

**BONNIER**  
Publications

# Släkt- HISTORIA

## Media kit 2025



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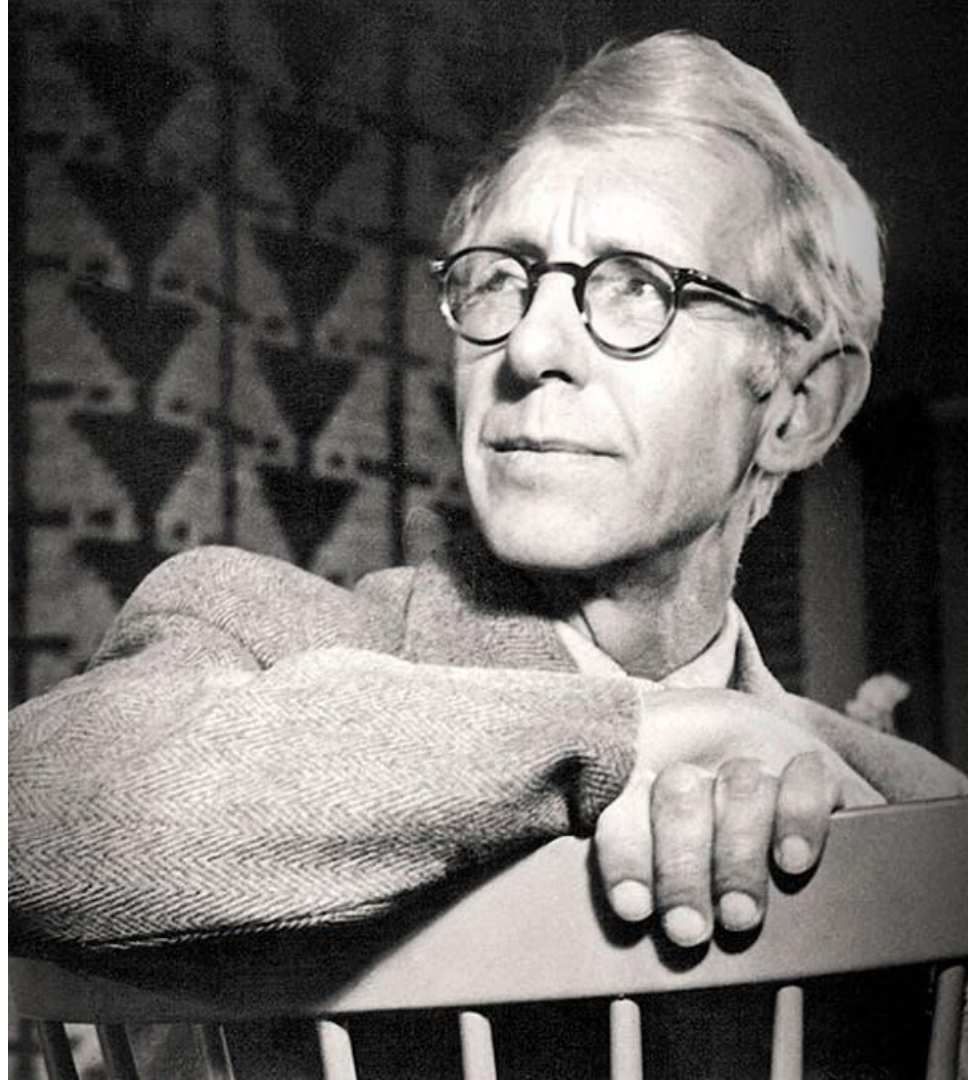
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**Digitalisation and DNA tests have led to a record breaking increase in interest for genealogy in Sweden.**

Släkthistoria is the monthly magazine that makes the hunt for ancestral roots easier and more fun. Our experts give you valuable tips as well as inspiration from other people's genealogical stories.





\*\*Google Analytics - July 2023

**38.198**

Monthly pageviews\*



**3.829**

Newsletter subscribers



# Digital users

## Facebook

31%

male

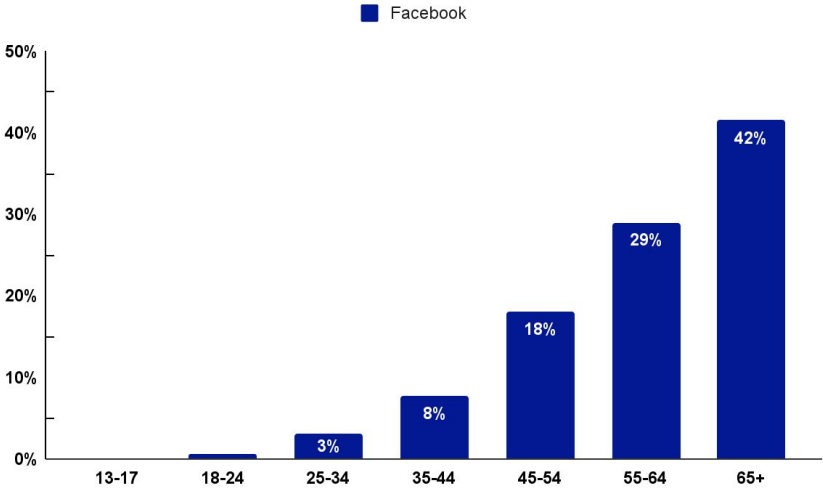


69%

female



## Age





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

# January – June 2025

No.	Publishing date	Week	Deadline
2	15/01/2025	3	09/12/2024
3	12/02/2025	7	15/01/2025
4	12/03/2025	11	12/02/2025
5	16/04/2025	16	19/03/2025
6	14/05/2025	20	10/04/2025
7	11/06/2025	24	08/05/2025

# July – December 2025

No.	Publishing date	Week	Deadline
8	16/07/2025	29	18/06/2025
9	20/08/2025	34	23/07/2025
10	17/09/2025	38	20/08/2025
11	15/10/2025	42	17/09/2025
12	12/11/2025	46	15/10/2025
1/26	17/12/2025	51	19/11/2025



# Print Advertising rate card

Product	Pricing in SEK*
2/1 page	30.900
1/1 page	15.400
½ page	8.200

Product	Pricing in SEK*
1/4 page	4.650
Back cover	19.000
Inner back cover	17.000

\*Gross prices only

\*\*In addition, production cost

# Print formats

Product	Format
2/1 page	410x276
1/1 page	205x276
Vertical ½ page	88x250,6
Horizontal ½ page	180x120

Product	Format
Back cover	205x276
Inner back cover	205x276
1/4 page	88x120

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).

# Digital Advertising rate card

Desktop	Price in SEK*
Standard banner	CPM 75
Megabanner	CPM 90

High impact formats	Price in SEK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 150 + CPM 5 ad tech fee

Format	Price in SEK*
Video-in-banner	CPM 90

Mobile / Tabet	Price in SEK*
Mobile standard banner	CPM 75
Tablet standard banner	CPM 75

Format	Price in SEK*
Newsletter banner	CPM 150

\*Gross prices

# Digital formats

Desktop	Format
Standard banner	930x180
Megabanner	930x600

Mobile / Tablet	Format
Mobile banner	320x320 / 300x250
Tablet banner	728x90

Newsletter	Format
Newsletter banner	620x500

**High impact formats – All devices**

We partner with Adnami to deliver a wide range of high impact formats. Possibilities include topscroll, midscroll and double midscroll. Contact us for specific formats available for this site or for more info\*.

Find all Adnami's specs at [adnami.io/specs](https://adnami.io/specs).

Video-in-banner	Format
Desktop video	Ratio: 16:9
Mobile video	Ratio: 1:1 or 4:3

See visualizations and ad specifications further below

\*Contact [traffic@bonnier.dk](mailto:traffic@bonnier.dk) for more info.

# NTA Advertising rate card

Product	Pricing in SEK*
Native Article	Contact for price*
Facebook boost	Contact for price*
Newsletter	Contact for price*

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

# NTA\* formats

Product	Format
Native Article	Ad written as an online article.
Facebook boost	The native article is posted on FB with boost
Newsletter	The native article is included in editorial newsletters

\*Non traditional  
advertising

# We are here to help you

Contact our team if you have any questions about media sales or visit Ocast.

Try our FAQ page, if you need support on how to upload ad material, technical guidance etc.

[GO TO OCAST](#)

[GO TO FAQ](#)



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**SIEBREN OOSTWOUD**

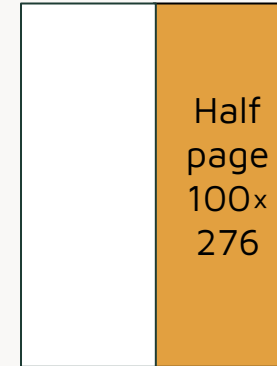
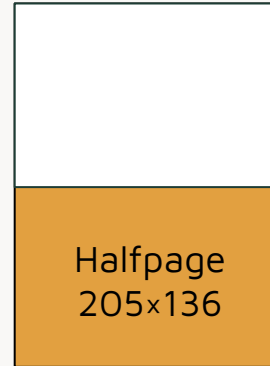
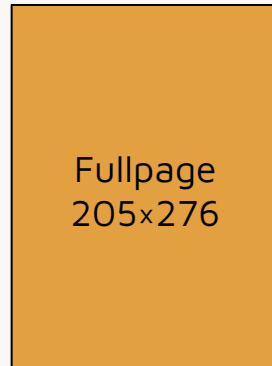
Head of Ad Operations & Programmatic  
siebren.oostwoud@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats



# Print- formats



**Missing some prices?**

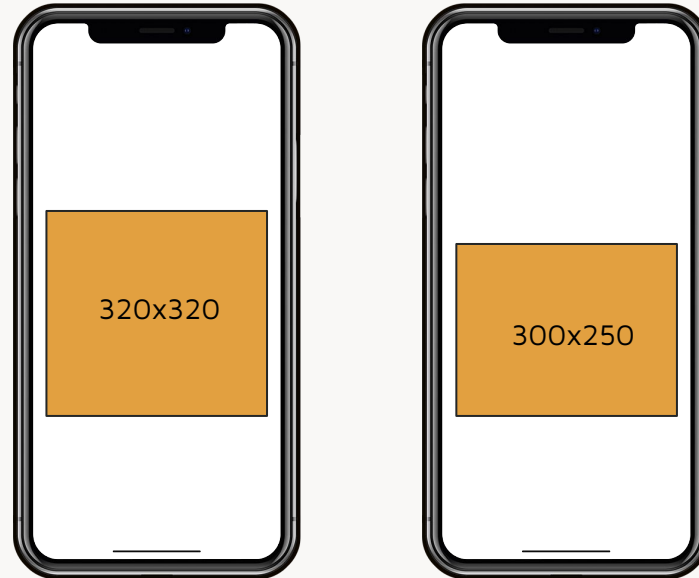
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

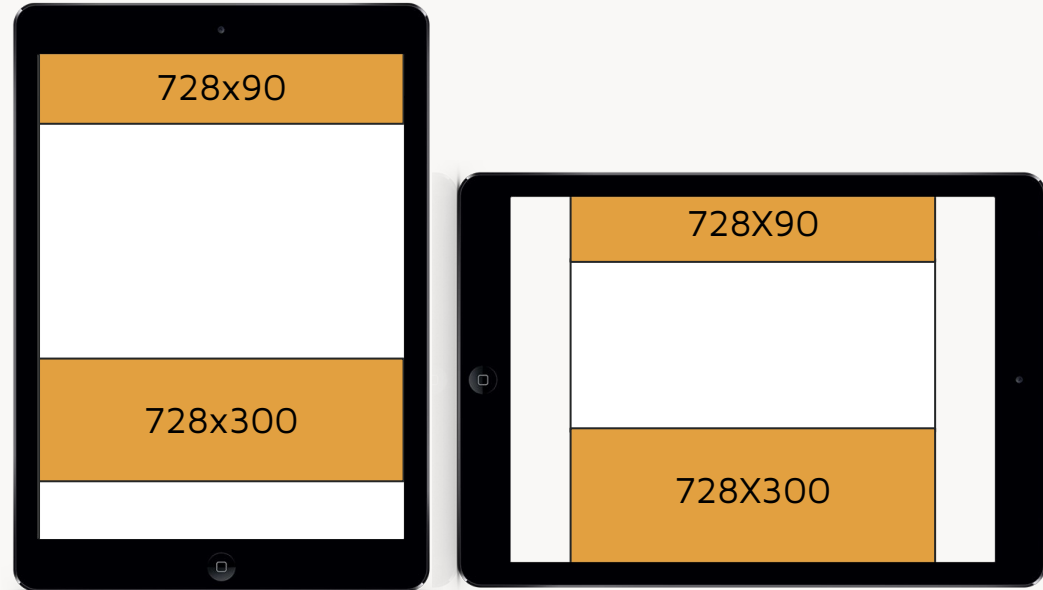


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking



# Desktop standard banner

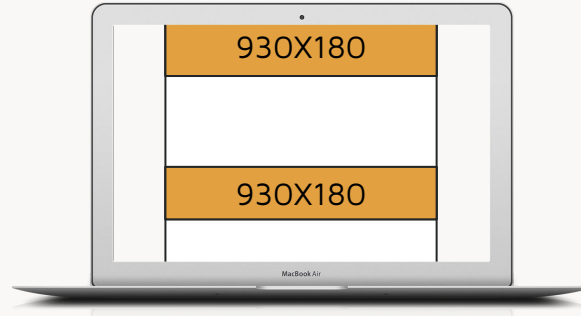
## Specifications:

HTML5 banner  
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

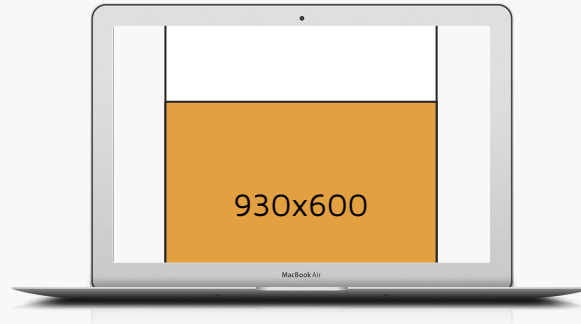


# Desktop mega banner

## Specifications:

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

Incl. URL / tracking



# Video in-banner

## Specifications:

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

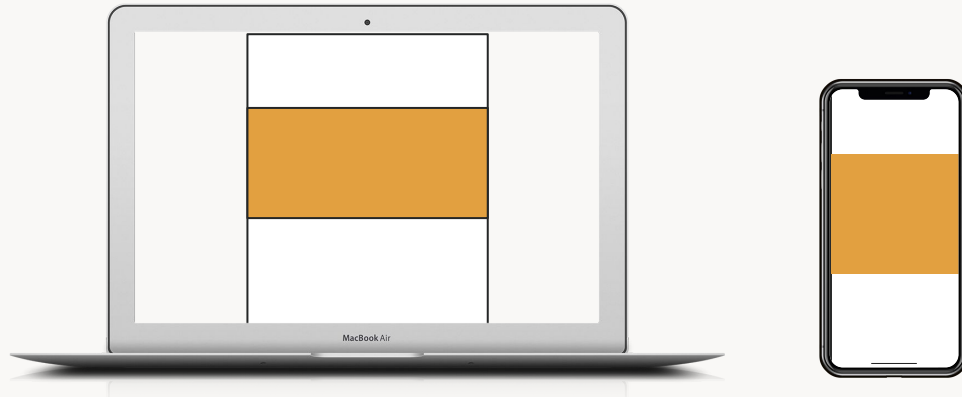
Desktop ratio: 16:9

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

