

BONNIER
Publications

VÄRLDENS
Historia
ILLUSTRERAD
VETENSKAP
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 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.





299.093

Monthly pageviews**



20.227

Newsletter subscribers



Digital users

Facebook

51%

male

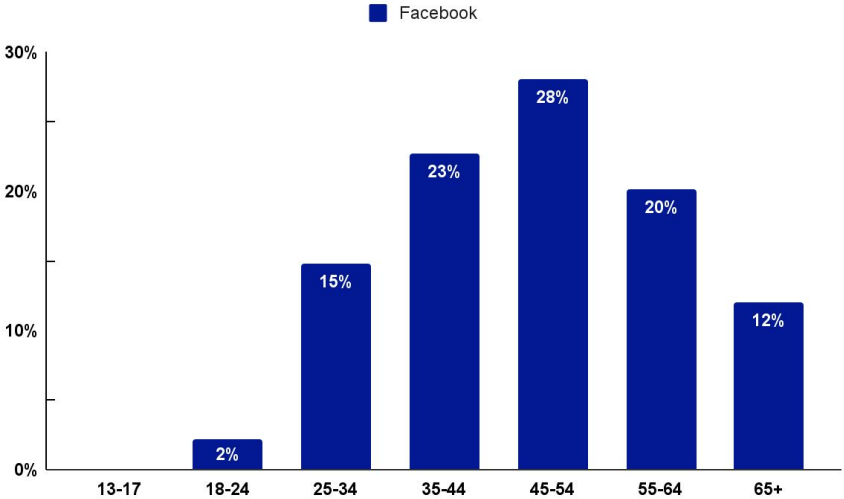


49%

female



Age





Editorial schedules, rate cards and formats

January - April 2024

No.	Publishing date	Week	Deadline
2	04/01/2024	1	29/11/2023
3	23/01/2024	4	14/12/2023
4	13/02/2024	7	11/01/2024
5	27/02/2024	9	29/01/2024
6	19/03/2024	12	15/02/2024
7	02/04/2024	14	29/02/2024
8	23/04/2024	17	21/03/2024

May – August 2024

No.	Publishing date	Week	Deadline
9	14/05/2024	20	09/04/2024
10	28/05/2024	22	24/04/2024
11	18/06/2024	25	15/05/2024
12	09/07/2024	28	06/06/2024
13	23/07/2024	30	25/06/2024
14	13/08/2024	33	12/07/2024
15	03/09/2024	36	01/08/2024

September – December 2024

No.	Publishing date	Week	Deadline
16	17/09/2024	38	20/08/2024
17	08/10/2024	41	06/09/2024
18	29/10/2024	44	26/09/2024
19	12/11/2024	46	15/10/2024
20	03/12/2024	49	01/11/2024
1/25	23/12/2024	52	21/11/2024

Print Advertising rate card

Product	Pricing in SEK*
2/1 page	48.000
1/1 page	24.000
½ page	15.600
Back cover	contact for price
Inner back cover	Contact for price
Page 2-3	Contact for price

Product	Pricing in SEK*
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 SEK*
Standard banner	CPM 75
Megabanner	CPM 90

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

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

Mobile / Tabet	Price in SEK*
Mobile standard banner	CPM 75
Tablet standard banner	CPM 75

Format	Price in SEK*
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.

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 for more info.

NTA Advertising rate card

Product	Pricing in SEK*
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 or visit Ocast.

Try our FAQ page, if you need support on how to upload ad material, technical guidance etc.

[GO TO OCAST](#)

[GO TO FAQ](#)



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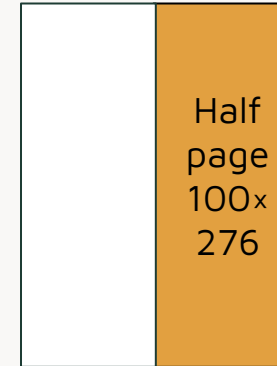
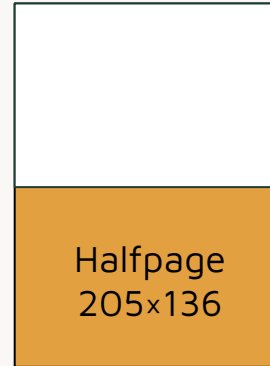
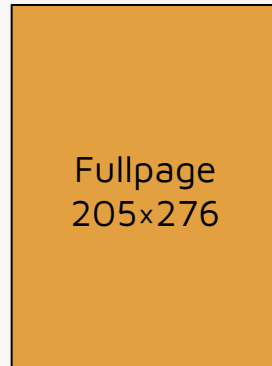
SIEBREN OOSTWOUD

Head of Ad Operations & Programmatic
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

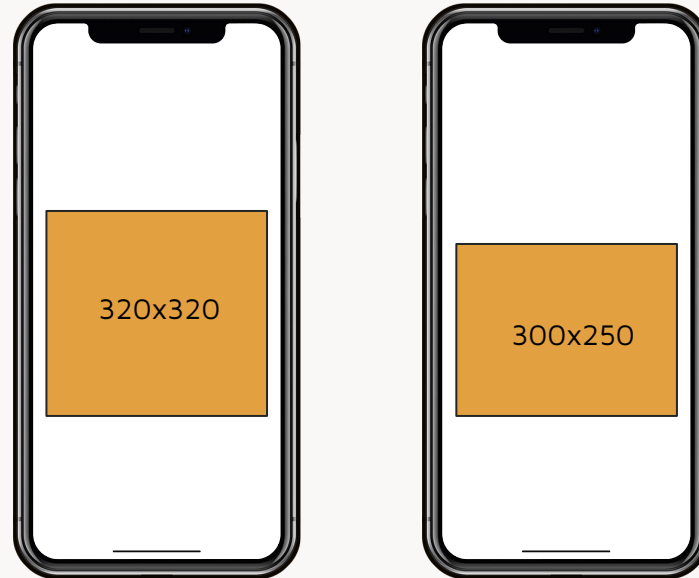
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

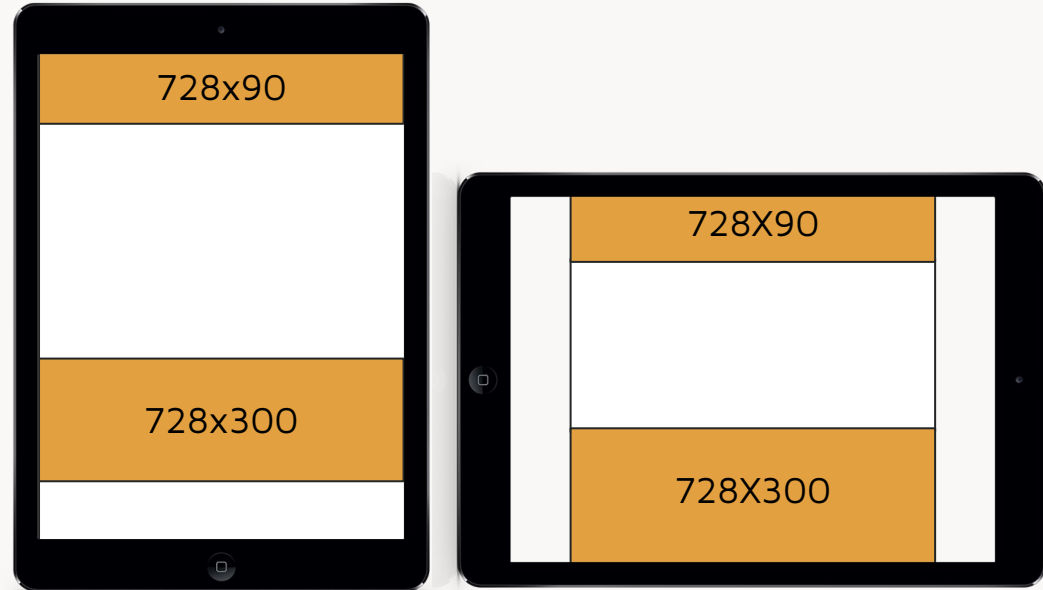


Tablet standard banner

Specifications:

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

Incl. URL / tracking

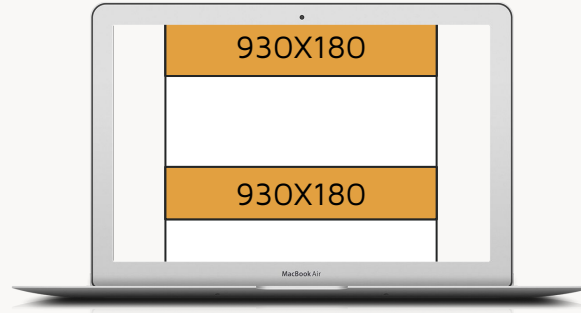


Desktop standard banner

Specifications:

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

Incl. URL / tracking



Desktop mega banner

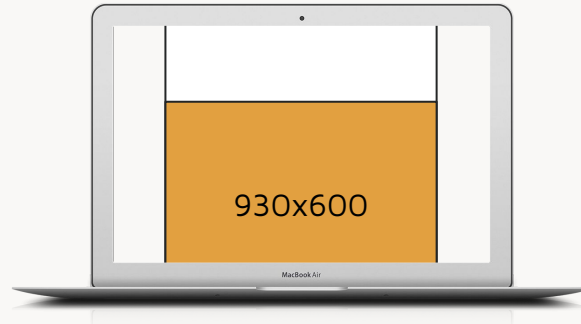
Specifications:

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

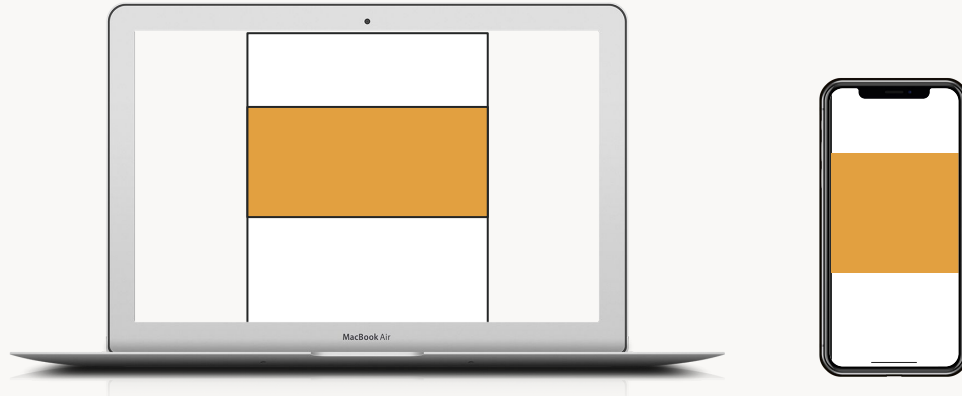
Desktop ratio: 16:9

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

