

**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         |

| Mobile                 | Price in EUR* |
|------------------------|---------------|
| Mobile 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](mailto:traffic@bonnier.dk) for more info.

| Desktop         | Format            |
|-----------------|-------------------|
| Standard banner | 930x180           |
| Megabanner      | 930x600           |
| Standard banner | 580x400 / 580x500 |

| 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.<br>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\* 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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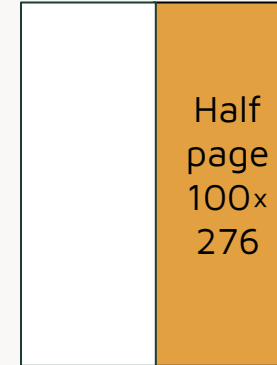
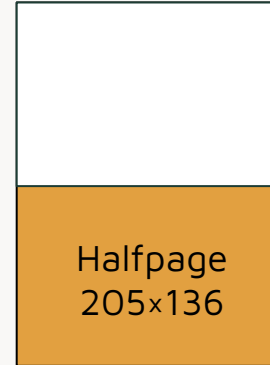
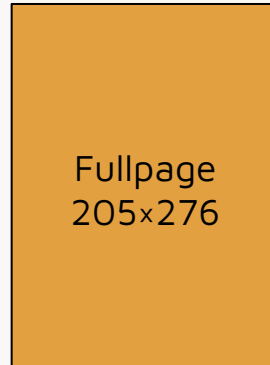
**SIEBREN OOSTWOUD**

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# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

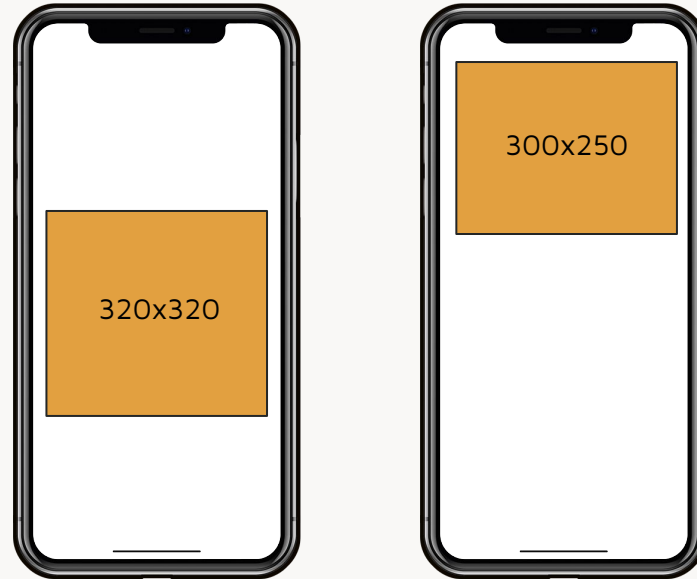
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

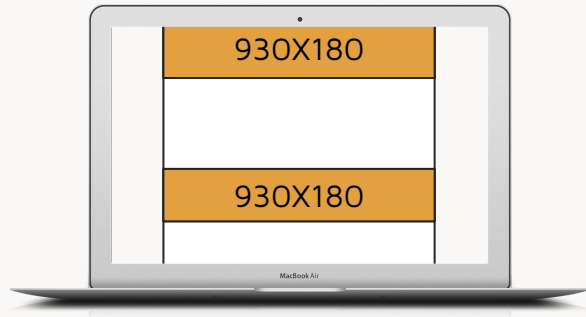


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking

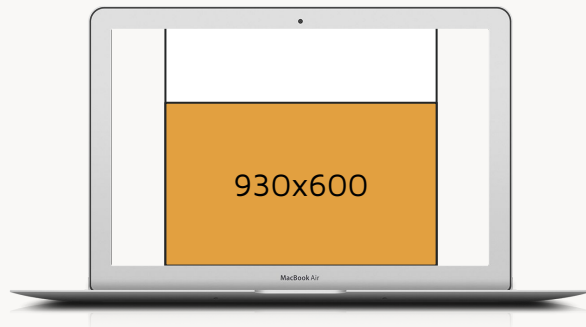


# Desktop mega banner

## Specifications:

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

Incl. URL / tracking



# Desktop standard 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

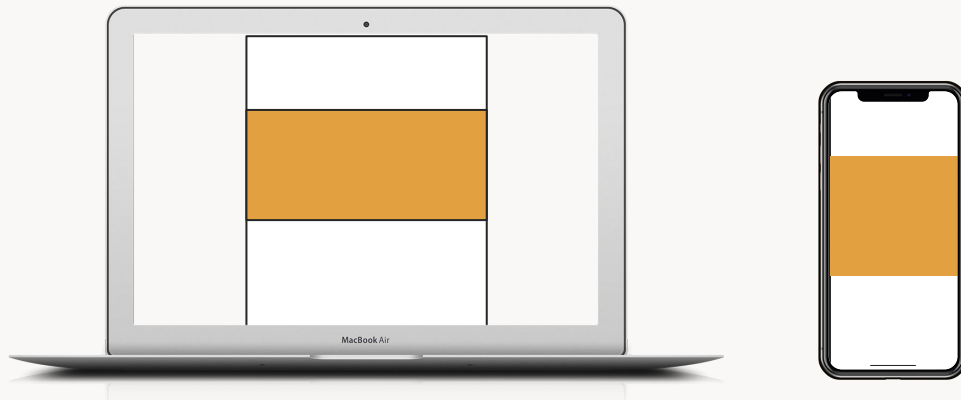
Desktop ratio: 16:9  
(1920x1080)

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

