

BONNIER
Publications

KUNTO PLUS

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.





Editorial schedules, rate cards and formats

January –June 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

July – December 2026

No.	Publishing date	Week	Deadline	Theme
10	20/08/2026	34	20/07/2026	Pilates, meal plans, cardiovascular disease, dietary supplements, cauliflower, burger recipes
11	17/09/2026	38	17/08/2026	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	26/11/2026	48	26/10/2026	Chair exercises, stomach ache, microbreaks, menopause, sleep, fish cakes, salad recipes for Christmas dinner
1/26	17/12/2026	51	16/11/2026	

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

Mobile	Price in EUR*
Mobile standard banner	CPM 7

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

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

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

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

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

MINNA HIRSIMÄKI

Local Sales contact
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Cecilie Gormsen

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Caroline A. Kongslev

Advertising Material
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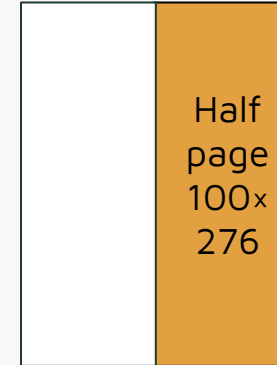
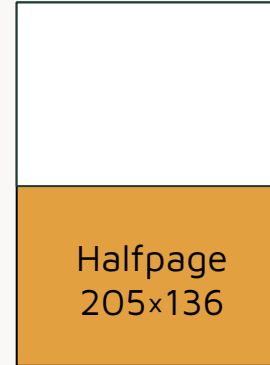
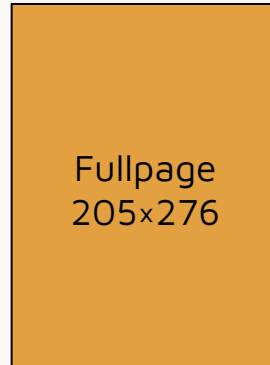
SIEBREN OOSTWOUD

Head of Ad Operations & Programmatic
siebren.oostwoud@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



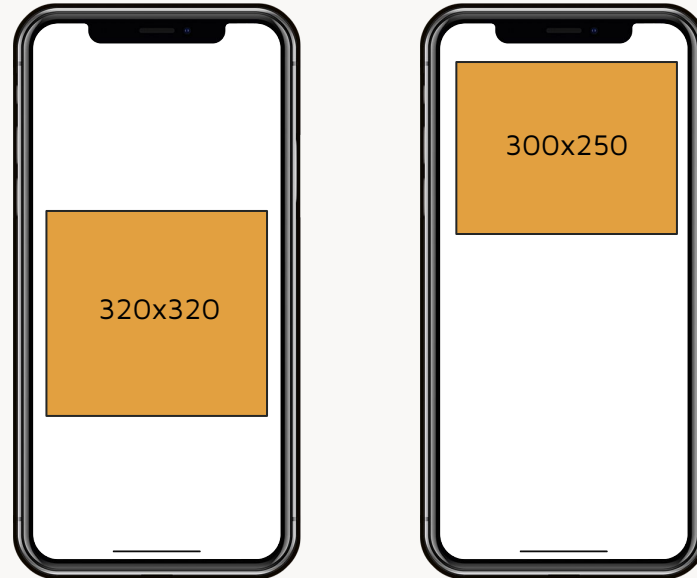
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

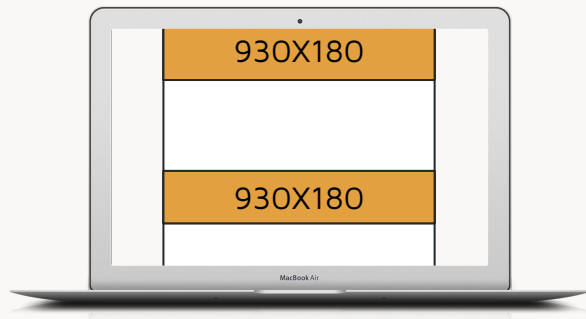


Desktop standard banner

Specifications:

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

Incl. URL / tracking

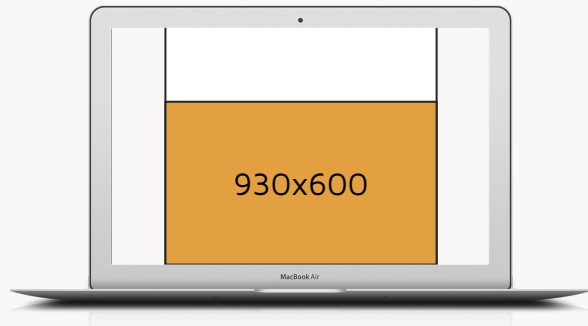


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

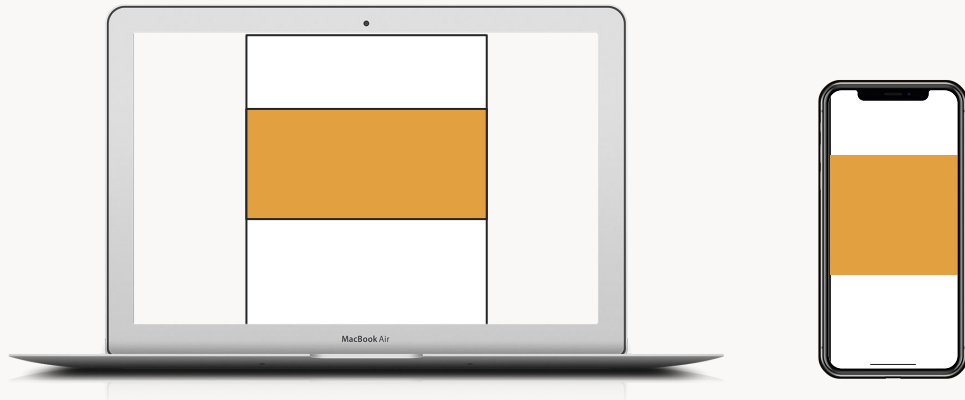
Desktop ratio: 16:9
(1920x1080)

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

