

BONNIER
Publications

MAGASINET

Liv

Media kit 2025



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Magasinet Liv is the distinctive magazine for the grown-up woman.

It will appeal to those who see not only the wider picture, but also the more far-reaching perspective. Interviews with a variety of 40+ women, whether they are already in the spotlight or not, go into topics like lifestyle, health, beauty, fashion, food, home and travel.





"To be honest I'm so proud to be in front of Magasinet Liv. Because Magasinet Liv is about sharing the lives that we lead and how we lead them. It's about celebrating and inspiring 40+ women, right where we are, in all that we dare and do, in the midst of new opportunities, new needs and new adventures. In depth and with enthusiasm and from vanity to sanity. Because why not help each other?"

- Lea Østergaard, Editor in Chief



*Index Denmark - 2024

**Magasinet Liv er en del af Woman.dk

56.000

Magazine readership*

1.272.796

Monthly pageviews**

12.000

Newsletter subscribers

29.438

Facebook likes

12.376

Instagram followers

Digital users

Instagram

4%

male



96%

female



Facebook

4%

male

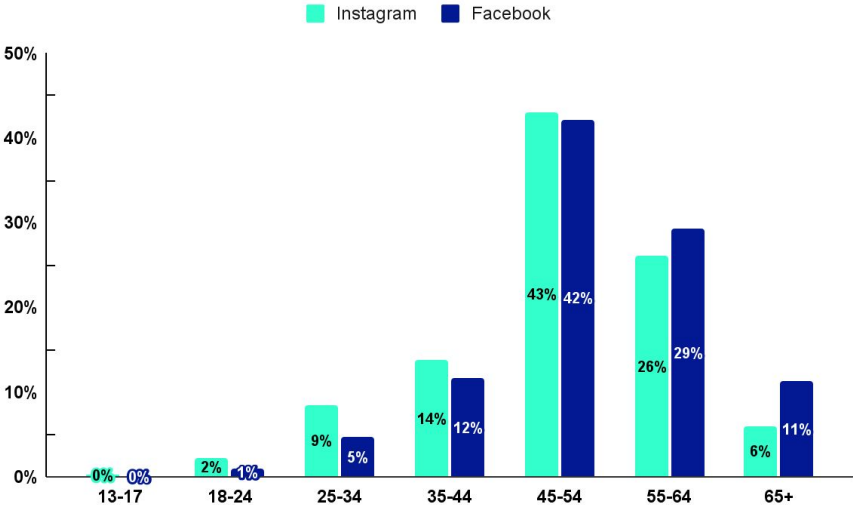


96%

female



Age



Print readers

Gender

30%

male



68%

female



Geography

52%

east region

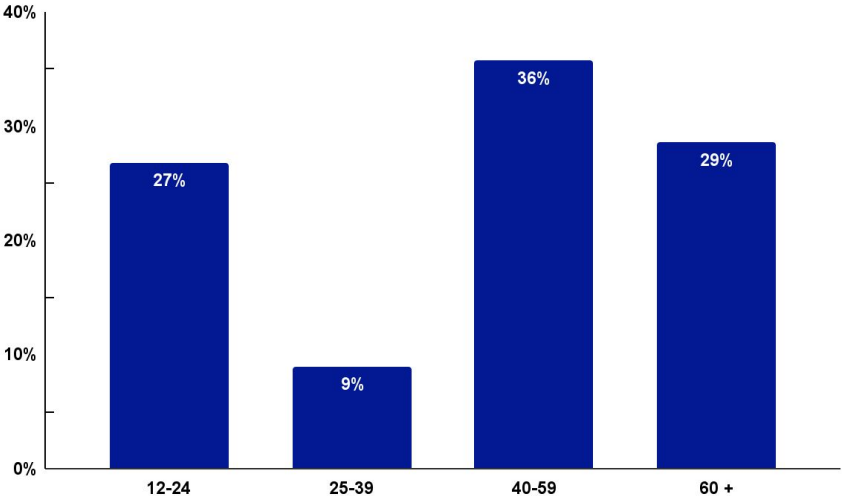


48%

west region



Age





Editorial schedules, rate cards and formats

Magasinet Liv

January – June 2025

No.	Publishing date	Week	Deadline	Theme
2	23/01/2025	4	12/12/2024	The Big Health issue – abdominal diseases you need to know as a grown woman, zone therapy, bipolarity and magnesium deficiency
3	06/03/2025	10	04/02/2025	New is good – new hair, new colours for wardrobe and home, new insights into your hormones – and maybe new beginnings for your child?
4	10/04/2025	15	10/03/2025	The Easter issue – with Easter food and sweets, home makeover tips and a health zoom on your arms and legs
5	22/05/2025	21	22/04/2025	Menopause, cold fingers and feet, makeup for warm days, swimsuits and places in the sun
6	26/06/2025	26	21/05/2025	The Big Summer issue – beauty hacks, summer berries, holiday in Denmark and how the brain works
7	31/07/2025	31	30/06/2025	Summer, sunshine hair, barbecues, desserts, vitamins and new inspirations

July –December 2025

No.	Publishing date	Week	Deadline	Theme
8	04/09/2025	36	04/08/2025	The Fit for Fight issue – taking care of your mature mind, body and skin
9	09/10/2025	41	18/09/2025	The Menopause issue – all you need to know to stay in the know and get through (plus party clothes, jewellery and winter food)
10	20/11/2025	47	20/10/2025	The Big Christmas issue – with glitter, glam, big hearts in great women, party food and party perfumes

Print Advertising rate card

Format	Pricing in DKK*
2/1 page	75.400
1/1 page	45.700
½ page	27.300
Back cover	54.900
Inner back cover	52.500

Format	Pricing in DKK*
Page 2-3	114.300
Page 4-5	109.600
2/1 page + coverflap	219.400
1/1 page + halfpageflap	84.500
2/1 page Native Article	94.200**
!/1 page Native Article	57.200**

*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	434x280*
1/1 page	217x280
Vertical ½ page	106x280
Horizontal ½ page	217x137
Back cover	217x280
Inner back cover	217x280

New format from issue 2304 (1/1 page 217x280)

Product	Format
Page 2-3	434x280*
Page 4-5	434x280*
2/1 page Native Article	434x280*
1/1 page Native Article	217x280

Digital Advertising rate card

Desktop	Price in DKK*
Standard banner	CPM 50
Megabanner	CPM 60
Skyscraper/sticky	CPM 50

Mobile	Price in DKK*
Mobile standard banner	CPM 50

High impact formats	Price in DKK*
Ex. Topscroll, Midscroll and Desktop Skin	CPM 100 + CPM 5 ad tech fee

Video	Price in DKK*
Video-in-banner	CPM 60

Newsletter	Price in DKK*
Newsletter banner	CPM 100

*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

Mobile	Format
Mobile standard 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

NTA* formats

Product	Format
Native Article	Ad as on online article. The focus can be either on content storytelling or branding of products in a gallery. Incl traffic drivers
Competition	Competition with prize from distributor
NTA Newsletter	The native article is included in editorial newsletters
Instagram	Post in feed or Story. Story available for 24 hours
Facebook	Postings on the brand's Facebook wall.
Sponsorship	Ownership on categories or events
Video	Video clips formed as an editorial clip, but with a commercial message.

*Non traditional
advertising

NTA Advertising rate card

* Gross prices only

**Contact local office for prices
- Contact information further
below

Product	Pricing in DKK*
Native Article	25.000
Competition	10.000-20.000
NTA Newsletter	10.000
Instagram	10.000
Facebook	10.000
Sponsorship	Contact for price**
Video	Contact for price**

The Beauty Editors Favorites

Magasinet Liv's Beauty Editor, Maria Rothmar selects her **5 favorite products from your brand** and promotes them via our digital channels for one week.

- **2 x post on Magasinet Liv's Facebook**
(1 dark post, 1 organic post)
5 products / gallery including editors note
- **1 x story - line on Liv's Facebook**
5 products / gallery including editors note
- **1 x newsletter**
Editorial element in the newsletter
- **Views: 80.000 unique views**
- **Periode: 1 weeks**
- **Price: DKK 35.000**

Introduction price: DKK 25.000



Pro Age Favoritter

Pro Age Favoritter is our annual award and your opportunity to be showcased in the universe of Magasinet Liv. Our panel of judges makes a selection from the nominated brands/products and afterwards it is up to our digital users to choose their favorites. This is how it works:

1. Nominate your brand/products

- It is **free of charge** to nominate a brand/product in one or more of the main categories.

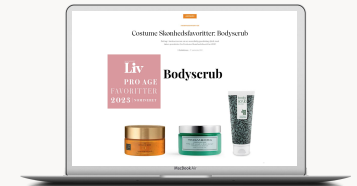
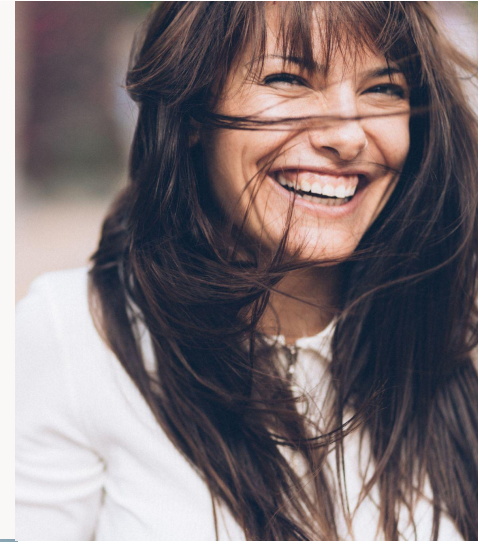
2. The judges nominates

- If one or more of your products are nominated by the judges you pay a handling fee per. nomination.*
- It is possible to buy an active link to a website/webshop of your choice.*

3. Our digital users vote for their favorites

- Our users vote for their favorites and choose the winners.

*Contact local office for prices - contact information further below





BONNIER
Publications

MAGASINET

SUNDT **Liv**

Media kit 2024

Sundt Liv is the health magazine for the grown-up woman

Sundt Liv salutes and takes care of the grown-up woman. Both her body, mind and soul! It focus on all the different challenges and changes that happens halfway through life and it serves as both an inspiration and an encyclopaedia as to what you can do to stay well and get better – with your diet, your training, your rest, your lifestyle.





Editorial schedules, rate cards and formats

Sundt Liv

January – December 2025

No.	Publishing date	Week	Deadline	Theme
1	13/03/2025	11	12/02/2025	Healthy Living
2	03/06/2025	23	05/05/2025	Food & Life
3	04/09/2025	36	06/08/2025	Food & Life
4	22/12/2025	52	21/11/2025	Healthy Living

Print formats & rate card

Product	Format	Pricing in DKK**
1/1 page	225x295	8.000
2/1 page	450x295*	12.000
Back cover	225x295	10.000

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).

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



KRISTINA LANGBERG

Sales - Front Media ApS
kristina@frontmedia.dk



LEA ØSTERGAARD ANDERSEN

Editor in Chief - Magasinet Liv
leaa@magasinetliv.dk



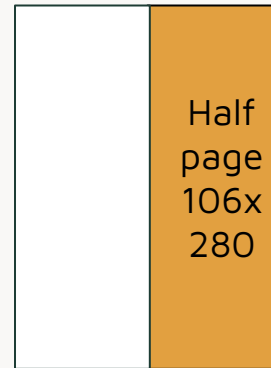
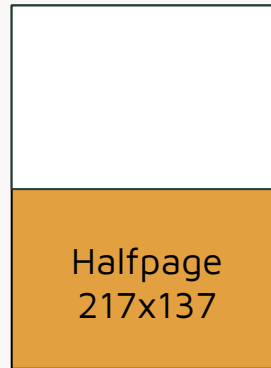
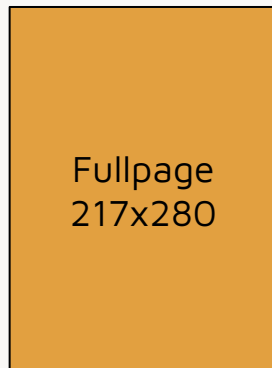
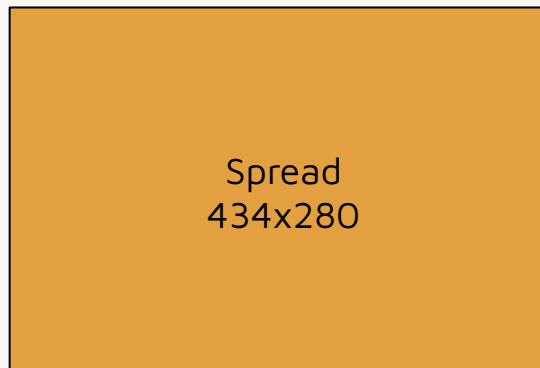
THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

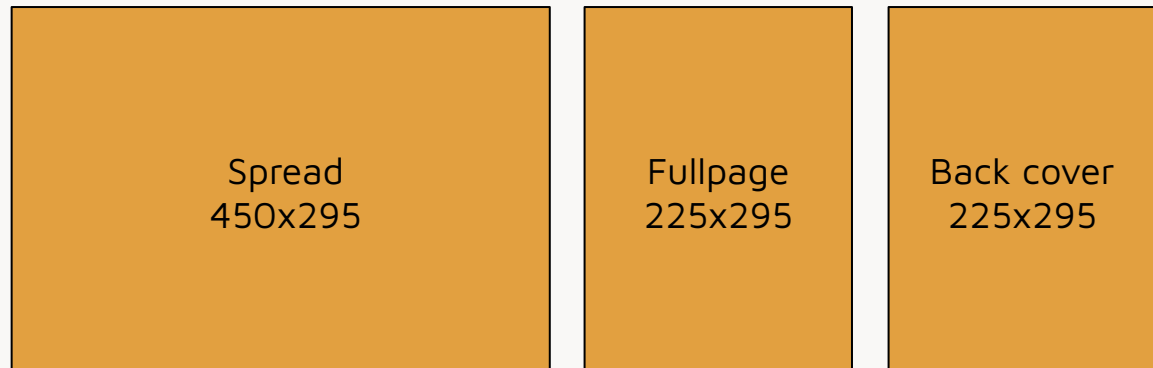
Magasinet Liv Print- formats



Missing some prices?

See details about pricing above

Sundt Liv **Print- formats**



Missing some prices?

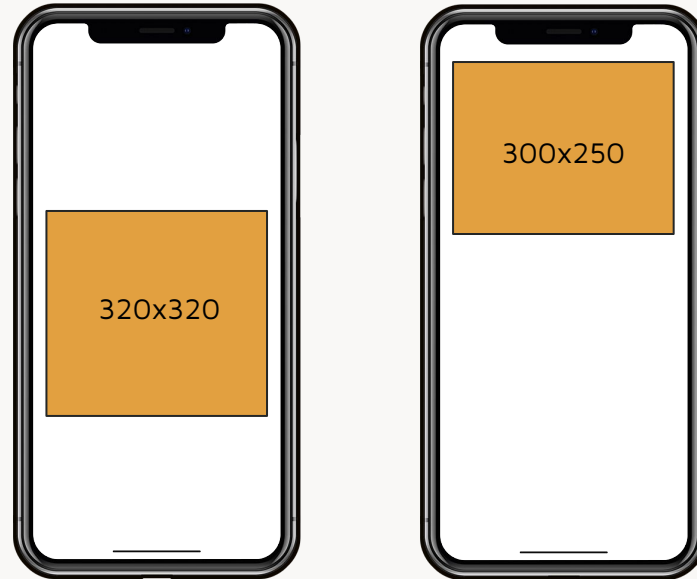
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

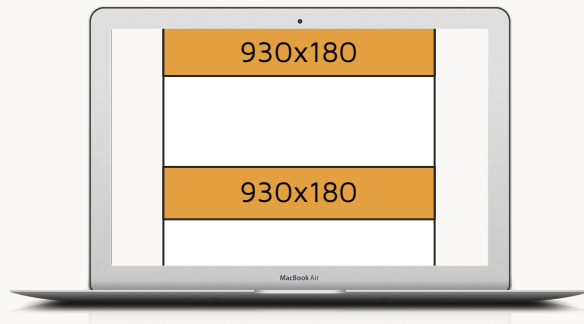


Desktop standard banner

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

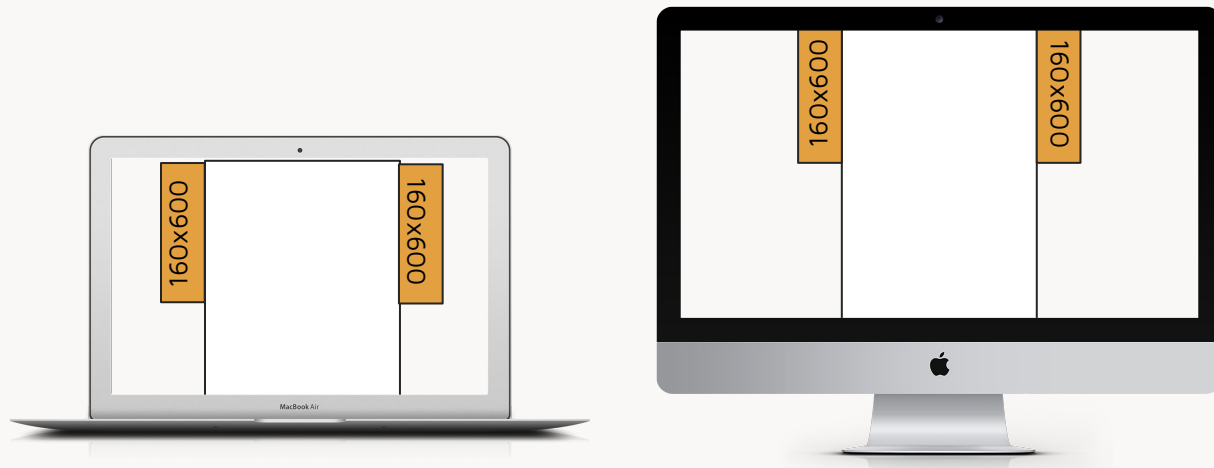


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

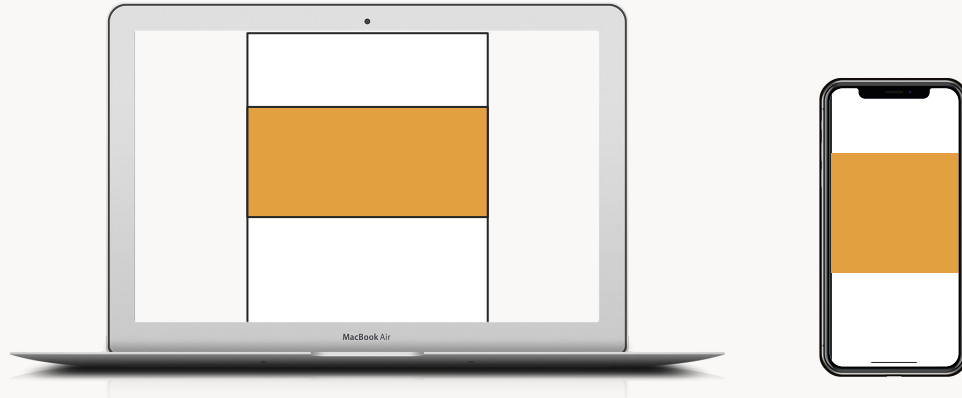
Desktop ratio: 16:9
(1920x1080)

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 150KB

Incl. URL / tracking

