

**BONNIER**  
Publications

ILLUSTRERET  
VIDENSKAB

# Historie

## Media kit 2025



# 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.





\*Index Denmark - 2022/2023

**199.000**

Magazine readership\*



**336.196**

Monthly pageviews



**29.300**

Newsletter subscribers



**39.708**

Facebook likes



# Digital users

## Facebook

52%

male

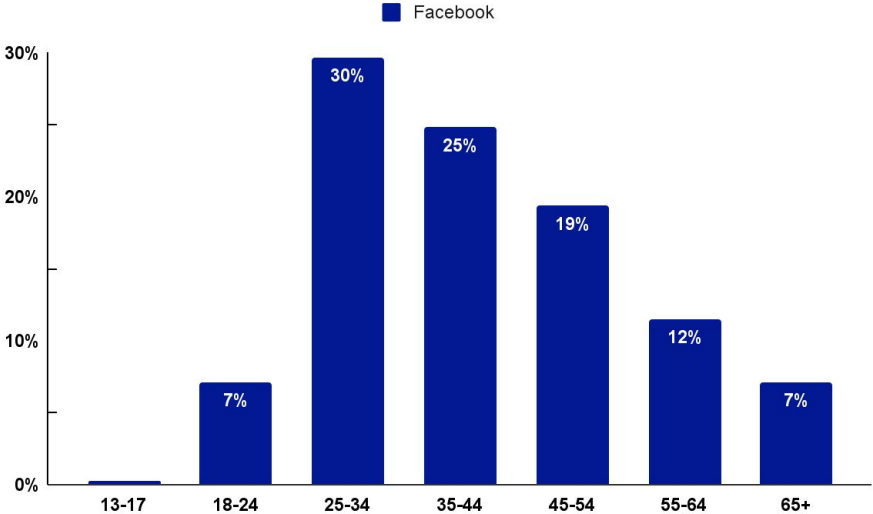


48%

female



## Age



# Print readers

## Gender

62%

male



38%

female



## Geography

52%

east region

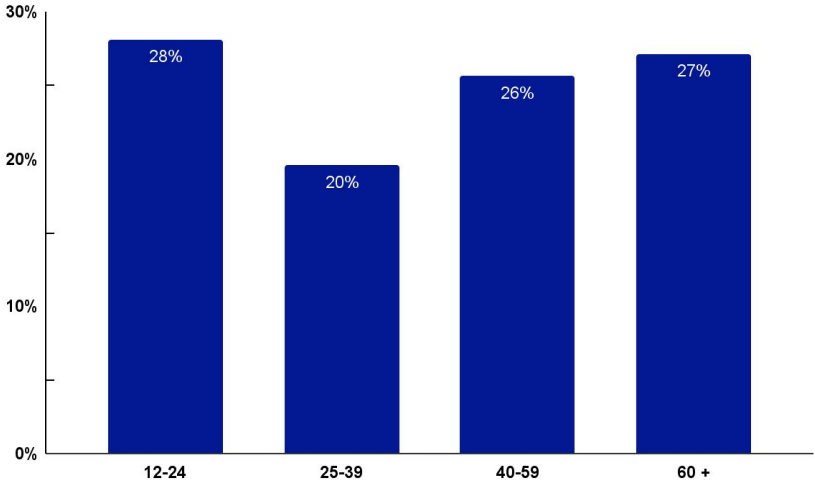


48%

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                 | 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

See visualizations and ad specifications further below

\*Contact [traffic@bonnier.dk](mailto:traffic@bonnier.dk) for more info.

| Desktop         | Format  |
|-----------------|---------|
| Standard banner | 930x180 |
| Megabanner      | 930x600 |

| 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 <a href="https://adnami.io/specs">adnami.io/specs</a> .                                                                                                                             |

| Video-in-banner | Format            |
|-----------------|-------------------|
| Desktop video   | Ratio: 16:9       |
| Mobile video    | Ratio: 1:1 or 4:3 |

# NTA

## Advertising rate card

\* Gross prices only

\*\*Contact local office for prices  
- Contact information further  
below

| 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** |

# 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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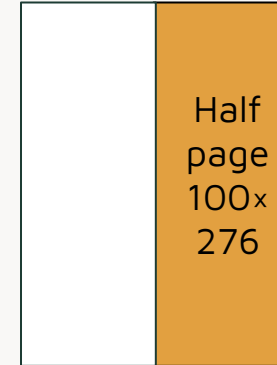
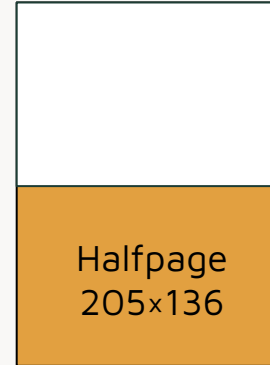
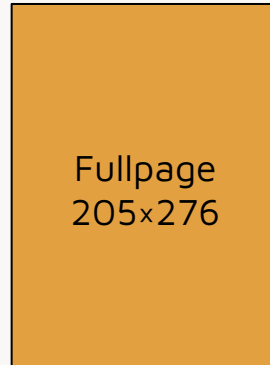
Digital Team Lead

kenni.pedersen@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

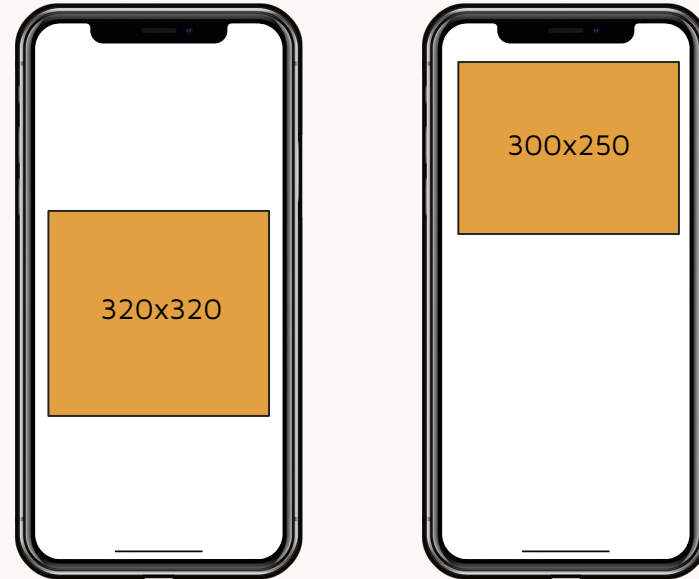
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

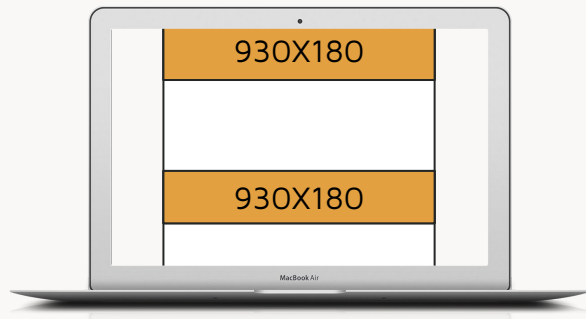


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking

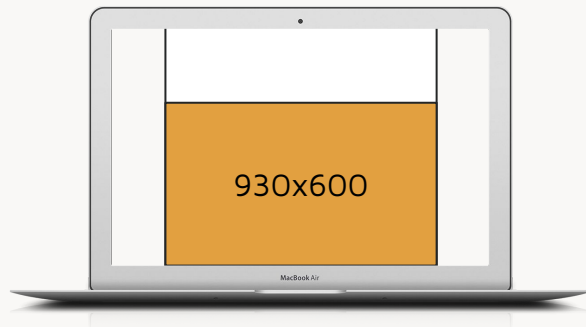


# Desktop mega banner

## Specifications:

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

Incl. URL / tracking



# Video outstream / instream

## Specifications:

- MP4, MPEG4, MOV files.
- VAST

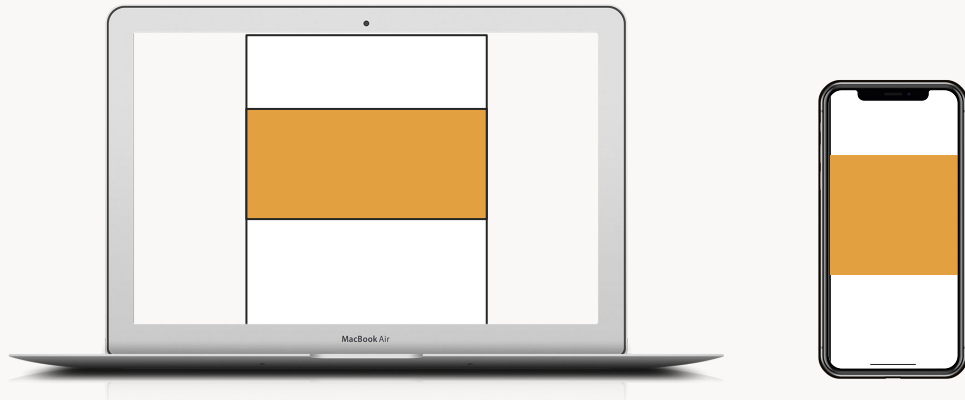
Desktop ratio: 16:9  
(1920x1080)

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

