BONNIER
Publications

KUNTO PLUS

Media kit 2024

Index

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.
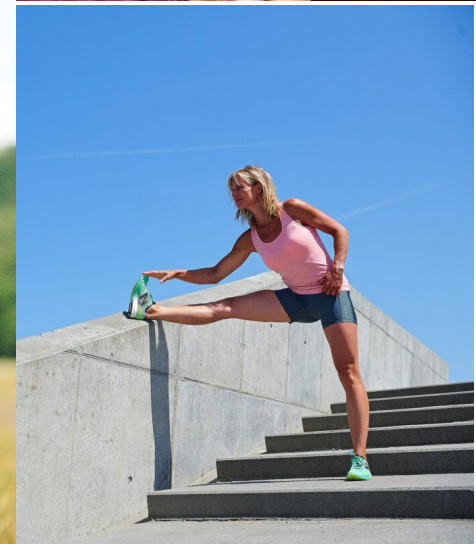
Editorial schedules, rate cards and formats

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	16/01/2024	Cardio to get around, happiness hormones, olives, mom bod, sour dough, stomach aches, spinning equipment
4	07/03/2024	10	08/02/2024	New diets, core training, melatonin, recipes with chocolate, running tights
5	04/04/2024	14	29/02/2024	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, oatmel, 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 EURO*
2/1 page	6.500
1/1 page	4.000
½ page	2.400
Back cover	Contact for price*
Inner back cover	Contact for price*
Page 2-3	Contact for price*

Product	Pricing in EURO*
Page 2+3	Contact for price*
2/1 page Native Article	Contact for price*
1/1 page Native Article	Contact for price*

*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 EUR*
Standard banner	CPM 7
Megabanner	CPM 8

High impact formats	Price in EUR*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 14 + CPM 0,70 ad tech fee

Format	Price in EUR*
Video-in-banner	CPM 8

Mobile / Tabet	Price in EUR*
Mobile standard banner	CPM 7
Tablet standard banner	CPM 7

Format	Price in EUR*
Newsletter banner	CPM 14

*Gross prices

Digital formats

See visualizations and ad specifications further below

*Contact **traffic@bonnier.dk** for more info.

Desktop	Format
Standard banner	930x180
Megabanner	930x600

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.	

Mobile / Tablet	Format
Mobile banner	320x320 / 300x250
Tablet banner	728x90

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

Newsletter	Format
Newsletter banner	620x500

NTA Advertising rate card

Product	Pricing in EURO*
Native Article	Contact for price*
Facebook boost	Contact for price*
Newsletter	Contact for price*

* Gross prices only

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

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NTA* formats

Product	Format
Native Article	Ad as an online article
Facebook boost	The native article is posted on FB with boost
Newsletter	The native article is included in editorial newsletters

*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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Advertisement specifications

Print, mobile, tablet and desktop formats

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Print-formats

Spread
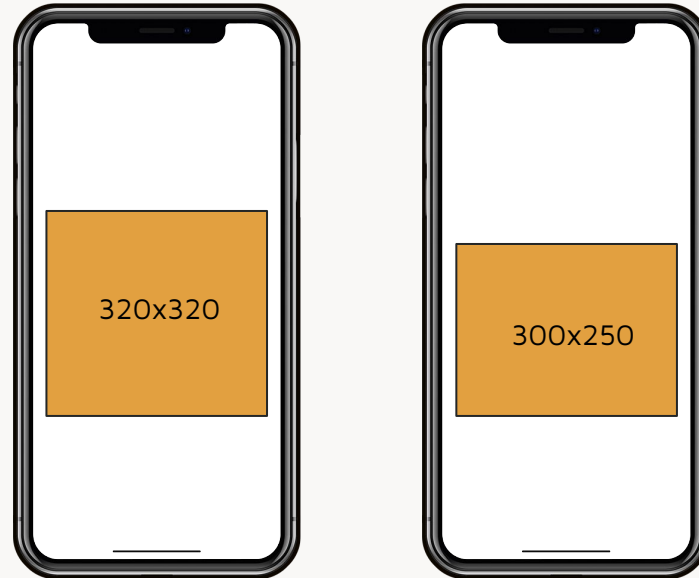410×276

Fullpage
205×276

Halfpage
205×136

Half page
100×276

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15
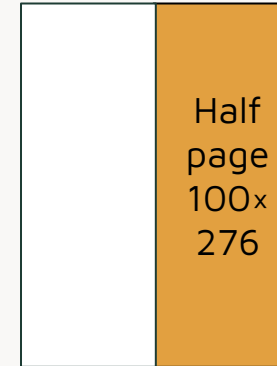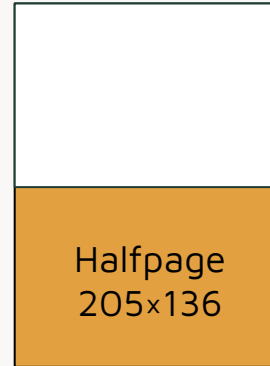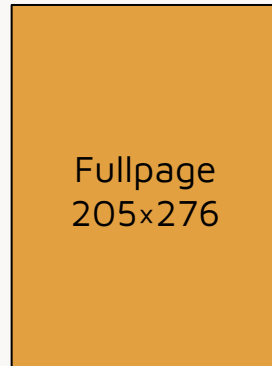
Mobile standard banners

Specifications:

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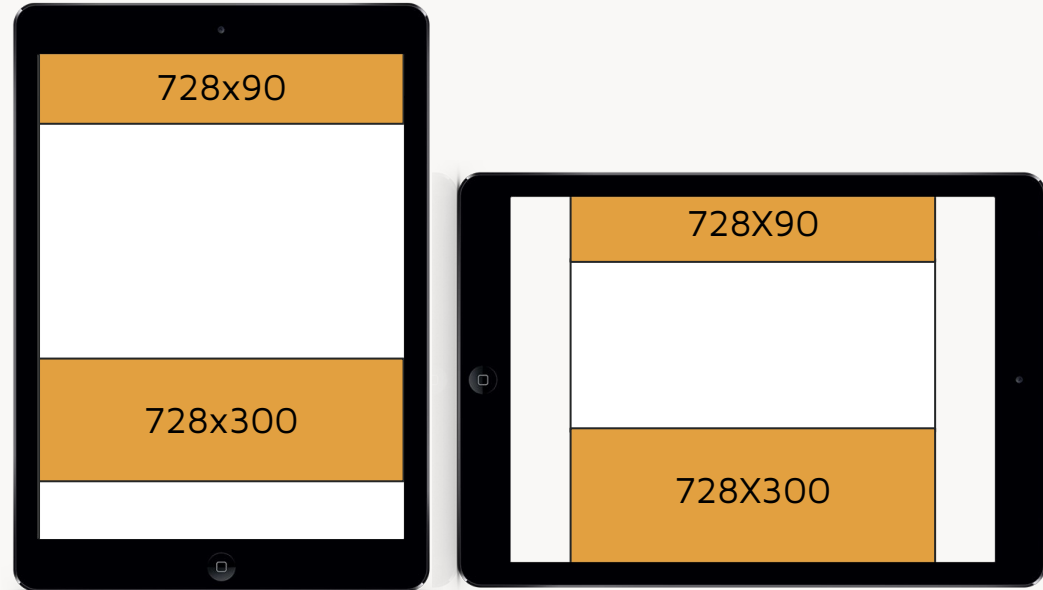JPG / PNG / GIF
3rd party tag
Max 150 KB

Incl. URL / tracking

320x320

300x250

Tablet standard banner

Specifications:

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

Incl. URL / tracking
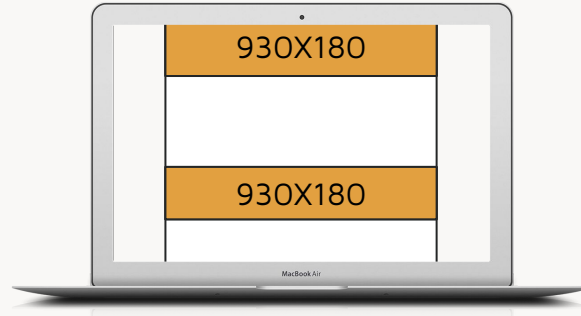
728x90

728x300

728X90

728X300

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Desktop standard banner

Specifications:

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

Incl. URL / tracking

Desktop mega banner

Specifications:

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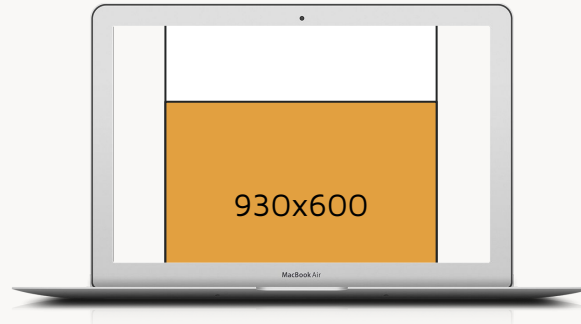JPG / PNG / GIF
3rd party tag
Max 150 KB

Incl. URL / tracking

930x600

930x600

Video
in-banner

Specifications:
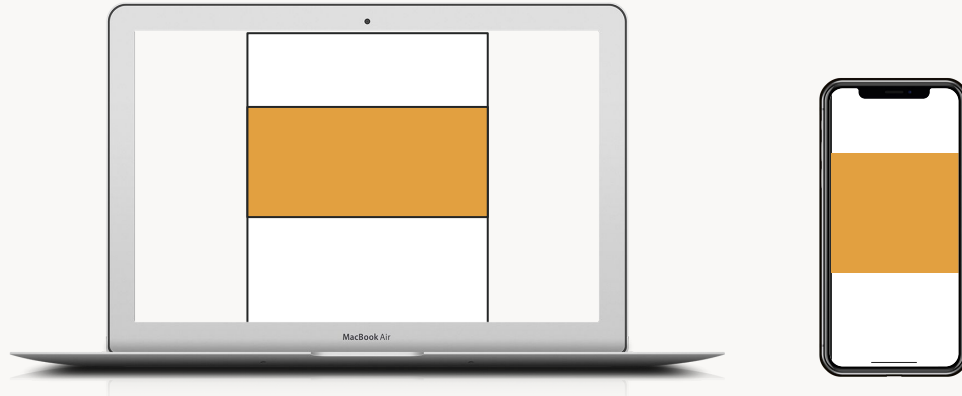
- MPEG4, 3GPP, MOV
- AVI
- MPEGS
- WMV, MP3

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

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