

BONNIER
Publications

viivilla

Mediekit 2024

vi i villa is the independent guide to everything house and garden.

We cover all aspects of life as a home-owner and advise on buying, selling, revamping and re-designing a garden. We answer your questions, whether minor or major.

In Norway, we spent NOK 94.5 billion on renovations and extensions last year.

There are 2.5 million households in Norway, and figures from the forecast center shows that 38 per cent will renovate in the next twelve years the months.





731.549

Monthly pageviews**

24.758

Facebook likes

25.913

Newsletter subscribers

3.346

Instagram followers

Digital users

Instagram

13%

male



87%

female



Facebook

22%

male

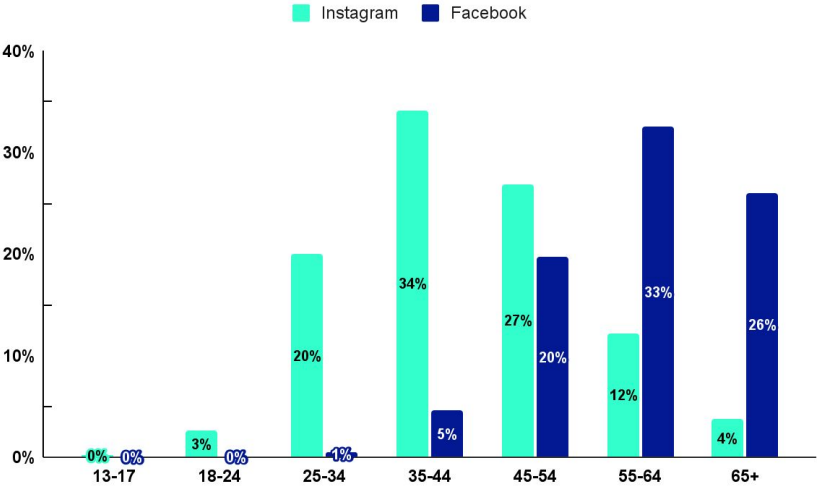


78%

female



Age



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Digital formats

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

Desktop	Format
Standard banner	930x180
Megabanner	930x600
Skyscraper/sticky	160x600 / 300x600
Wallpaper	2560x1200 + optional standard banner

Mobile / Tablet	Format
Mobile standard banner	320x320 / 300x250
Tablet standard 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 .

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

Digital Advertising rate card

Desktop	Price in NOK*
Standard banner	CPM 75
Megabanner	CPM 90
Skyscraper/sticky	CPM 75
Wallpaper	CPM 150

Mobile / Tablet	Price in NOK*
Mobile standard banner	CPM 75
Tablet standard banner	CPM 75

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

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

Format	Price in NOK*
Newsletter banner	CPM 150

*Gross prices

NTA

Advertising rate card

* Gross prices only

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

Product	Pricing in NOK*
Native Article	25.000
Native Article w/guaranteed traffic	35.000
Competition	10.000-20.000
Newsletter	10.000
Instagram	10.000
Facebook	10.000
Sponsorship	Contact for price**
Catalogue	22.500
Native ad click	8 kr./click

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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Advertisement specifications

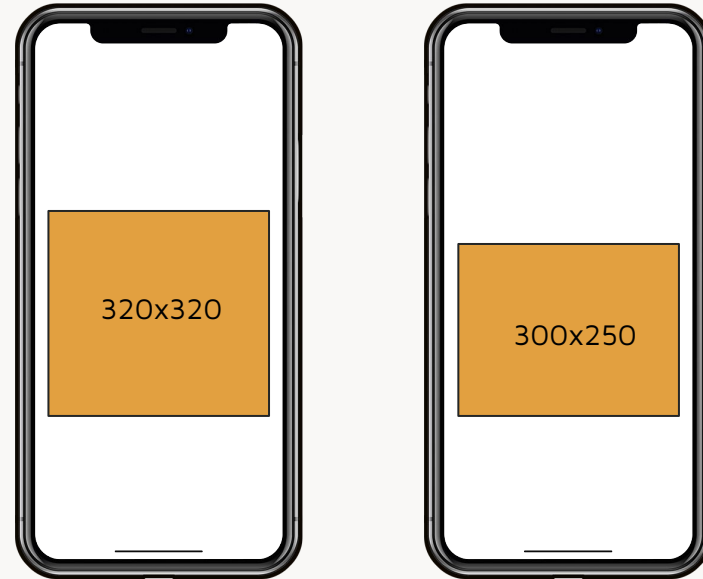
Print, mobile, tablet and desktop formats

Mobile standard banners

Specifications:

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

Incl. URL / tracking



Mobile Interscroller

Specifications:

Format: 640x1136

JPG / PNG / GIF

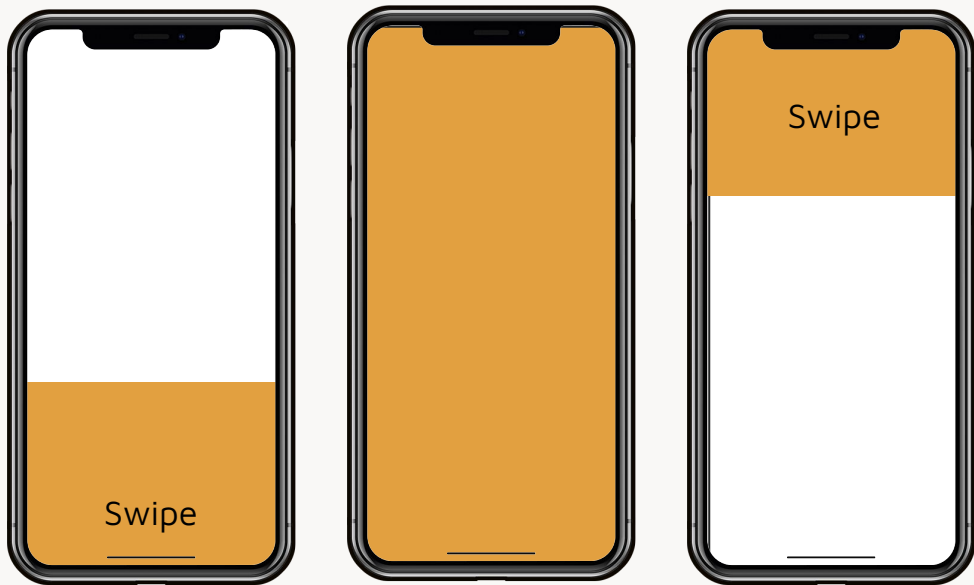
Max 200KB

Recommendations:

Important messages and logos must be placed 216 pixels from the top and 445 pixels from the bottom.

The bottom 445 pixels will only be visible to users with large screens (fx. Iphone 14 Plus)

Viewport: 600px.

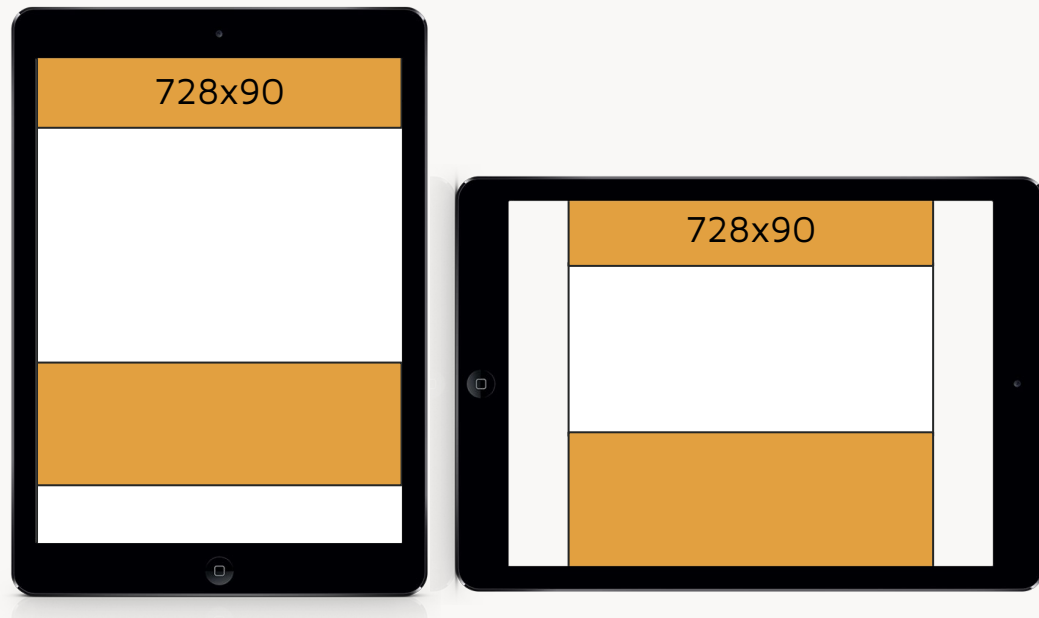


Tablet standard banner

Specifications:

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

Incl. URL / tracking

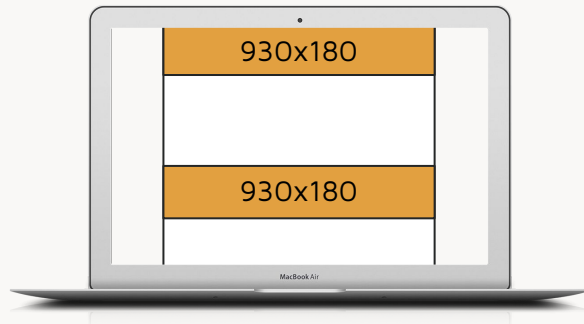


Desktop standard banner

Specifications:

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

Incl. URL / tracking

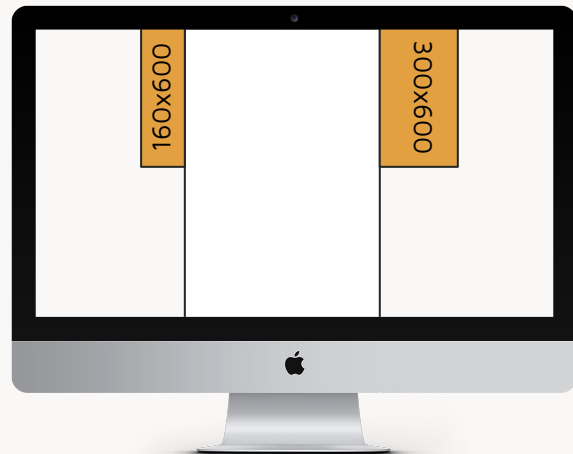
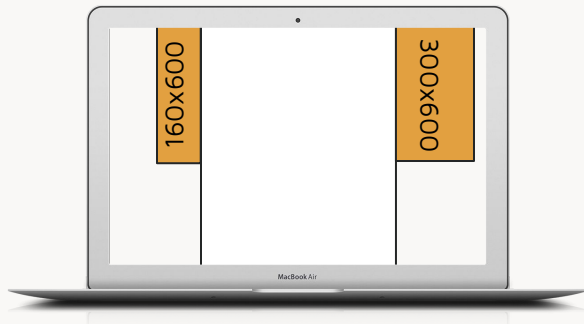


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Desktop Wallpaper + standard banner

Asset Specs (size in px):

Wallpaper: 2560x1200

Standard banner: 930x180

Asset type:

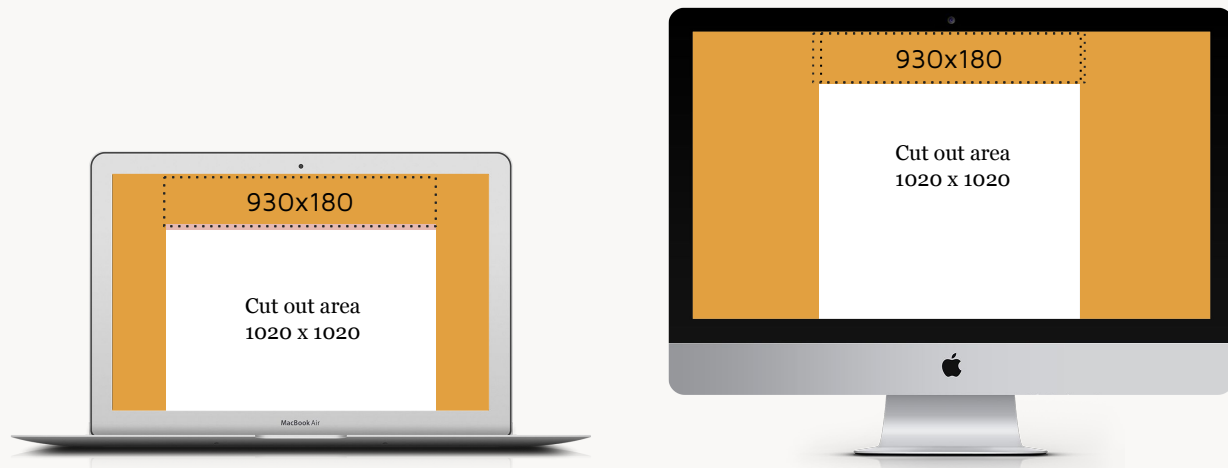
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum 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 150KB

Incl. URL / tracking

