



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



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 - December 2025

No.	Publishing date	Week	Deadline	Theme
1	06/03/2025	10	11/02/2025	Bathroom
2	24/04/2025	17	28/03/2025	Furniture & Outdoor
3	19/06/2025	25	23/05/2025	Kitchen
4	28/08/2025	35	05/08/2025	Sustainability
5	16/10/2025	42	19/09/2025	Warm Living // Sleep Room & Christmas
6	30/12/2025	01	04/12/2025	Trend Issue

Print formats & rate card

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
Price: 500 EUR	Price: 1200 EUR

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

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 1 x IG-post + IG-story including swipe up 1 x Facebook-post 2-3 x Newsletters Incl. boost	Minimum views: 2500 Duration: 1 month Will be hosted on Scandiliv.nl	Clicks Reach Impressions CTR
Total in EURO		4.500

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 1 x Instagram stories (incl. 3-5 frames) Incl. boost	Minimum reach: 100.000 Duration: 1 week Can link to external website Can link to Advertisers own SoMe page	Clicks Reach Engagement Impressions CTR
Total in EURO		3.500

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 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](#)

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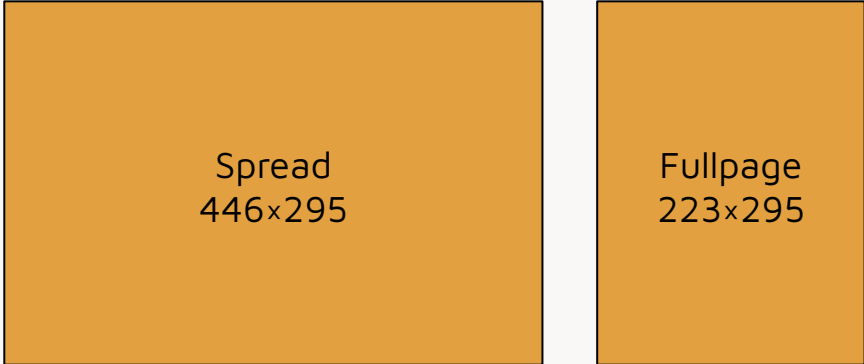
JEANNETTE FOLMANN TEMPTE

Head of International Sales
jeannette.folmann@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Spread
446x295

Fullpage
223x295

Missing some prices?

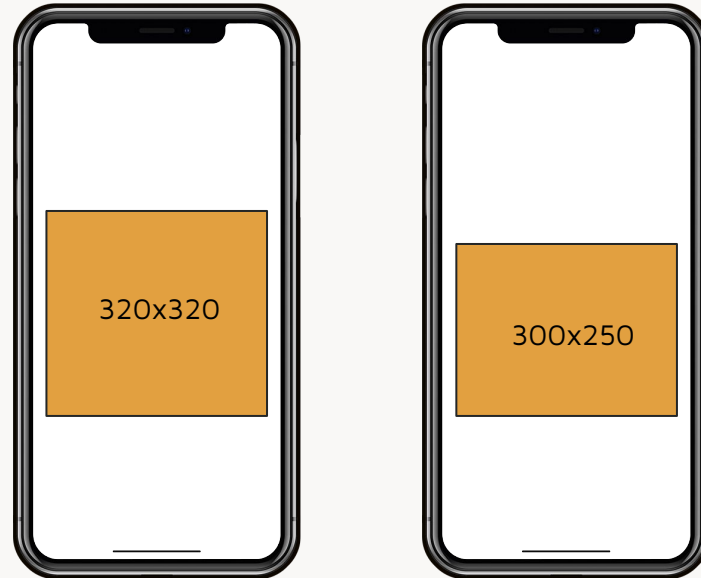
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

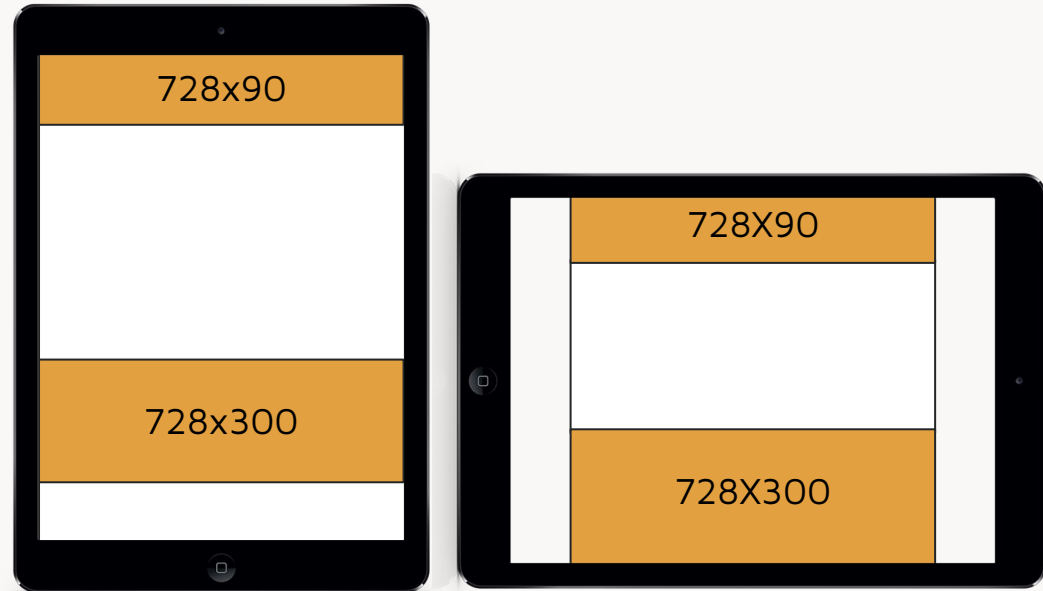


Tablet standard banner

Specifications:

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

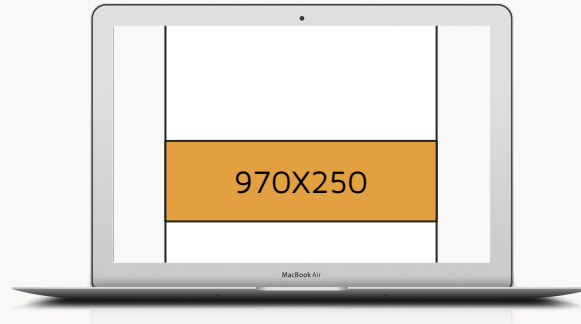
Incl. URL / tracking



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

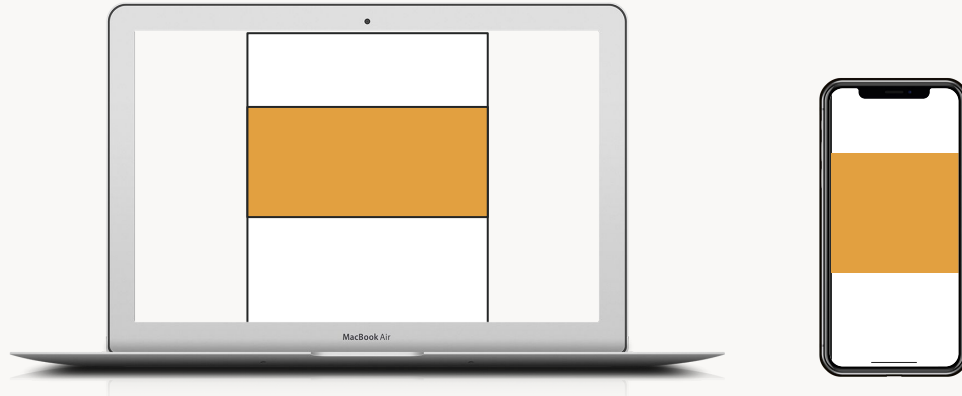
Desktop ratio: 16:9

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

