



BONNIER
Publications

SCANDINAVIAN
LIVING

BY BO BEDRE

Media kit 2026

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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



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 2026

No.	Publishing Date	Deadline	Theme
2601	05/03/2026	29/01/2026	Bathroom (including outdoor)
2602	23/04/2026	16/03/2026	Furniture (including outdoor)
2603	18/06/2026	11/05/2026	Sustainability
no 1	09/07/2026	04/06/2026	SCL Collectors Item: The Design Edition
2604	27/08/2026	23/07/2026	Kitchen
2605	15/10/2026	10/09/2026	Warm Living: Sleep Rooms
no 2	08/10/2026	10/09/2026	SCL Collectors Item: The Christmas issue
2606	30/12/2026	25/11/2026	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

Urban Living – Publishing Plan 2026

No.	Publishing Date	Deadline	Theme
2601	23/04/2026	16/03/2026	Colorful Homes
2602	18/06/2026	11/05/2026	Kitchen & Bath
2603	15/10/2026	10/09/2026	The Christmas Issue
2604	30/12/2026	25/11/2026	Warm Living & Sleeping

Scandinavian Living Special – Publishing Plan 2026

No.	Publishing Date	Deadline	Theme
2601	07/07/2026	04/06/2026	
2602	06/10/2026	10/09/2026	Christmas

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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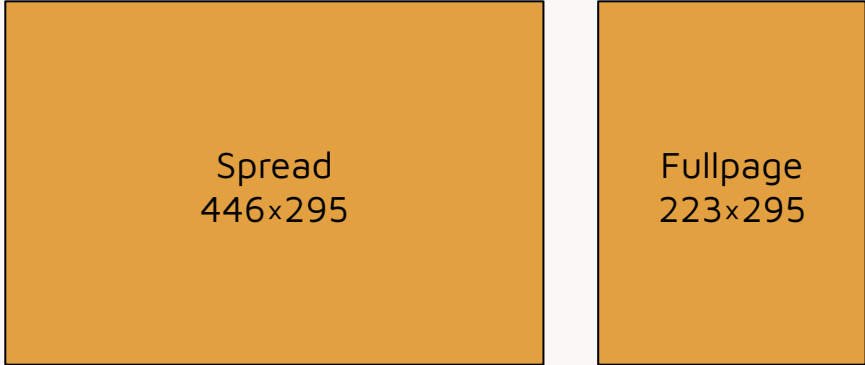
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Advertisement specifications

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