

**BONNIER**  
Publications

# BO BEDRE

Media kit 2025



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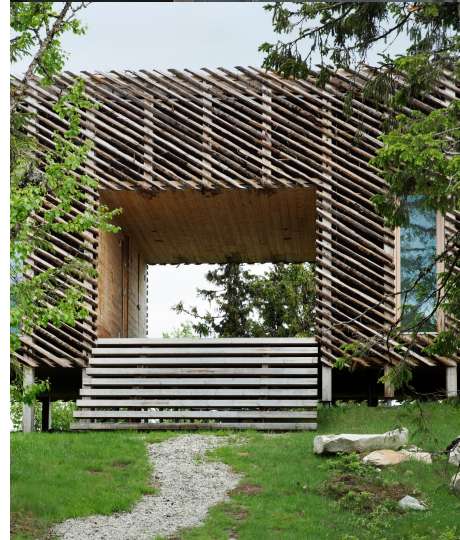
Advertisement specifications





**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 - 2023/2024

\*\*Google Analytics - July 2023

**231.000**

Magazine readership\*



**422.242**

Monthly pageviews\*\*



**37.773**

Newsletter subscribers



**101.040**

Facebook likes



**244.979**

Instagram followers



# Digital users

## Instagram

18%

male



82%

female



## Facebook

14%

male

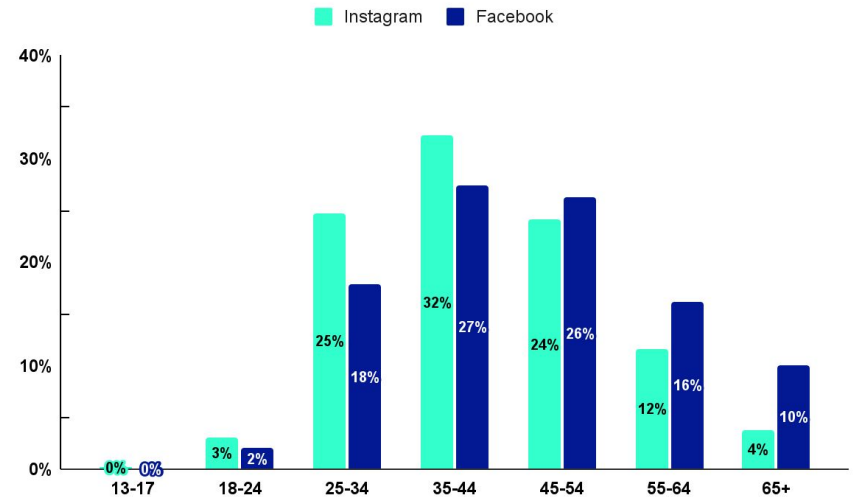


86%

female



## Age



# Print readers

## Gender

35%

male



65%

female



## Geography

48%

east region

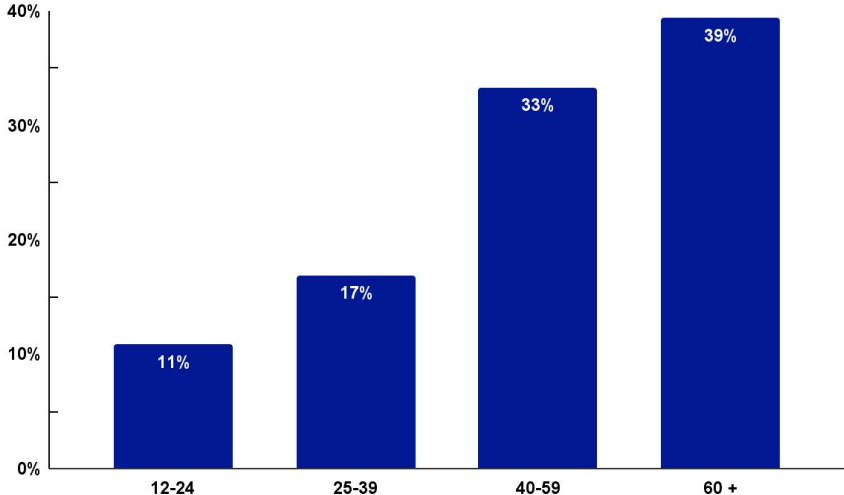


52%

west region



## Age





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

# January – June 2025

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

No.	Publishing date	Week	Deadline	Theme
2	20/01/2025	4	12/12/2024	Bath, colors, paints and bedrooms
3	13/02/2025	7	15/01/2025	Kitchen and appliances
4	13/03/2025	11	11/02/2025	Renovation + <b>Extra Issue Garden</b>
5	10/04/2025	15	12/03/2025	The big furniture issue + <b>Extra Issue Classics</b>
6	08/05/2025	19	04/04/2025	Green issue, Smart Home, Outdoor lighting + <b>Extra issue Food</b>
7	03/06/2025	23	06/05/2025	Summerhouses and terraces <b>Extra for subs. The paper</b>



# July – December 2025

No.	Publishing date	Week	Deadline	Theme
8	03/07/2025	27	02/06/2025	The big art act + new shower
9	07/08/2025	32	09/07/2025	The great Danish design issue
10	11/09/2025	37	14/08/2025	The big kitchen issue, lights, lamps and beds
11	16/10/2025	42	18/09/2025	Christmas issue
12	20/11/2025	47	22/10/2025	Party, winter and cozy + <b>Extra issue Food</b>
1/26	18/12/2025	51	19/11/2025	The trend edition

# Bo Bedre Theme magazines – Editorial schedule 2025

No.	Publishing date	Week	Deadline	Theme
1	25/02/2025	09	07/02/2025	<b>Garden</b>
2	26/03/2025	13	10/03/2025	<b>Classics</b>
3	23/04/2025	17	04/04/2025	<b>Food</b>
4	05/11/2025	45	20/10/2025	<b>Food</b>

# Print Advertising rate card

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***

\*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)

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

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**

\*Gross prices only

\*\*In addition, production cost

# 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, 4 distributions	20.000 DKK

\*Gross prices

# Digital formats

Desktop	Format
Standard banner	930x180
Megabanner	930x600

**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).

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

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

Newsletter	Format
Newsletter banner	620x500

See visualizations and ad specifications further below

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

# 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

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**

\* Gross prices only

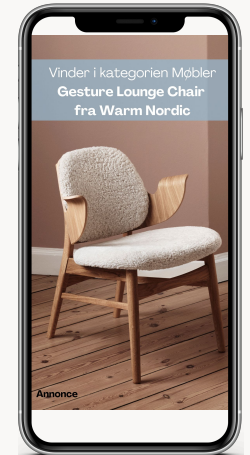
\*\*Contact local office for prices  
- Contact information further  
below

# 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



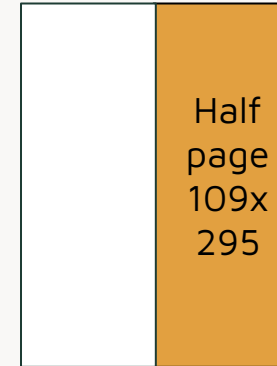
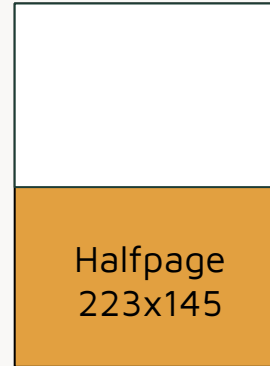
**THERESE GUNNI**

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.

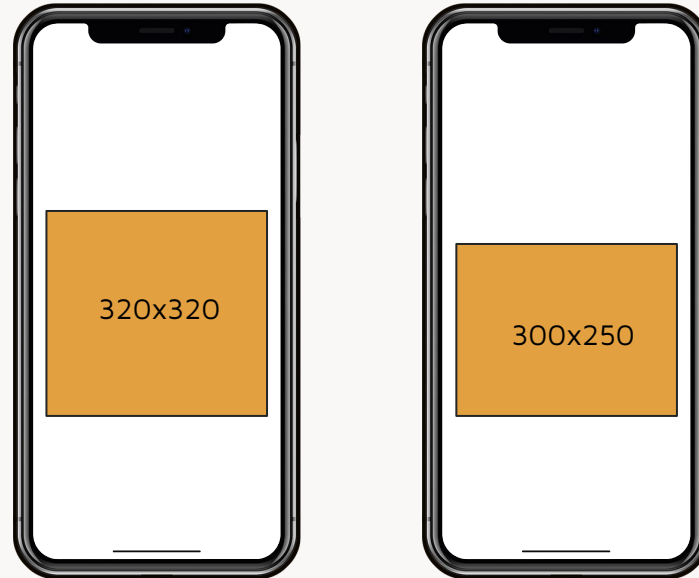
NB! Logos are not permitted in the Bo Bedre Guide.

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking



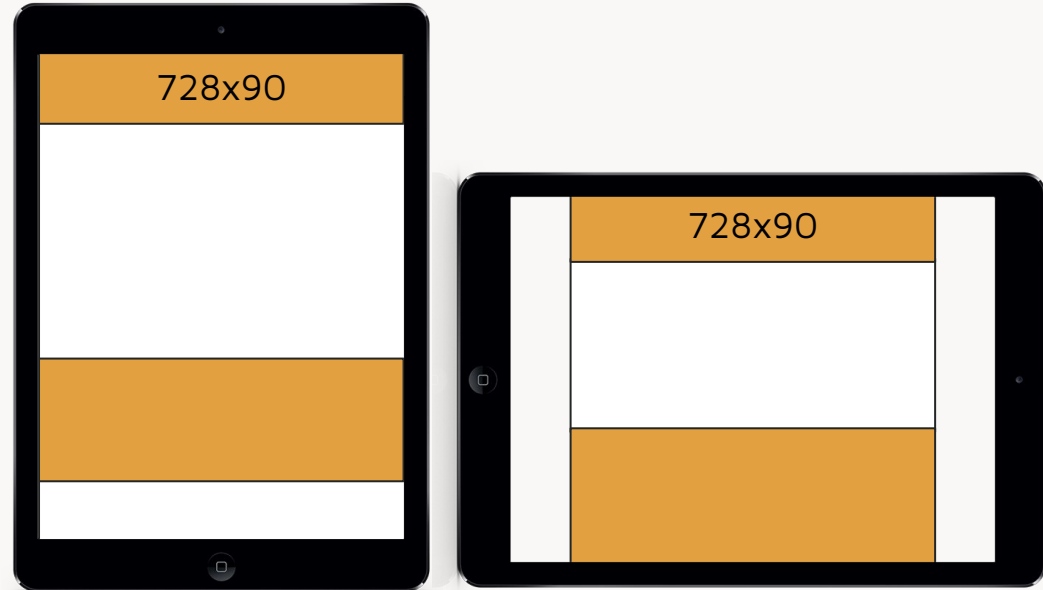


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking

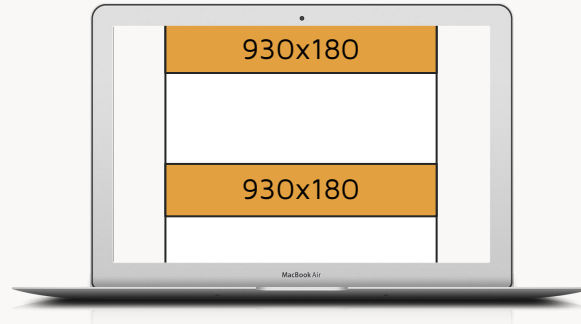


# Desktop standard banner

## 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

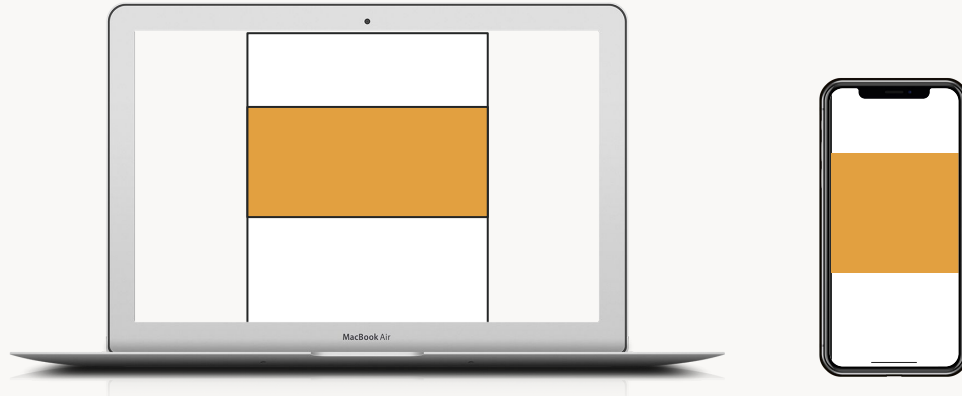
Desktop ratio: 16:9

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

