

BONNIER
Publications

TIETEEN
KUVALEHTI

Historia

Media kit 2025

Index

[Our universe](#)

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

[Print](#)

[Digital](#)

[NTA](#)

[Contact](#)

[Advertisement specifications](#)



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 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	04/06/2025	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 EURO*
2/1 page	Contact for price
1/1 page	1.700
½ page	1.000
Back cover	1.700
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

Mobile	Price in EUR*
Mobile standard banner	CPM 7

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

Format	Price in EUR*
Newsletter banner	CPM 14

*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

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

Poul Tvilum

Editor in Chief
poul.tvilum@historiebladet.dk



Caroline A. Kongslev

Advertising Material
caroline.kongslev@bonnier.dk



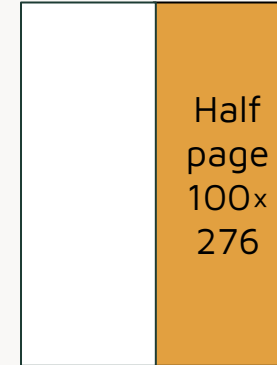
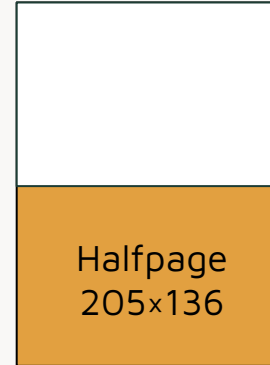
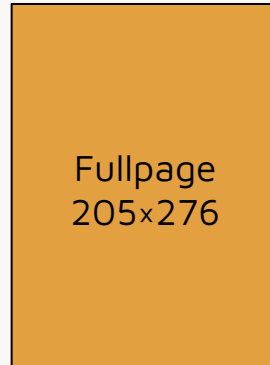
SIEBREN OOSTWOUD

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

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



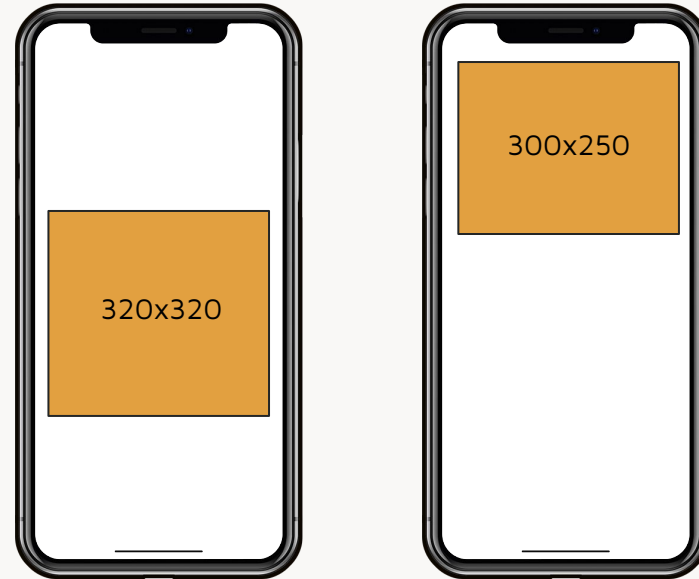
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

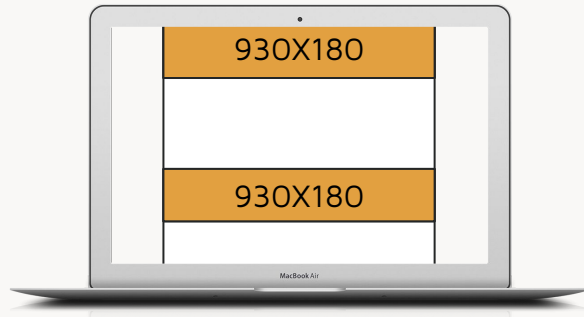


Desktop standard banner

Specifications:

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

Incl. URL / tracking

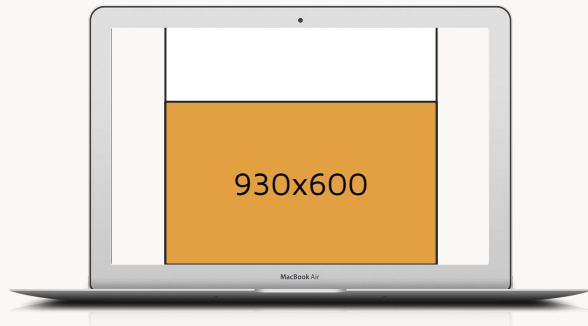


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

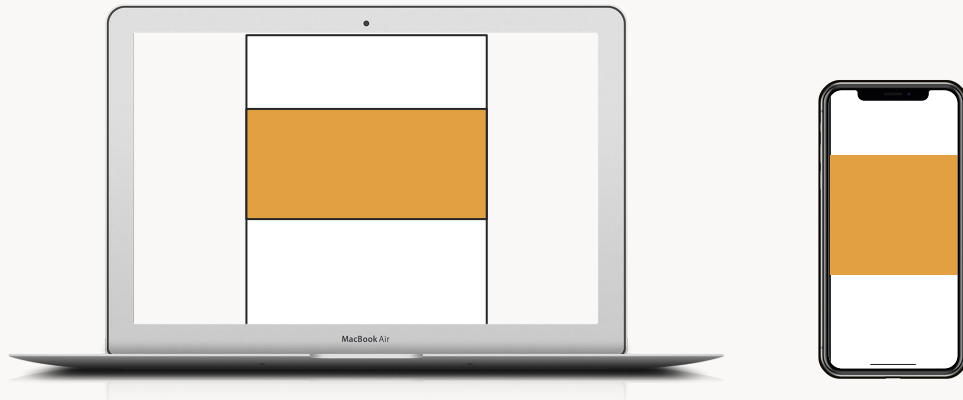
Desktop ratio: 16:9
(1920x1080)

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

