

BONNIER
Publications



Media kit 2026

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PC Tidningen 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 2026

No.	Publishing date	Week	Deadline	Theme
2	07/01/2026	02	01/12/2025	3D-print
3	21/01/2026	04	10/12/2026	Smartphones
4	11/02/2026	07	09/01/2026	Harddisk
5	25/02/2026	09	26/01/2026	Antivirus
6	18/03/2026	12	16/02/2026	Windows 11
7	09/04/2026	15	04/03/2026	YouTube
8	29/04/2026	18	25/03/2026	Printing
9	13/05/2026	20	10/04/2026	Password Managers

Juni – September 2026

No.	Publishing date	Week	Deadline	Theme
10	03/06/2026	23	29/04/2026	Everything Copilot
11	24/06/2026	26	21/05/2026	Security/Travel
12	08/07/2026	28	08/06/2026	WiFi
13	29/07/2026	31	29/06/2026	AI
14	12/08/2026	33	13/07/2026	How to buy a new pc
15	02/09/2026	36	03/08/2026	Software + search engines
16	16/09/2026	38	17/08/2026	Privacy online

October –December 2026

No.	Publishing date	Week	Deadline	Theme
17	07/10/2026	41	07/09/2026	Security online
18	21/10/2026	43	21/09/2026	Backup + ransomware
19	11/11/2026	46	12/10/2026	Best products of the year
20	25/11/2026	48	26/10/2026	Security
1/27	16/12/2026	51	16/11/2026	Keep your pc ready for 2027

Print Advertising rate card

Product	Pricing in SEK*
2/1 page	52.100
1/1 page	26.000
½ page	17.500
Back cover	Contact for price
Inner back cover	Contact for price

Product	Pricing in SEK*
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	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 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 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 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](#)



EHSAN DADIAR

Sales contact
ehsan@adsales.se



KLAUS NYGAARD

Editor in Chief
klaus.nygaard@digitalfoto.dk



Caroline A. Kongslev

Advertising Material
caroline.kongslev@bonnier.dk



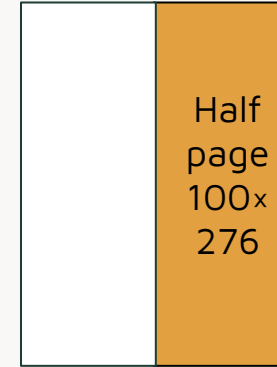
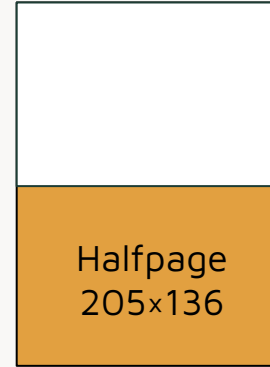
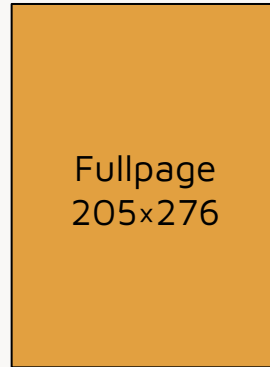
SIEBREN OOSTWOUD

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

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

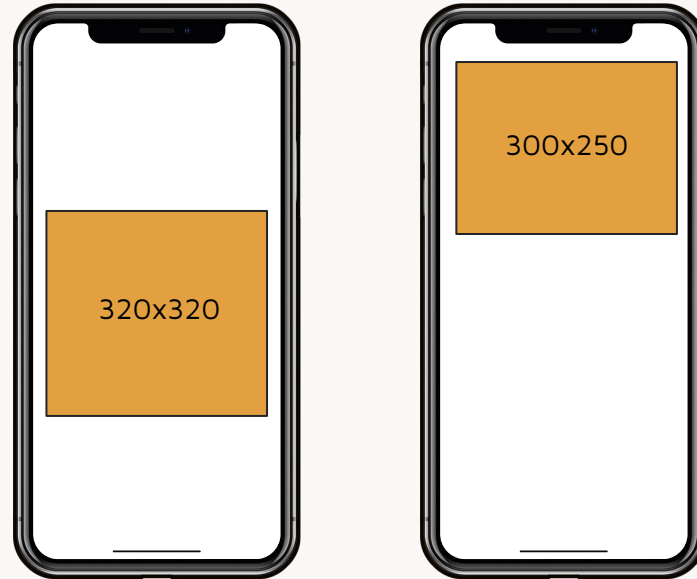
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

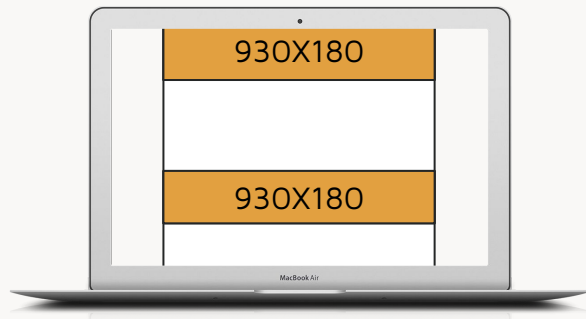


Desktop standard banner

Specifications:

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

Incl. URL / tracking

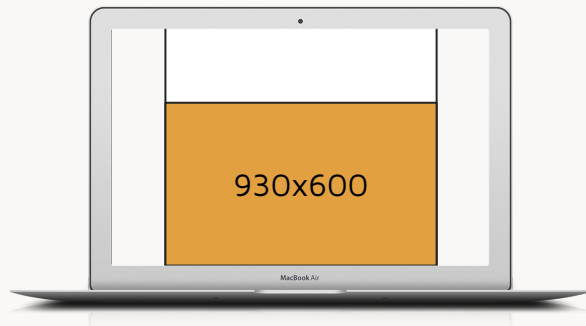


Desktop mega banner

Specifications:

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

Incl. URL / tracking



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

