

BONNIER
Publications

ILLUSTRERET
VIDENSKAB

Historie

Media kit 2024



Index

[Our universe](#)

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

[Print](#)

[Digital](#)

[NTA](#)

[Contact](#)

[Advertisement specifications](#)



Historie addresses all of world history and covers a wide range of topics – from intense war dramas and explorers to triumphs in technology and the masterpieces of world art.

The core idea behind Historie is to revive the past, put the present into perspective and give the reader more knowledge on why the world is as it is today.





204.000

Magazine readership*



654.551

Monthly pageviews**



20.819

Newsletter subscribers



37.817

Facebook likes



*Index Denmark - 2022/2023

**Google Analytics - July 2023

Digital users

Facebook

52%

male

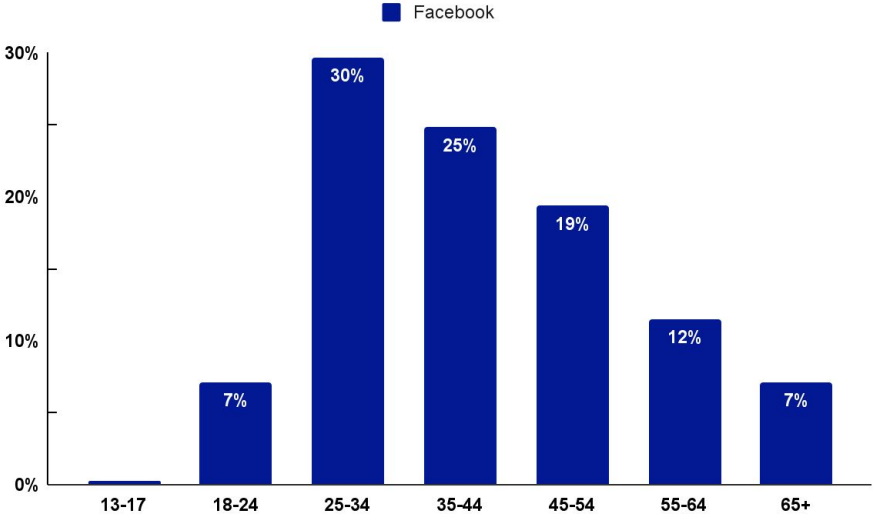


48%

female



Age



Print readers

Gender

62%

male



38%

female



Geography

50%

east region

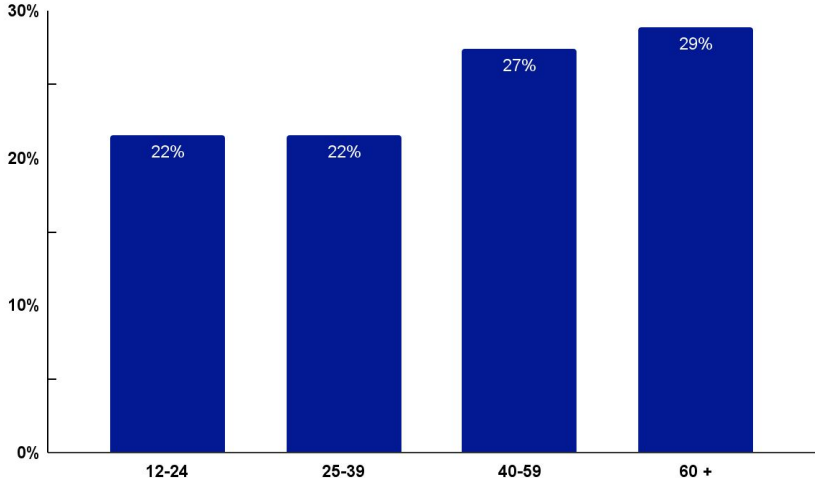


49%

west region



Age





Editorial schedules, rate cards and formats

January - April 2024

No.	Publishing date	Week	Deadline
2	04/01/2024	1	29/11/2023
3	25/01/2024	4	14/12/2023
4	15/02/2024	7	11/01/2024
5	29/02/2024	9	29/01/2024
6	21/03/2024	12	15/02/2024
7	04/04/2024	14	29/02/2024
8	25/04/2024	17	21/03/2024

May – August 2024

No.	Publishing date	Week	Deadline
9	16/05/2024	20	09/04/2024
10	30/05/2024	22	24/04/2024
11	20/06/2024	25	15/05/2024
12	11/07/2024	28	06/06/2024
13	25/07/2024	30	25/06/2024
14	15/08/2024	33	12/07/2024
15	05/09/2024	36	01/08/2024

September – December 2024

No.	Publishing date	Week	Deadline
16	19/09/2024	38	20/08/2024
17	10/10/2024	41	06/09/2024
18	31/10/2024	44	26/09/2024
19	14/11/2024	46	15/10/2024
20	05/12/2024	49	01/11/2024
1/25	27/12/2024	52	21/11/2024

Print Advertising rate card

Product	Pricing in DKK*
2/1 page	41.000
1/1 page	21.500
½ page	14.000
Back cover	26.800
Inner back cover	24.700
Page 2-3	53.600

Product	Pricing in DKK*
2/1 page Native Article	51.200**
1/1 page Native Article	26.900**

*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	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

Digital Advertising rate card

Desktop	Price in DKK*
Standard banner	CPM 50
Megabanner	CPM 60

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

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
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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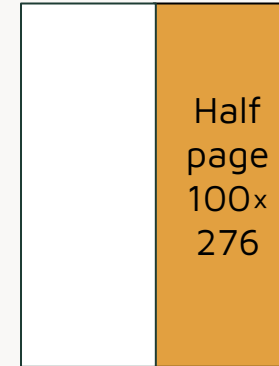
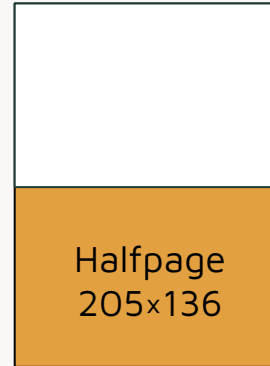
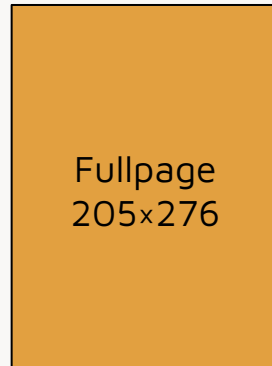
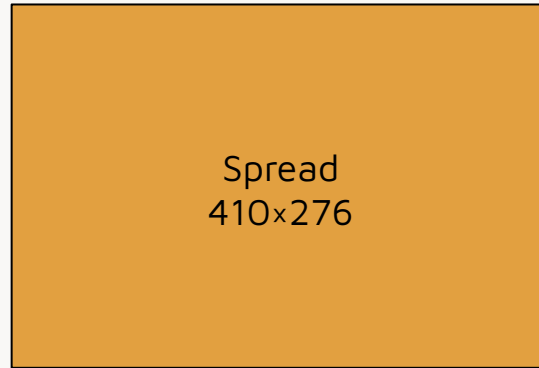


KENNI PEDERSEN
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

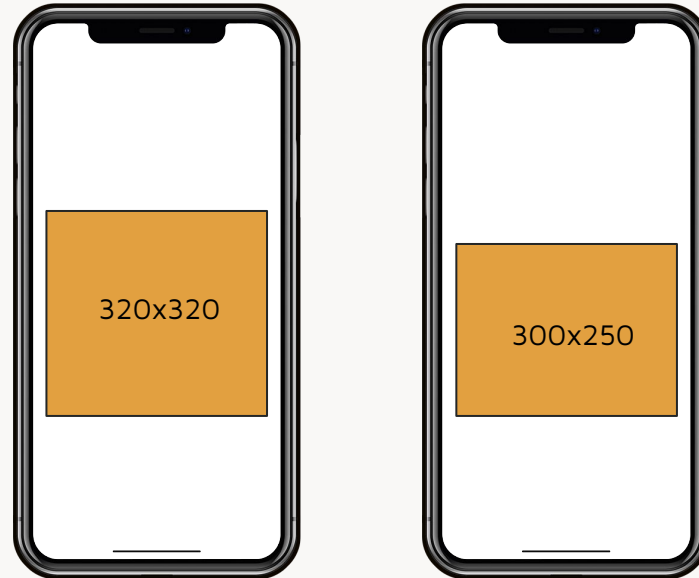
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

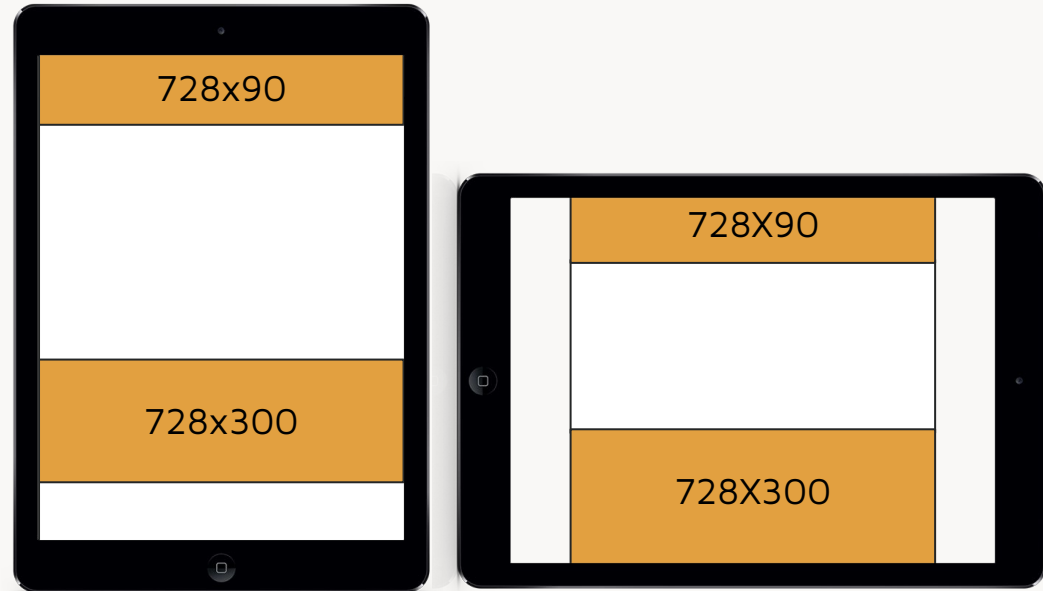


Tablet standard banner

Specifications:

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

Incl. URL / tracking



Desktop standard banner

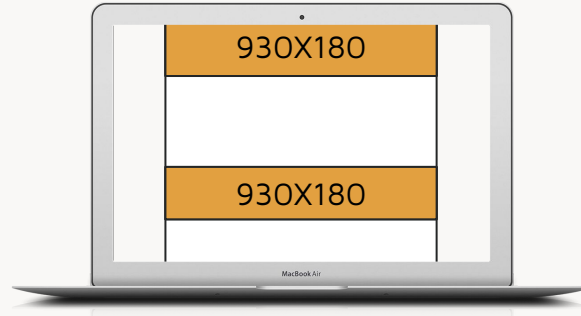
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking



Video in-banner

Specifications:

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

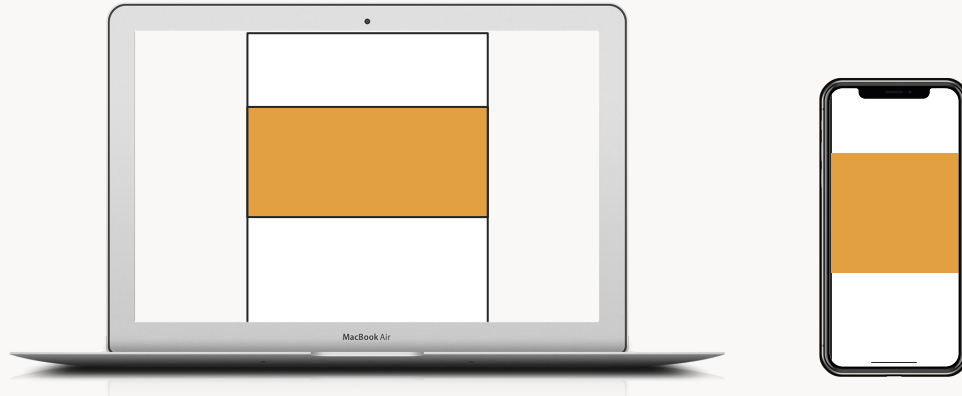
Desktop ratio: 16:9

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

