

BONNIER
Publications

K **KOMPUTER FOR ALLE**

Media kit 2025

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Komputer for alle 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.





82.295

Monthly pageviews



4.40

Newsletter subscribers

0



2.716

Facebook likes



Digital users

Facebook

69%

male

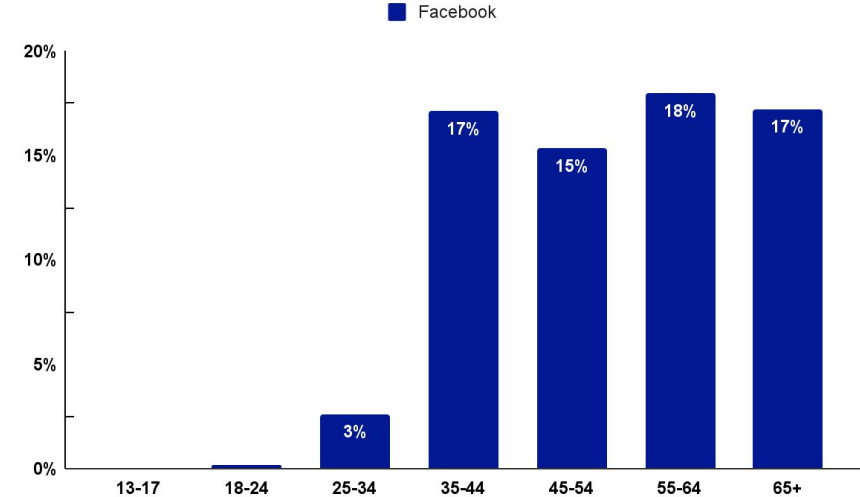


31%

female



Age





Editorial schedules, rate cards and formats

Januar –Maj 2025

No.	Publishing date	Week	Deadline	Theme
2	10/01/2025	2	02/12/2024	
3	24/01/2025	4	12/12/2024	
4	14/02/2025	7	13/01/2025	
5	28/02/2025	9	27/01/2025	
6	21/03/2025	12	17/02/2025	
7	04/04/2025	14	03/03/2025	
8	25/04/2025	17	20/03/2025	
9	09/05/2025	19	02/04/2025	

Juni – September 2025

No.	Publishing date	Week	Deadline	Theme
10	30/05/2025	22	28/04/2025	
11	13/06/2025	24	07/05/2025	
12	03/07/2025	27	27/05/2025	
13	23/07/2025	30	23/06/2025	
14	08/08/2025	32	07/07/2025	
15	29/08/2025	35	28/07/2025	
16	12/09/2025	37	11/08/2025	

October –December 2025

No.	Publishing date	Week	Deadline	Theme
17	02/10/2025	40	01/09/2025	
18	17/10/2025	42	15/09/2025	
19	07/11/2025	45	06/10/2025	
20	28/11/2025	48	27/10/2025	
1/26	19/12/2025	51	17/11/2025	

Print Advertising rate card

Product	Pricing in NOK*
2/1 page	30.600
1/1 page	18.000
½ page	11.700
Back cover	23.400
Inner back cover	21.600

Product	Pricing in NOK*
Page 2-3	38.300
First right-hand page	21.600
2/1 page Native Article	38.200**
1/1 page Native Article	22.500**

*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 NOK*
Standard banner	CPM 75
Megabanner	CPM 90

Mobile	Price in NOK*
Mobile standard banner	CPM 75

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

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

Format	Price in NOK*
Newsletter banner	CPM 150

*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
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. 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

Advertising rate card

Product	Pricing in NOK*
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.

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

GO TO FAQ



VIDAR HOVIND

Media Adviser

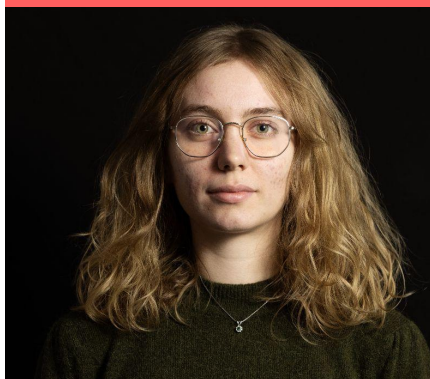
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

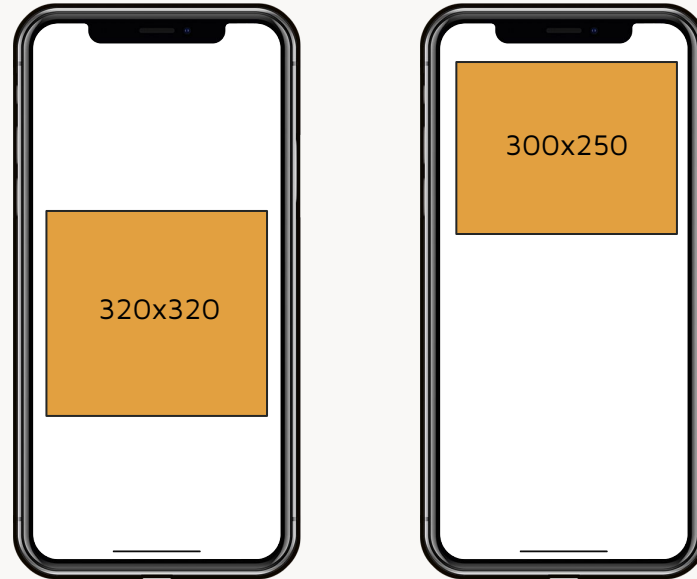
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

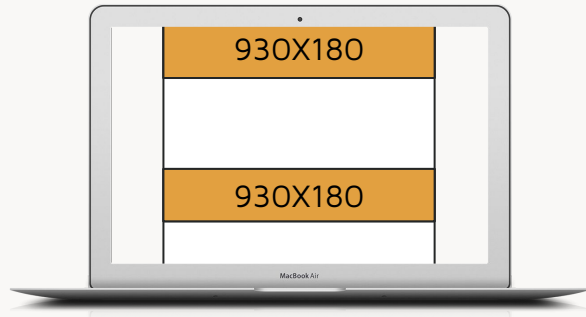


Desktop standard banner

Specifications:

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

Incl. URL / tracking

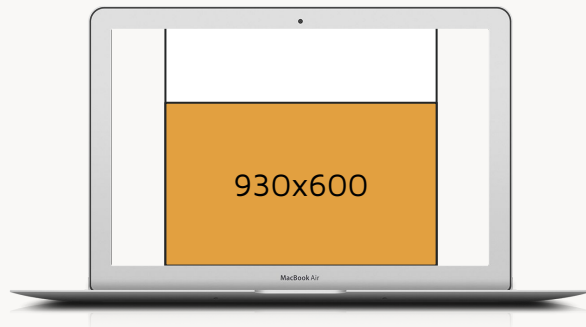


Desktop mega banner

Specifications:

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

Incl. URL / tracking

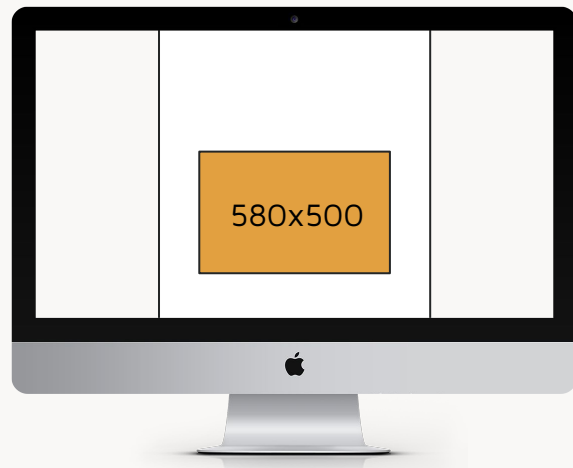
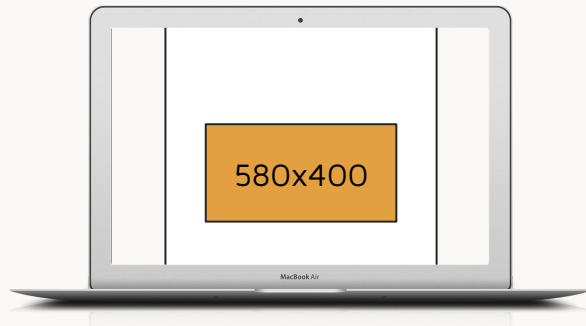


Desktop standard banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

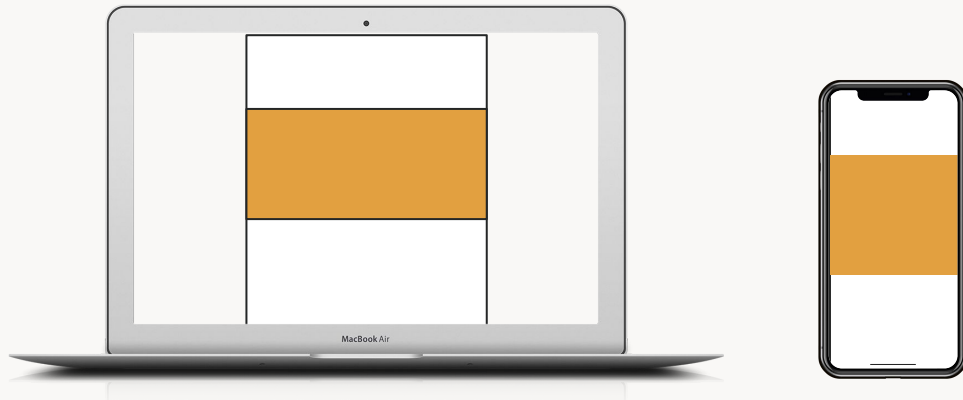
Desktop ratio: 16:9
(1920x1080)

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

