



BONNIER  
Publications

MAGASINET

Liv

Media kit 2026

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Our universe

### **Editorial schedules, rate cards and formats**

Print

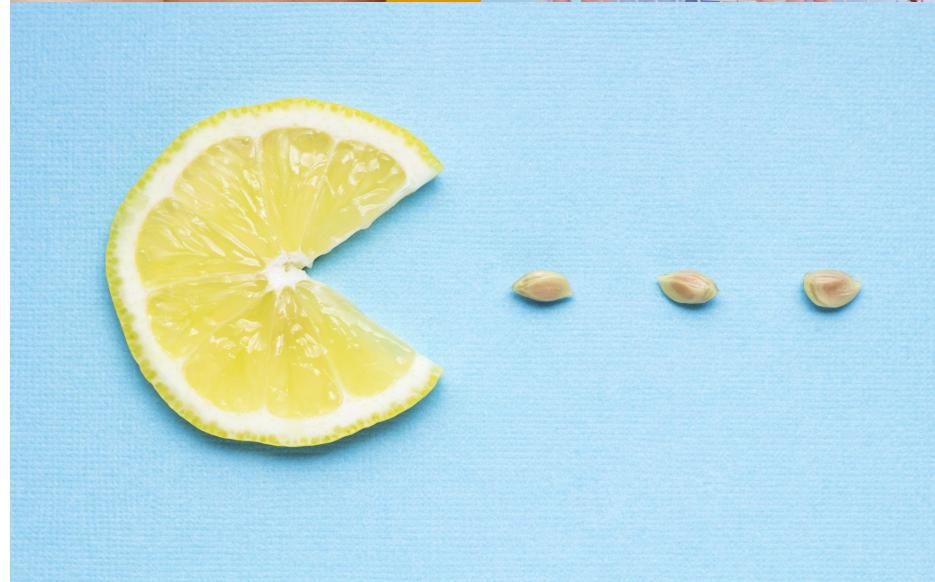
Contact

Advertisement specifications



## **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 - H2 2024 / H1 2025

\*\*Magasinet Liv er en  
del af Woman.dk

**56.000**

Magazine readership\*

**2.293.000**

Monthly pageviews\*\*

**15.000**

Newsletter subscribers

**29.438**

Facebook likes

**12.376**

Instagram followers

# Digital users

## Instagram

4%

male



96%

female



## Facebook

4%

male

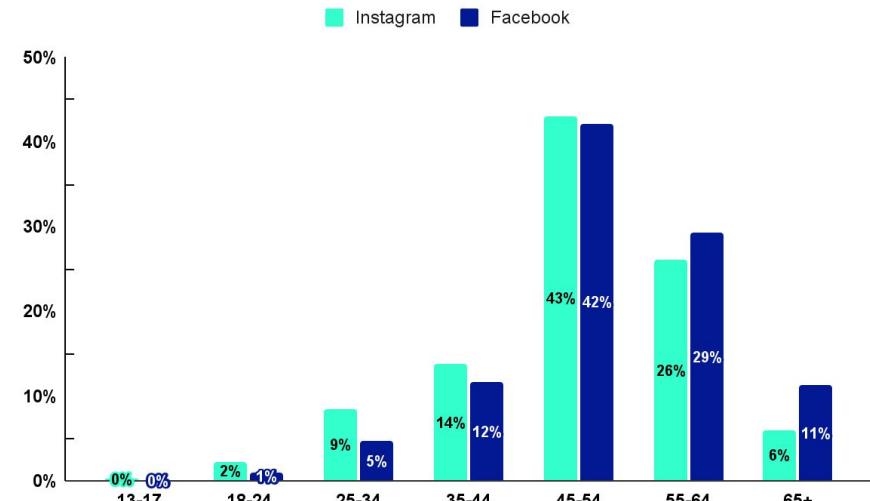


96%

female



## Age



# Print readers

## Gender

**32%**

male



**68%**

female



## Geography

**46%**

east region

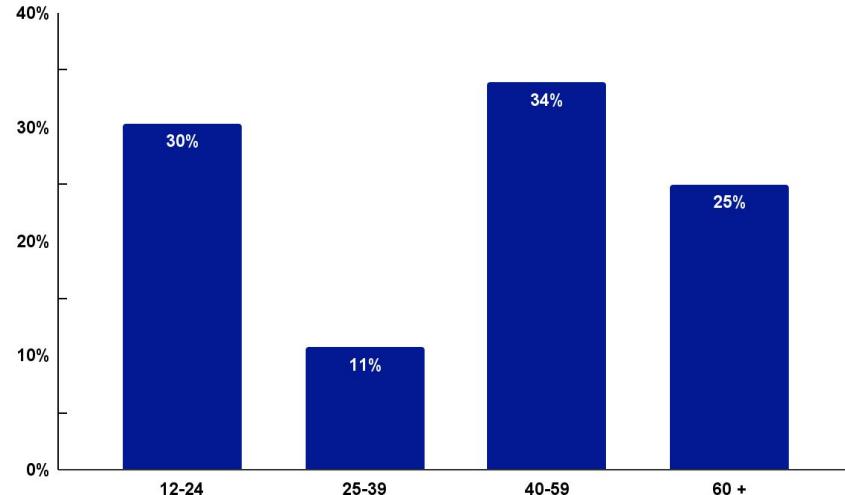


**54%**

west region



## Age





# Editorial schedules, rate cards and formats

Magasinet Liv

# January - December 2026

No.	Publishing date	Week	Deadline	Theme
1	05/01/2026	2	27/11/2025	
2	05/02/2026	6	05/01/2026	
3	26/03/2026	13	23/02/2026	
4	07/05/2026	19	01/04/2026	
5	18/06/2026	25	13/05/2026	
6	30/07/2026	31	29/06/2026	
7	03/09/2026	36	03/08/2026	
8	08/10/2026	41	07/09/2026	
9	19/11/2026	47	19/10/2026	

# Print Advertising rate card

Format	Pricing in DKK*	Format	Pricing in DKK*
2/1 page	75.400	Page 2-3	114.300
1/1 page	45.700	Page 4-5	109.600
½ page	27.300	2/1 page + coverflap	219.400
Back cover	54.900	1/1 page + halfpageflap	84.500
Inner back cover	52.500	2/1 page Native Article	94.200**
		1/1 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	Product	Format
2/1 page	434x280*	Page 2-3	434x280*
1/1 page	217x280	Page 4-5	434x280*
Vertical ½ page	106x280	2/1 page Native Article	434x280*
Horizontal ½ page	217x137	1/1 page Native Article	217x280
Back cover	217x280		
Inner back cover	217x280		

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

# Digital Advertising rate card

Desktop	Price in DKK*	High impact formats	Price in DKK*
Standard banner	CPM 50	Ex. Topscroll, Midscroll and Desktop Skin	CPM 100 + CPM 5 ad tech fee
Megabanner	CPM 60		
Skyscraper/sticky	CPM 50		
Mobile	Price in DKK*	Video	Price in DKK*
Mobile standard banner	CPM 50	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](mailto:traffic@bonnier.dk) for more info.

Desktop	Format
Standard banner	930x180
Megabanner	930x600
Skyscraper/sticky	160x600

## 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](http://adnami.io/specs).

Mobile	Format
Mobile standard banner	320x320 / 300x250

Video-in-banner	Format
Desktop video	Ratio: 16:9
Mobile video	Ratio: 1:1

Newsletter	Format
Newsletter banner	600x500

# 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 Advertisin g rate card

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**

\* Gross prices only

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

# 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 2026

No.	Publishing date	Week	Deadline	Theme
1	09/03/2026	11	11/02/2026	Healthy Living
2	04/06/2026	23	30/04/2026	Food & Life
3	03/09/2026	37	05/08/2026	Food & Life
4	21/12/2026	52	20/11/2026	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**

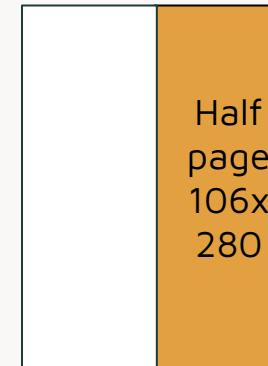
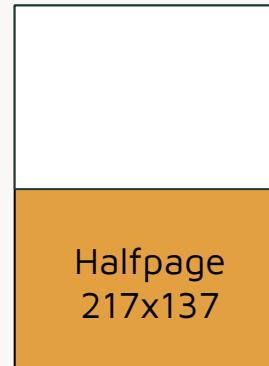
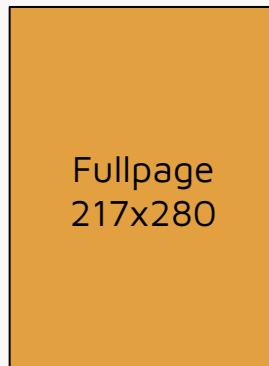
Advertising Material  
therese.gunni@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Magasinet Liv **Print- formats**

**Missing some prices?**  
See details about pricing above



# Sundt Liv

## Print- formats



Spread  
450x295



Fullpage  
225x295



Back cover  
225x295

**Missing some prices?**

See details about pricing above

# Mobile standard banners

## Specifications:

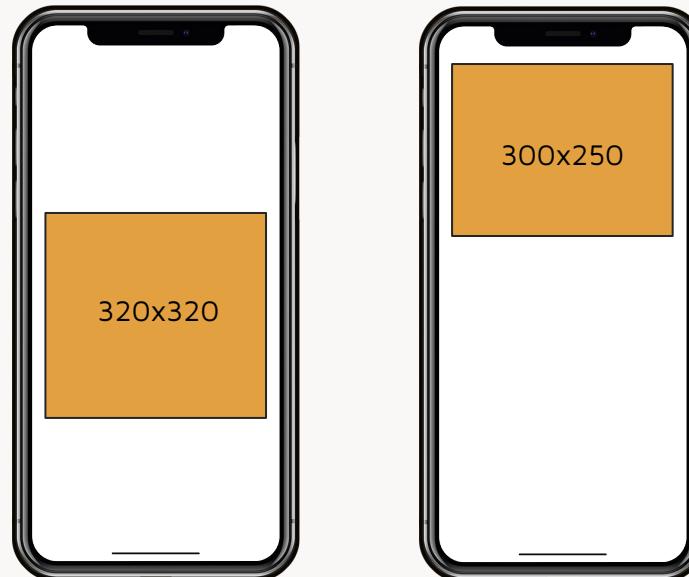
HTML5 banner

JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking



# Desktop standard banner

## Specifications:

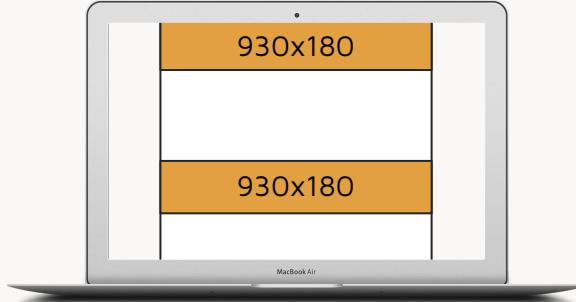
HTML5 banner

JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

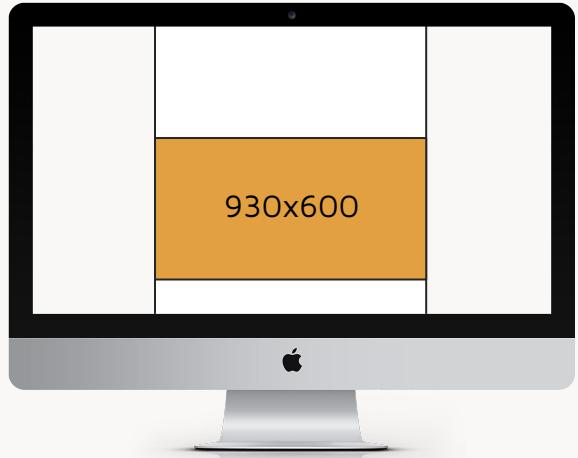
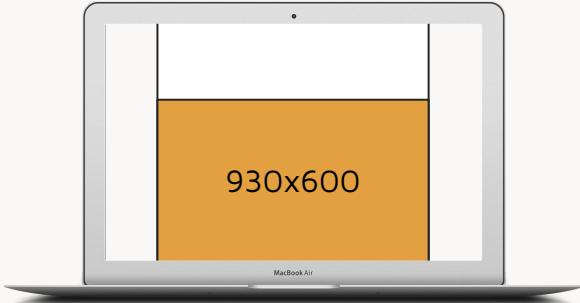


# Desktop mega banner

## Specifications:

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

Incl. URL / tracking

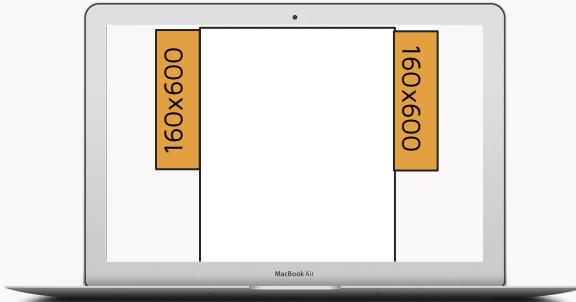


# Skyscraper/ Sticky

## Specifications:

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

Incl. URL / tracking



# Video outstream / instream

## Specifications:

- MP4, MPEG4, MOV files.
- VAST

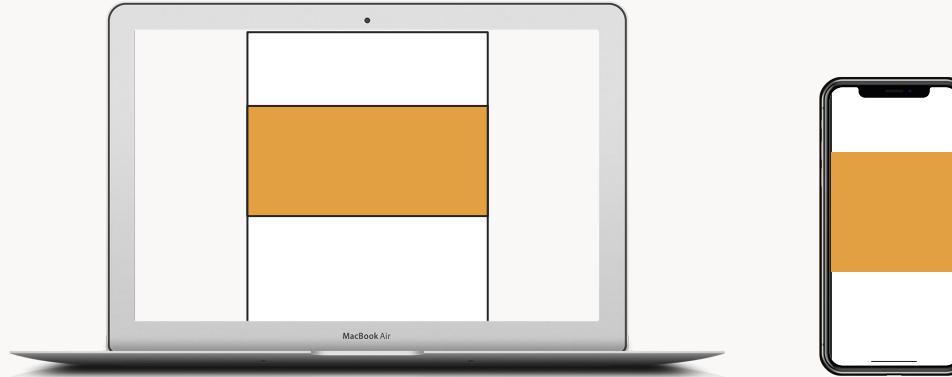
Desktop ratio: 16:9  
(1920x1080)

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

