



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



32.100

Instagram followers



12.296

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 – December 2025

No.	Deadline	Publishing Date	Publishing Month	Theme
2501	05/02/2025	06/03/2025	March	Bathroom (including outdoor)
2502	24/03/2025	24/04/2025	April	Furniture (including outdoor)
2503	19/05/2025	19/06/2025	June	Kitchen & Outdoor
no 1	05/06/2025	10/07/2025	Juli	SCL Collectors Item: The Design Edition
2504	30/07/2025	28/08/2025	August	Sustainability
2505	17/09/2025	16/10/2025	October	Warm Living: Sleep Rooms
no 2	20/09/2025	23/10/2025	October	SCL Collectors Item: The Christmas issue
2506	28/11/2025	30/12/2025	December	The Trend Issue

Print formats & rate card

Product	Format	Pricing in EUR*
2/1 page	446x295	8.000
1/1 page	223x295	4.200
Back cover	223x295	8.000
2/1 page Native advertorial	446x295	*Contract for price
1/1 page Native advertorial	223x295	*Contract for price

Product	Format	Pricing in EUR*
Collectors item 2/1 page	446x295	10.000
Collectors item 1/1 page	223x295	5.200
Collectors item Back cover	223x295	10.000

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

Digital formats

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
Price: 500 EUR	Price: 1200 EUR

Newsletter*
1 week top-banner ownership of the newsletter
Price: 1000 EUR

*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.

Digital Native Products

Product	Pricing in EUR*
SCL Favorites 1 x post on Instagram, including 3-5 frames : (1 x organic + 1 x dark post) 5 products/ gallery incl. editors notes 1 x storylines on Instagram, including 3-5 frames 5 products in a gallery incl. editors notes	2.000
Instagram Post 1 x Instagram post Post can include up to 3 pictures in a carrusel	1.250
Instagram Story 1 x Instagram Story Post can include up to 3 pictures in a carrusel	1.250
Instagram prijsvraag 1 x prijsvraag post 1 x Instagram story	1.800

* Brutto Price.

Urban Living – Publishing Plan 2025

No.	Deadline	Publishing Date	Publishing Month	Theme
2501	19/03/2025	24/04/2025	April	Colorful Homes
2502	14/05/2025	19/06/2025	April	Kitchen & Bath
2503	12/09/2025	16/10/2025	October	The Christmas Issue
2504	28/11/2025	31/12/2025	December	Warm Living & Sleeping

Print formats & rate card

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	Pricing in EUR*
Urban Living 2/1 page	434x280**	4.000
Urban Living 1/1 page	217x280	2.500
Urban Living Back cover	217x280	4.000

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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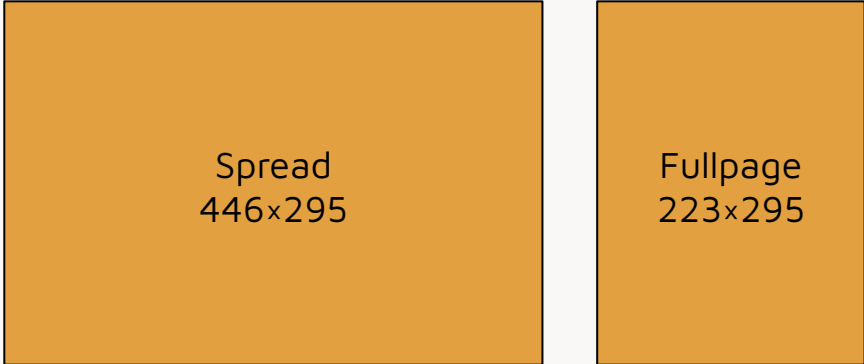
JEANNETTE FOLMANN TEMPTE

Head of International Sales
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Spread
446x295

Fullpage
223x295

Missing some prices?

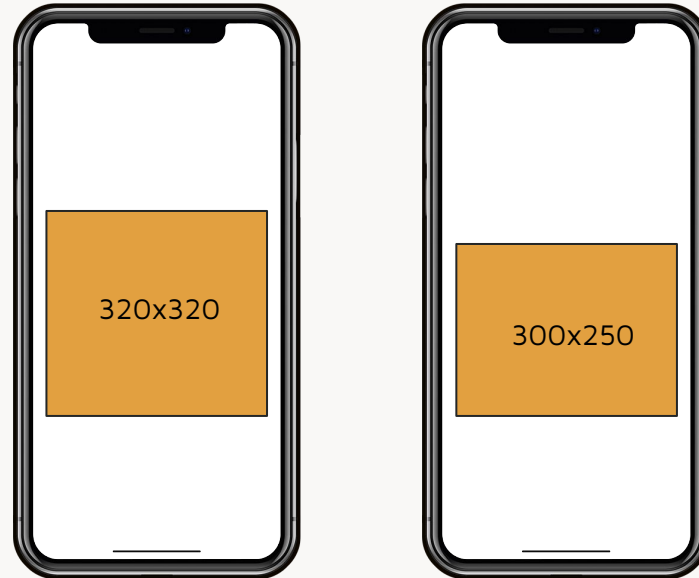
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

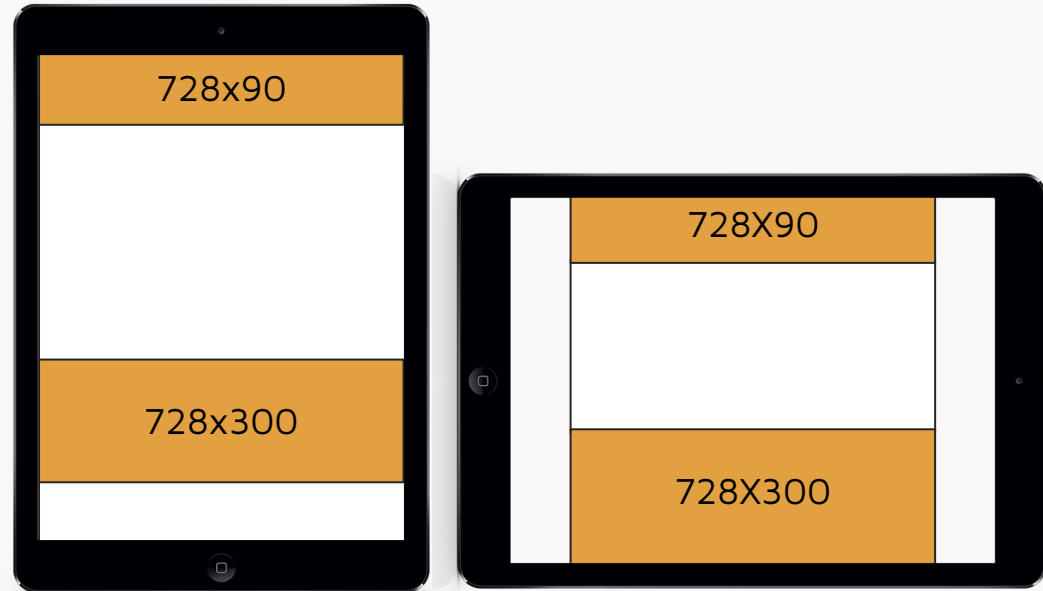


Tablet standard banner

Specifications:

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

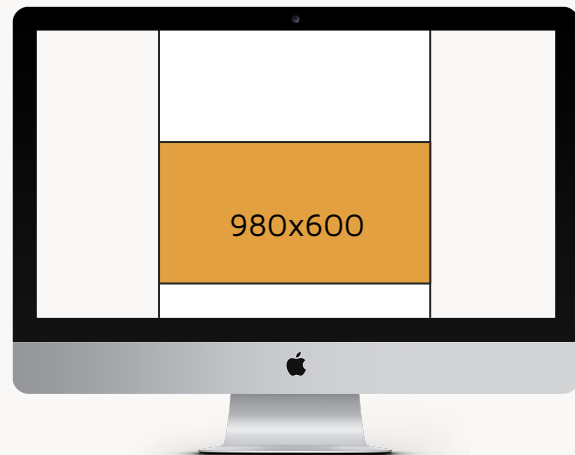
Incl. URL / tracking



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

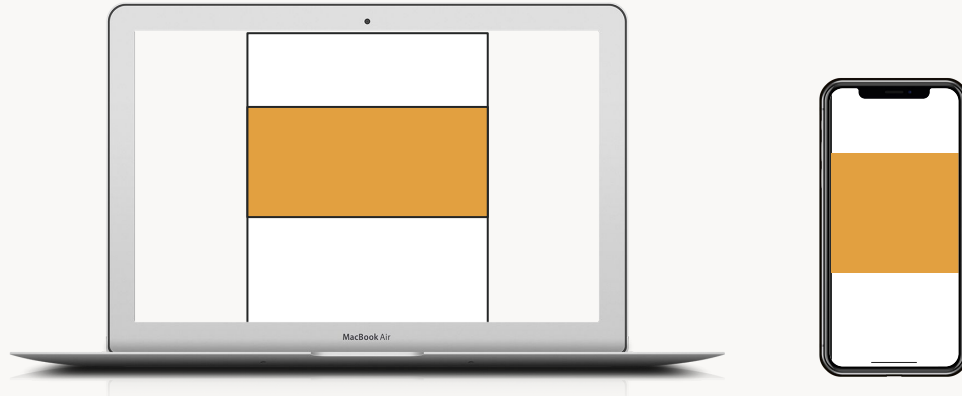
Desktop ratio: 16:9

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

