

BONNIER
Publications



Media kit 2025

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Kotimikro is the only PC magazine for users at all levels.

We write about PCs and the Internet, tablets and smartphones, programs and websites – in a way that everyone understands. We always provide thorough step-by-step guides, tell you what's new and write about lots of new product tests that interest the common user.





Editorial schedules, rate cards and formats

Januar –Maj 2025

No.	Publishing date	Week	Deadline	Theme
2	09/01/2025	2	02/12/2024	
3	23/01/2025	4	12/12/2024	
4	13/02/2025	7	13/01/2025	
5	27/02/2025	9	27/01/2025	
6	20/03/2025	12	17/02/2025	
7	03/04/2025	14	03/03/2025	
8	24/04/2025	17	20/03/2025	
9	08/05/2025	19	02/04/2025	

Juni – September 2025

No.	Publishing date	Week	Deadline	Theme
10	27/05/2025	22	28/04/2025	
11	12/06/2025	24	07/05/2025	
12	03/07/2025	27	27/05/2025	
13	24/07/2025	30	23/06/2025	
14	07/08/2025	32	07/07/2025	
15	28/08/2025	35	28/07/2025	
16	11/09/2025	37	11/08/2025	

October –December 2025

No.	Publishing date	Week	Deadline	Theme
17	02/10/2025	40	01/09/2025	
18	16/10/2025	42	15/09/2025	
19	06/11/2025	45	06/10/2025	
20	27/11/2025	48	27/10/2025	
1/26	18/12/2025	51	17/11/2025	

Print Advertising rate card

Product	Pricing in EURO*
2/1 page	3.000
1/1 page	2.000
½ page	1.300
Back cover	Contact for price
Inner back cover	Contact for price

Product	Pricing in EURO*
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

Product	Format
2/1 page	410x276*
1/1 page	205x276
Vertical ½ page	100x276
Horizontal ½ page	205x136
Back cover	205x276
Inner back cover	205x276

Product	Format
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
Skyscraper/sticky	CPM 7
Wallpaper	CPM 14

Mobile / Tablet	Price in EUR*
Mobile standard banner	CPM 7
Tablet 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
Skyscraper/sticky	160x600 / 300x600
Wallpaper	2560x1200 + optional standard banner

Mobile / Tablet	Format
Mobile standard banner	320x320 / 300x250
Tablet standard banner	728x90

Newsletter	Format
Newsletter banner	620x300

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

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

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

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



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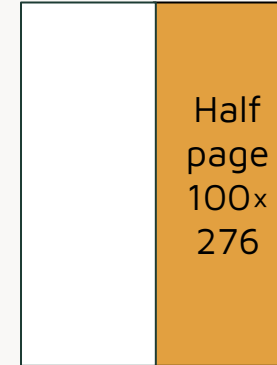
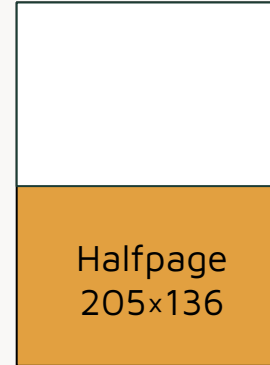
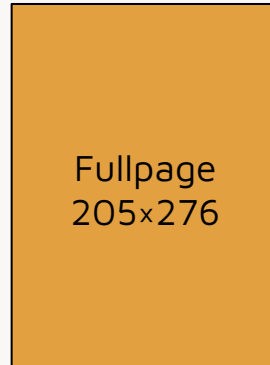
SIEBREN OOSTWOUD

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

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

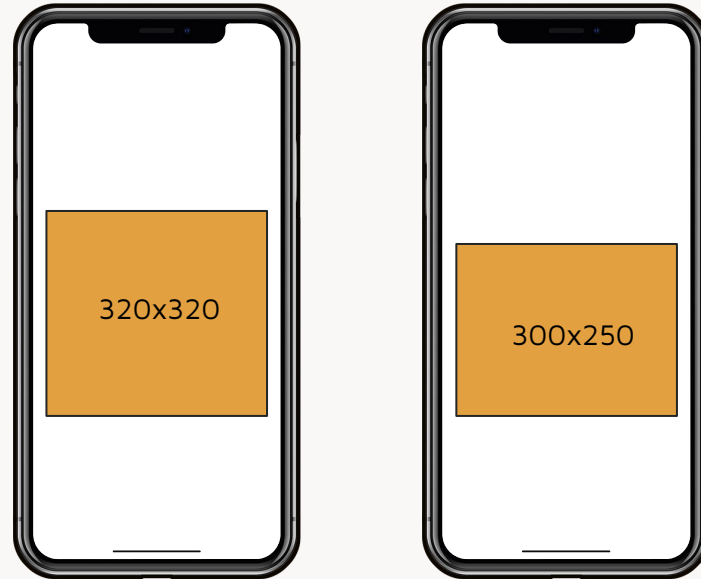
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

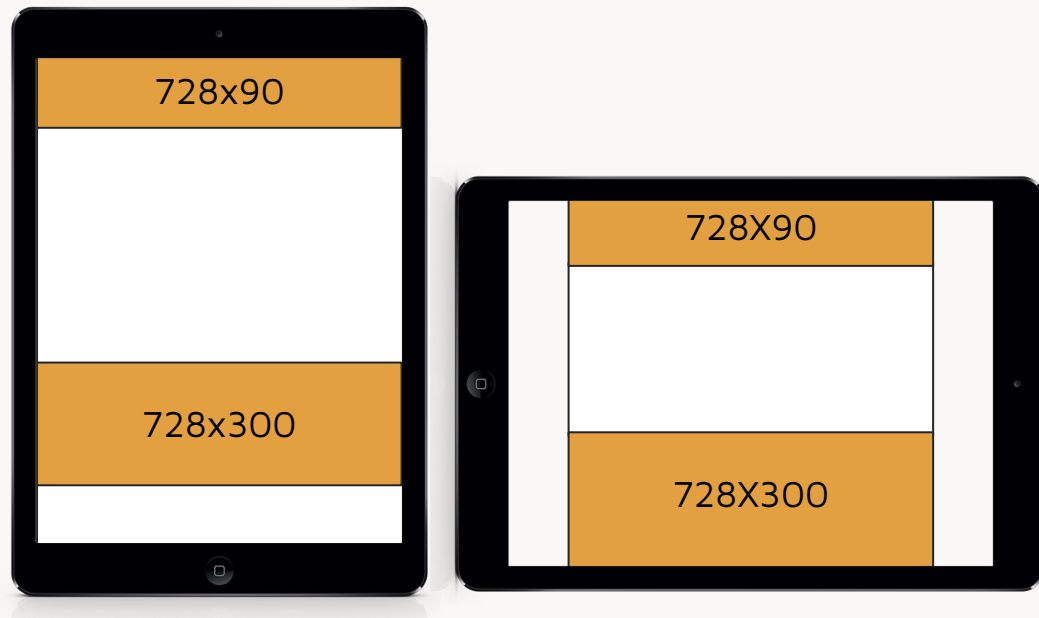


Tablet standard banner

Specifications:

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

Incl. URL / tracking

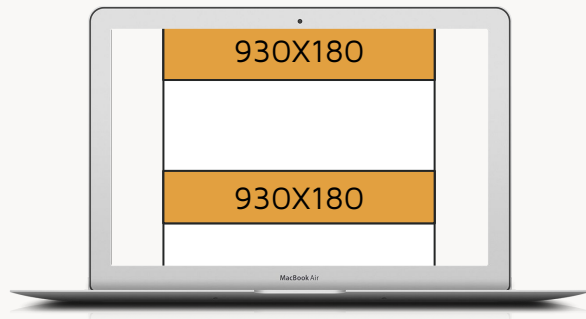


Desktop standard banner

Specifications:

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

Incl. URL / tracking

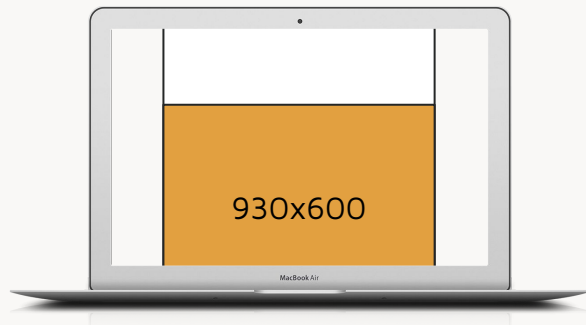


Desktop mega banner

Specifications:

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

Incl. URL / tracking

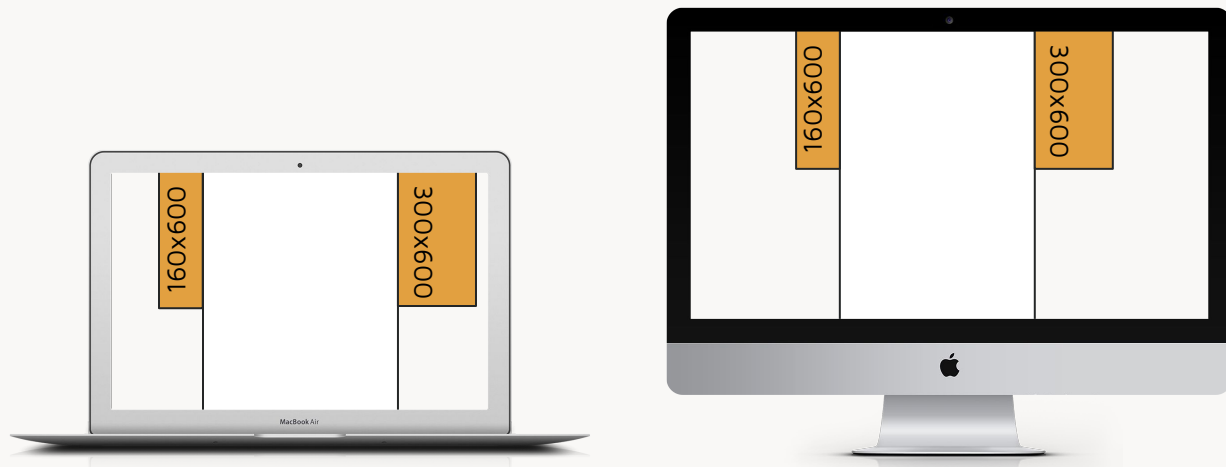


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Desktop Wallpaper + standard banner

Asset Specs (size in px):

Wallpaper: 2560x1200

Standard banner: 930x180

Asset type:

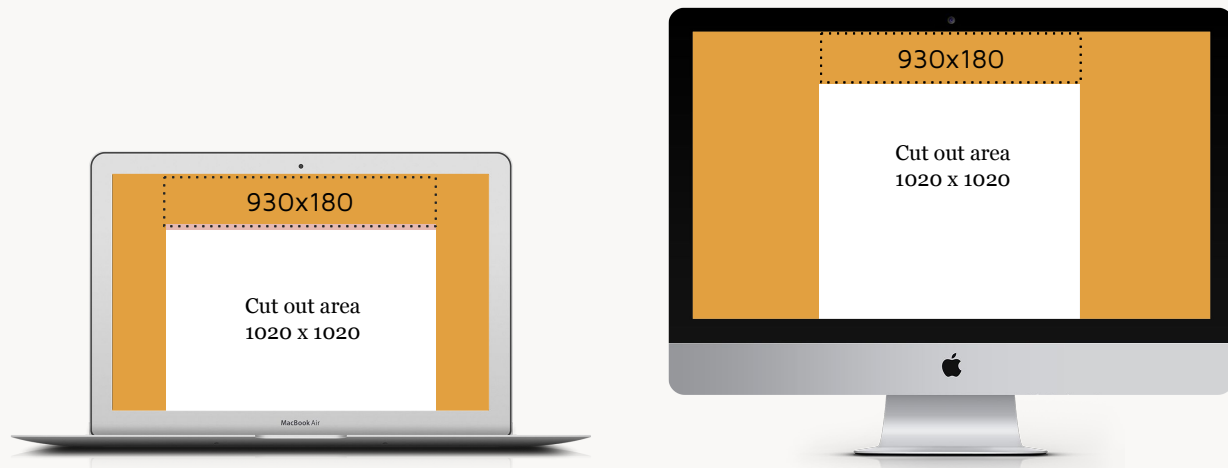
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum 150 kb

Incl. URL / tracking



Video in-banner

Specifications:

- MPEG4, 3GPP, MOV
- AVI
- MPEGS
- WMV, MP3

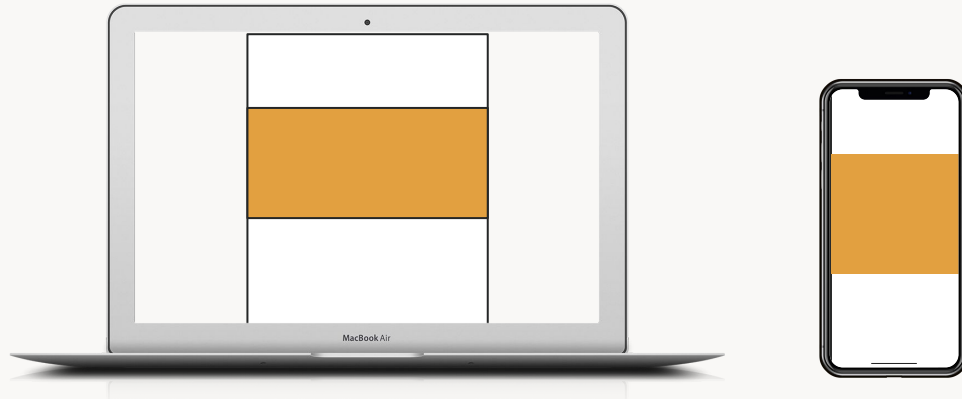
Desktop ratio: 16:9

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

