

BONNIER
Publications

Släkt- HISTORIA

Media kit 2026



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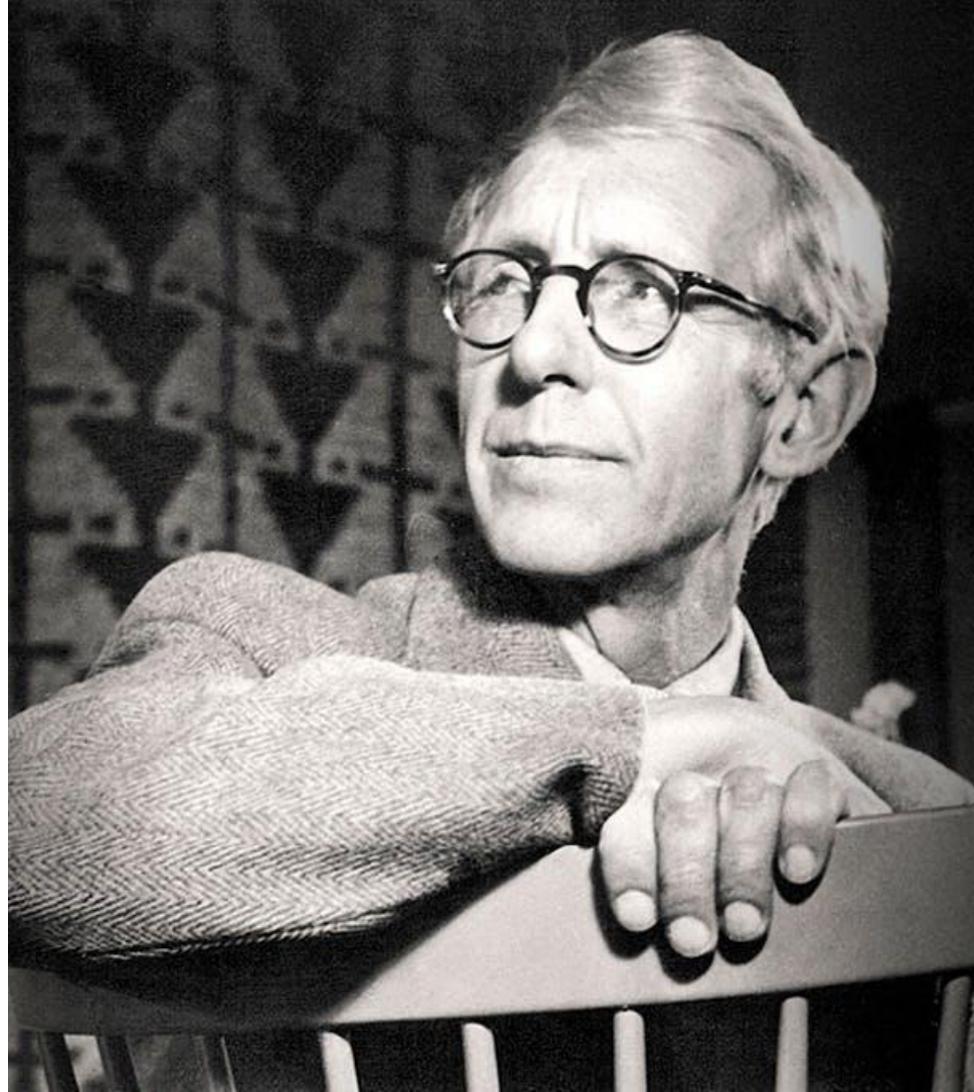
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Digitalisation and DNA tests have led to a record breaking increase in interest for genealogy in Sweden.

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.





39.500

Monthly pageviews



11.600

Newsletter subscribers



Digital users

Facebook

31%

male

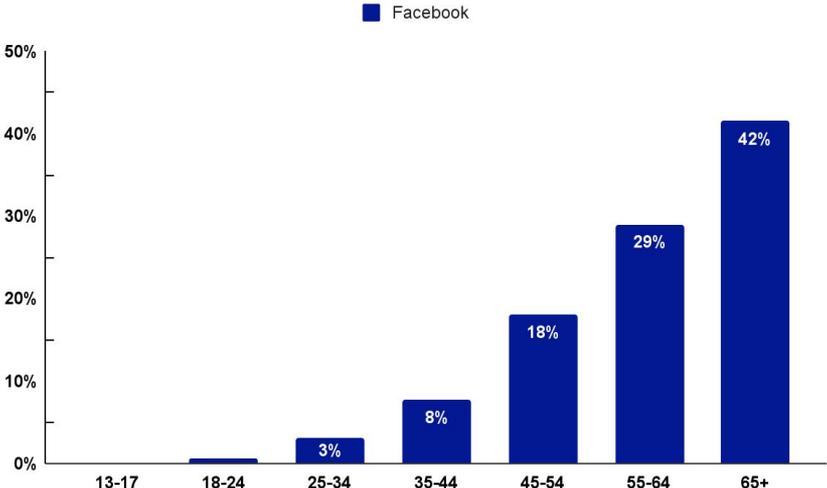


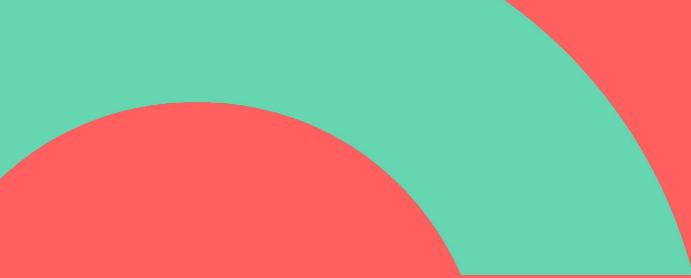
69%

female



Age





Editorial schedules, rate cards and formats

January – June 2026

No.	Publishing date	Week	Deadline
2	14/01/2026	03	02/12/2025
3	11/02/2026	07	12/01/2026
4	11/03/2026	11	06/02/2026
5	15/04/2026	16	11/03/2026
6	13/05/2026	20	10/04/2026
7	10/06/2026	24	06/05/2026

July – December 2026

No.	Publishing date	Week	Deadline
8	15/07/2026	29	12/06/2026
9	19/08/2026	34	20/07/2026
10	16/09/2026	38	17/08/2026
11	14/10/2026	42	14/09/2026
12	11/11/2026	46	12/10/2026
1/27	16/12/2026	51	16/11/2026

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

Mobile	Price in SEK*
Mobile standard banner	CPM 75

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

Format	Price in SEK*
Newsletter banner	CPM 150

*Gross prices

Digital formats

Desktop	Format
Standard banner	930x180
Megabanner	930x600

Mobile	Format
Mobile banner	320x320 / 300x250

Newsletter	Format
Newsletter banner	600x500

High impact formats – All devices

We partner with Adnami to deliver a wide range of high impact formats. Possibilities include Topscroll, Midscroll and Desktop Skin. Contact us for specific formats available for this site or for more info*.

Find all Adnami's specs at 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 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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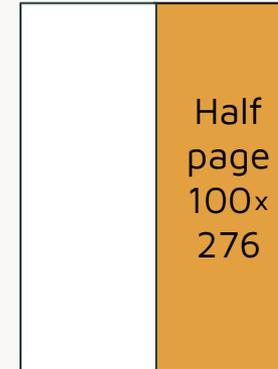
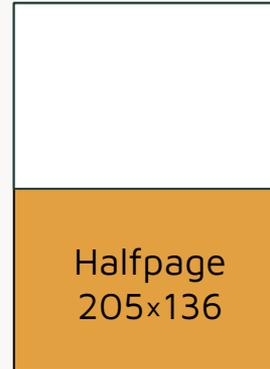
SIEBREN OOSTWOUD

Head of Ad Operations & Programmatic
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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

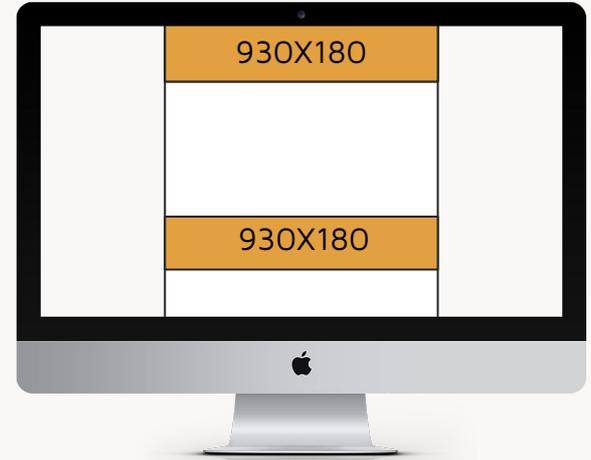
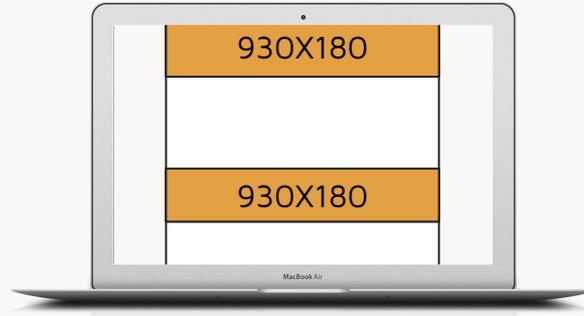


Desktop standard banner

Specifications:

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

Incl. URL / tracking

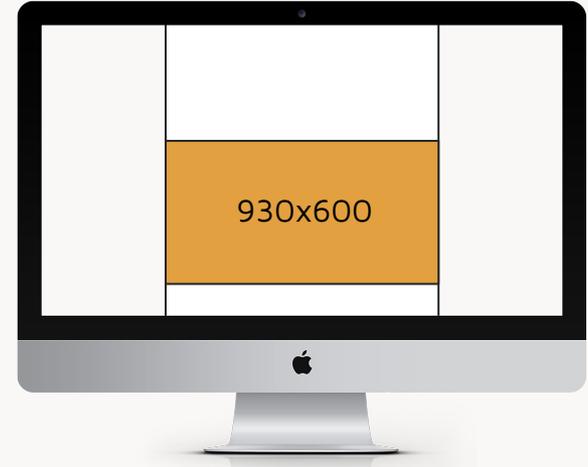
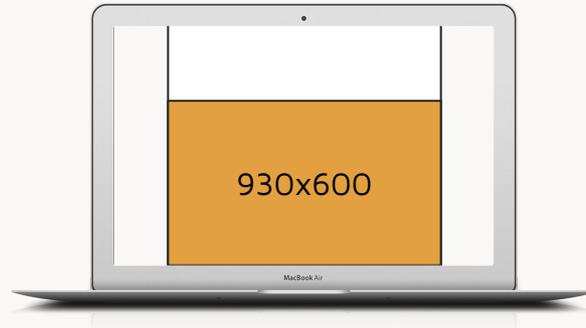


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

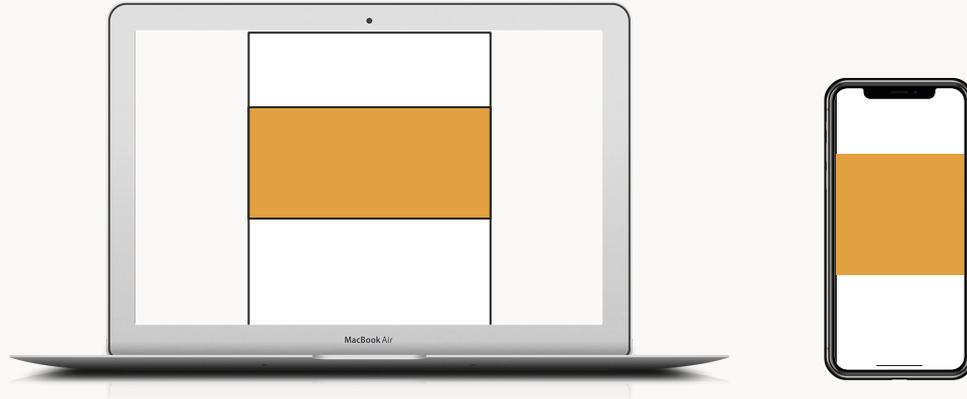
Desktop ratio: 16:9
(1920x1080)

Mobile ratio: 1:1
(1080x1080)

Max. weight: 5 MB

Recommended to keep
under 15 seconds. Max. 30.

Incl. URL / tracking



Newsletter

Specifications:

JPG / PNG / GIF

Max 150 KB

Incl. URL / tracking

