

A detailed painting of a 17th-century interior scene. In the center, a group of people are dancing. To the left, a man in a dark coat is playing a lute. In the foreground, a woman in a pink dress is dancing. The room is filled with people in period clothing, some playing instruments like a violin and a trumpet. The ceiling is high with a chandelier hanging from it. The walls are decorated with framed pictures and a mirror. The overall atmosphere is lively and festive.

**BONNIER**  
Publications

Populär  
**HISTORIA**  
Media kit 2025

# Index

Our universe

**Editorial schedules, rate cards and formats**

Print

Digital

NTA

Contact

Advertisement specifications



**Populär Historia is the monthly magazine for people who love Swedish history.**

We write about people, events and phenomena – everything that shaped Swedish history, from ancient times to the welfare state.





\*Index Denmark - Helår 2021

# 97.732

Magazine readership\*



# 4.314

Newsletter subscribers





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

# January – July 2025

No.	Publishing date	Week	Deadline
2	22/01/2025	4	16/12/2024
3	19/02/2025	8	22/01/2025
4	19/03/2025	12	19/02/2025
5	09/04/2025	15	12/03/2025
6	07/05/2025	19	07/04/2025
7	04/06/2025	23	05/05/2025
8	02/07/2025	27	02/06/2025

# August – December 2025

No.	Publishing date	Week	Deadline
9	30/07/2025	31	02/07/2025
10	27/08/2025	35	30/07/2025
11	17/09/2025	38	20/08/2025
12	15/10/2025	42	17/09/2025
13	05/11/2025	45	08/10/2025
14	27/11/2025	48	29/10/2025
1/26	17/12/2025	51	19/11/2025

# Print Advertising rate card

Product	Pricing in SEK*
2/1 page	49.400
1/1 page	24.700
½ page	16.500
Back cover	30.400
Inner back cover	27.200

Product	Pricing in SEK*
Page 2	28.800
1/4 page	8.250

\*Gross prices only

\*\*In addition, production cost



# Print formats

Product	Format
2/1 page	410x276
1/1 page	205x276
Vertical ½ page	88x246

Product	Format
1/4 page	88x120
Horizontal ½ page	180x120
Back cover	205x276

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).

# Digital Advertising rate card

Desktop	Price in SEK*
Standard banner	CPM 75
Megabanner	CPM 90

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

Mobile / Tabet	Price in SEK*
Mobile standard banner	CPM 75
Tablet standard banner	CPM 75

Format	Price in SEK*
Newsletter banner	CPM 150

\*Gross prices

# Digital formats

Desktop	Format
Standard banner	930x180
Megabanner	930x600

**High impact formats – All devices**

We partner with Adnami to deliver a wide range of high impact formats. Possibilities include topscroll, midscroll and double midscroll. Contact us for specific formats available for this site or for more info\*.

Find all Adnami's specs at [adnami.io/specs](https://adnami.io/specs).

Mobile / Tablet	Format
Mobile banner	320x320 / 300x250
Tablet banner	728x90

Video-in-banner	Format
Desktop video	Ratio: 16:9
Mobile video	Ratio: 1:1 or 4:3

Newsletter	Format
Newsletter banner	620x500

See visualizations and ad specifications further below

\*Contact [traffic@bonnier.dk](mailto:traffic@bonnier.dk) for more info.

# 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



**JACOB WIBERG**

Managing Editor - Populär Historia  
jacob.wiberg@popularhistoria.se



**Caroline A. Kongslev**

Advertising Material  
caroline.kongslev@bonnier.dk



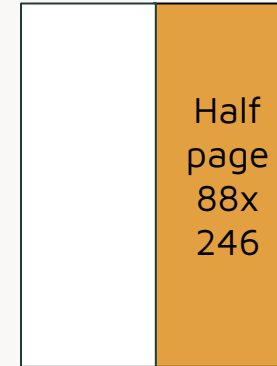
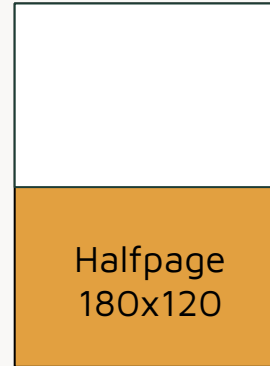
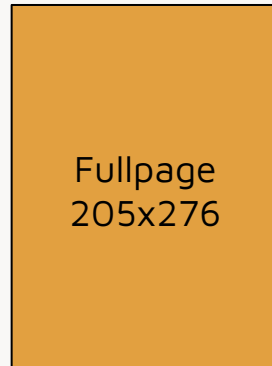
**SIEBREN OOSTWOUD**

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

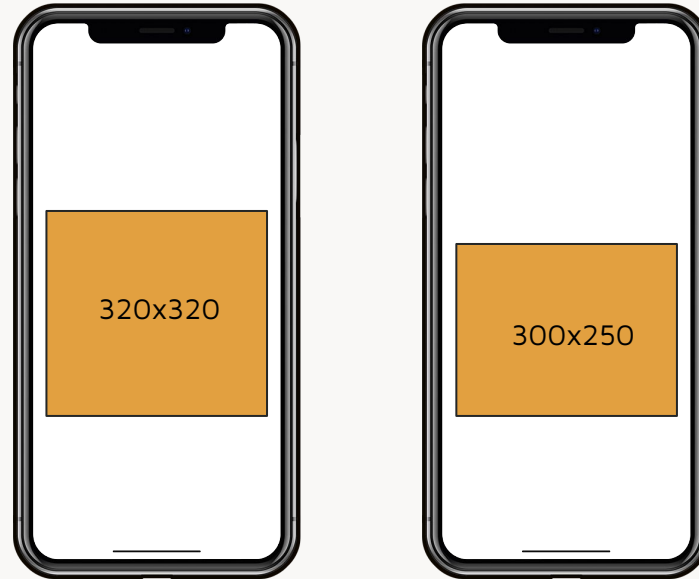


# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

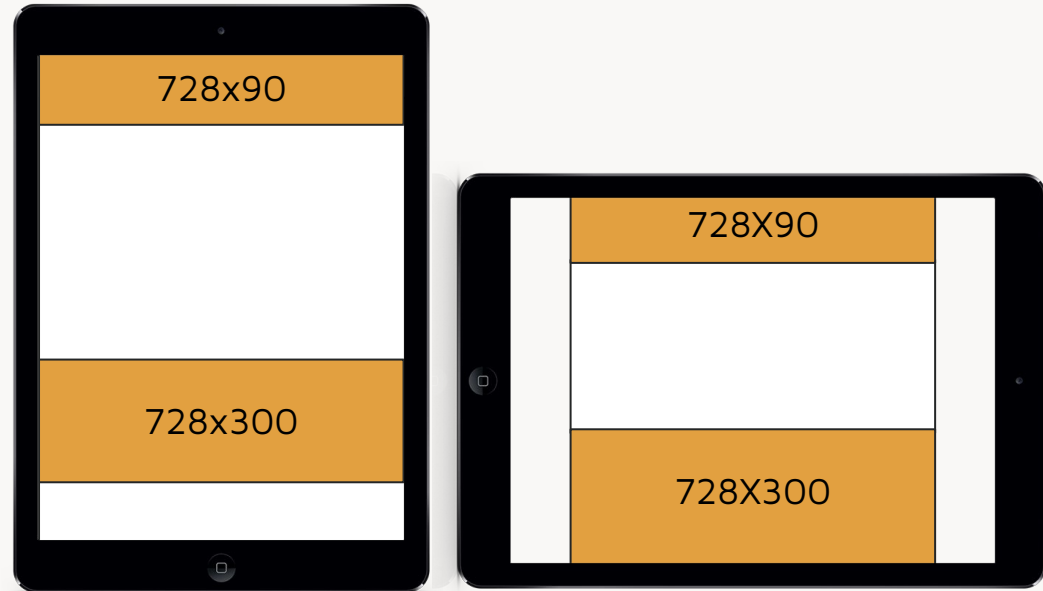


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking

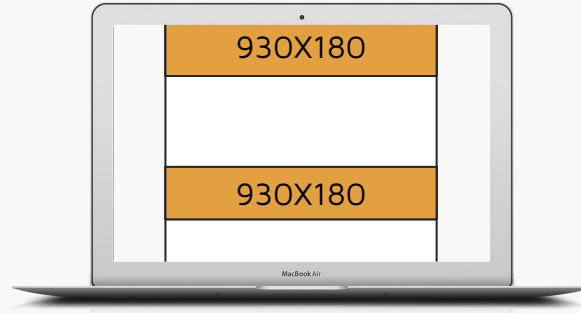


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking

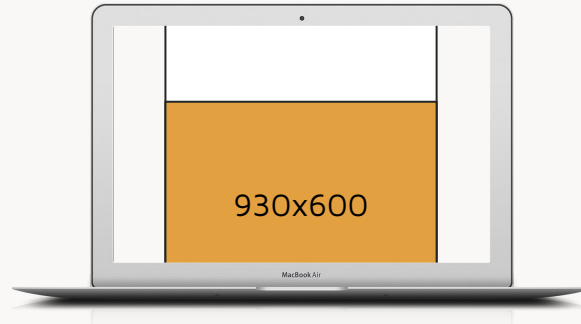


# Desktop mega banner

## Specifications:

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

Incl. URL / tracking



# Video in-banner

## Specifications:

- MPEG4, 3GPP, MOV
- AVI
- MPEGS
- WMV, MP3

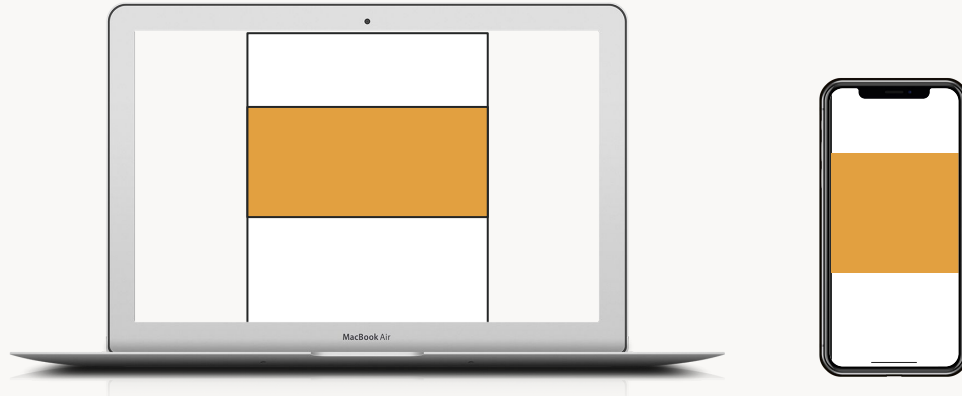
Desktop ratio: 16:9

Mobile ratio: 1:1 or 4:3

Max. weight 512 MB

Recommended to keep  
under 15 seconds

Incl. URL / tracking



# Newsletter

## Specifications:

JPG / PNG / GIF

Max 150 KB

Incl. URL / tracking

