

BONNIER
Publications

BO BEDRE

Media kit 2024

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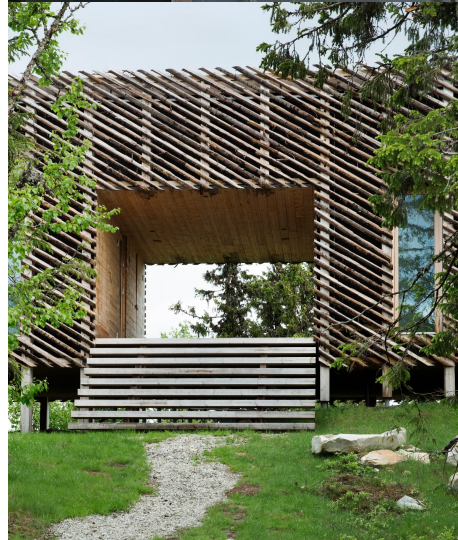
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Welcome to Denmark's most inspiring design and interior universe.

BO BEDRE invites you inside the loveliest Nordic homes and helps you to realise the full potential of your own home.





*Index Denmark - 2022/2023

**Google Analytics - July 2023

262.000

Magazine readership*



745.345

Monthly pageviews**



31.808

Newsletter subscribers



101.040

Facebook likes



244.979

Instagram followers



Digital users

Instagram

18%

male



82%

female



Facebook

14%

male

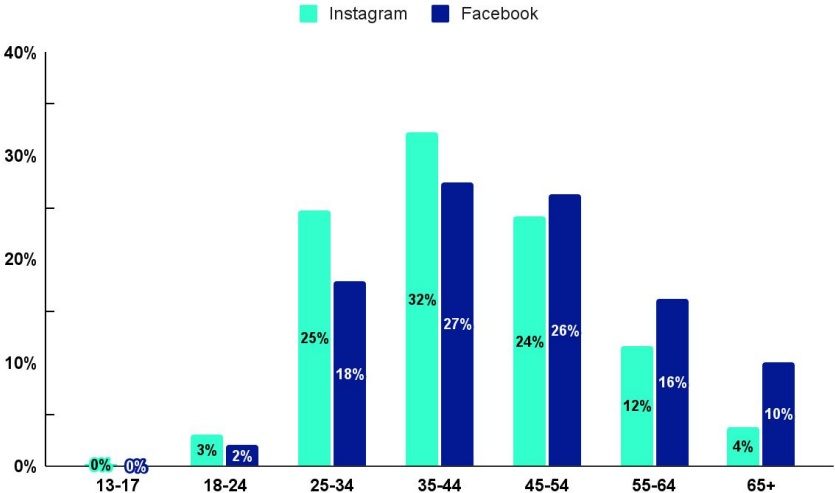


86%

female



Age



Print readers

Gender

37%

male



63%

female



Geography

49%

east region

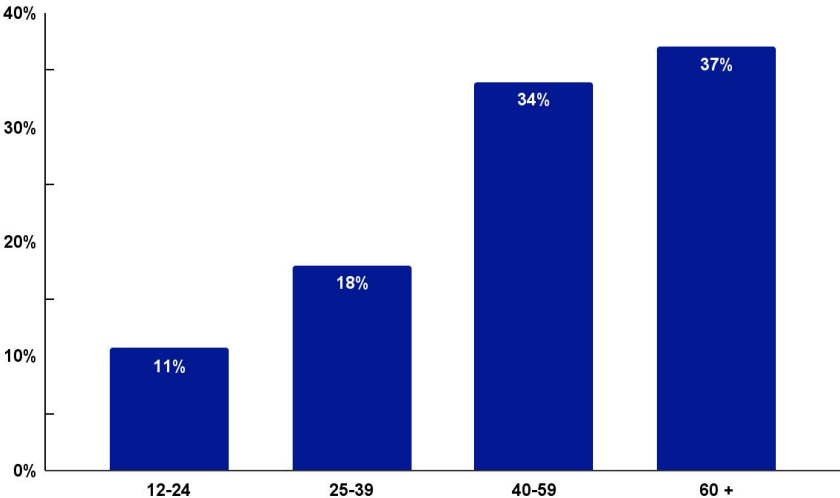


51%

west region



Age





Editorial schedules, rate cards and formats

January –June 2024

Recurring trends: Get more out of your home, clever renovations and new materials

No.	Publishing date	Week	Deadline	Theme
2	22/01/2024	4	15/12/2023	Bathrooms and bedrooms, colours and paints
3	15/02/2024	7	18/01/2024	Kitchen, white goods and technology
4	14/03/2024	11	15/02/2024	Top-grade renovations Garden issue with Danish gardens and outdoor furniture
5	11/04/2024	15	08/03/2024	Furnish your living room – sofas, armchairs, bookshelves, rugs, and lamps. Extra: All about food
6	07/05/2024	19	05/04/2024	Green issue, energy optimisation, and sustainable design
7	06/06/2024	23	02/05/2024	Holiday homes, patios and exterior lighting

July –December 2024

No.	Publishing date	Week	Deadline	Theme
8	04/07/2024	27	06/06/2024	The big art issue + renovate your bathroom
9	01/08/2024	31	04/07/2024	Smart Home, proper storage, staying in smaller spaces, and smart lighting
10	29/08/2024	35	01/08/2024	The big design issue
11	26/09/2024	39	29/08/2024	The big kitchen issue, lighting, lamps, beds
12	21/10/2024	43	23/09/2024	Christmas issue. Special pages: The best Christmas gifts of the year
13	21/11/2024	47	24/10/2024	Parties, winter and hygge, Extra: All about Food
1/25	19/12/2024	51	21/11/2024	Trend issue

Bo Bedre Theme magazines – Editorial schedule 2024

No.	Publishing date	Week	Deadline	Theme
1	14/03/2024	11	15/02/204	Garden and outdoor life
2	07/05/2024	19	05/04/2024	All about food
3	21/11/2024	47	24/10/2024	All about food

Print Advertising rate card

*Gross prices only.

**In addition, production cost

*** price pr. module A1/1
module, A2/2 module, A3/3
module,

B1/2 module, B2/3 module,
C/4 module)

Format	Pricing in DKK*
2/1 page	151.200
1/1 page	79.400
½ page	55.900
Back cover	151.700
Inner back cover	103.500
Page 2-3	198.800
Page 4-5	190.800

Format	Pricing in DKK*
2/1 page first ⅓ part of magazine	181.400
1/1 page first ⅓ part of magazine	95.300
2/1 Gatefold Flap	380.800
1/1 Gatefold Page	148.000
2/1 page Native Article	189.000**
1/1 page Native Article	99.400**
1 Guide module	6000***

Bo Bedre Theme magazines **Print** **Advertising** **rate card**

*Gross prices only

**In addition, production cost

Format	Pricing in DKK*
2/1 page	55.000
1/1 page	35.000
Back cover	55.000
Inner back cover	Contact for price
Page 2-3	Contact for price
Page 4-5	Contact for price

Format	Pricing in DKK*
2/1 page Native Article	60.500**
!/1 page Native Article	38.500**

Print formats

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
2/1 page	446x295*
1/1 page	223x295
Vertical ½ page	109x295
Horizontal ½ page	223x145
Back cover	223x295
Inner back cover	223x295

Product	Format
Page 2-3	446x295*
Page 4-5	446x295*
2/1 page Native Article	446x295*
1/1 page Native Article	223x295

Digital Advertising rate card

Desktop	Price in DKK*
Standard banner	CPM 200
Megabanner	CPM 200

Mobile / Tabet	Price in DKK*
Mobile standard banner	CPM 200
Tablet standard banner	CPM 200

High impact formats	Price in DKK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 200 + CPM 5 ad tech fee

Format	Price in DKK*
Video-in-banner	CPM 200

Newsletter	Price in DKK*
Newsletter package - 1 week, 5 distributions	20.000 DKK

*Gross prices

Digital formats

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

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 .

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

NTA* formats

Product	Format
Native Article	Ad as on online article. The focus can be either on content storytelling or branding of products in a gallery. Incl traffic drivers
Competition	Competition with prize from distributor
NTA Newsletter	The native article is included in editorial newsletters
Instagram	Post in feed or Story. Story available for 24 hours
Facebook	Postings on the brand's Facebook wall.
Sponsorship	Ownership on categories or events
Video	Video clips formed as an editorial clip, but with a commercial message.

*Non traditional
advertising

NTA Advertising rate card

* Gross prices only

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

Product	Pricing in DKK*
Native Article	35.000
Competition	10.000-20.000
NTA Newsletter	10.000
Instagram	10.000
Facebook	10.000
Sponsorship	Contact for price**
Video	Contact for price**

Design Favoritter

Design Favoritter is our annual award and your opportunity to be showcased in our universe of design and interior. Our panel of judges makes a selection from the nominated brands/products and afterwards it is up to our digital users to choose their favorites. This is how it works:

1. Nominate your brand/products

- It is **free of charge** to nominate a brand/product in one or more of the main categories.

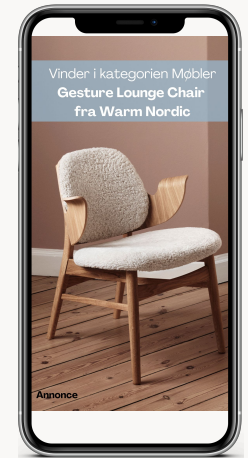
2. The judges nominates

- If one or more of your products are nominated by the judges you pay a handling fee per. nomination.*
- It is possible to buy an active link to a website/webshop of your choice.*

3. Our digital users vote for their favorites

- Our users vote for their favorites and choose the winners.

*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



HENRIK MADER

Sales Manager
henrik.mader@bonnier.dk



ERIK RIMMER

Editor in Chief - BO BEDRE
erikr@bobedre.dk



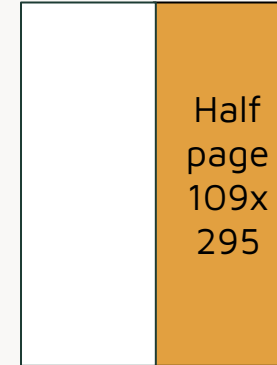
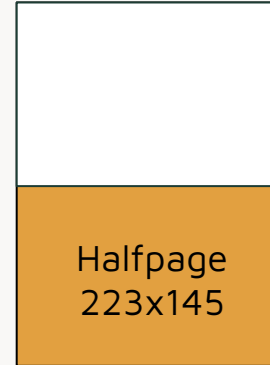
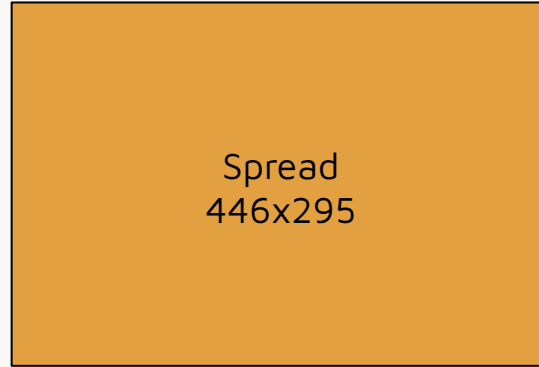
THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?
See details about pricing above

Bolig Guide

Print formats

A1-modul, B1-modul,

B2-modul: Header: 30

characters.

Body text: 3 lines of 45

characters. Dealer line: 45

characters.

A2-modul – C-modul:

Header: 85 characters.

Body text: 3 lines of 110

characters. Dealer line: 130

characters.

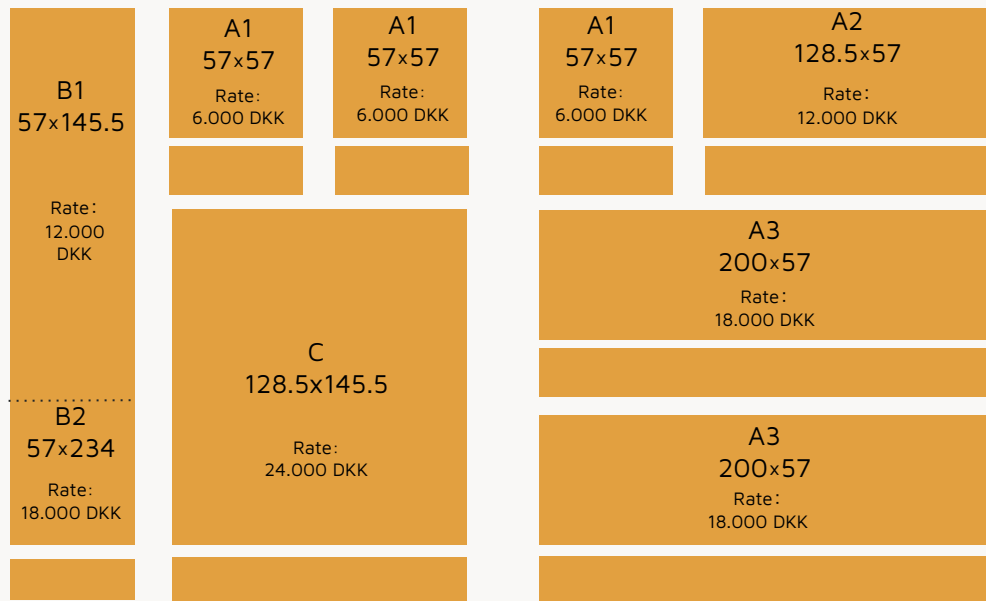
A3-modul:

Header 130 characters.

Body text: 3 lines of 180

characters. Dealer line: 200

characters.



Specifications:

Measurements are in mm.

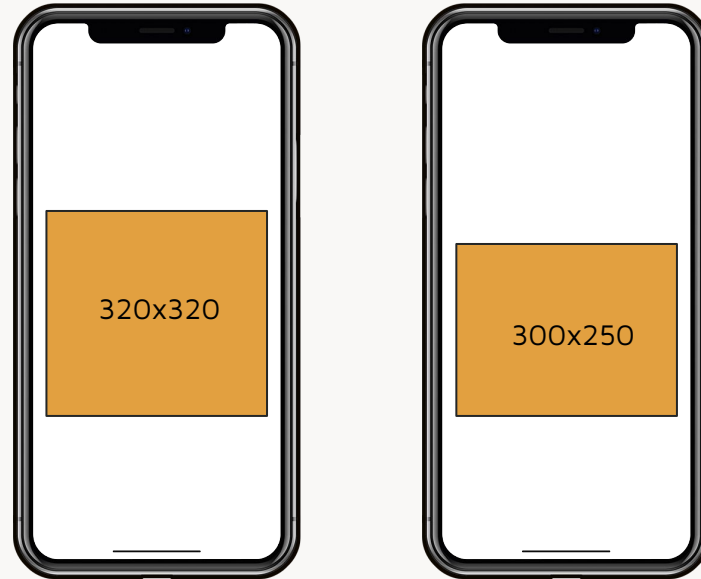
NB! Logos are not permitted in the Bo Bedre Guide.

Mobile standard banners

Specifications:

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

Incl. URL / tracking

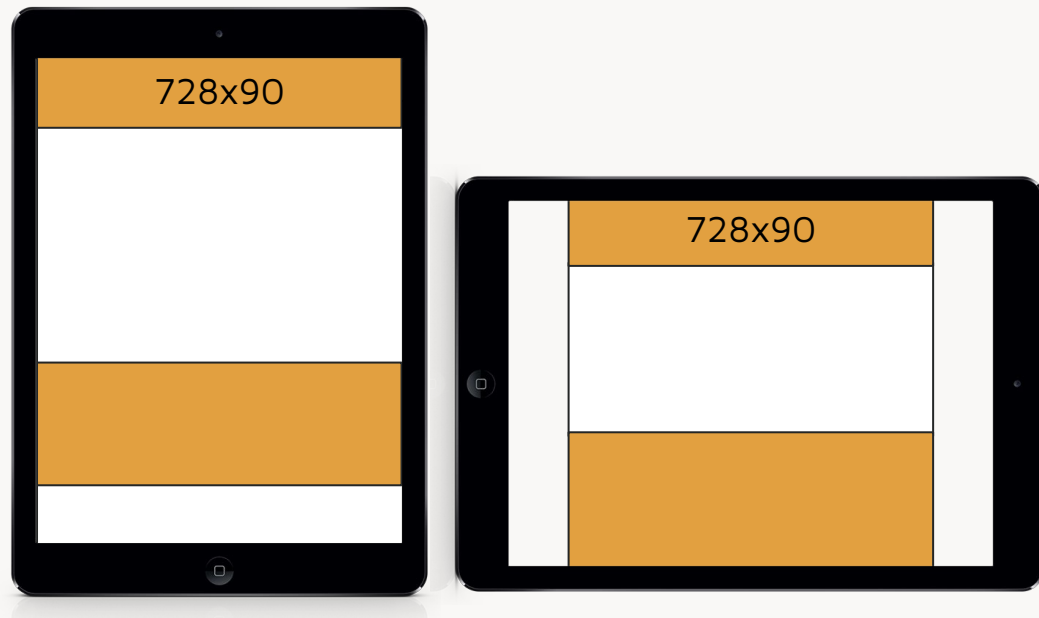


Tablet standard banner

Specifications:

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

Incl. URL / tracking

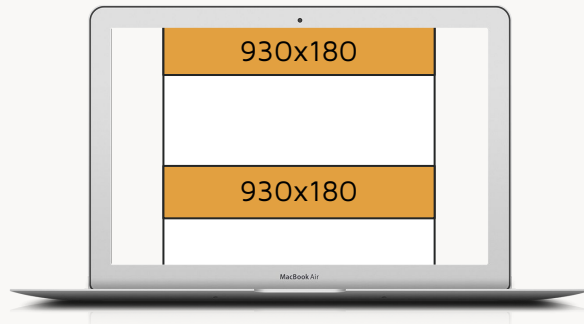


Desktop standard banner

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

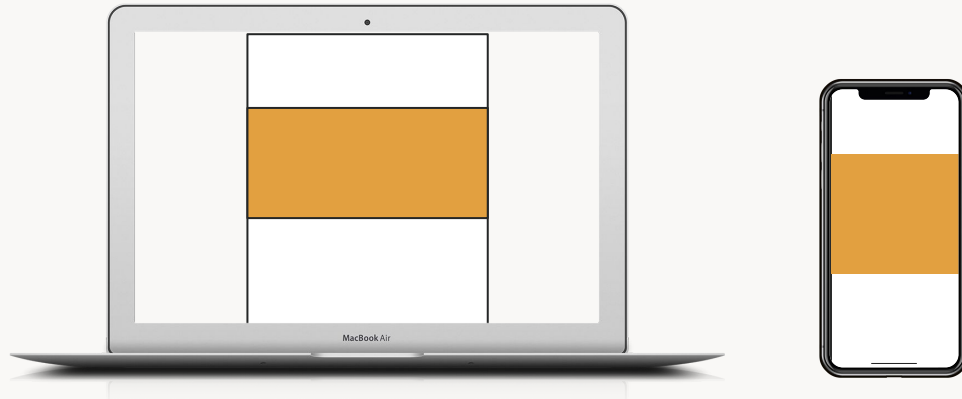
Desktop ratio: 16:9

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 150KB

Incl. URL / tracking

