



**BONNIER**  
Publications

**i FORM**

**Media kit 2025**

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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.







706.41

Monthly reviews\*\*

9

45.600

Newsletter subscribers

# Digital users

## Instagram

2%

male



98%

female



## Facebook

4%

male

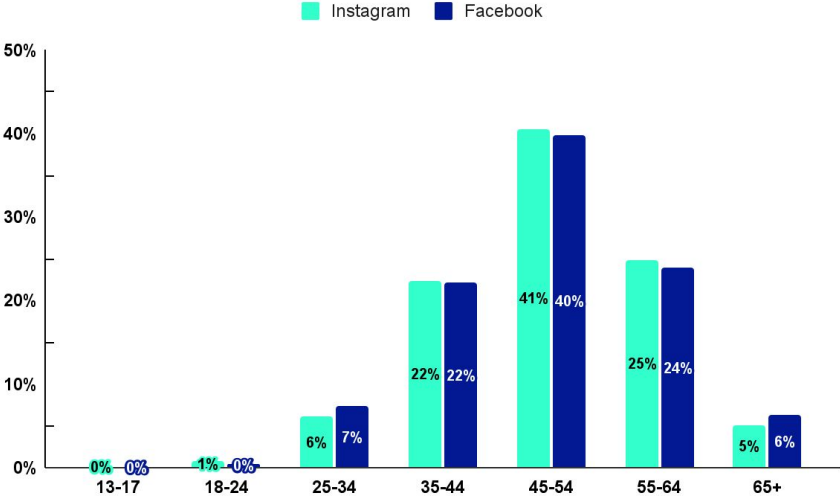


96%

female



## Age





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

# January –June 2025

No.	Publishing date	Week	Deadline	Theme
2	22/01/2025	4	12/12/2024	Wall pilates, shed pregnancy pounds, blood pressure, cancer survivors, almond flour
3	12/02/2025	7	13/01/2025	Fitness shoe guide, strength training for beginners, DASH diet, RS virus, Health anxiety, saunagus, Resting heart rate, Low calorie lunch
4	12/03/2025	11	10/02/2025	Fall asleep fast, training tights guide, running program, weight loss, allergies, hormones, constipation/bloating exercises, dahl recipes, desserts
5	09/04/2025	15	10/03/2025	Low back pain, 30-30-30 method, menopause and skin, ADHD, Chickpeas, Low-calorie dinner
6	07/05/2025	19	02/04/2025	Neck pain, protein guide, swollen lymph nodes, exercise and skin, flaxseed
7	04/06/2025	23	05/05/2025	HIIT training, Estrogen, elderly brain research, outdoor exercise, exercise and cholesterol, rhubarb, peas
8	27/06/2025	26	20/05/2025	Benefits of walking, fat guide, dry mouth, summer depression, potatoes
9	23/07/2025	30	23/06/2025	Connective tissue, mindful eating, pain relief, signs of narcissism, Ichthyosis (dry skin/fish skin), spinach

# July – December 2025

No.	Publishing date	Week	Deadline	Theme
10	13/08/2025	33	14/07/2025	Circuit training, low-calorie dinner, sex and menopause, belly fat, apples
11	10/09/2025	37	11/08/2025	Mediterranean diet, kidney stones/gallstones, self-esteem, cabbage
12	08/10/2025	41	08/09/2025	Strength training, metabolism, immune system, healthy sauces
13	05/11/2025	45	06/10/2025	Overloaded hip flexors and groin pain, cabbage, iron deficiency, sense of time in the elderly
14	26/11/2025	48	27/10/2025	Exercise according to your age, antidepressants, crafts are good for the brain, piriformis syndrome
1/26	23/12/2025	52	21/11/2025	



# 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

Mobile	Price in SEK*
Mobile standard banner	CPM 75

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

Format	Price in SEK*
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	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 <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 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](#)



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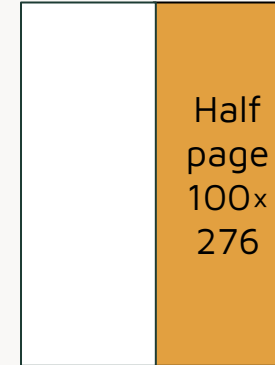
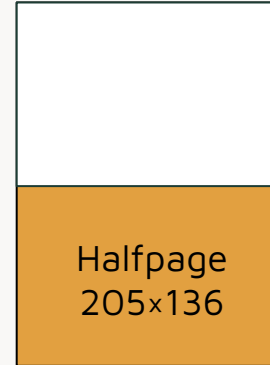
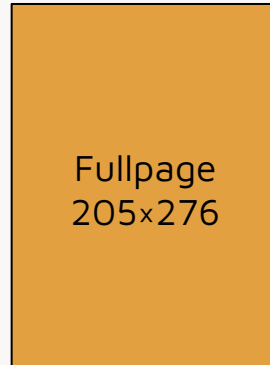
**SIEBREN OOSTWOUD**

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

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

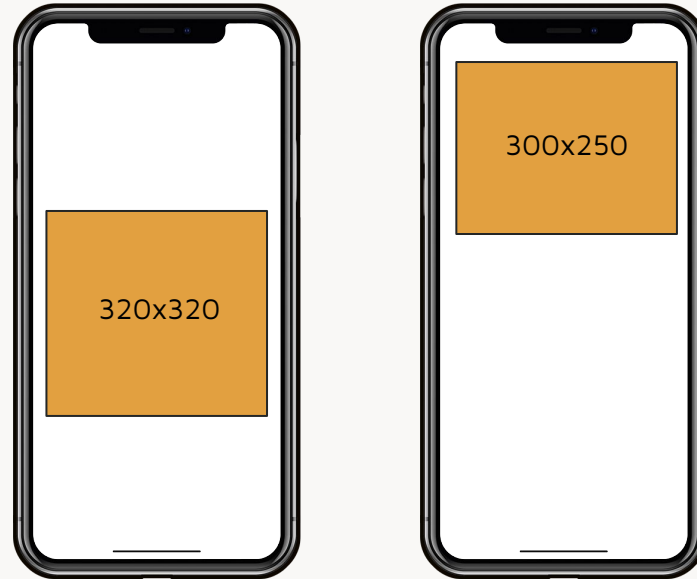
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

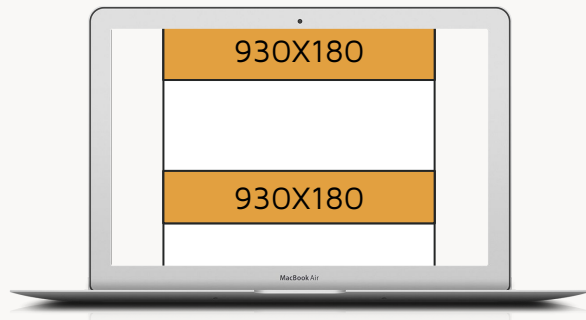


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking

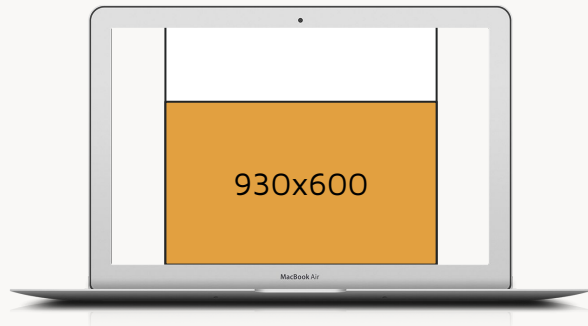


# Desktop mega banner

## Specifications:

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

Incl. URL / tracking





# Video outstream / instream

## Specifications:

- MP4, MPEG4, MOV files.
- VAST

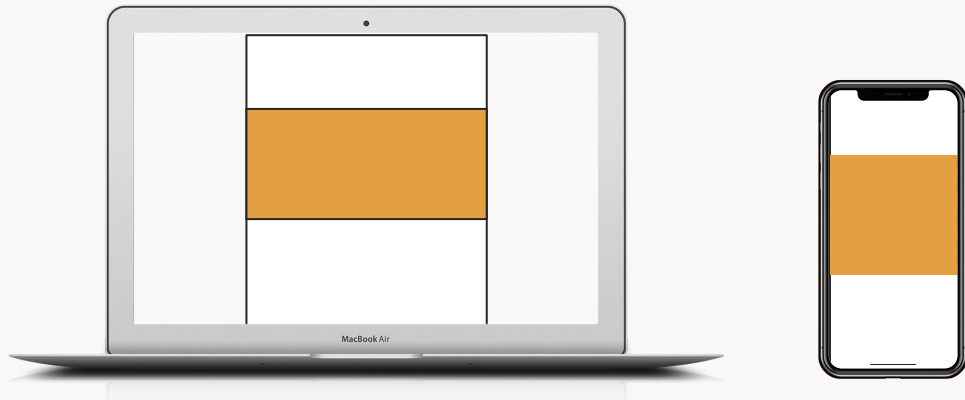
Desktop ratio: 16:9  
(1920x1080)

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

