

BONNIER
Publications

i FORM

Media kit 2025



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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

115.000

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

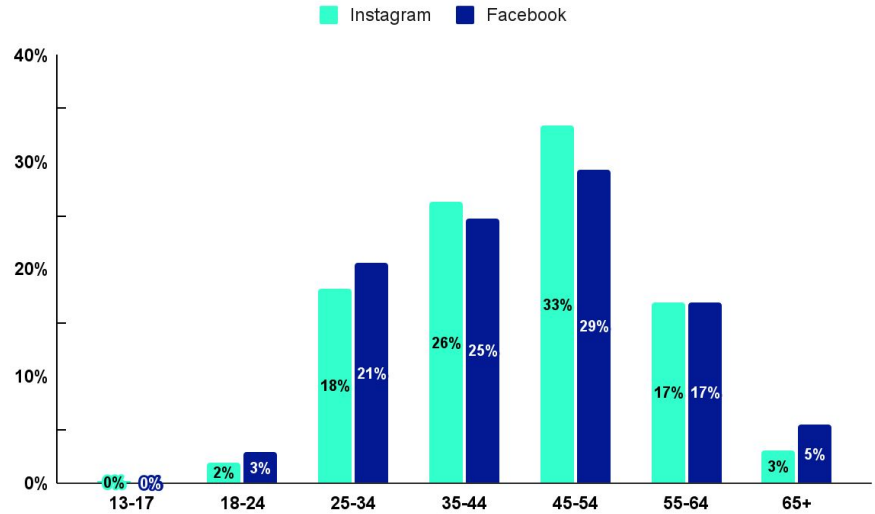


92%

female



Age



Print readers

Gender

34%

male



66%

female



Geography

46%

east region

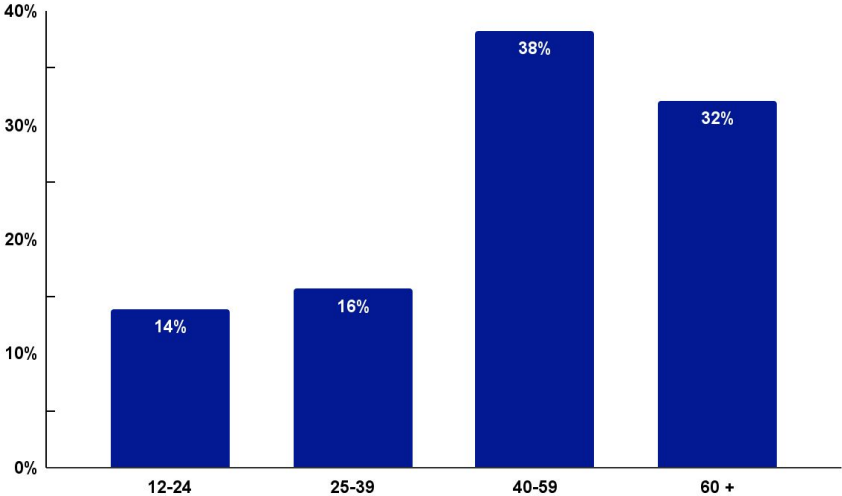


54%

west region



Age





Editorial schedules, rate cards and formats

January – June 2025

No.	Publishing date	Week	Deadline	Theme
2	25/01/2025	4	12/12/2024	Wall pilates, shed pregnancy pounds, blood pressure, cancer survivors, almond flour
3	13/02/2025	7	13/01/2025	Fitness shoe guide, strength training for beginners, DASH diet, RS virus, Health anxiety, saunagus, Resting heart rate, Low calorie lunch
4	13/03/2025	11	10/02/2025	Fall asleep fast, training tights guide, running program, weight loss, allergies, hormones, constipation/bloating exercises, dahl recipes, desserts
5	10/04/2025	15	10/03/2025	Low back pain, 30-30-30 method, menopause and skin, ADHD, Chickpeas, Low-calorie dinner
6	08/05/2025	19	02/04/2025	Neck pain, protein guide, swollen lymph nodes, exercise and skin, flaxseed
7	03/06/2025	23	05/05/2025	HIIT training, Estrogen, elderly brain research, outdoor exercise, exercise and cholesterol, rhubarb, peas
8	26/06/2025	26	20/05/2025	Benefits of walking, fat guide, dry mouth, summer depression, potatoes
9	24/07/2025	30	23/06/2025	Connective tissue, mindful eating, pain relief, signs of narcissism, Ichthyosis (dry skin/fish skin), spinach

July - December 2025

No.	Publishing date	Week	Deadline	Theme
10	14/08/2025	33	14/07/2025	Circuit training, low-calorie dinner, sex and menopause, belly fat, apples
11	11/09/2025	37	11/08/2025	Mediterranean diet, kidney stones/gallstones, self-esteem, cabbage
12	09/10/2025	41	08/09/2025	Strength training, metabolism, immune system, healthy sauces
13	06/11/2025	45	06/10/2025	Overloaded hip flexors and groin pain, cabbage, iron deficiency, sense of time in the elderly
14	27/11/2025	48	27/10/2025	Exercise according to your age, antidepressants, crafts are good for the brain, piriformis syndrome
1/26	29/12/2025	52	21/11/2025	

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.

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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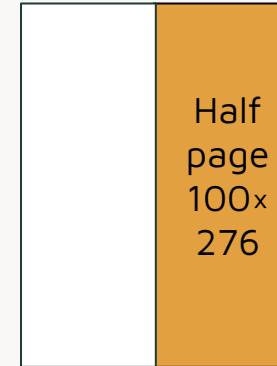
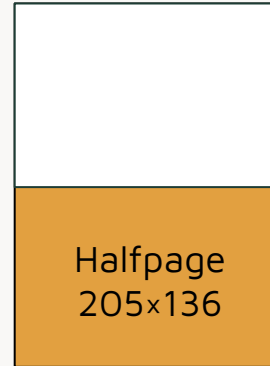
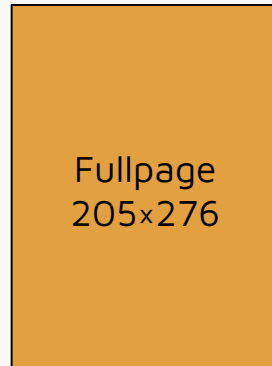


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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

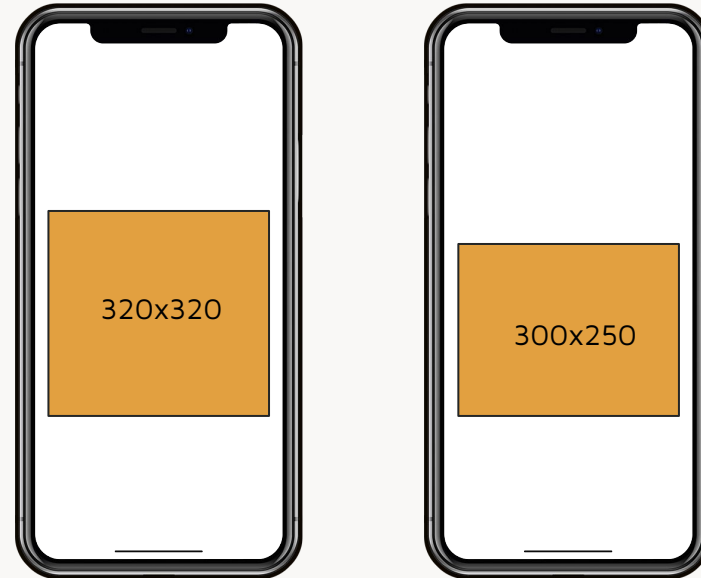
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

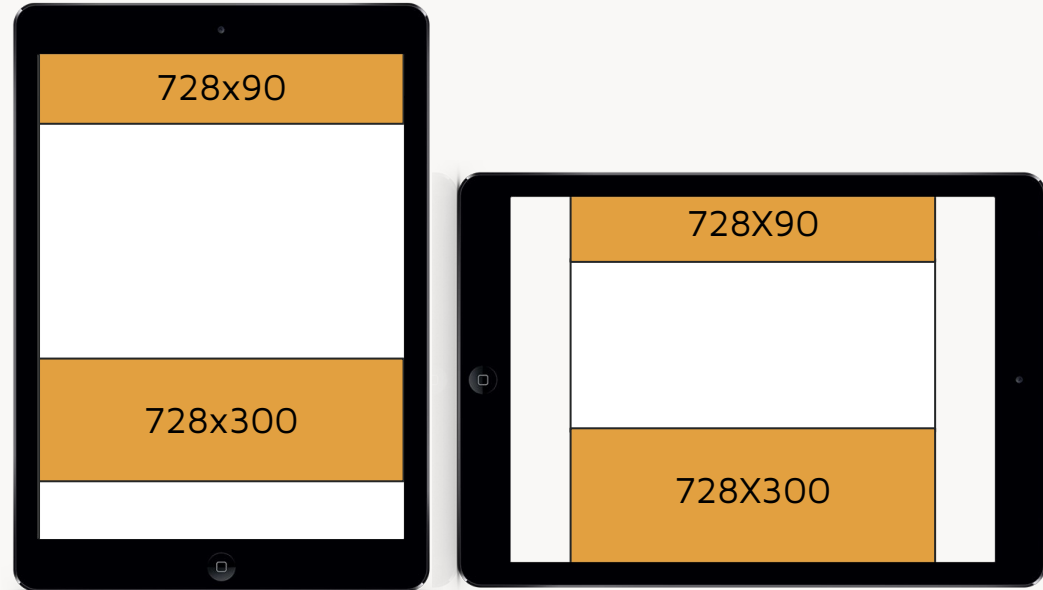


Tablet standard banner

Specifications:

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

Incl. URL / tracking

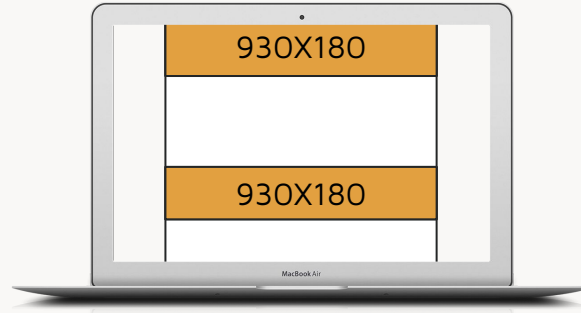


Desktop standard banner

Specifications:

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

Incl. URL / tracking

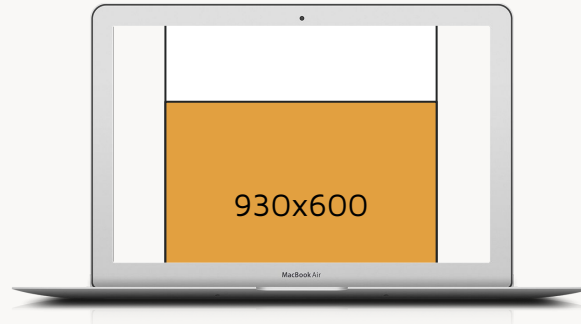


Desktop mega banner

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

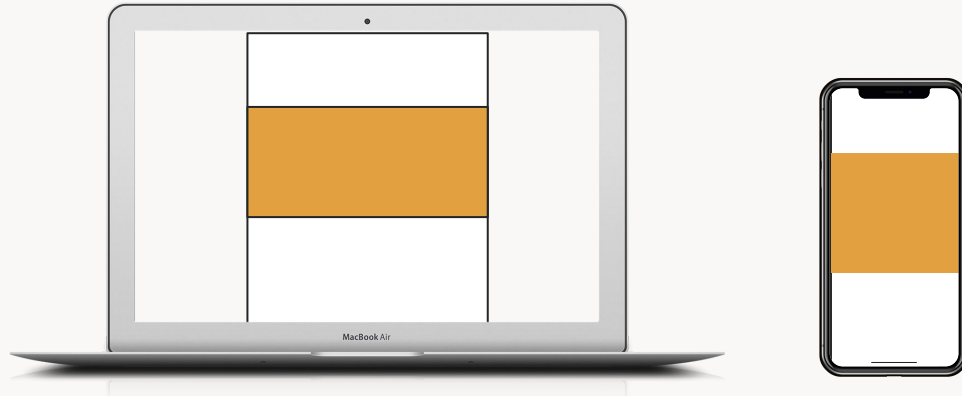
Desktop ratio: 16:9

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

