

BONNIER
Publications

BO BEDRE

Media kit 2025

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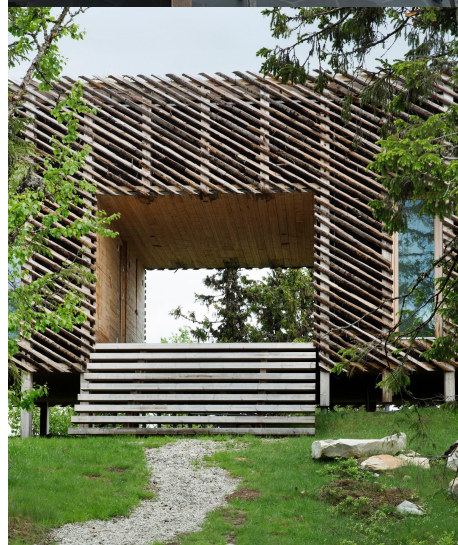
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Welcome to Denmark's most inspiring design and interior universe.

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





*Index Denmark - 2024

238.000

Magazine readership*

426.675

Monthly pageviews**

45.000

Newsletter subscribers

101.111

Facebook likes

243.414

Instagram followers

Digital users

Instagram

18%

male



82%

female



Facebook

14%

male

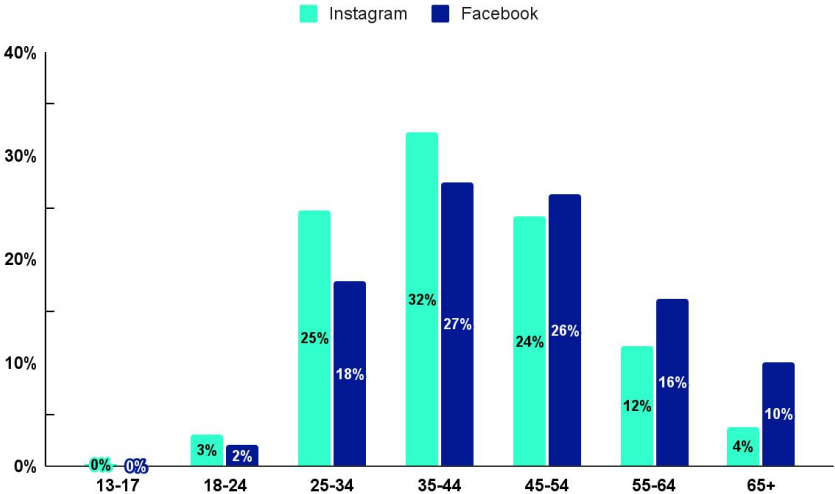


86%

female



Age



Print readers

Gender

37%

male



63%

female



Geography

47%

east region

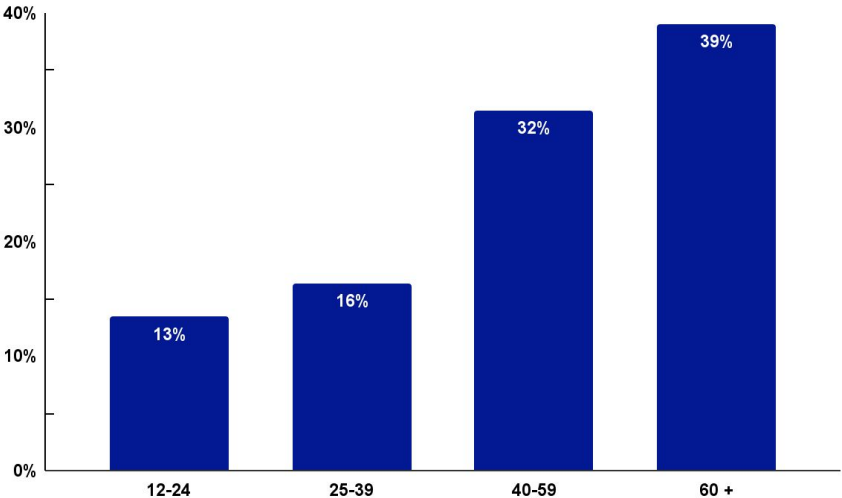


53%

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 + Extra Issue Garden
5	10/04/2025	15	12/03/2025	The big furniture issue + Extra Issue Classics
6	08/05/2025	19	04/04/2025	Green issue, Smart Home, Outdoor lighting + Extra issue Food
7	03/06/2025	23	06/05/2025	Summerhouses and terraces Extra for subs. The paper

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	09/10/2025	42	10/09/2025	Christmas issue
12	13/11/2025	47	16/10/2025	Party, winter and cozy + Extra issue Food
1/26	18/12/2025	51	18/11/2025	The trend edition

Bo Bedre Theme magazines – Editorial schedule 2025

No.	Publishing date	Week	Deadline	Theme
1	13/03/2025	09	07/02/2025	Garden
2	10/04/2025	13	10/03/2025	Classics
3	08/05/2025	17	04/04/2025	Food
4	13/11/2025	45	20/10/2025	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	75.000
1/1 page	40.000
Back cover	60.000
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	80.000**
1/1 page Native Article	45.000**

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	Price in DKK*
Mobile standard banner	CPM 200

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

Video	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

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

Desktop	Format
Standard banner	930x180
Megabanner	930x600

Mobile	Format
Mobile Standard 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 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.

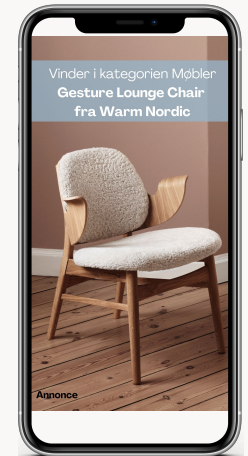
2. The judges nominates

- 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
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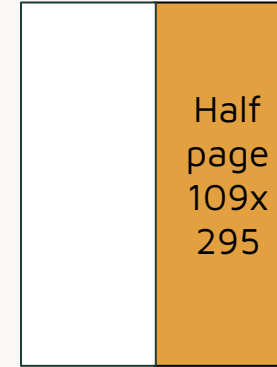
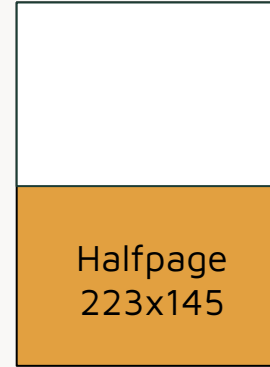
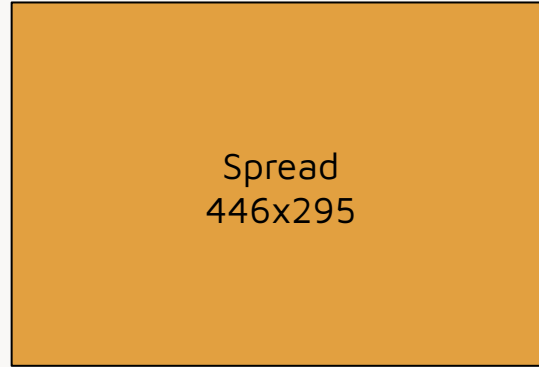
ANNE JAKOBSEN

Key Account Manager
anne.jakobsen@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:

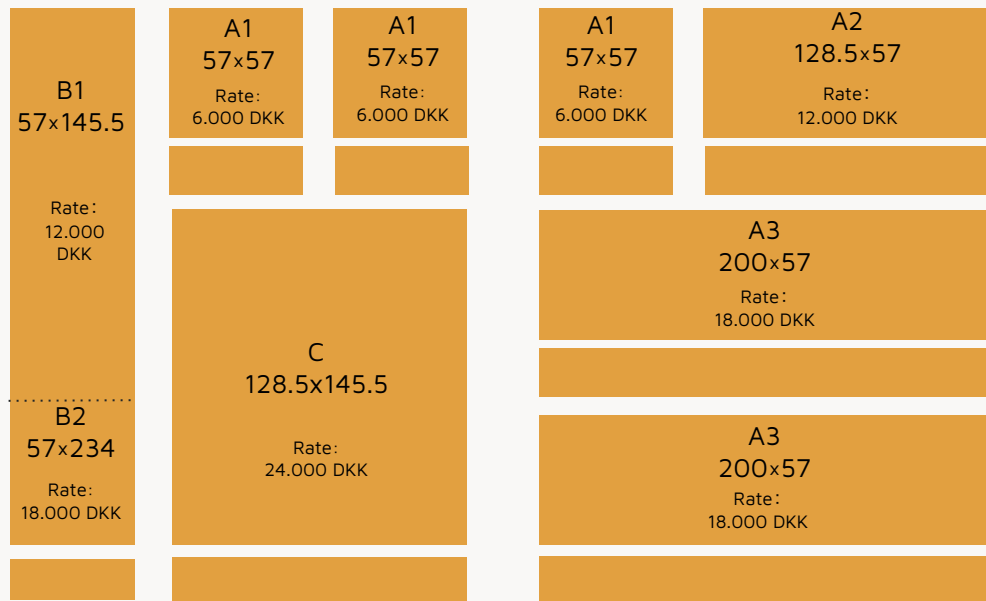
Header: 85 characters.

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.

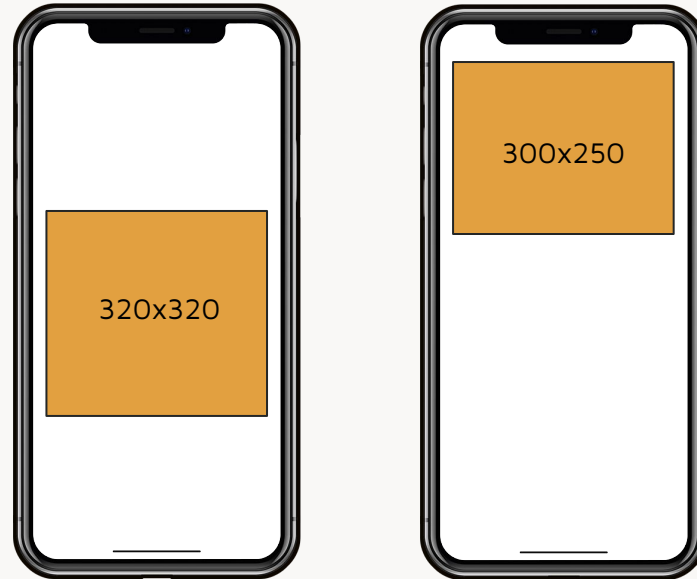
NB! Logos are not permitted in the Bo Bedre Guide.

Mobile standard banners

Specifications:

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

Incl. URL / tracking

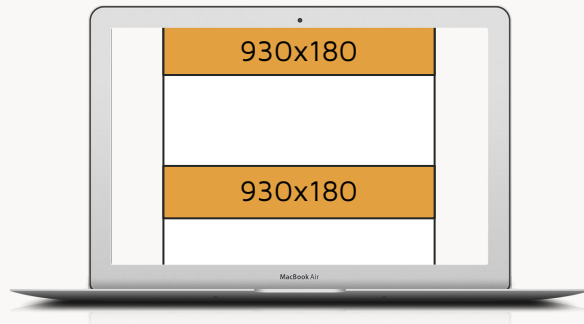


Desktop standard banner

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

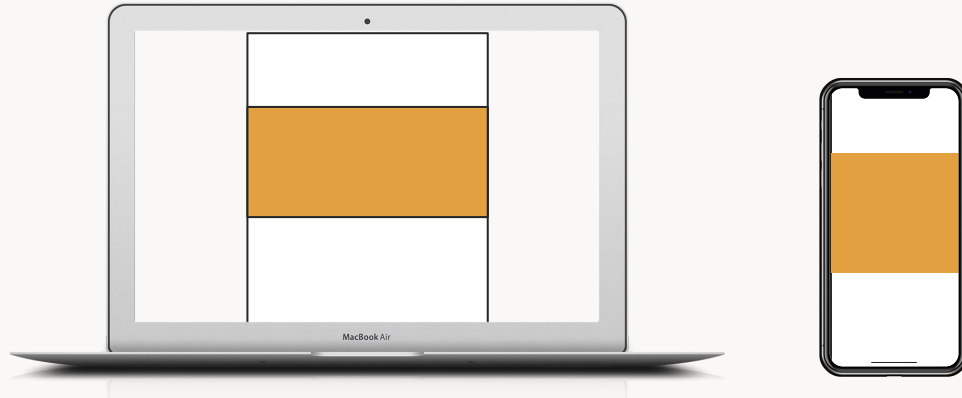
Desktop ratio: 16:9
(1920x1080)

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 150KB

Incl. URL / tracking

