



BONNIER  
Publications

SCANDINAVIAN  
LIVING

BY BO BEDRE

Media kit 2025

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## Get inspired by the Scandinavian way of living

Scandinavian Living is focused around design, architecture and interior design and represents everything Scandinavia is known for: timeless quality, handcraft, simplicity, sustainability and aesthetics.



# 90.000

Est. readership





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

# January – December 2025

No.	Publishing date	Week	Deadline	Theme
1	28/02/2025	9	03/02/2025	Bathroom
2	02/05/2025	18	02/04/2025	Furniture & Outdoor
3	27/06/2025	26	27/05/2025	Kitchen
4	22/08/2025	34	28/07/2025	Sustainability
5	10/10/2025	41	15/09/2025	Warm Living // Sleep Room & Christmas
6	19/12/2025	51	24/11/2025	Trend Issue

# Print formats & rate card

**Attention:**  
From issue no. 3 we change the print format:  
1/1 page 223 x 295  
2/1 page 446 x 295

Product	Format	Pricing in EUR*
2/1 page	446x295**	10.000
1/1 page	223x295	6.200

\*Gross prices only.  
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**



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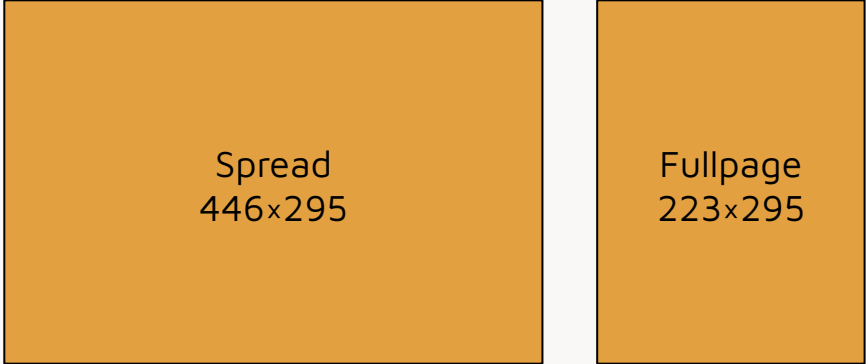
Local Sales Manager DE  
daniela.karandjulov@media-overland.de

# Advertisement specifications

Print, mobile, tablet and desktop formats



# Print- formats



Spread  
446x295

The diagram consists of two orange rectangular boxes with black borders. The left box is wider and contains the text 'Spread' and '446x295'. The right box is narrower and taller, containing the text 'Fullpage' and '223x295'.

Fullpage  
223x295

**Missing some prices?**

See details about pricing above