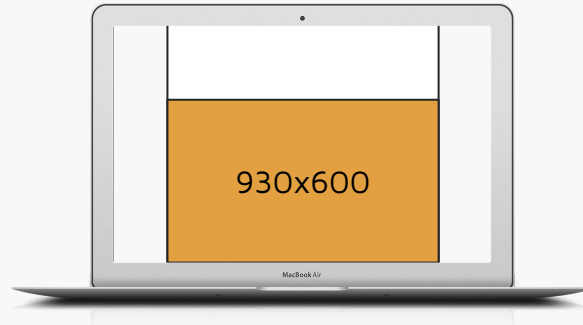
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

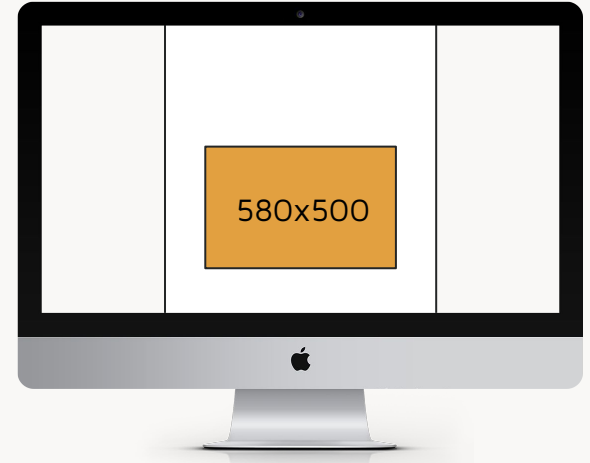


Desktop standard banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

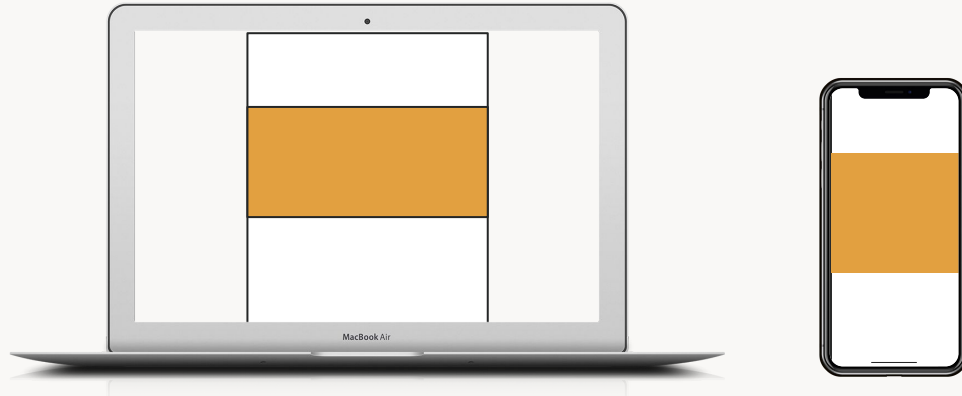
Desktop ratio: 16:9
(1920x1080)

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 150 KB

Incl. URL / tracking

