

BONNIER
Publications

VÄRLDENS
Historia
ILLUSTRERAD
VETENSKAP
Media kit 2025

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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.





856.666

Monthly pageviews



48.000

Newsletter subscribers



Digital users

Facebook

51%

male

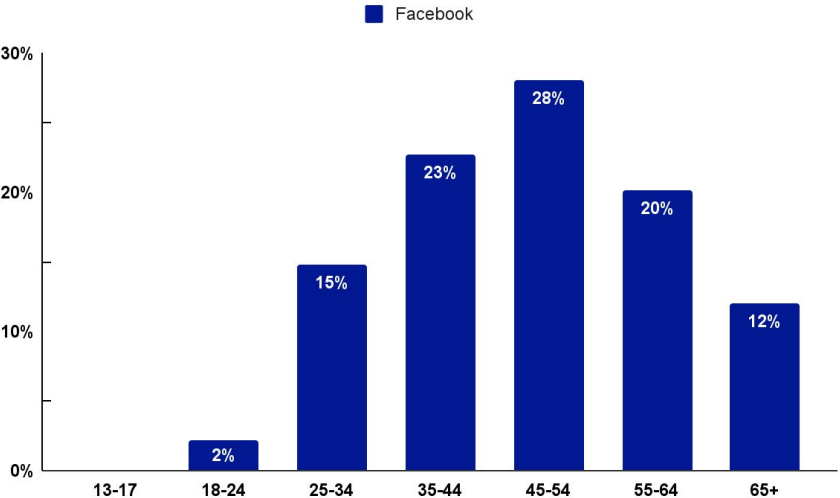


49%

female



Age





Editorial schedules, rate cards and formats

January –April 2025

No.	Publishing date	Week	Deadline
2	08/01/2025	2	29/11/2024
3	29/01/2025	5	19/12/2024
4	12/02/2025	7	13/01/2025
5	05/03/2025	10	03/02/2025
6	26/03/2025	13	24/02/2025
7	09/04/2025	15	10/03/2025
8	30/04/2025	18	26/03/2025

May – August 2025

No.	Publishing date	Week	Deadline
9	14/05/2025	20	08/04/2025
10	04/06/2025	23	05/05/2025
11	18/06/2025	25	14/05/2025
12	09/07/2025	28	06/06/2025
13	30/07/2025	31	30/06/2025
14	13/08/2025	33	14/07/2025
15	03/09/2025	36	04/08/2025

September –December 2025

No.	Publishing date	Week	Deadline
16	17/09/2025	38	18/08/2025
17	08/10/2025	41	08/09/2025
18	22/10/2025	43	22/09/2025
19	12/11/2025	46	13/10/2025
20	26/11/2025	48	27/10/2025
1/26	17/12/2025	51	17/11/2025

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

Mobile	Price in SEK*
Mobile standard banner	CPM 75

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

Format	Price in SEK*
Newsletter banner	CPM 150

*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 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.

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[GO TO FAQ](#)



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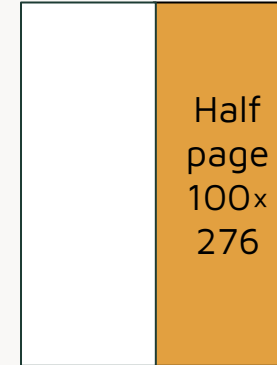
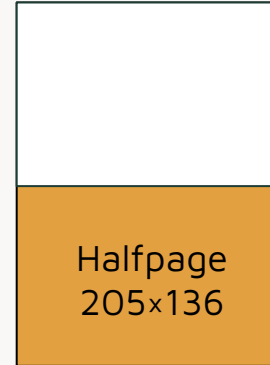
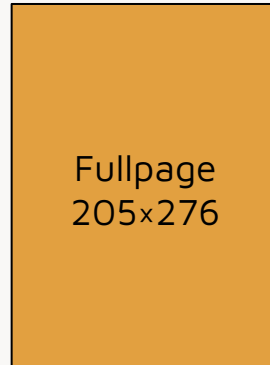
SIEBREN OOSTWOUD

Head of Ad Operations & Programmatic
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

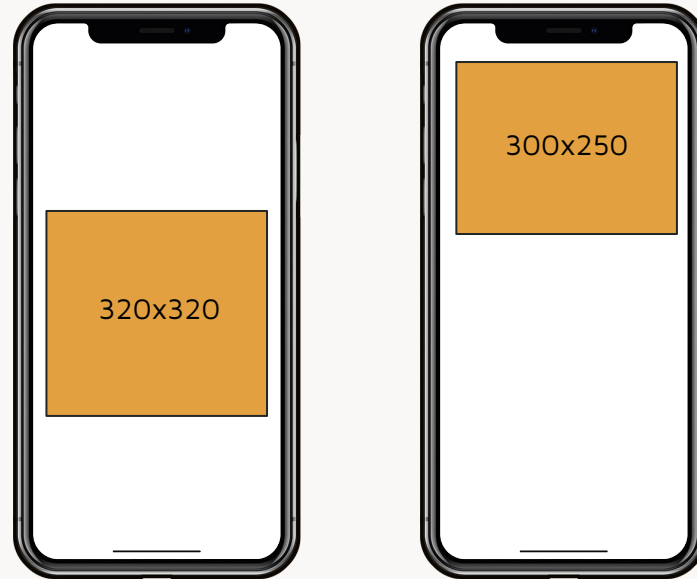
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking



Desktop standard banner

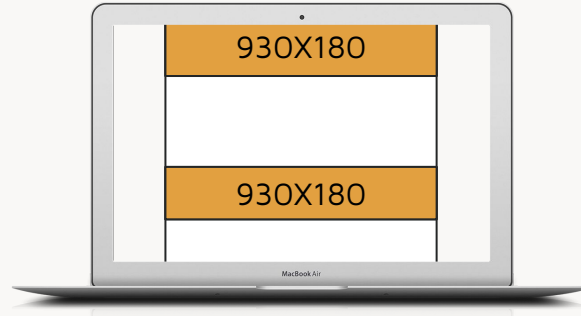
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

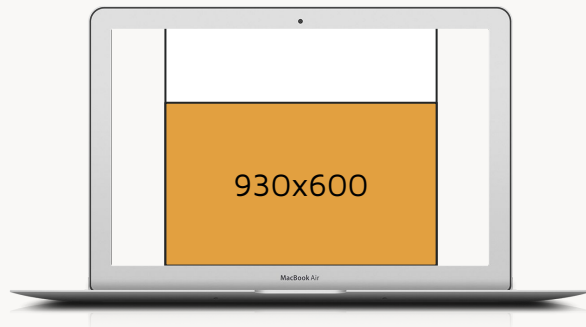


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

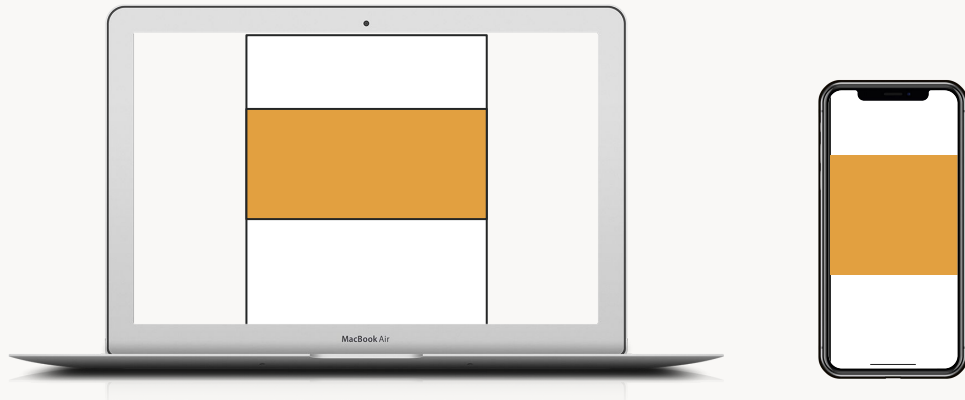
Desktop ratio: 16:9
(1920x1080)

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

