

BONNIER
Publications

i FORM

Media kit 2024



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.





**Google Analytics - July 2023

967.51

Monthly Pageviews**

8

38.082

Newsletter subscribers

Digital users

Instagram

2%

male



98%

female



Facebook

4%

male

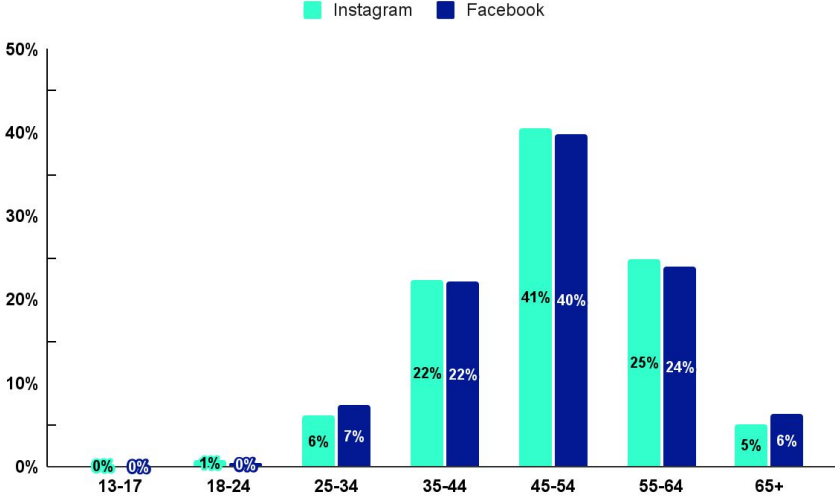


96%

female



Age





Editorial schedules, rate cards and formats

January – June 2024

No.	Publishing date	Week	Deadline	Theme
2	23/01/2024	4	12/12/2023	Cardio machines, taking walks, perimenopause, using beans, pesto, sports shoes, body lotion
3	13/02/2024	7	11/01/2024	Cardio to get around, happiness hormones, olives, mom bod, sour dough, stomach aches, spinning equipment
4	05/03/2024	10	05/02/2024	New diets, core training, melatonin, recipes with chocolate, running tights
5	02/04/2024	14	26/02/2024	Exercises lying down, eat vegetables, quick dinners, headaches, headphones
6	23/04/2024	17	14/03/2024	Cardio running, healthy at work, menopause, air fryer recipes, yoga clothes
7	14/05/2024	20	09/04/2024	Gadgets for sleep, less sugar, back exercises, British recipes, running shoes
8	04/06/2024	23	30/04/2024	Sun protection, protein, weight loss medicine, ticks in the forrest, sunglasses for sport
9	25/06/2024	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	23/07/2024	30	17/06/2024	Blatter infection, the 5 tibetans (yoga), Greek recipes, sensible packaging for food
11	13/08/2024	33	08/07/2024	Weight training, steady weight, healthy lunch, bags for an active lifestyle
12	03/09/2024	36	01/08/2024	Cancer survivors, oatmeal, core exercises, skin with blackheads, workout shirts
13	24/09/2024	39	22/08/2024	Dietary advice for different ages, depression, breakfast recipes, hiking shoes
14	15/10/2024	42	16/09/2024	Yoga for the hips, tonsil stones, banana cake, running jackets, vegan recipes
15	12/11/2024	46	09/10/2024	Osteoarthritis in the knees, bags under eyes, ramen, sporty christmas presents
16	03/12/2024	49	31/10/2024	Exercises for the sciatic nerve, rules for freezing food, deep sleep, winter running, sweatsuits
1/25	23/12/2024	52	21/11/2024	Fitness success, weight loss after menopause, raynaud's syndrome, banana pancakes, sports-bras

Print Advertising rate card

Product	Pricing in SEK*
2/1 page	75.400
1/1 page	37.700
½ page	24.400
Back cover	Contact for price
Inner back cover	Contact for price

Product	Pricing in SEK*
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 SEK*
Standard banner	CPM 75
Megabanner	CPM 90

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

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

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

Format	Price in SEK*
Newsletter banner	CPM 150

*Gross prices

Digital formats

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 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 SEK*
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 or visit Ocast.

Try our FAQ page, if you need support on how to upload ad material, technical guidance etc.

[GO TO OCAST](#)

[GO TO FAQ](#)



EHSAN DADIAR

Sales contact
ehsan@adsales.se



Cecilie Gormsen

Editor in Chief - i FORM
cecilie.gormsen@iform.dk



THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk



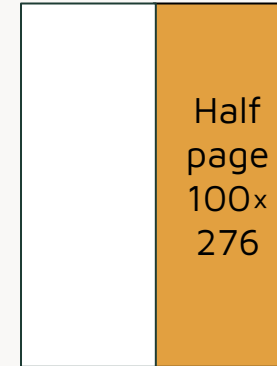
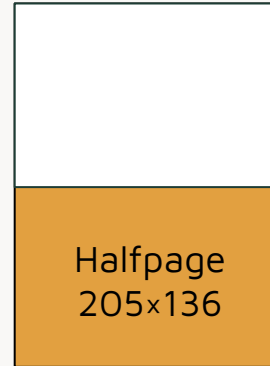
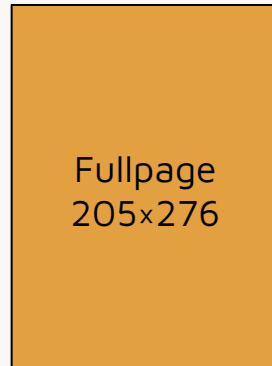
SIEBREN OOSTWOUD

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

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

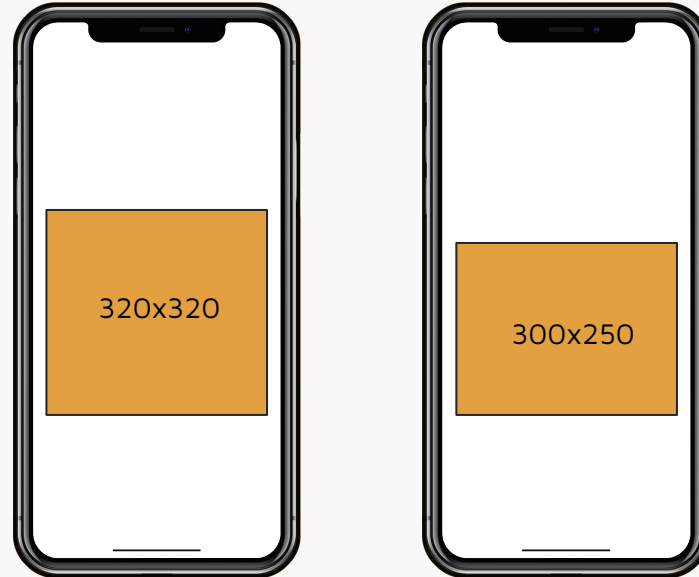
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

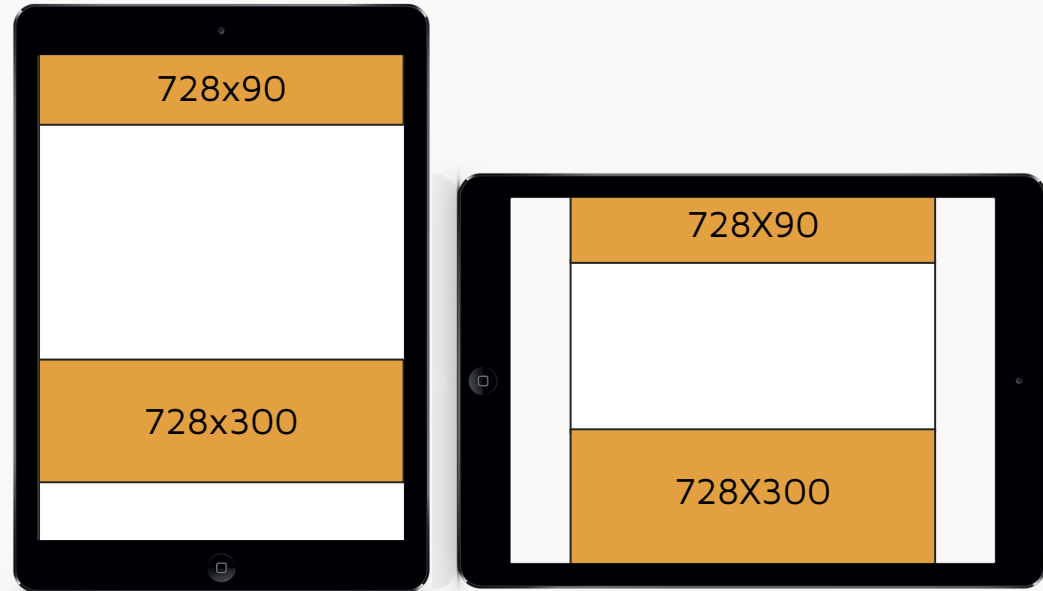


Tablet standard banner

Specifications:

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

Incl. URL / tracking



Desktop standard banner

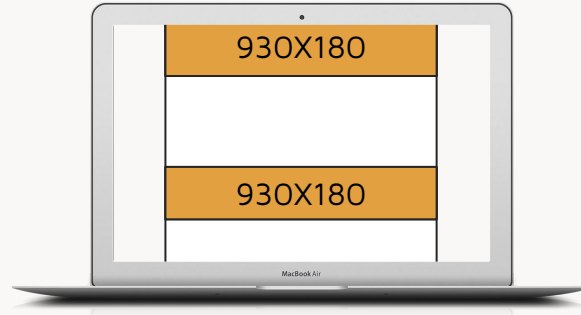
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking



Desktop mega banner

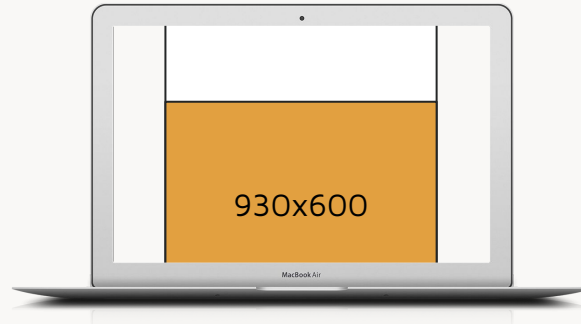
Specifications:

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

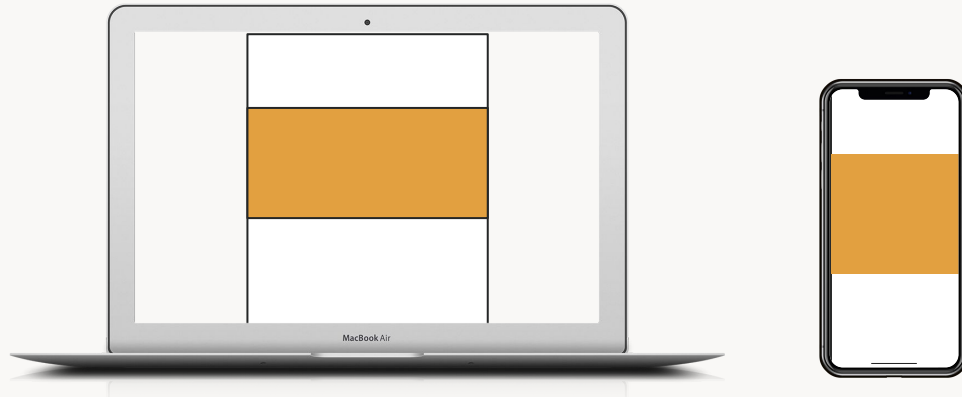
Desktop ratio: 16:9

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

