

BONNIER
Publications

iFORM

Media kit 2026



Index

Our universe

Editorial schedules, rate cards and formats

Print

Digital

NTA

Contact

Advertisement specifications



**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

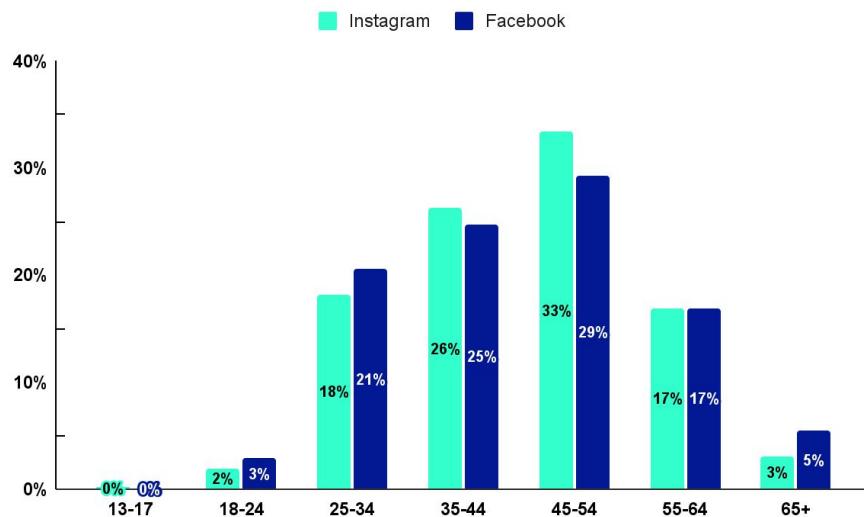


92%

female



Age



Print readers

Gender

35%

male



65%

female



Geography

45%

east region

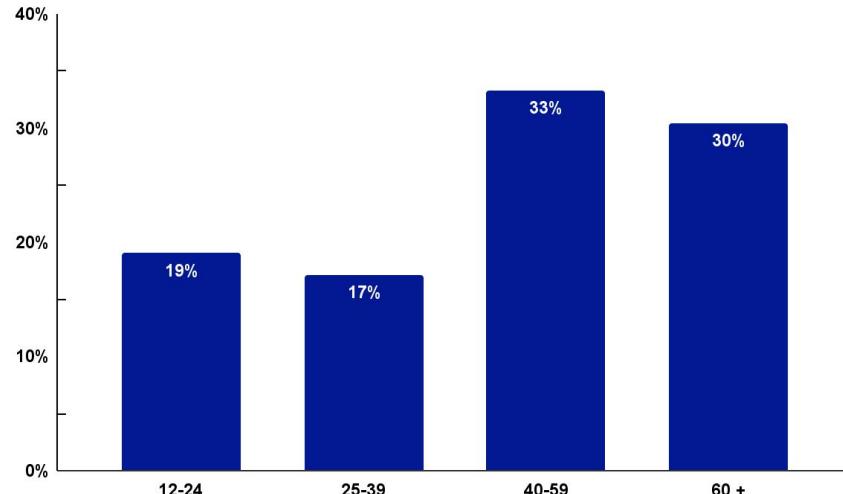


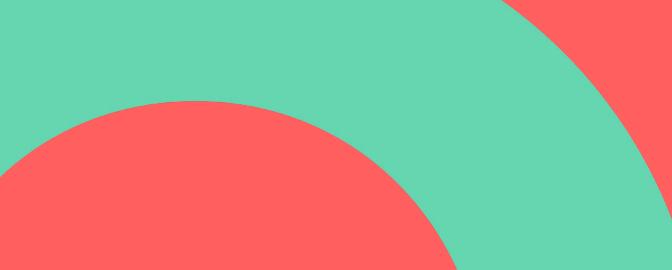
55%

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*	Product	Pricing in DKK*
2/1 page	92.400	2/1 page + coverflap	233.000
1/1 page	48.500	1/1 page + halfpageflap	89.900
½ page	31.600	2/1 page Native Article	115.500**
Back cover	68.100	!/1 page Native Article	60.700**
Inner back cover	55.900		
Page 2-3	121.400		

*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*	High impact formats	Price in DKK*
Standard banner	CPM 50	Ex. Topscroll, Midscroll and Desktop Skin	CPM 100 + CPM 5 ad tech fee
Megabanner	CPM 60		
Mobile	Price in DKK*	Format	Price in DKK*
Mobile standard banner	CPM 50	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	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

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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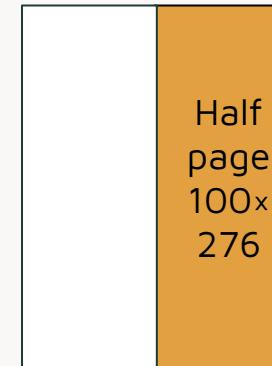
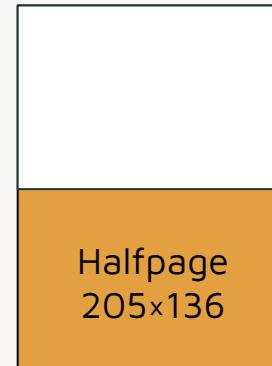


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Digital Team Lead
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Advertisement specifications

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:

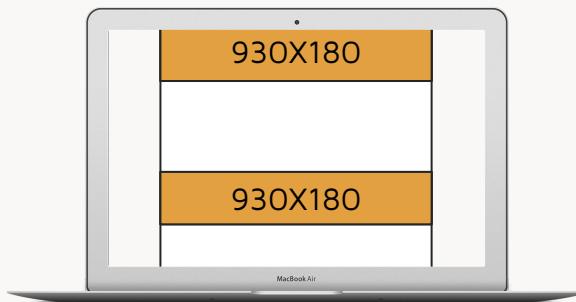
HTML5 banner

JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking



Desktop mega banner

Specifications:

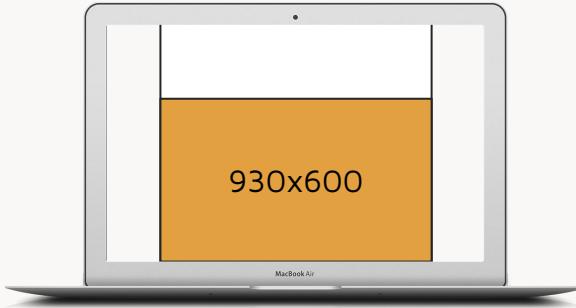
HTML5 banner

JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

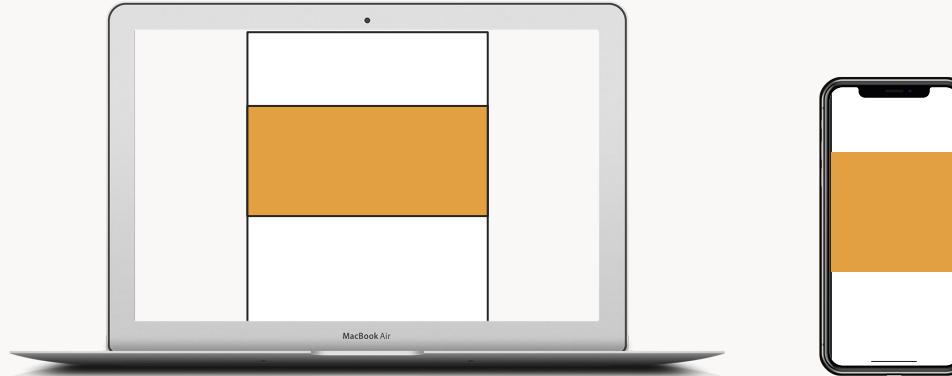
Desktop ratio: 16:9
(1920x1080)

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

