

**BONNIER**  
Publications

TIETEEN  
KUNTALEHTTI

# Historia

Media kit 2024

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**Historia 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 Historia 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.





# 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	23/12/2024	52	21/11/2024

# Print Advertising rate card

Product	Pricing in EURO*
2/1 page	Contact for price
1/1 page	1.700
½ page	1.000
Back cover	15.600
Inner back cover	Contact for price
Page 2-3	Contact for price

Product	Pricing in EURO*
Page 2-3	Contact for price
2/1 page Native Article	Contact for price
1/1 page Native Article	Contact for price

\*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 EUR*
Standard banner	CPM 7
Megabanner	CPM 8

High impact formats	Price in EUR*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 14 + CPM 0,70 ad tech fee

Format	Price in EUR*
Video-in-banner	CPM 8

Mobile / Tablet	Price in EUR*
Mobile standard banner	CPM 7
Tablet standard banner	CPM 7

Format	Price in EUR*
Newsletter banner	CPM 14

\*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](https://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](mailto:traffic@bonnier.dk) for more info.

# NTA Advertising rate card

Product	Pricing in EURO*
Native Article	Contact for price*
Facebook boost	Contact for price*
Newsletter	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
Facebook boost	The native article is posted on FB with boost
Newsletter	The native article is included in editorial newsletters

\*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](#)

## MINNA HIRSIMÄKI

Local Sales contact  
minna.hirsimaki@doublem.fi



## MIKAELA RENVALL

Local Sales contact  
mikaela.renvall@doublem.fi

## Poul Tvillum

Editor in Chief  
poul.tvillum@historiebladet.dk



## THERESE GUNNI

Advertising Material  
therese.gunni@bonnier.dk



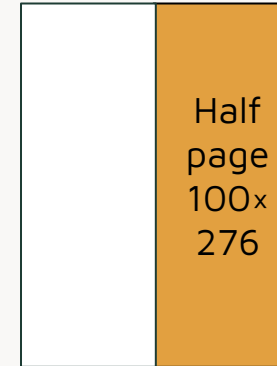
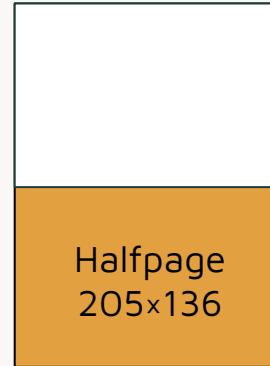
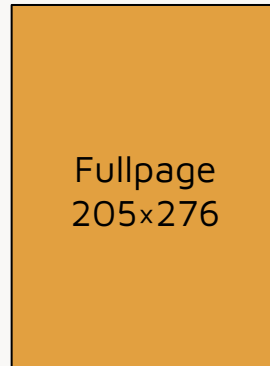
## SIEBREN OOSTWOUD

Head of Ad Operations & Programmatic  
siebren.oostwoud@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

See details about pricing above

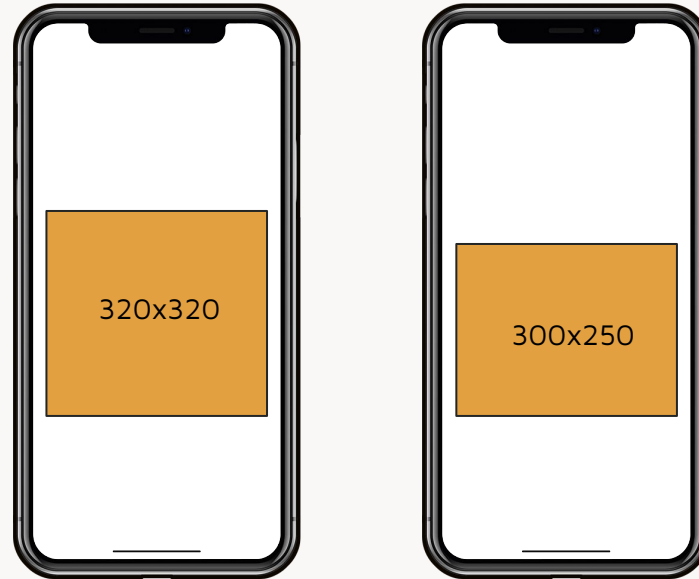


# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

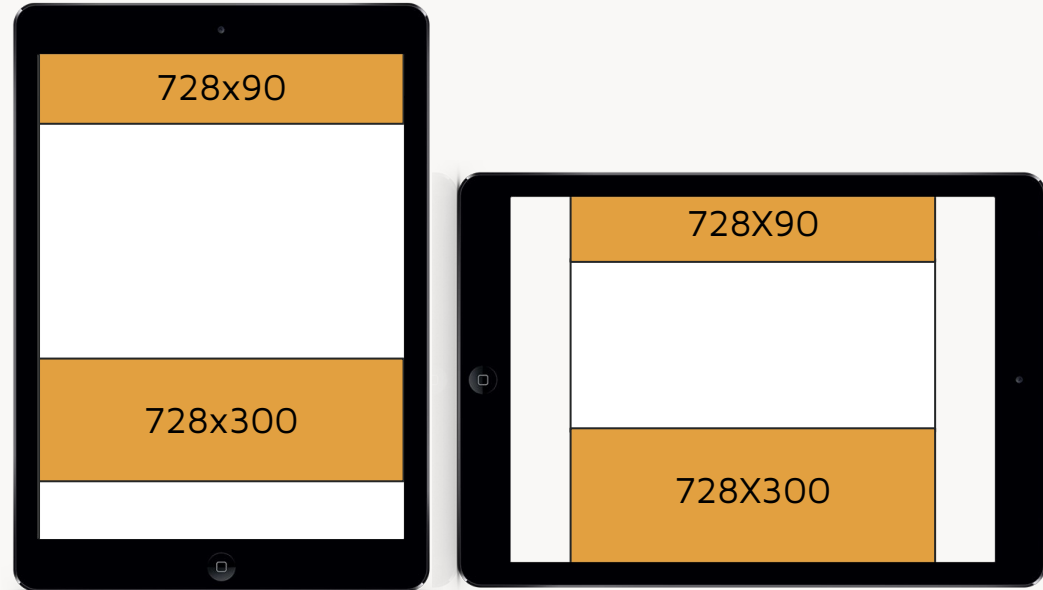


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking

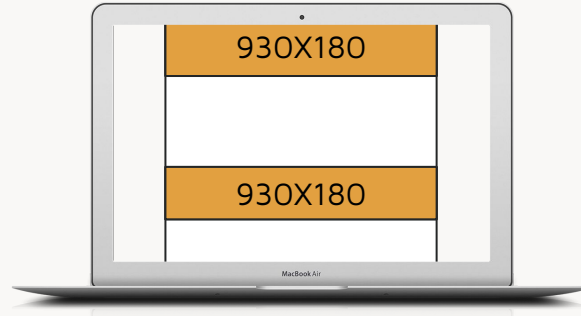


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking



# Desktop mega banner

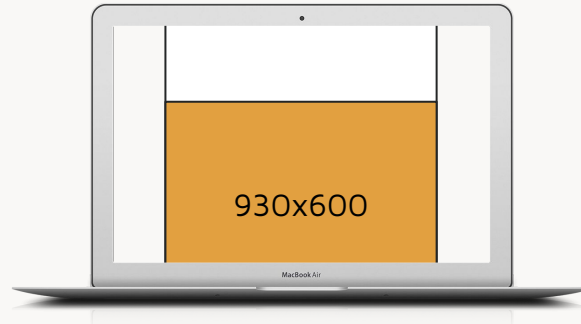
## Specifications:

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

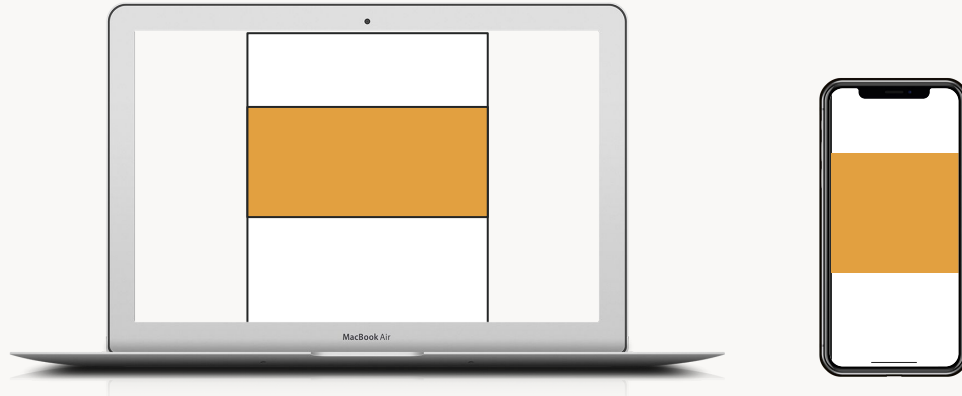
Desktop ratio: 16:9

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

