



BONNIER  
Publications

SCANDINAVIAN  
**LIVING**

BY BO BEDRE

**Media kit 2024**

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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



**32.100**

Instagram followers



**7.400**

Newsletter subscribers



**8.100**

Facebook likes



# Print readers

## Gender

35%

male

65%

female

## Age

35-65

year-olds

81%

cares about art and culture

95%

cares about high quality

92%

is interested in design

84%

cares about high quality and longevity

80%

cares about aesthetics

89%

cares about sustainability



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

# January – May 2024

| No. | Publishing date | Week | Deadline   | Theme                                    |
|-----|-----------------|------|------------|--|
| 1   | 15/02/2024      | 7    | 17/01/2024 | Trends, travel & outdoor                 |
| 2   | 14/03/2024      | 11   | 14/02/2024 | Bathrooms and outdoor living             |
| 3   | 18/04/2024      | 16   | 15/03/2024 | Kitchens, dining / food/ outdoor cooking |
| 4   | 16/05/2024      | 20   | 17/04/2024 | Furniture / outdoor furniture            |
| 5   | 13/06/2024      | 24   | 14/05/2024 | Sustainability / sustainable lifestyle   |

# June –December 2024

| No. | Publishing date | Week | Deadline   | Theme  |
|-----|-----------------|------|------------|--|
| 6   | 18/07/2024      | 29   | 19/06/2024 | Summer, Summerhouses, Terraces & Outdoor         |
| 7   | 05/09/2024      | 35   | 07/08/2024 | Smarthome, Smart storage, small living, travel   |
| 8   | 10/10/2024      | 41   | 11/09/2024 | Kitchen, Lights & floors                         |
| 9   | 14/11/2024      | 46   | 16/10/2024 | Bedrooms, Warm Living, Christmas, Food & Styling |
| 10  | 19/12/2024      | 51   | 20/11/2024 | Collectors Item / The Trend 25 issue             |



# Print formats & rate card

**Attention:**  
From issue no. 4 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 | 5.200           |
| Back cover | 223x295 | 10.000          |

\*Gross prices only.  
See visualizations and ad  
specifications further below

# Digital formats

\*Our newsletters are sent out twice a week and our database is cleaned up regularly.

Our current newsletter database is 7.600 + and our engagement rate is over 50% - We thrive to make our newsletters inspiring and engaging.

| Desktop | Format           |
|---------|------------------|
| Banner  | 970x250, 980x600 |

| Mobile/tablet | Format          |
|---------------|-----------------|
| Mobile banner | 320x320/300x250 |
| Tablet banner | 728x90/728x300  |

| Newsletter | Format  |
|------------|---------|
| Banner     | 620x500 |

| Package 1             | Package 2              |
|-----------------------|------------------------|
| Impressions: 50.000   | Impressions: 150.000   |
| Period: 1 month       | Period: 3 month        |
| <b>Price: 500 EUR</b> | <b>Price: 1200 EUR</b> |

| Newsletter*                                   |
|---|
| 1 week top-banner ownership of the newsletter |
| <b>Price: 1000 EUR</b>                        |

# NTA

## Digital Native Article

A digital native article is writing, produced and published by the Scandinavian Living Creative Content team, to fit the advertisers brands message into Scandinavian Living's tone of voice, as well as look and surroundings, to ensure a high engagement and strong campaign result.

The article will be published on the Scandinavian living platform and pushed via multiple platforms, to reach and engage as many digital users as possible.

| Package  | Details   | Measured results                      |
|--|---|---------------------------------------|
| 1 x Digital Native Article<br>1 x IG-post + IG-story including swipe up<br>1 x Facebook-post<br>2-3 x Newsletters<br>Incl. boost | Minimum views: <b>2500</b><br>Duration: 1 month<br>Will be hosted on Scandiliv.nl | Clicks<br>Reach<br>Impressions<br>CTR |
| <b>Total in EURO</b>   |   | <b>4.500</b>                          |

# NTA

## Instagram package

A branded post is often used to promote a specific product via visually appealing content, or as a traffic driver to a competition or a native article where the storytelling is unfolded.

The branded post is published natively on Scandinavian Living's Facebook or Instagram account, depending on the goal of the campaign.

| Package   | Details   | Measured results                                    |
|---|---|---|
| 1 x Instagram posts<br>1 x Instagram stories<br>(incl. 3-5 frames)<br>Incl. boost | Minimum reach: <b>100.000</b><br>Duration: 1 week<br>Can link to external website<br>Can link to Advertisers own<br>SoMe page | Clicks<br>Reach<br>Engagement<br>Impressions<br>CTR |
| <b>Total in EURO</b>  |   | <b>3.500</b>  |

# NTA Advertising rate card

| Product   | Pricing in EUR* |
|---|-----------------|
| Digital Native article incl traffic drivers (IG story, facebook, newsletter plus paid social/boost                          | 4.500           |
| Instagram Package<br>Incl 2 IG post, 2 stories of 3-5 frames incl swipe up, or unique promotion code incl paid social boost | 3.500           |
| Facebook post / Instagram Post  | 1.350           |
| NTA newsletter  | 1.500           |

\* Gross prices only

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

# 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**

## **PEGGY DE GEUS**

Local Sales Manager NL  
demediamanager@gmail.com



## **MADELEINE VAN VLIET**

Local Sales Manager NL  
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## **JANTINE VAARTJES**

Editor in Chief - Scandinavian Living  
Jantine@scandiliv.nl



## **THERESE GUNNI**

Advertising Material  
therese.gunni@bonnier.dk



## **JEANNETTE FOLMANN TEMPTE**

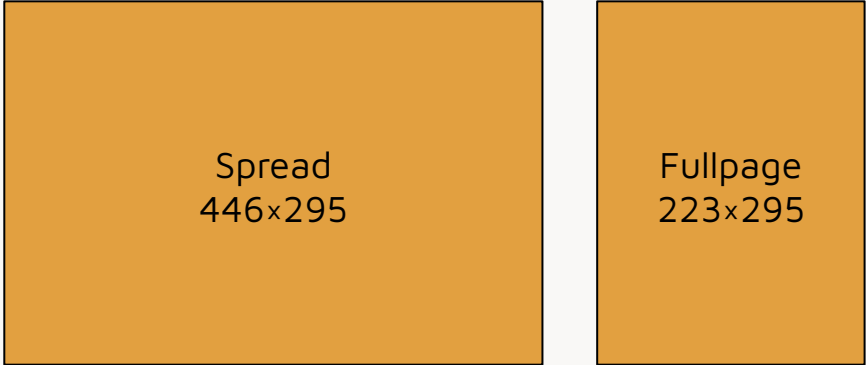
Head of International Sales  
jeannette.folmann@bonnier.dk



# 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?**

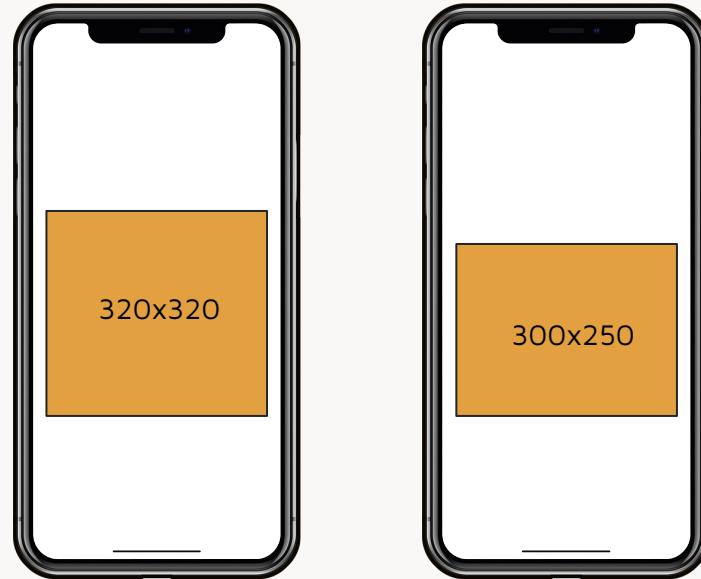
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

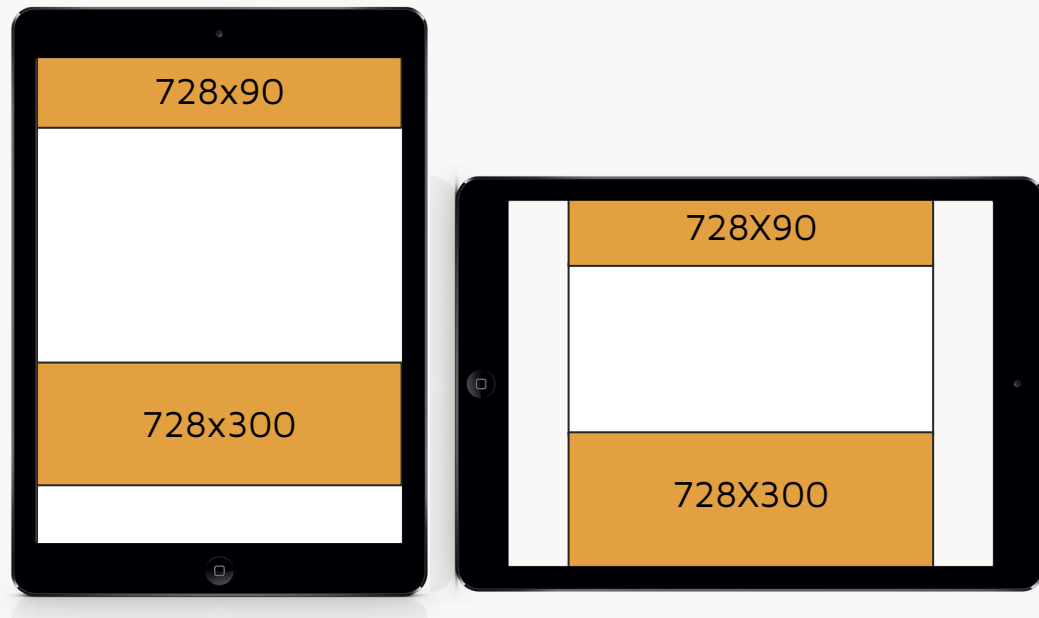


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking



# Desktop banner

## Specifications:

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



# Video in-banner

## Specifications:

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

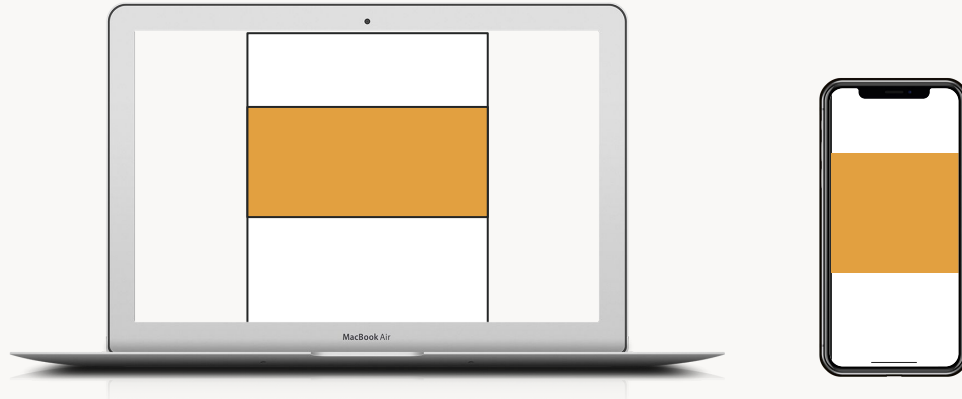
Desktop ratio: 16:9

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

