

BONNIER
Publications

i FORM

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.

www.iform.se





487.000

Monthly pageviews



57.400

Newsletter subscribers



Digital users

Instagram

2%

male



98%

female



Facebook

4%

male

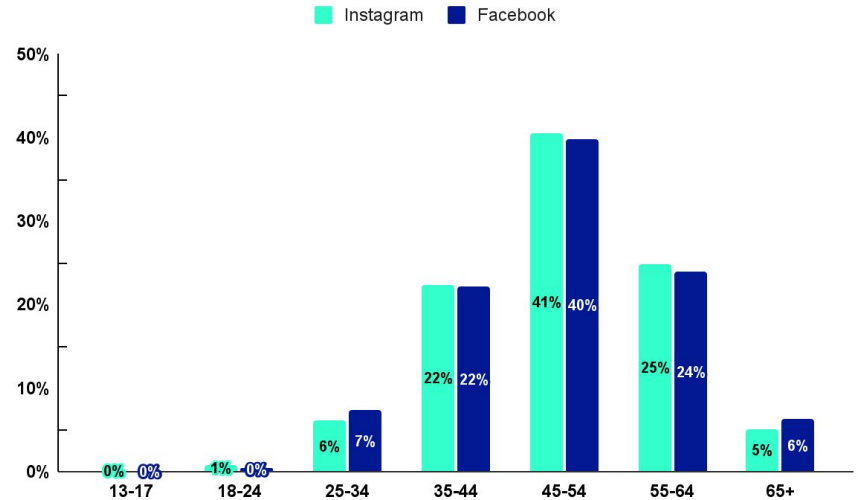


96%

female



Age





Editorial schedules, rate cards and formats

January – June 2026

No.	Publishing date	Week	Deadline	Theme
2	21/01/2026	04	11/12/2025	Tummy-challenge, frozen vegetables, oral health, gossip, hyrox, weightloss, foot arch pain, celeriac, recipes with chicken
3	11/02/2026	07	12/01/2026	Starting exercise after stress, cheese, breathing exercises, the middle-aged brain, case studies on weight loss medication, rocket salad
4	11/03/2026	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	06/05/2026	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	03/06/2026	23	29/04/2026	Calisthenics, Proteins, Sunburn, Use chatgpt as a psychologist, Menopause, Upper back/neck pain, Sushi recipes
8	24/06/2026	26	21/05/2026	Exercising with children and family, seasonal ingredients, gout, stinginess, electrolytes, dermatologists' best advice for beautiful skin, Swedish recipes
9	22/07/2026	30	22/06/2026	Running, herbs, longevity, jet lag, self-esteem, parsnips, desserts

July – December 2026

No.	Publishing date	Week	Deadline	Theme
10	19/08/2026	34	20/07/2026	Pilates, meal plans, cardiovascular disease, dietary supplements, cauliflower, burger recipes
11	16/09/2026	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	07/10/2026	41	07/09/2026	Hyrox, Omega-3, pain, digital detox from screens, relationships, mushrooms
13	04/11/2026	45	05/10/2026	CONNECTIVE TISSUE, Iron deficiency, Heartburn, Hypnosis, Dental health, Carrot cake, Recipes for healthy soups
14	25/11/2026	48	26/10/2026	Chair exercises, stomach ache, microbreaks, menopause, sleep, fish cakes, salad recipes for Christmas dinner
1/26	16/12/2026	51	16/11/2026	

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

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

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](#)



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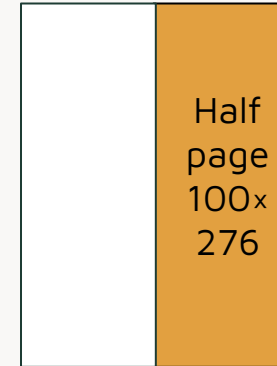
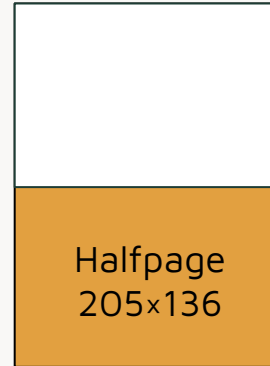
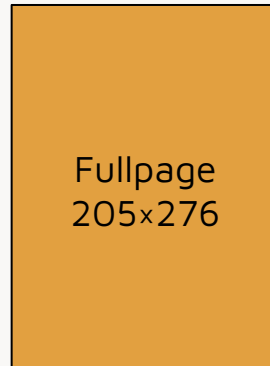
Ida Sofie Amdal

Advertising Material
ida-sofie.amdal@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

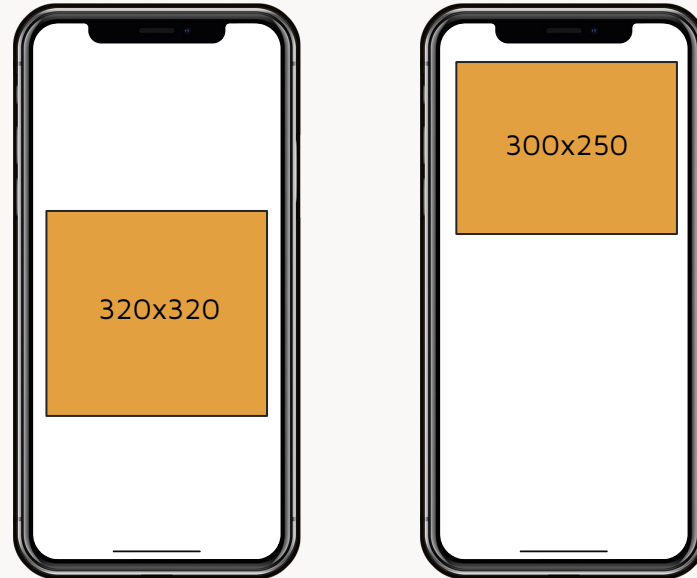
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

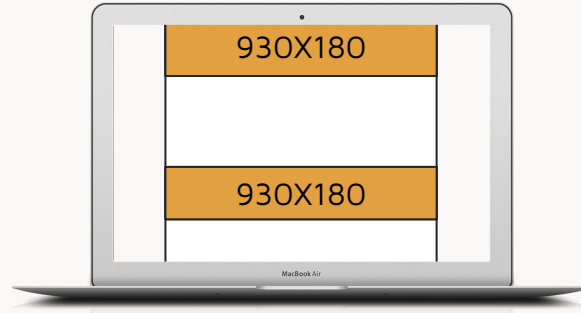


Desktop standard banner

Specifications:

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

Incl. URL / tracking

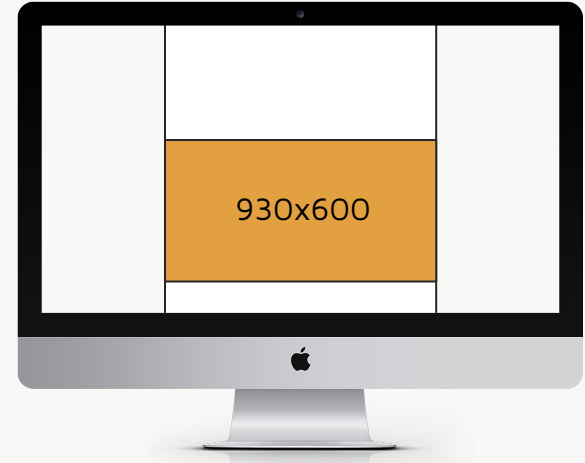
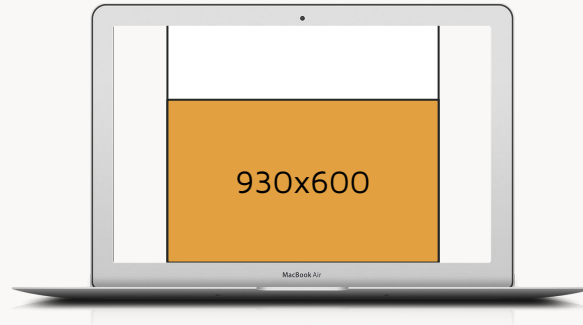


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

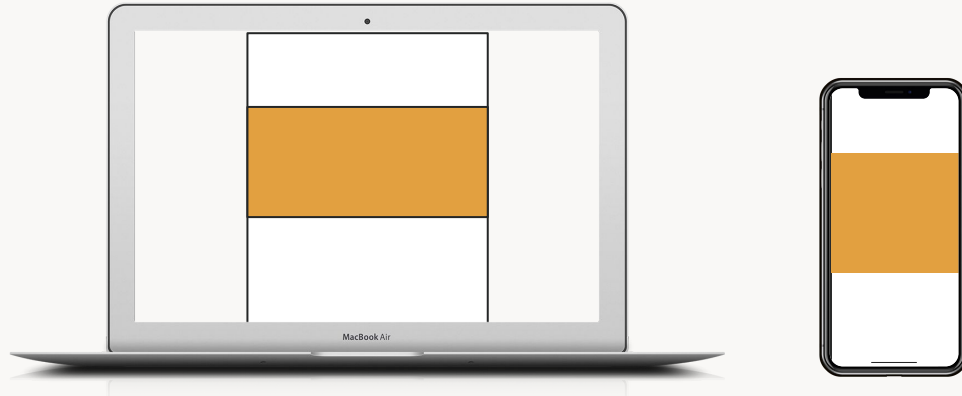
Desktop ratio: 16:9
(1920x1080)

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

