

**BONNIER**  
Publications

ILLUSTRERET  
VIDENSKAB

# Historie

## Media kit 2024



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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.





**268.750**

Monthly pageviews\*\*



**11.054**

Facebook likes



**8.00**

Newsletter subscribers



\*\*Google Analytics

July 2023

# Digital users

## Facebook

52%

male

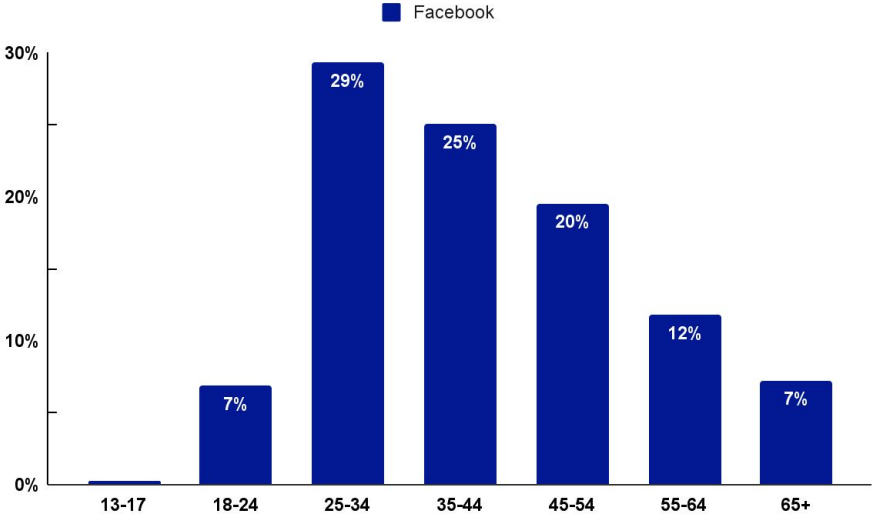


48%

female



## Age





# **Editorial schedules, rate cards and formats**

# January - April 2024

No.	Publishing date	Week	Deadline
2	05/01/2024	1	29/11/2023
3	26/01/2024	4	14/12/2023
4	16/02/2024	7	11/01/2024
5	01/03/2024	9	29/01/2024
6	22/03/2024	12	15/02/2024
7	05/04/2024	14	29/02/2024
8	26/04/2024	17	21/03/2024

# May – August 2024

No.	Publishing date	Week	Deadline
9	16/05/2024	20	09/04/2024
10	31/05/2024	22	24/04/2024
11	21/06/2024	26	15/05/2024
12	12/07/2024	28	06/06/2024
13	26/07/2024	30	25/06/2024
14	16/08/2024	33	12/07/2024
15	06/09/2024	36	01/08/2024



# September – December 2024

No.	Publishing date	Week	Deadline
16	20/09/2024	38	20/08/2024
17	11/10/2024	41	06/09/2024
18	01/11/2024	44	26/09/2024
19	15/11/2024	46	15/10/2024
20	06/12/2024	49	01/11/2024
1/25	27/12/2024	52	21/11/2024

# Print Advertising rate card

Product	Pricing in NOK*
2/1 page	42.500
1/1 page	25.000
½ page	16.300
Back cover	32.500
Inner back cover	30.000
Page 2-3	53.100
First right-hand page	30.000

\*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*

# Digital Advertising rate card

Desktop	Price in NOK*
Standard banner	CPM 75
Megabanner	CPM 90

High impact formats	Price in NOK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 150 + CPM 5 ad tech fee

Format	Price in NOK*
Video-in-banner	CPM 90

Mobile / Tablet	Price in NOK*
Mobile standard banner	CPM 75
Tablet standard banner	CPM 75

Format	Price in NOK*
Newsletter banner	CPM 150

\*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 NOK*
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	Competition with prize from distributor
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](#)



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**SIEBREN OOSTWOUD**

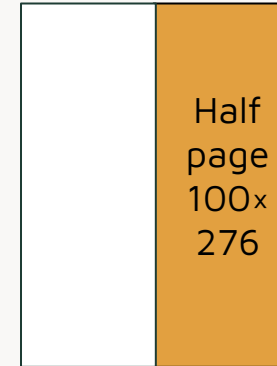
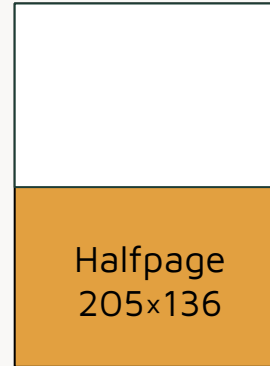
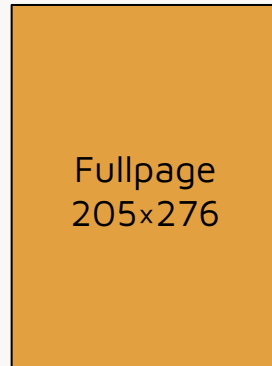
Head of Ad Operations & Programmatic  
siebren.oostwoud@bonnier.dk



# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

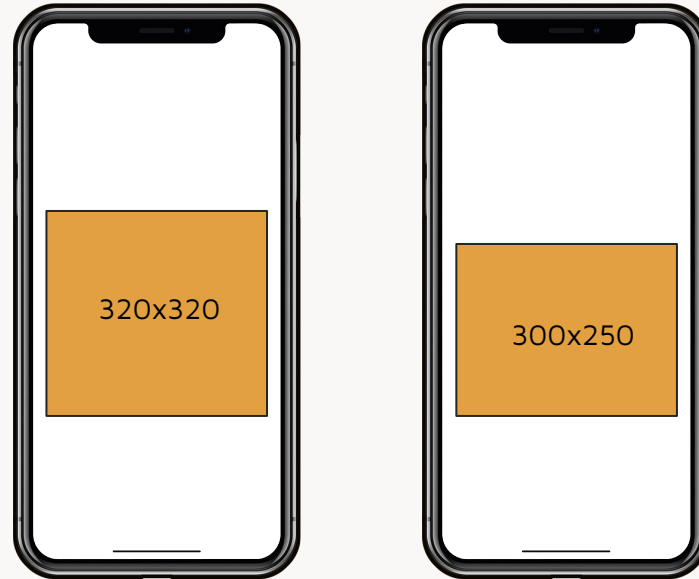
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

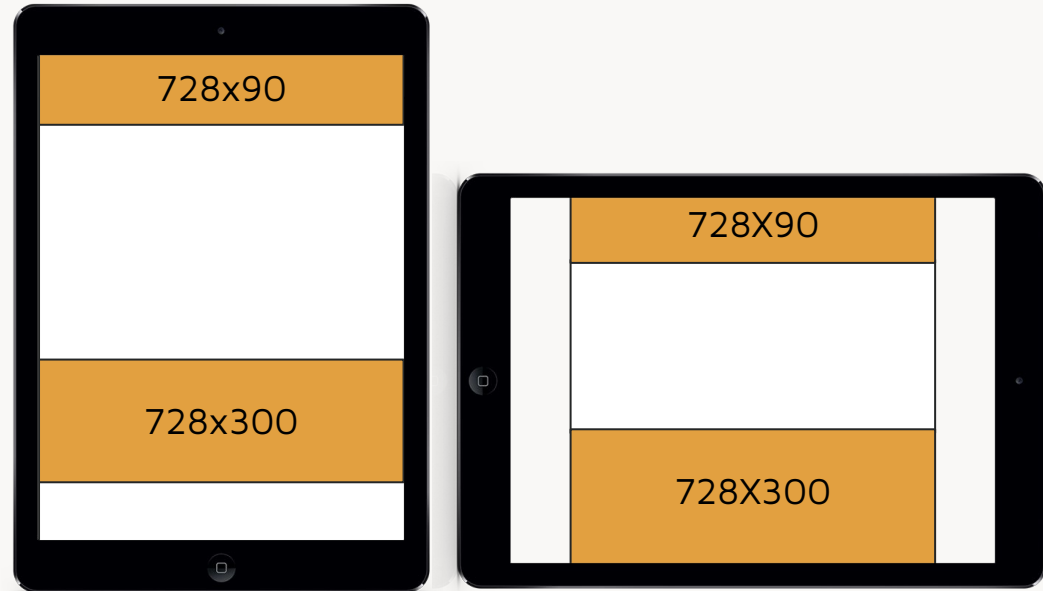


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking

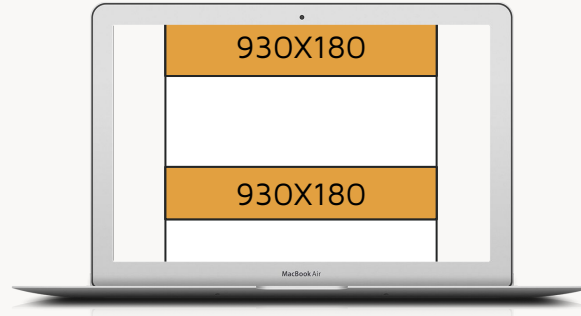


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking



# Video in-banner

## Specifications:

- MPEG4, 3GPP, MOV
- AVI
- MPEGS
- WMV, MP3

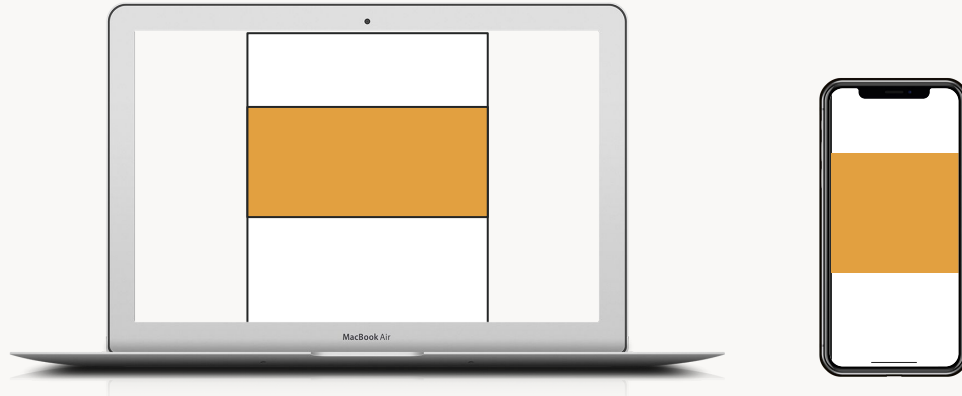
Desktop ratio: 16:9

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

