



BONNIER
Publications

Populär
HISTORIA
Media kit 2025

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Our universe

Editorial schedules, rate cards and formats

Print

Digital

NTA

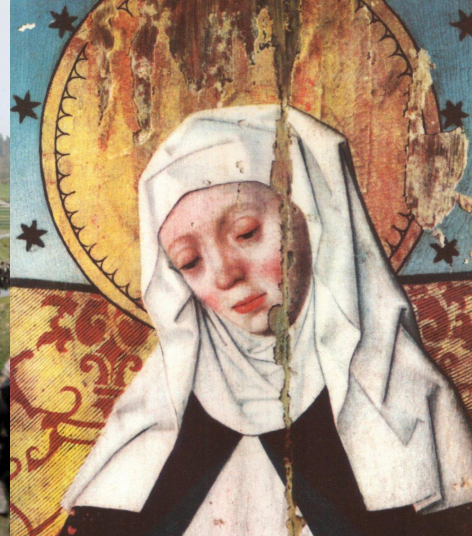
Contact

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.





125.677

Monthly pageviews



10.900

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

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

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.

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[GO TO FAQ](#)



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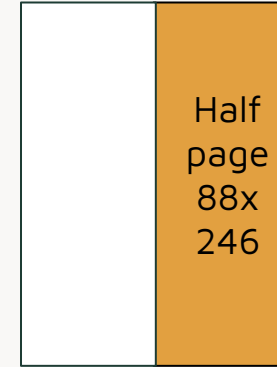
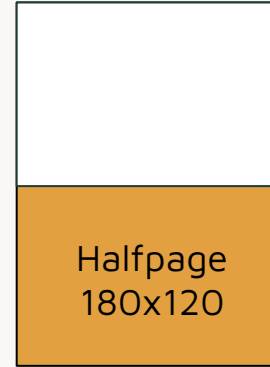
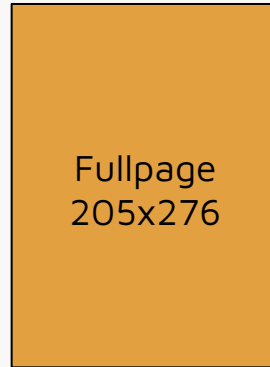
SIEBREN OOSTWOUD

Head of Ad Operations & Programmatic
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

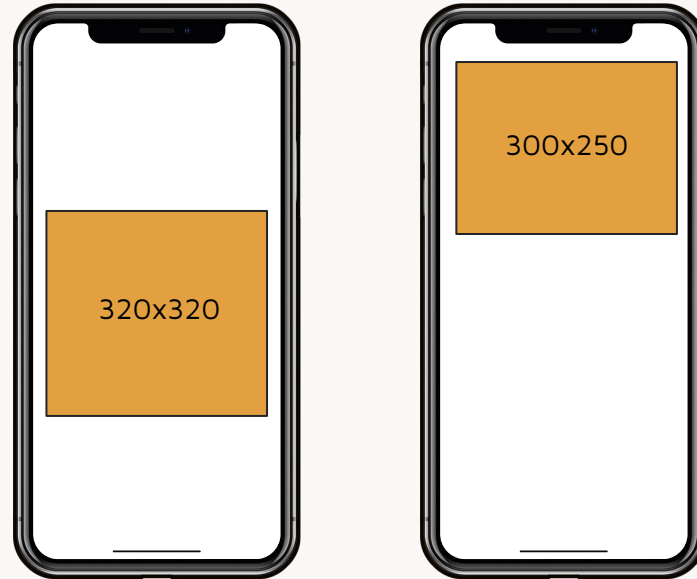
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

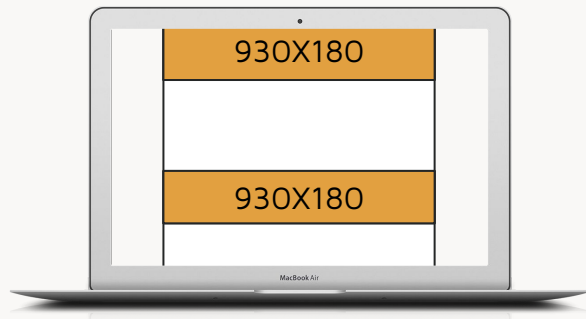


Desktop standard banner

Specifications:

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

Incl. URL / tracking

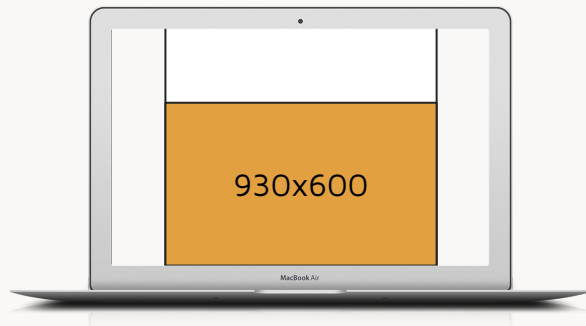


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

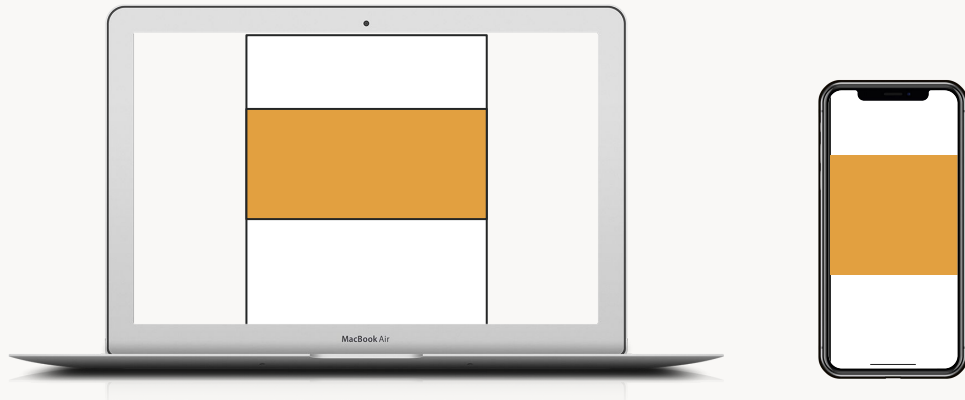
Desktop ratio: 16:9
(1920x1080)

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

