

BONNIER
Publications

ILLUSTRERET
VIDENSKAB

Historie

Media kit 2026



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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.





189.000

Magazine readership*



381.000

Monthly pageviews



36.500

Newsletter subscribers



39.708

Facebook likes



*Index Denmark - H2 2024 / H1 2025

Digital users

Facebook

52%

male

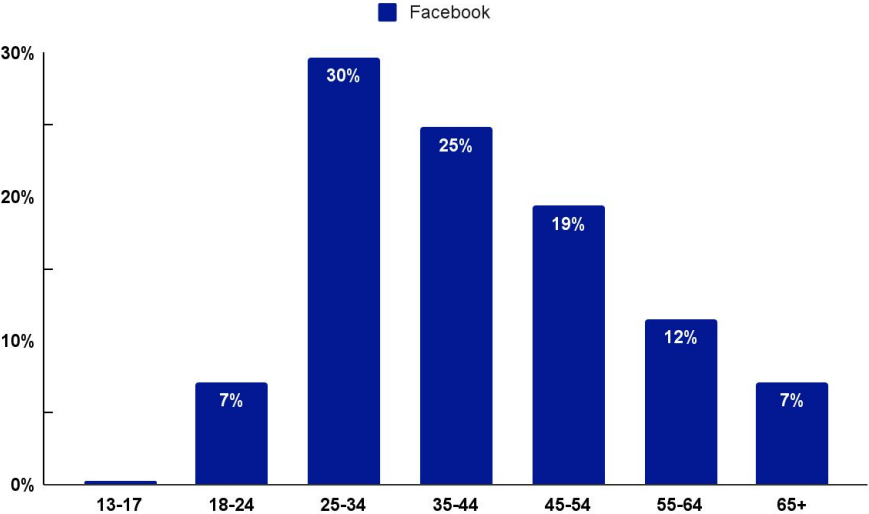


48%

female



Age



Print readers

Gender

59%

male



41%

female



Geography

51%

east region

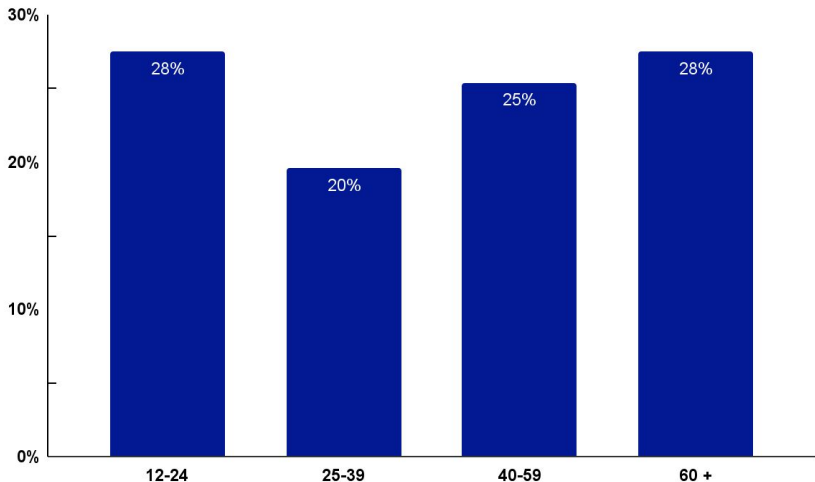


49%

west region



Age





Editorial schedules, rate cards and formats

January – April 2026

No.	Publishing date	Week	Deadline
2	08/01/2026	02	24/11/2025
3	29/01/2026	05	18/12/2025
4	12/02/2026	07	12/01/2026
5	05/03/2026	10	02/02/2026
6	19/03/2026	12	16/02/2026
7	09/04/2026	15	04/03/2026
8	30/04/2026	18	20/03/2026

May – August 2026

No.	Publishing date	Week	Deadline
9	21/05/2026	21	15/04/2026
10	11/06/2026	24	06/05/2026
11	25/06/2026	26	21/05/2026
12	16/07/2026	29	12/06/2026
13	30/07/2026	31	29/06/2026
14	20/08/2026	34	20/07/2026
15	03/09/2026	36	03/08/2026

September –December 2026

No.	Publishing date	Week	Deadline
16	24/09/2026	39	24/08/2026
17	08/10/2026	41	07/09/2026
18	29/10/2026	44	28/09/2026
19	19/11/2026	47	19/10/2026
20	03/12/2026	49	02/11/2026
1/27	21/12/2026	52	23/11/2026

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 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 adnami.io/specs .

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



Jan Byskou

Annoncesalg

jan@frontmedia.dk



Stinne Andreassen Krak

Editor in Chief

stinne.krak@historiebladet.dk



Caroline A. Kongslev

Advertising Material

caroline.kongslev@bonnier.dk



KENNI PEDERSEN

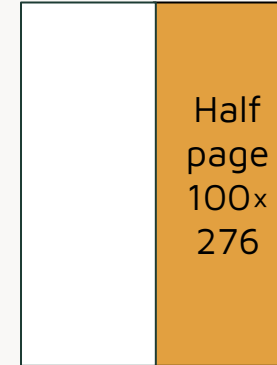
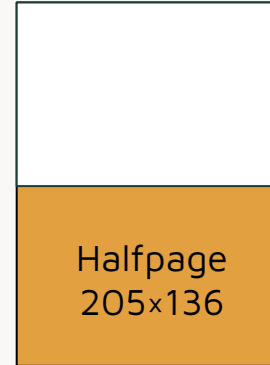
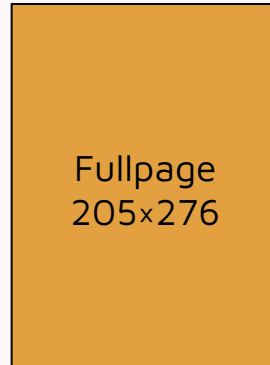
Digital Team Lead

kenni.pedersen@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

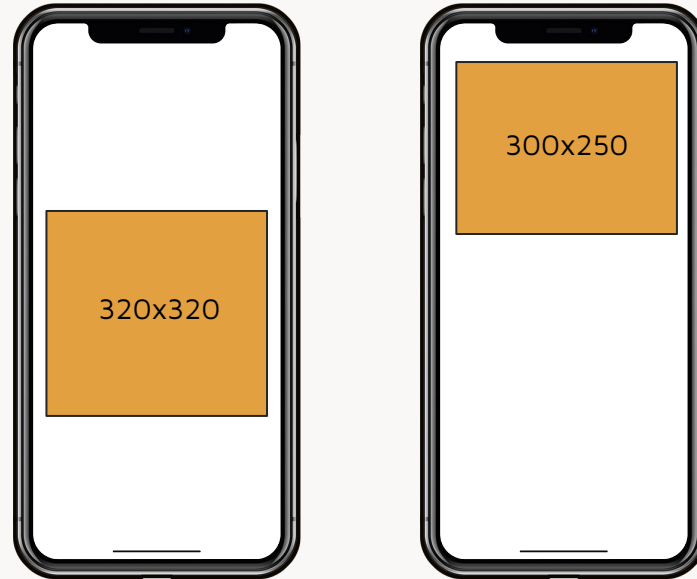
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

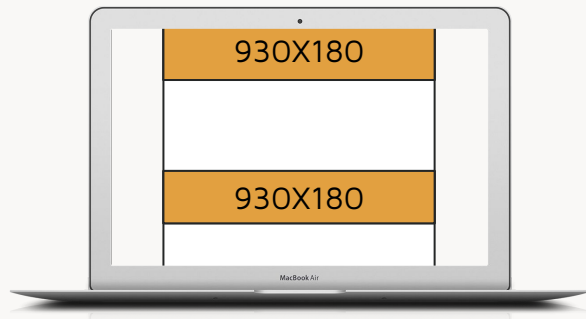


Desktop standard banner

Specifications:

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

Incl. URL / tracking

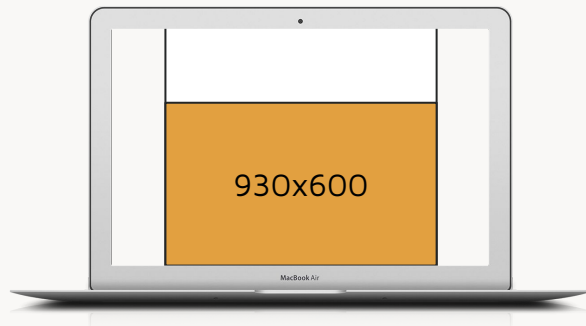


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

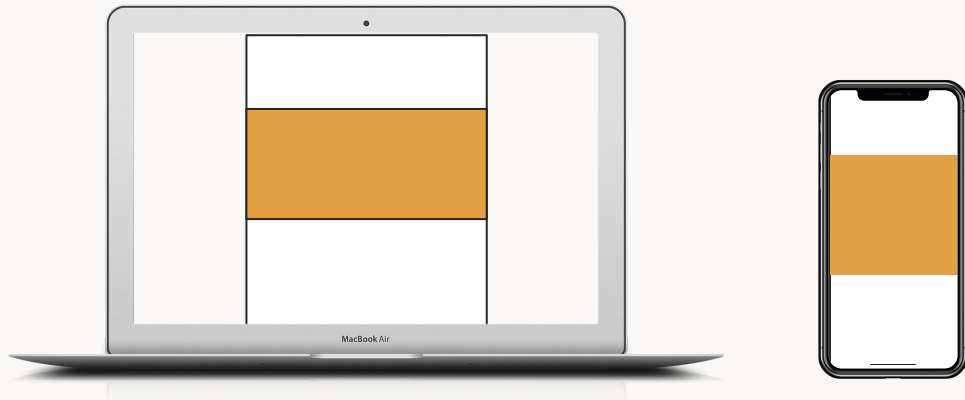
Desktop ratio: 16:9
(1920x1080)

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

