

**BONNIER**  
Publications

**i FORM**

**Media kit 2024**



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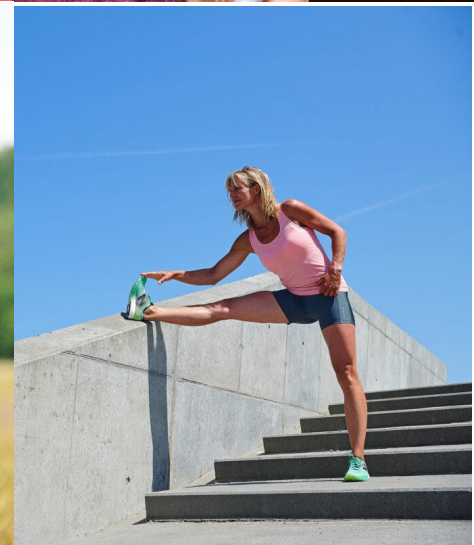
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**Living a healthy and active everyday life doesn't have to be an all-consuming project. I FORM is here to help women spot the simple tweaks that make a difference.**

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.







\*\*Google Analytics - July 2023

**419.767**

Monthly pageviews\*\*



**33.201**

Facebook likes



**10.390**

Instagram followers



# Digital users

## Instagram

4%

male



96%

female



## Facebook

4%

male

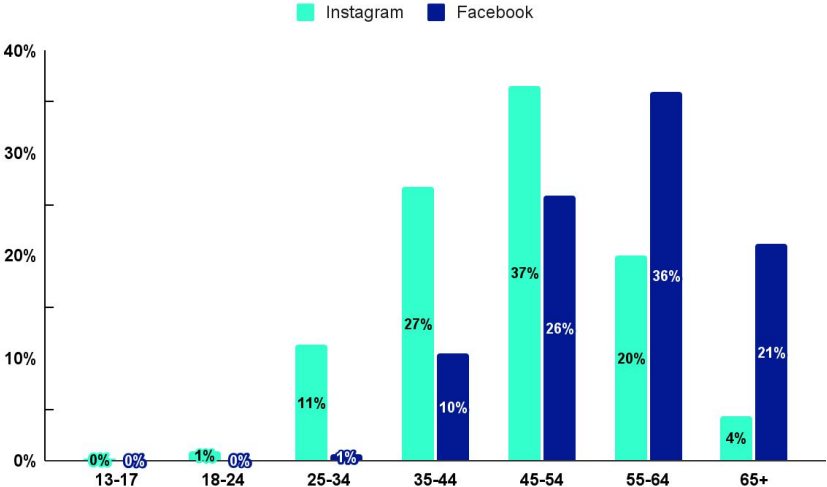


96%

female



## Age





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

# January –June 2024

No.	Publishing date	Week	Deadline	Theme
2	26/01/2024	4	12/12/2023	Cardio machines, taking walks, perimenopause, using beans, pesto, sports shoes, body lotion
3	16/02/2024	7	11/01/2024	Cardio to get around, happiness hormones, olives, mom bod, sour dough, stomach aches, spinning equipment
4	08/03/2024	10	05/02/2024	New diets, core training, melatonin, recipes with chocolate, running tights
5	05/04/2024	14	26/02/2024	Exercises lying down, eat vegetables, quick dinners, headaches, headphones
6	26/04/2024	17	14/03/2024	Cardio running, healthy at work, menopause, air fryer recipes, yoga clothes
7	16/05/2024	20	09/04/2024	
8	07/06/2024	23	30/04/2024	
9	28/06/2024	26	24/05/2024	

# July – December 2024

No.	Publishing date	Week	Deadline	Theme
10	26/07/2024	30	17/06/2024	
11	16/08/2024	33	08/07/2024	
12	06/09/2024	36	01/08/2024	
13	27/09/2024	39	22/08/2024	
14	18/10/2024	42	16/09/2024	
15	15/11/2024	46	09/10/2024	
16	06/12/2024	49	31/10/2024	
1/25	27/12/2024	52	21/11/2024	



# Print Advertising rate card

Product	Pricing in NOK*
2/1 page	76.300
1/1 page	42.500
½ page	27.600
Back cover	55.300
Inner back cover	51.000
Page 2-3	51.000

Product	Pricing in NOK*
Page 2+3	95.600
2/1 page Native Article	95.400**
1/1 page Native Article	53.100**

\*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 NOK*
Standard banner	CPM 75
Megabanner	CPM 90

High impact formats	Price in NOK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 150 + CPM 5 ad tech fee

Format	Price in NOK*
Video-in-banner	CPM 90

Mobile / Tabet	Price in NOK*
Mobile standard banner	CPM 75
Tablet standard banner	CPM 75

Format	Price in NOK*
Newsletter banner	CPM 150

\*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 / 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 <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

## Advertising rate card

Product	Pricing in NOK*
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. Incl traffic drivers
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**



**MALIN BREDESEN**

Key Account Manager, Local contact  
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**SARA MØLLER CHRISTENSEN**

Editor in Chief - I FORM  
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**THERESE GUNNI**

Advertising Material  
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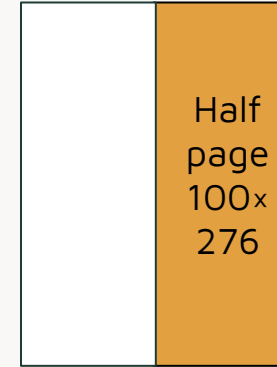
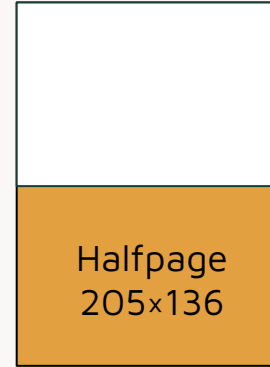
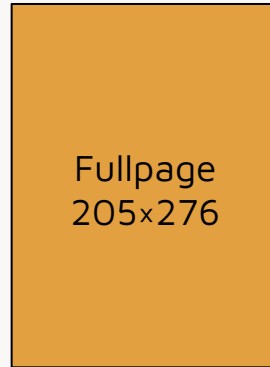
**SIEBREN OOSTWOUD**

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

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

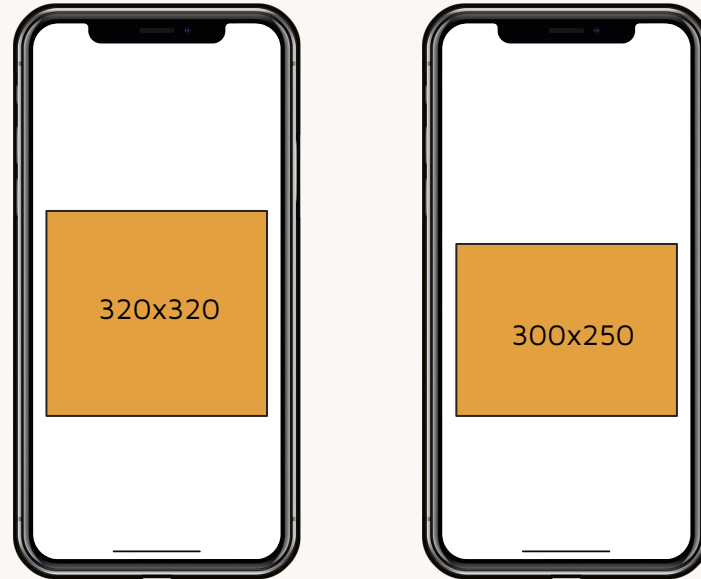
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

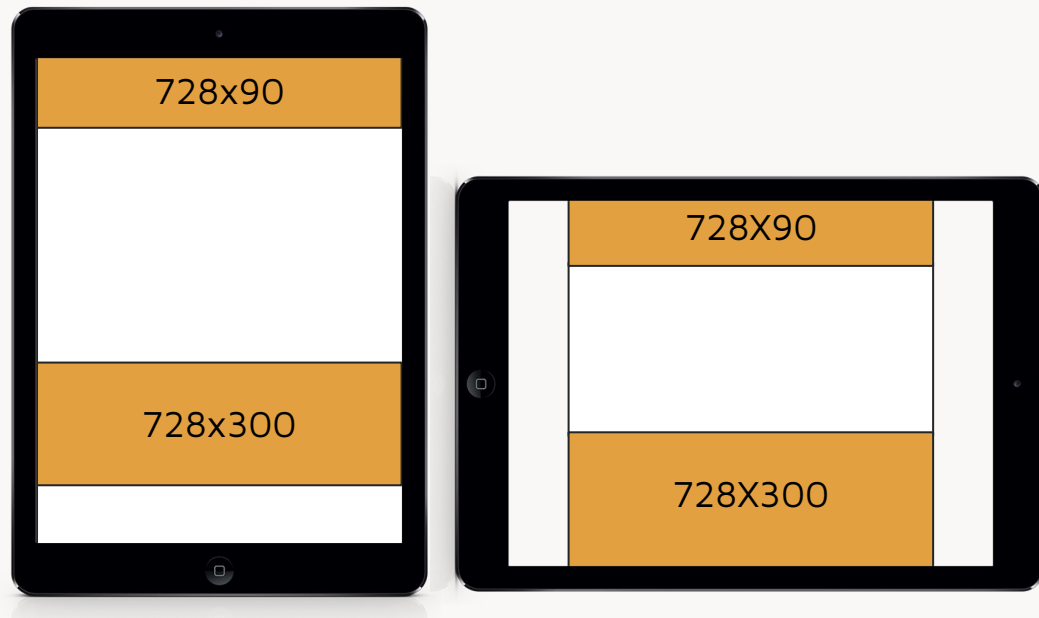


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking

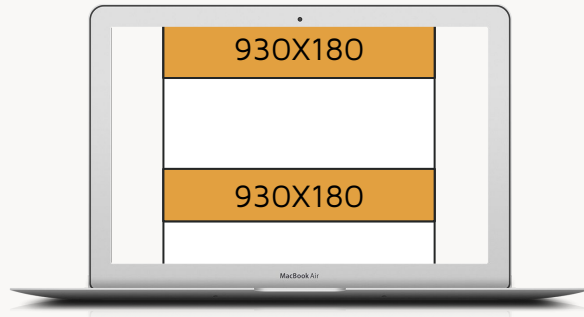


# Desktop standard banner

## 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

