



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



**34.500**

Instagram followers



**11.000**

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

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

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



# 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
Standard Banner	970x250 / 980x600

Mobile/tablet	Format
Mobile banner	320x320 / 300x250

Newsletter	Format
Banner	600x500

Package 1	Package 2
Impressions: 50.000	Impressions: 150.000
Period: 1 month	Period: 3 month
<b>Price: 500 EUR</b>	<b>Price: 1.200 EUR</b>

Newsletter*
1 week top-banner ownership of the newsletter
<b>Price: 1.000 EUR</b>

# Digital Native Products

Product	Pricing in EUR*
<b>SCL Favorites</b> 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
<b>Instagram Post</b> 1 x Instagram post Post can include up to 3 pictures in a carrusel	1.250
<b>Instagram Story</b> 1 x Instagram Story Post can include up to 3 pictures in a carrusel	1.250
<b>Instagram prijsvraag</b> 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	16/10/205	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](#)

## PEGGY DE GEUS

Local Sales Manager NL  
demediamanager@gmail.com



## MADELEINE VAN VLIET

Local Sales Manager NL  
madeleinemediasales@gmail.com

## JANTINE VAARTJES

Editor in Chief - Scandinavian Living  
Jantine@scandiliv.nl



## THERESE GUNNI

Advertising Material  
therese.gunni@bonnier.dk



## JEANNETTE FOLMANN TEMPTE

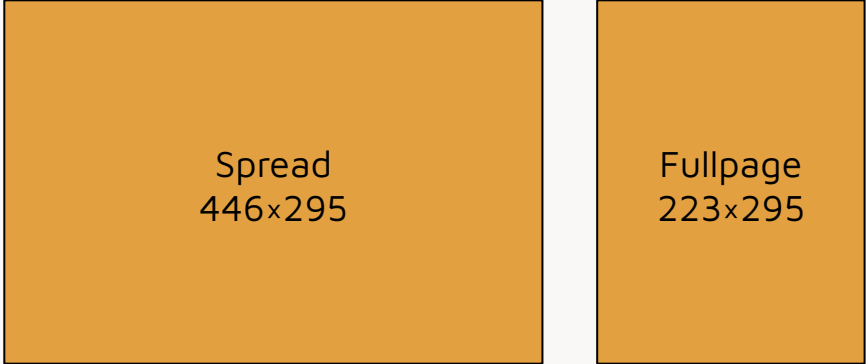
Head of International Sales  
jeannette.folmann@bonnier.dk

# 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?**

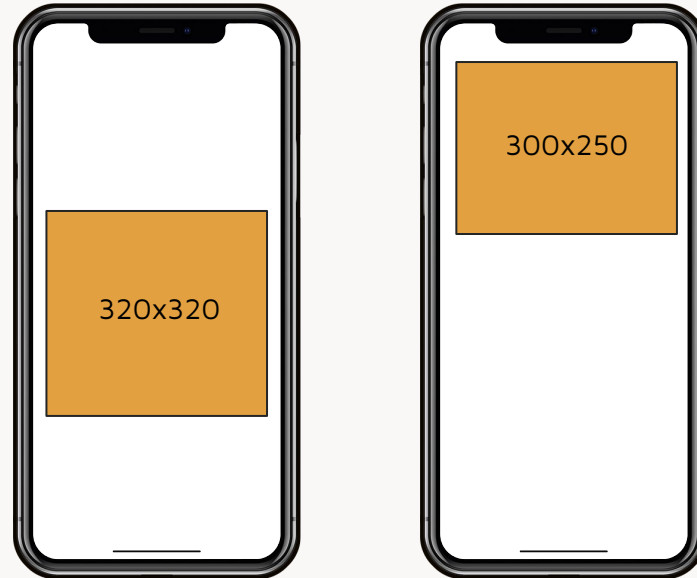
See details about pricing above

# Mobile standard banners

## Specifications:

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

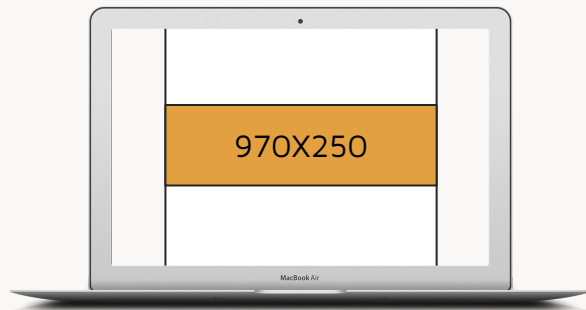
Incl. URL / tracking



# Desktop banner

## Specifications:

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



# 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

