

BONNIER
Publications

viivilla

Mediekit 2026



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.





462.000

Monthly pageviews



26.330

Facebook likes



36.000

Newsletter subscribers



4.139

Instagram followers



Digital users

Instagram

12%

male



88%

female



Facebook

22%

male

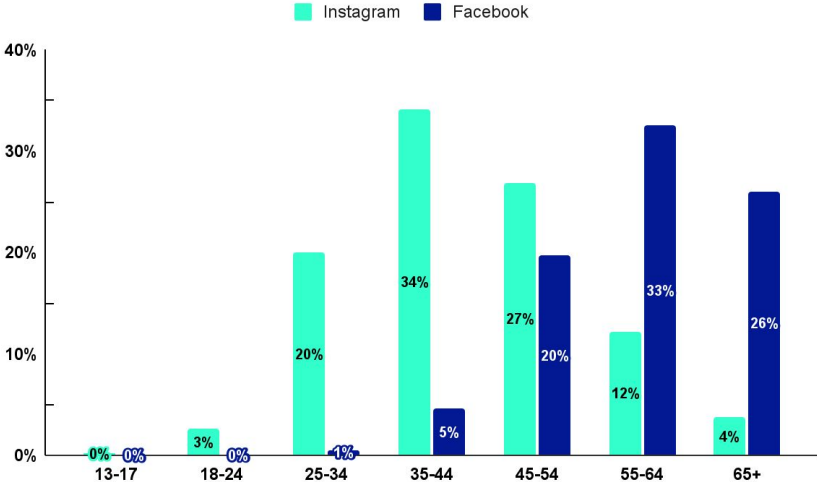


78%

female



Age



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Digital formats

| Desktop | Format |
|-------------------|-------------------|
| Standard banner | 930x180 |
| Megabanner | 930x600 |
| Skyscraper/sticky | 160x600 / 300x600 |

| Mobile | Format |
|------------------------|---------|
| Mobile standard banner | 320x320 |

| 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 |

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

Digital Advertising rate card

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

| 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 |

| Mobile | Price in NOK* |
|------------------------|---------------|
| Mobile standard banner | CPM 75 |

| Format | Price in NOK* |
|-------------------|---------------|
| Newsletter banner | CPM 150 |

*Gross prices

NTA Advertising rate card

| 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 |

* Gross prices only

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

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

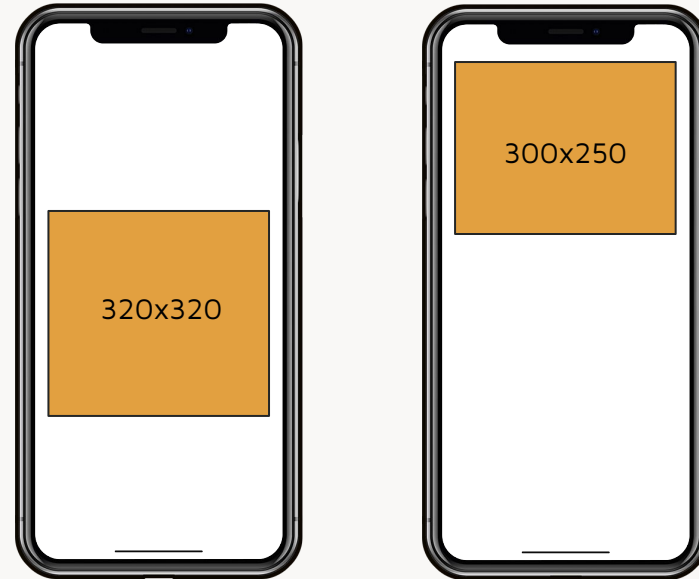
Print, mobile, tablet and desktop formats

Mobile standard banners

Specifications:

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

Incl. URL / tracking

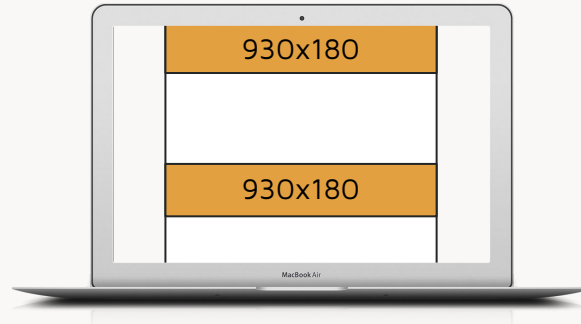


Desktop standard banner

Specifications:

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

Incl. URL / tracking

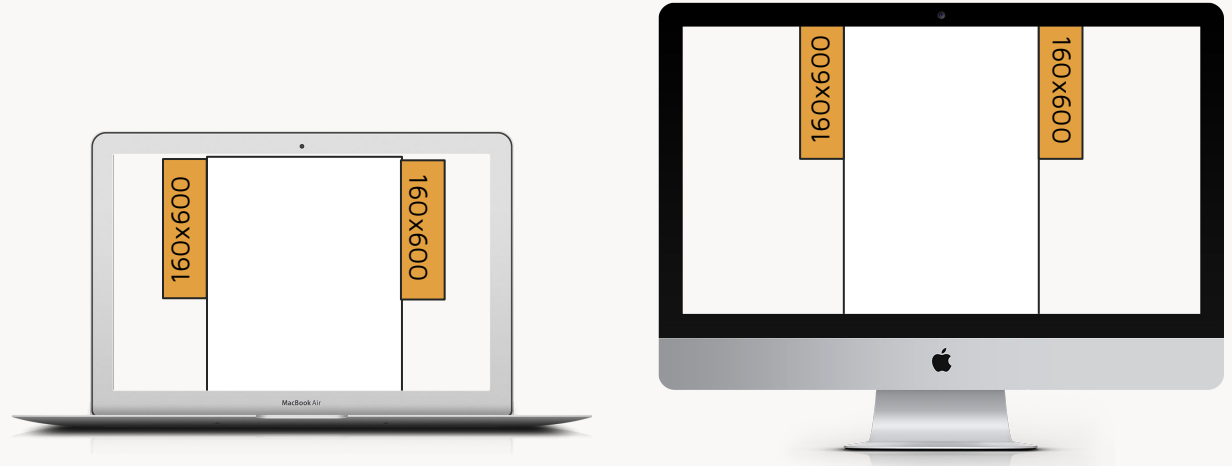


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

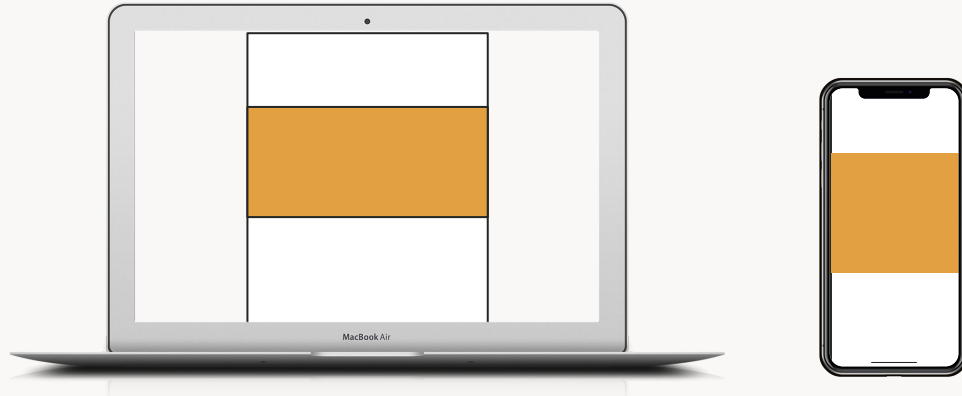
Desktop ratio: 16:9
(1920x1080)

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 150KB

Incl. URL / tracking

