

BONNIER
Publications

i FORM

Media kit 2024



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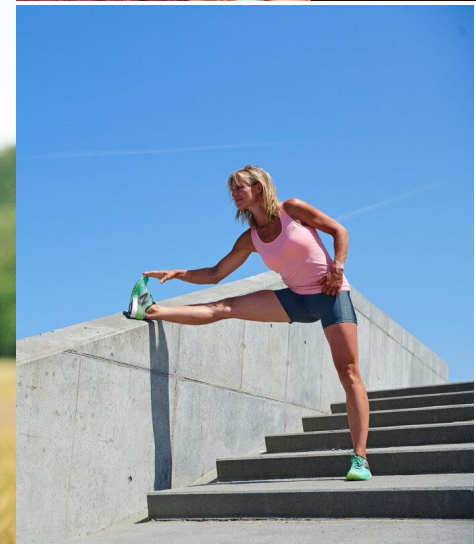
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Living a healthy and active everyday life doesn't have to be an all-consuming project. I FORM is here to help women spot the simple tweaks that make a difference.

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*



41.784

Newsletter subscribers



27.298

Instagram followers



1.011.014

Monthly pageviews**



97.822

Facebook likes



Digital users

Instagram

4%

male



96%

female



Facebook

8%

male

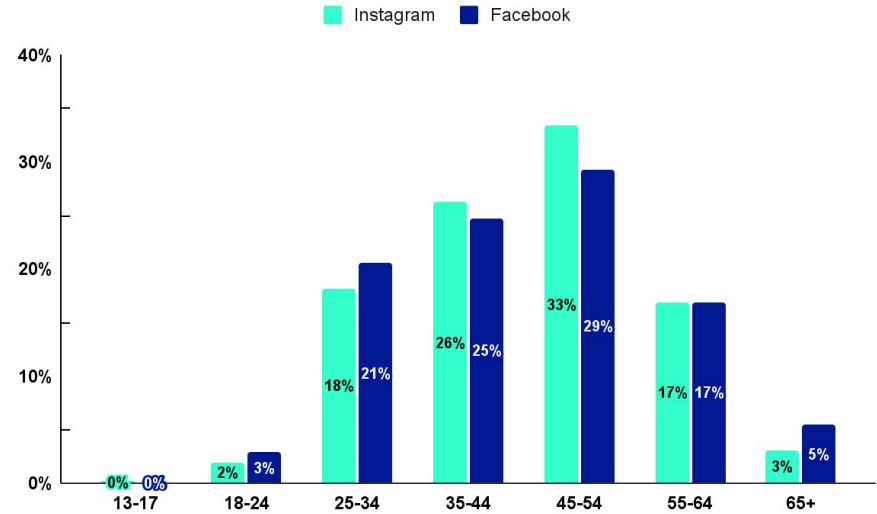


92%

female



Age



Print readers

Gender

35%

male



65%

female



Geography

48%

east region

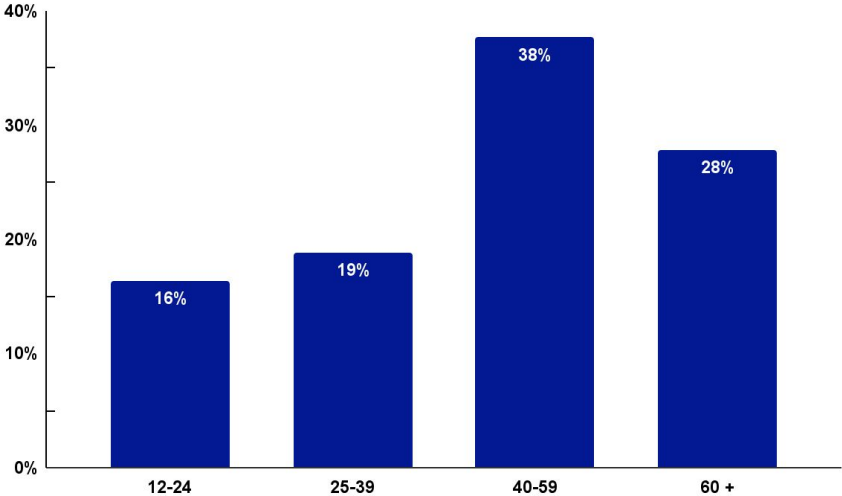


53%

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	
15	14/11/2024	46	09/10/2024	
16	05/12/2024	49	31/10/2024	
1/25	27/12/2024	52	21/11/2024	

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 / Tabet	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.

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 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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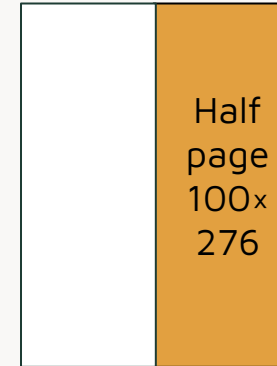
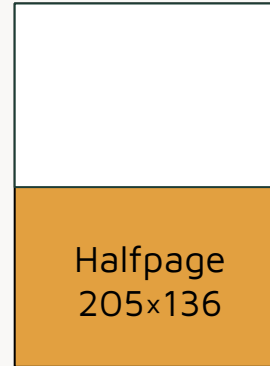
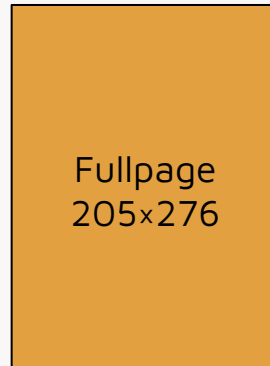


KENNI PEDERSEN
Digital Team Lead
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

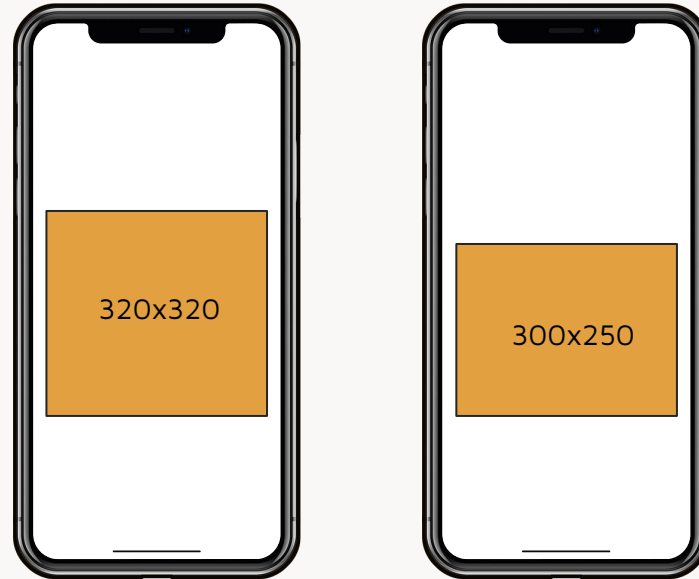
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

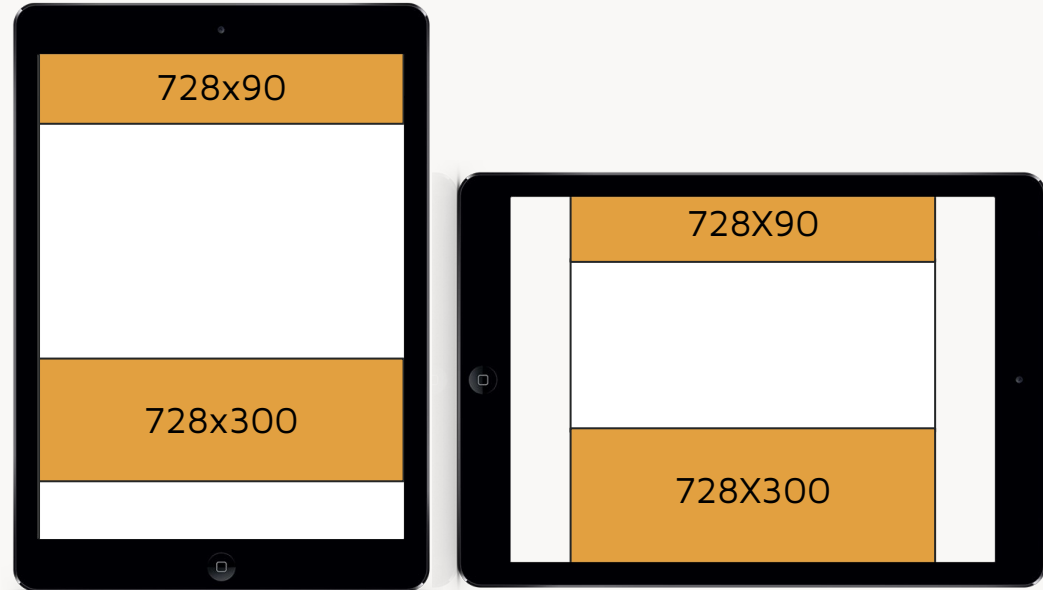


Tablet standard banner

Specifications:

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

Incl. URL / tracking



Desktop standard banner

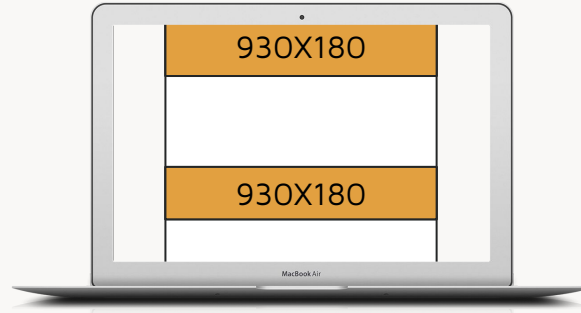
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

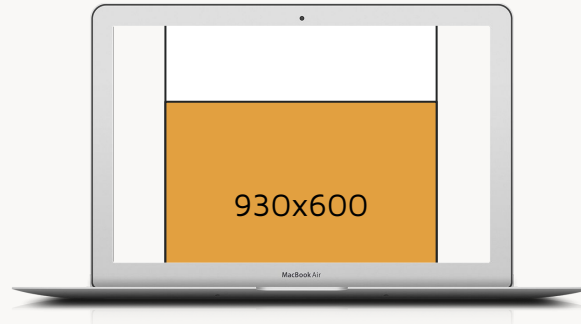


Desktop mega banner

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

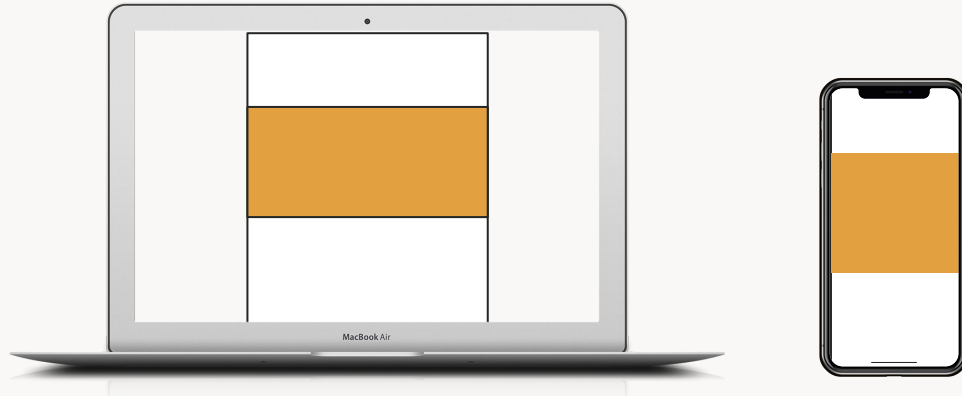
Desktop ratio: 16:9

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

