

**BONNIER**  
Publications

**i FORM**

**Media kit 2024**



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**Living a healthy and active everyday life doesn't have to be an all-consuming project. I FORM is here to help women spot the simple tweaks that make a difference.**

With relatable knowledge and hands-on advice and tools I FORM offers motivation and inspiration – and has done so since 1987, where the biggest media brand for women's health in the Nordic countries was launched.







\*Index Denmark - 2022/2023

\*\*Google Analytics - July 2023

**122.000**

Magazine readership\*

**1.011.014**

Monthly pageviews\*\*

**41.784**

Newsletter subscribers

**97.822**

Facebook likes

**27.298**

Instagram followers

# Digital users

## Instagram

4%

male



96%

female



## Facebook

8%

male

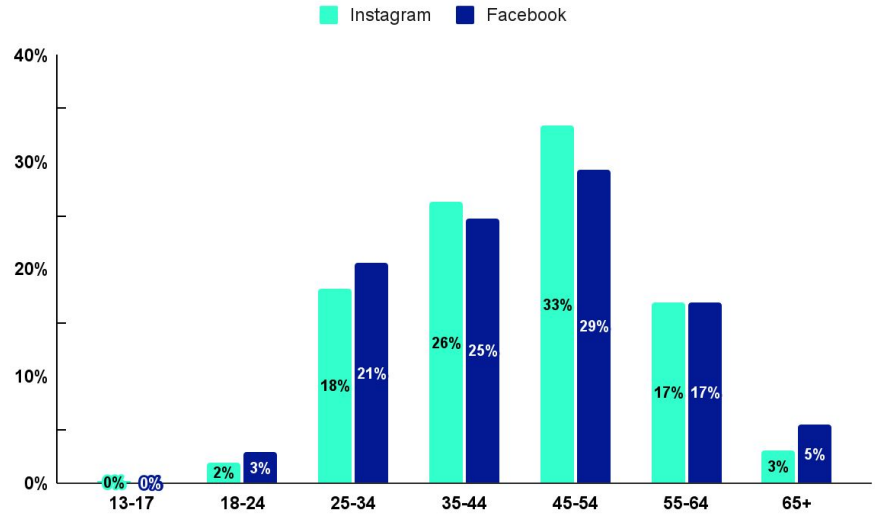


92%

female



## Age



# Print readers

## Gender

35%

male



65%

female



## Geography

48%

east region

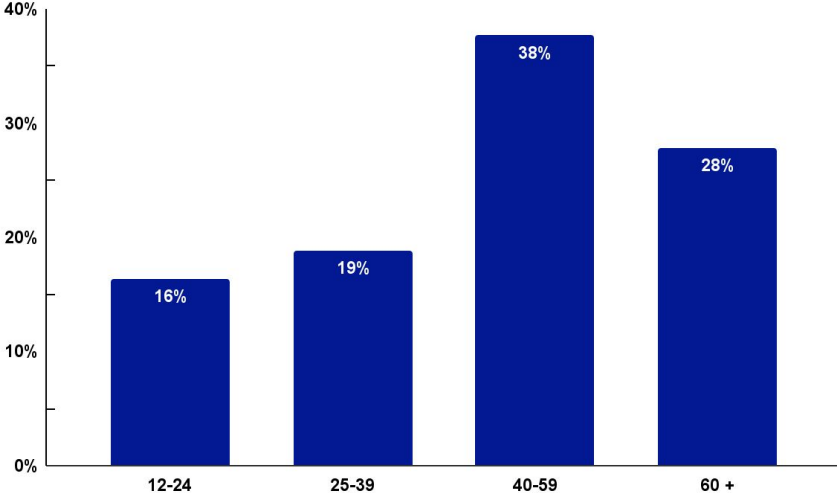


53%

west region



## Age





# Editorial schedules, rate cards and formats

# January – June 2024

No.	Publishing date	Week	Deadline	Theme
2	25/01/2024	4	12/12/2023	Cardio machines, taking walks, perimenopause, using beans, pesto, sports shoes, body lotion
3	15/02/2024	7	11/01/2024	Cardio to get around, happiness hormones, olives, mom bod, sour dough, stomach aches, spinning equipment
4	07/03/2024	10	05/02/2024	New diets, core training, melatonin, recipes with chocolate, running tights
5	04/04/2024	14	26/02/2024	Exercises lying down, eat vegetables, quick dinners, headaches, headphones
6	25/04/2024	17	14/03/2024	Cardio running, healthy at work, menopause, air fryer recipes, yoga clothes
7	16/05/2024	20	09/04/2024	Gadgets for sleep, less sugar, back exercises, British recipes, running shoes
8	06/06/2024	23	30/04/2024	Sun protection, protein, weight loss medicine, ticks in the forrest, sunglasses for sport
9	27/06/2024	26	24/05/2024	Blood clots in the legs, icecream recipes, sleep's effect on eating habits, workout tops



# July - December 2024

No.	Publishing date	Week	Deadline	Theme
10	25/07/2024	30	17/06/2024	Blatter infection, the 5 tibetans (yoga), Greek recipes, sensible packaging for food
11	15/08/2024	33	08/07/2024	Weight training, steady weight, healthy lunch, bags for an active lifestyle
12	05/09/2024	36	01/08/2024	Cancer survivors, oatmeal, core exercises, skin with blackheads, workout shirts
13	26/09/2024	39	22/08/2024	Dietary advice for different ages, depression, breakfast recipes, hiking shoes
14	17/10/2024	42	16/09/2024	Yoga for the hips, tonsil stones, banana cake, running jackets, vegan recipes
15	14/11/2024	46	09/10/2024	Osteoarthritis in the knees, bags under eyes, ramen, sporty christmas presents
16	05/12/2024	49	31/10/2024	Exercises for the sciatic nerve, rules for freezing food, deep sleep, winter running, sweatsuits
1/25	27/12/2024	52	21/11/2024	Fitness success, weight loss after menopause, raynaud's syndrome, banana pancakes, sports-bras

# Print Advertising rate card

Product	Pricing in DKK*
2/1 page	92.400
1/1 page	48.500
½ page	31.600
Back cover	68.100
Inner back cover	55.900
Page 2-3	121.400

Product	Pricing in DKK*
2/1 page + coverflap	233.000
1/1 page + halfpageflap	89.900
2/1 page Native Article	115.500**
!/1 page Native Article	60.700**

\*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	205x136
Horizontal ½ page	100x276
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 DKK*
Standard banner	CPM 50
Megabanner	CPM 60

Mobile / Tablet	Price in DKK*
Mobile standard banner	CPM 50
Tablet standard banner	CPM 50

High impact formats	Price in DKK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 100 + CPM 5 ad tech fee

Format	Price in DKK*
Video-in-banner	CPM 60

Format	Price in DKK*
Newsletter banner	CPM 100

\*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 DKK*
Native Article	25.000
Competition	10.000-20.000
Newsletter	10.000
Instagram	10.000
Facebook	10.000
Sponsorship	Contact for price**
Video	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
Competition	Competition with prize from distributor
Newsletter	The native article is included in editorial newsletters
Instagram	Post in feed or Story. Story available for 24 hours
Facebook	Postings on the brand's Facebook wall.
Sponsorship	Under Categories, selected articles or creative formats such as route planner and similar
Video	Video clips formed as an editorial clip, but with a commercial message.

\*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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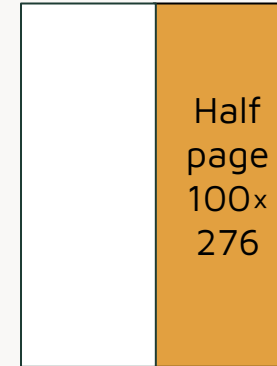
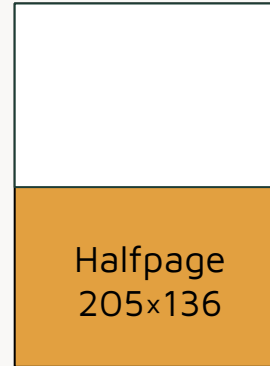
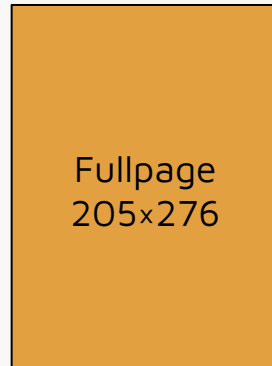


**KENNI PEDERSEN**  
Digital Team Lead  
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# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

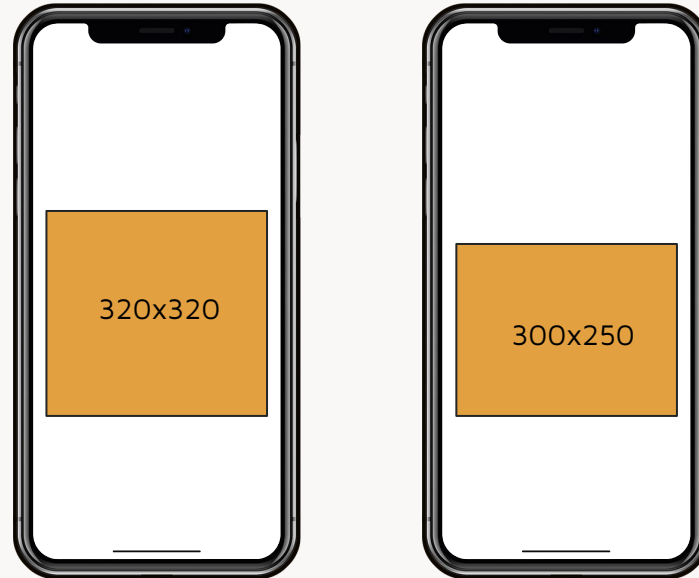
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

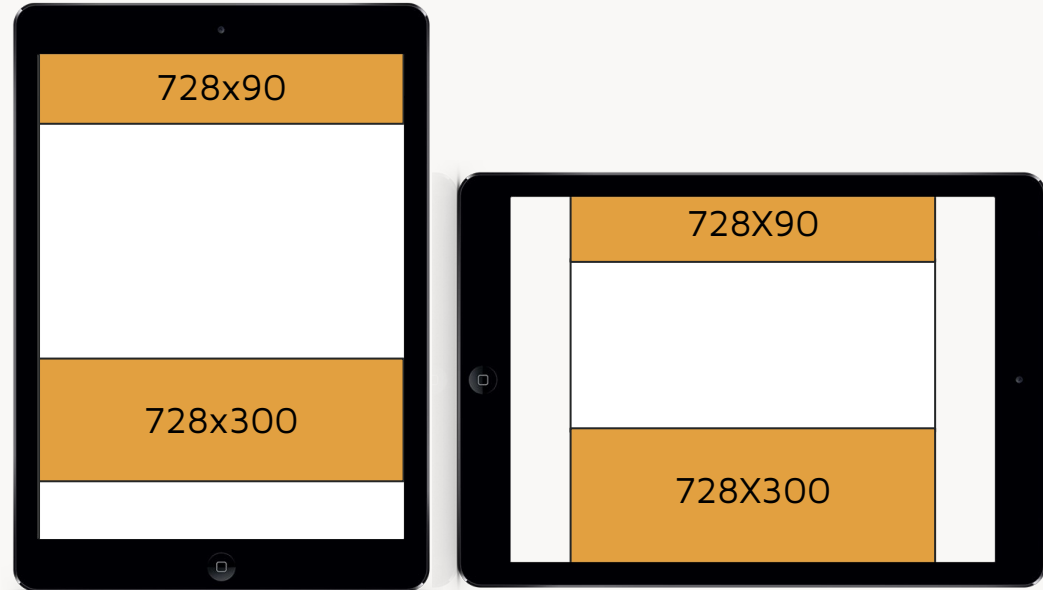


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking



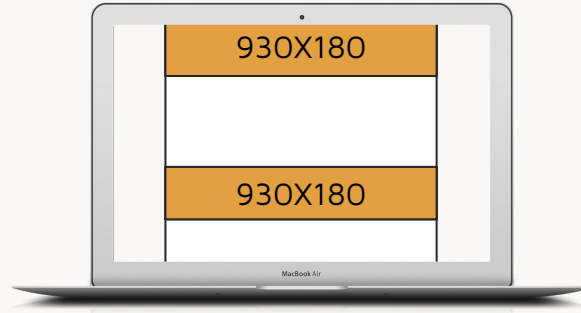


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking

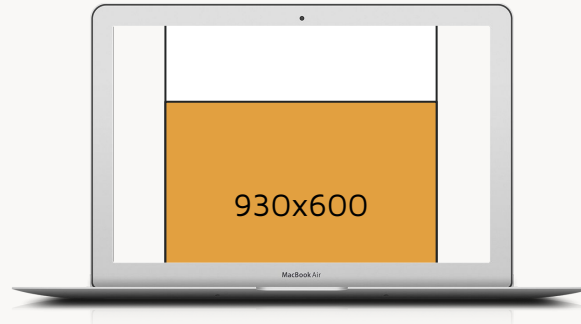


# Desktop mega banner

## 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

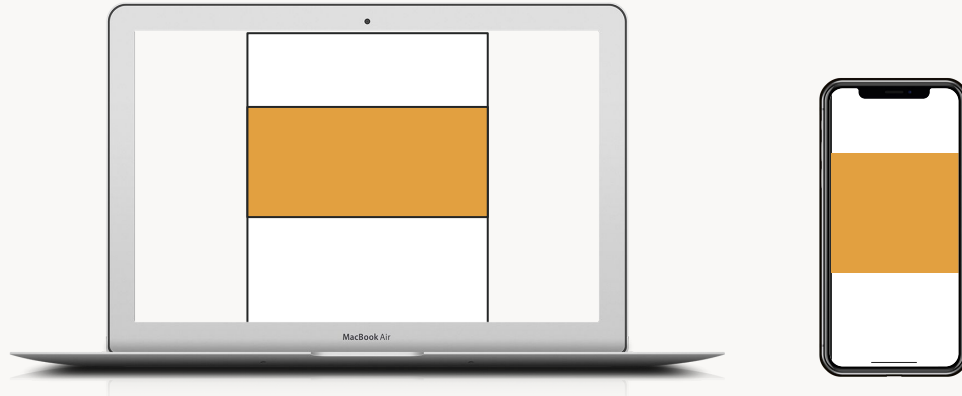
Desktop ratio: 16:9

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

