

BONNIER
Publications

ILLUSTRERET
VIDENSKAB

Historie

Media kit 2025



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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

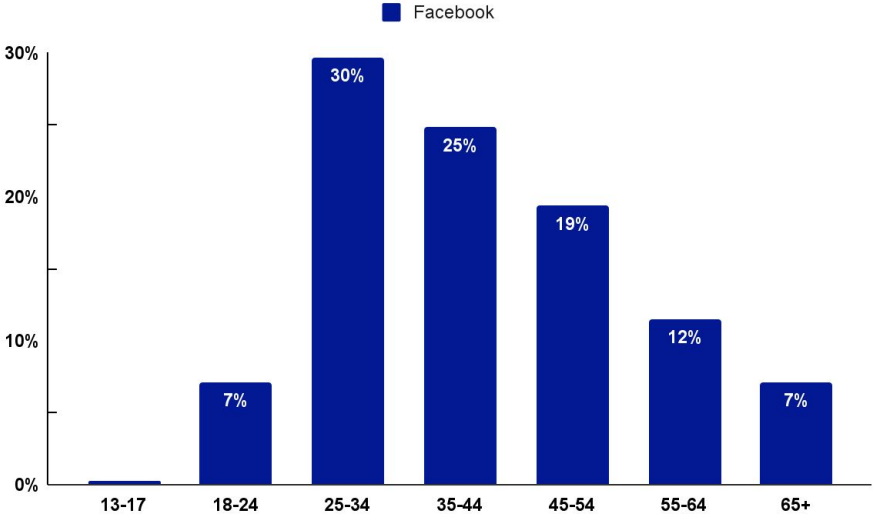


48%

female



Age



Print readers

Gender

62%

male



38%

female



Geography

51%

east region

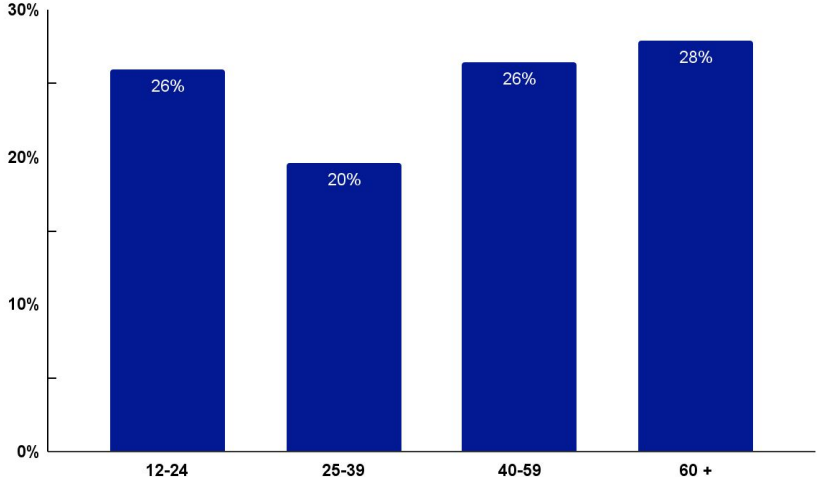


49%

west region



Age





Editorial schedules, rate cards and formats

January - April 2025

No.	Publishing date	Week	Deadline
2	09/01/2025	2	29/11/2024
3	30/01/2025	5	19/12/2024
4	13/02/2025	7	13/01/2025
5	06/03/2025	10	03/02/2025
6	27/03/2025	13	24/02/2025
7	10/04/2025	15	10/03/2025
8	01/05/2025	18	26/03/2025

May – August 2025

No.	Publishing date	Week	Deadline
9	15/05/2025	20	08/04/2025
10	03/06/2025	23	05/05/2025
11	19/06/2025	25	14/05/2025
12	10/07/2025	28	06/06/2025
13	31/07/2025	31	30/06/2025
14	14/08/2025	33	14/07/2025
15	04/09/2025	36	04/08/2025

September – December 2025

No.	Publishing date	Week	Deadline
16	18/09/2025	38	18/08/2025
17	09/10/2025	41	08/09/2025
18	23/10/2025	43	22/09/2025
19	13/11/2025	46	13/10/2025
20	27/11/2025	48	27/10/2025
1/26	18/12/2025	51	17/11/2025

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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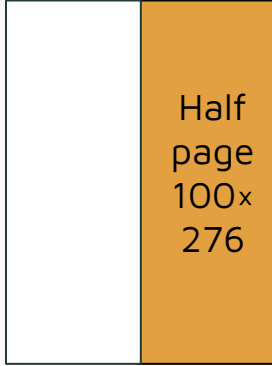
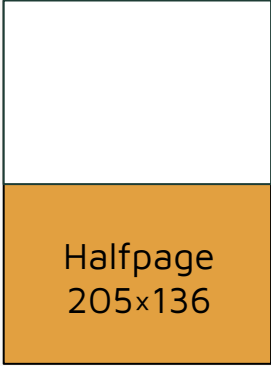
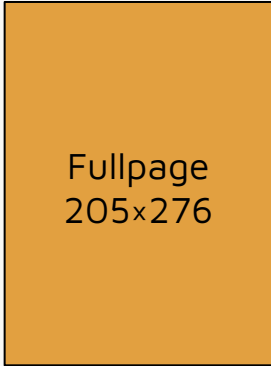


KENNI PEDERSEN
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



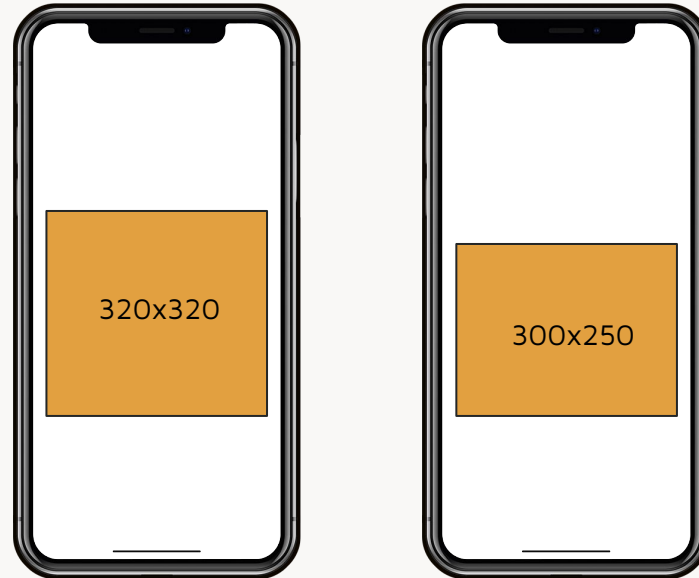
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

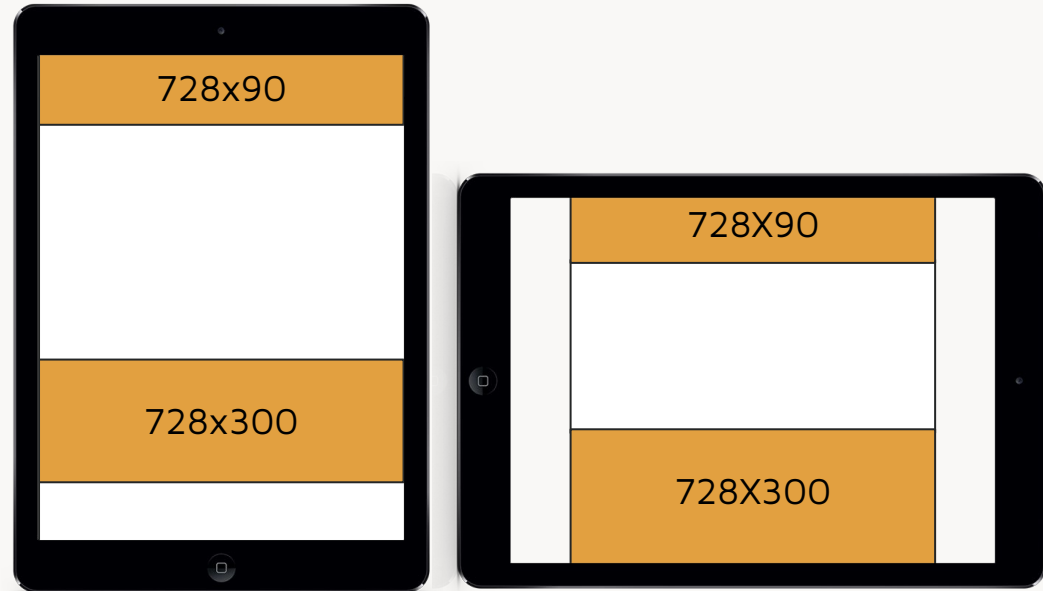


Tablet standard banner

Specifications:

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

Incl. URL / tracking

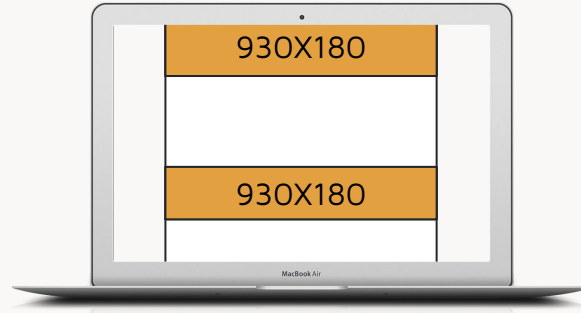


Desktop standard banner

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

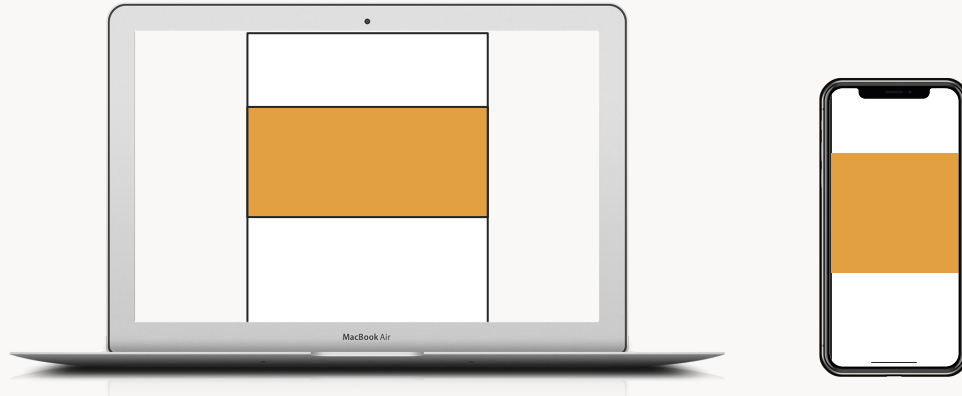
Desktop ratio: 16:9

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

