

A woman with blonde hair tied back is running towards the camera on a paved path. She is wearing a black zip-up jacket over a light-colored shirt and black leggings. In the background, another person is running away from the camera. A large, semi-transparent teal circle is positioned on the right side of the image, partially obscuring the background.

**BONNIER**  
Publications

**i FORM**

**Media kit 2026**

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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 - H2 2024 / H1 2025

**105.000**

Magazine readership\*



**737.000**

Monthly pageviews



**57.500**

Newsletter subscribers



**99.503**

Facebook likes



**33.210**

Instagram followers



# Digital users

## Instagram

4%

male



96%

female



## Facebook

8%

male

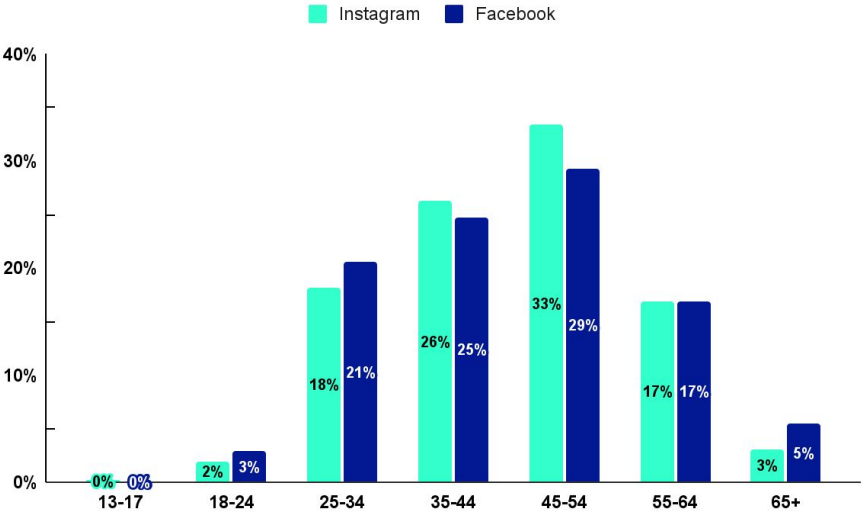


92%

female



## Age



# Print readers

## Gender

35%

male



65%

female



## Geography

45%

east region

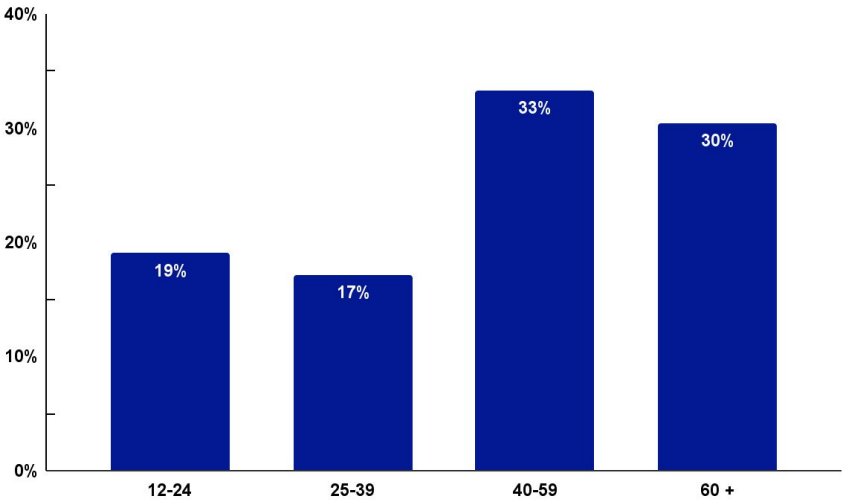


55%

west region



## Age





# **Editorial schedules, rate cards and formats**

# January –July 2026

No.	Publishing date	Week	Deadline	Theme
2	22/01/2026	04	11/12/2025	Tummy-challenge, frozen vegetables, oral health, gossip, hyrox, weightloss, foot arch pain, celeriac, recipes with chicken
3	12/02/2026	07	12/01/2026	Starting exercise after stress, cheese, breathing exercises, the middle-aged brain, case studies on weight loss medication, rocket salad
4	12/03/2026	11	09/02/2026	Exercise programme after weight loss, the healthiest vegetables, sex during menopause, procrastination, creatine, knee pain, French recipes
5	09/04/2026	15	04/03/2026	Walking, ultra-processed food, pain relief with heat and cold, metacognitive psychology, Pickleball, Hip pain
6	07/05/2026	19	01/04/2026	Exercise at all ages, the professor's green porridge, gut bacteria/probiotics, audio guides, excuses, sunscreen, elbow pain, longevity, aubergine
7	04/06/2026	23	29/04/2026	Calisthenics, Proteins, Sunburn, Use chatgpt as a psychologist, Menopause, Upper back/neck pain, Sushi recipes
8	25/06/2026	26	21/05/2026	Exercising with children and family, seasonal ingredients, gout, stinginess, electrolytes, dermatologists' best advice for beautiful skin, Swedish recipes
9	23/07/2026	30	22/06/2026	Running, herbs, longevity, jet lag, self-esteem, parsnips, desserts



# August –December 2026

No.	Publishing date	Week	Deadline	Theme
10	13/08/2026	33	13/07/2026	Pilates, meal plans, cardiovascular disease, dietary supplements, cauliflower, burger recipes
11	10/09/2026	37	11/08/2026	Osteoarthritis of the hip, microplastics, sleep, keep your brain sharp, tongue scraper, weight loss, chilli con carne, recipes with apple
12	08/10/2026	41	07/09/2026	Hyrox, Omega-3, pain, digital detox from screens, relationships, mushrooms
13	05/11/2026	45	05/10/2026	CONNECTIVE TISSUE, Iron deficiency, Heartburn, Hypnosis, Dental health, Carrot cake, Recipes for healthy soups
14	03/12/2026	49	02/11/2026	Chair exercises, stomach ache, microbreaks, menopause, sleep, fish cakes, salad recipes for Christmas dinner
1/27	29/12/2026	53	23/11/2026	

# 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	Price in DKK*
Mobile standard banner	CPM 50

High impact formats	Price in DKK*
Ex. Topscroll, Midscroll and Desktop Skin	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

See visualizations and ad specifications further below

\*Contact [traffic@bonnier.dk](mailto: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 <a href="https://adnami.io/specs">adnami.io/specs</a> .

Video-in-banner	Format
Desktop video	Ratio: 16:9
Mobile video	Ratio: 1:1 or 4:3

# NTA Advertisin g rate card

\* Gross prices only

\*\*Contact local office for prices  
- Contact information further  
below

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**



# 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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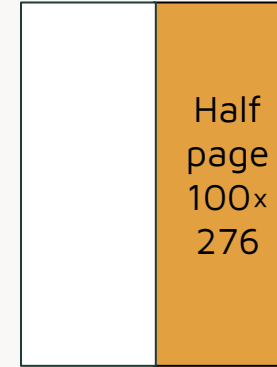
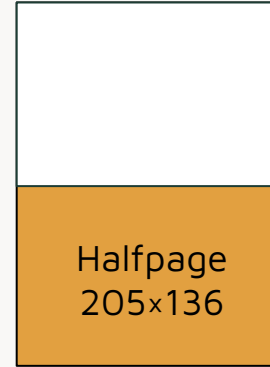
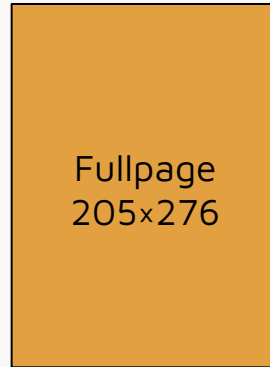


**KENNI PEDERSEN**  
Digital Team Lead  
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# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

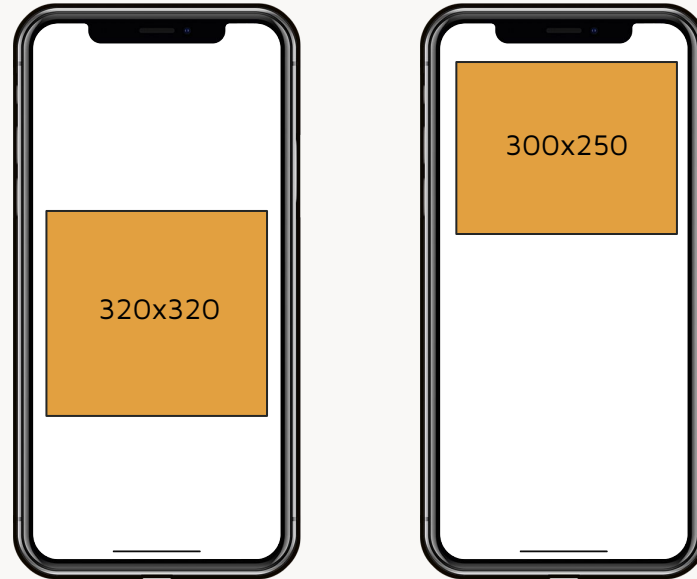
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

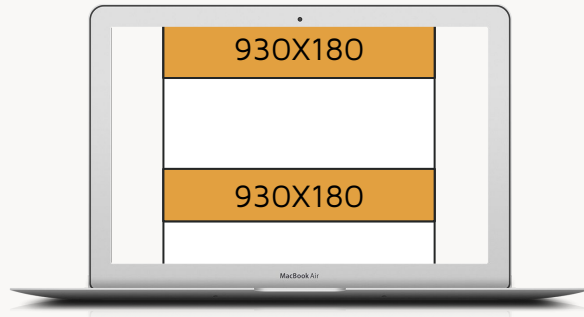


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking



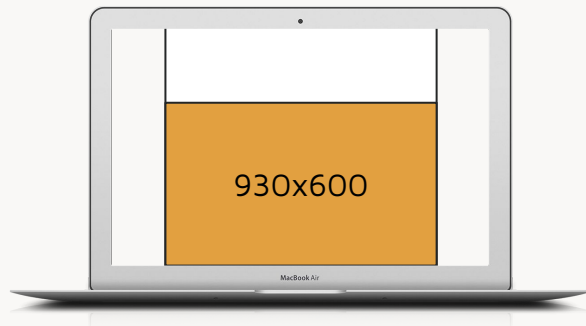


# Desktop mega banner

## Specifications:

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

Incl. URL / tracking



# Video outstream / instream

## Specifications:

- MP4, MPEG4, MOV files.
- VAST

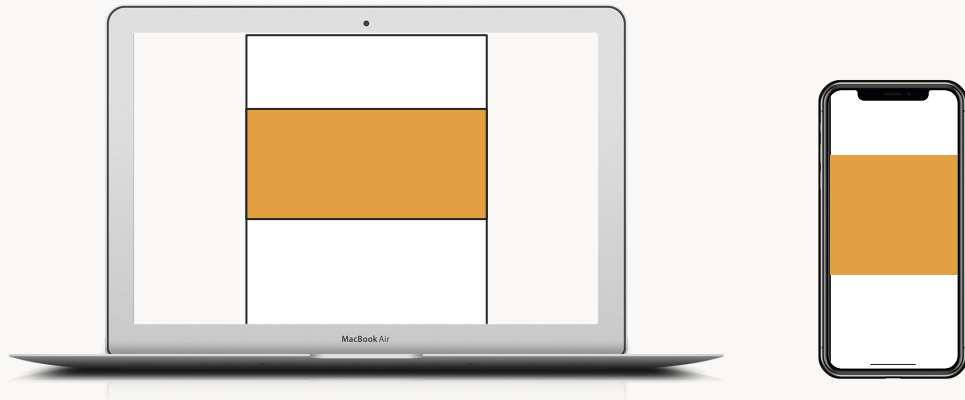
Desktop ratio: 16:9  
(1920x1080)

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

