



BONNIER
Publications

BO BEDRE

Media kit 2026

Index

[Our universe](#)

[Editorial schedules, rate cards and formats](#)

[Print](#)

[Digital](#)

[NTA](#)

[Design Favoritter](#)

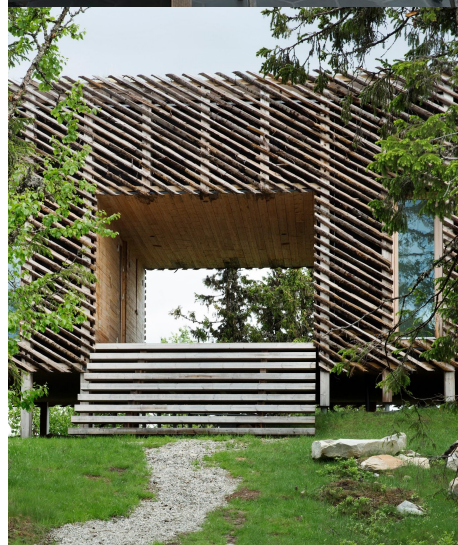
[Contact](#)

[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 - 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

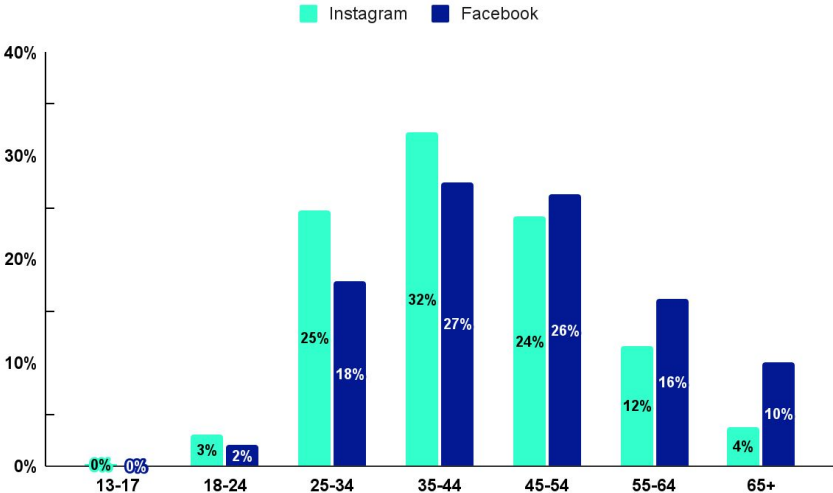


86%

female



Age



Print readers

Gender

37%

male



63%

female



Geography

47%

east region

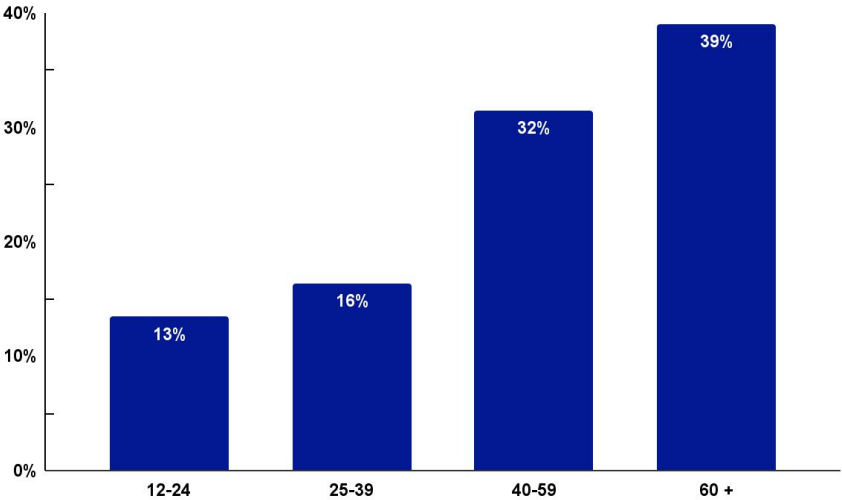


53%

west region



Age





Editorial schedules, rate cards and formats

January –June 2026

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

| No. | Publishing date | Week | Deadline | Theme |
|-----|-----------------|------|------------|----------------------------------|
| 2 | 19/01/2026 | 04 | 10/12/2025 | Bath and Bedrooms |
| 3 | 19/02/2026 | 08 | 16/01/2026 | Kitchen and Household Appliances |
| 4 | 19/03/2026 | 12 | 13/02/2026 | Renovation and Garden issue |
| 5 | 16/04/2026 | 16 | 10/03/2026 | The Great Furniture issue |
| 6 | 12/05/2026 | 20 | 09/04/2026 | Green issue and Smart Home |
| 7 | 04/06/2026 | 23 | 29/04/2026 | Holiday Homes and Terraces |

July – December 2026

| No. | Publishing date | Week | Deadline | Theme |
|------|-----------------|------|------------|--|
| 8 | 02/07/2026 | 29 | 27/05/2026 | Art issue and Bath |
| 9 | 06/08/2026 | 32 | 03/07/2026 | The Great Danish Design issue |
| 10 | 03/09/2026 | 36 | 31/07/2026 | Great Kitchen issue, Lighting and Beds |
| 11 | 08/10/2026 | 41 | 04/09/2026 | The Great Christmas issue |
| 12 | 12/11/2026 | 46 | 09/10/2026 | Party, Winter and 'Hygge' |
| 1/27 | 17/12/2026 | 51 | 13/11/2026 | Trends issue |

Bo Bedre Theme magazines – Editorial schedule 2026

| No. | Publishing date | Week | Deadline | Theme |
|-----|-----------------|------|------------|-----------|
| 1 | 19/03/2026 | 12 | 13/02/2026 | Garden |
| 2 | 12/05/2026 | 20 | 09/04/2026 | Food |
| 3 | 03/09/2026 | 36 | 31/07/2026 | Classics |
| 4 | 08/10/2026 | 41 | 04/09/2026 | Christmas |
| 5 | 12/11/2026 | 46 | 09/10/2026 | 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.

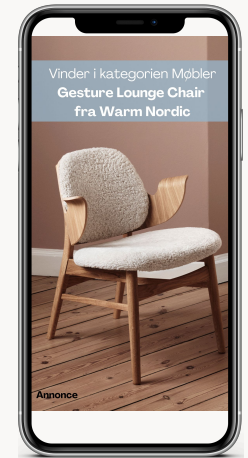
2. The judges nominates

- 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
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ERIK RIMMER

Editor in Chief - BO BEDRE
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THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk



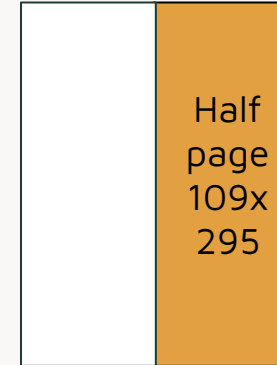
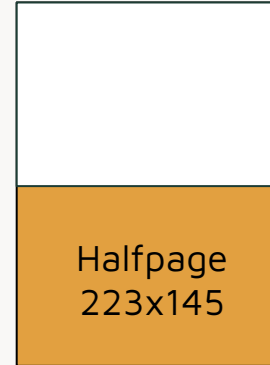
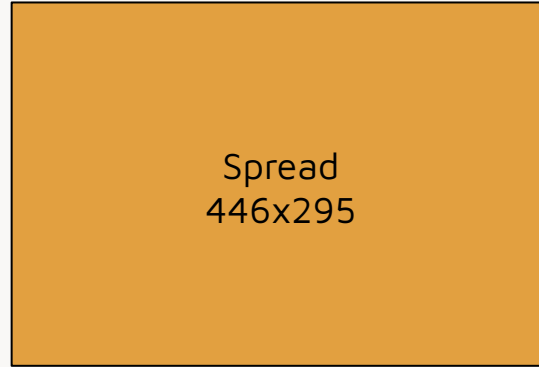
ANNE JAKOBSEN

Key Account Manager
anne.jakobsen@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

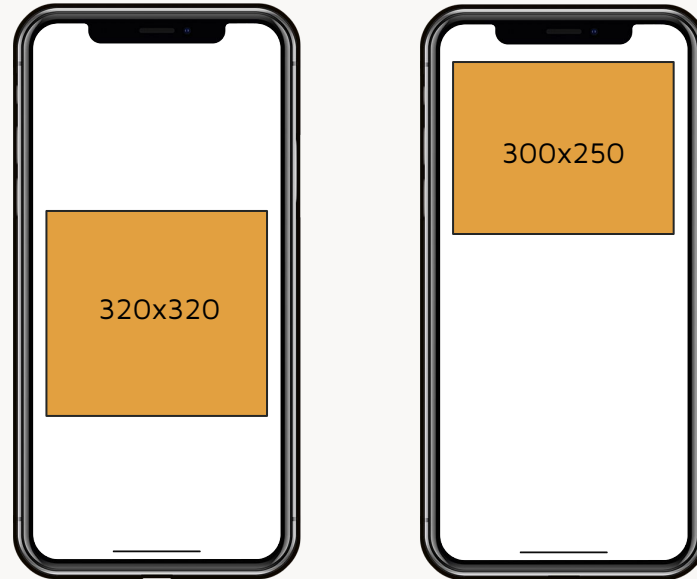
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

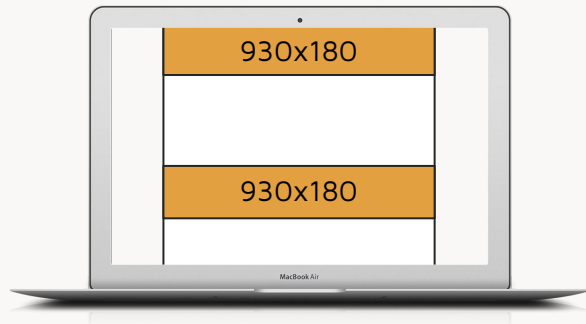


Desktop standard banner

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

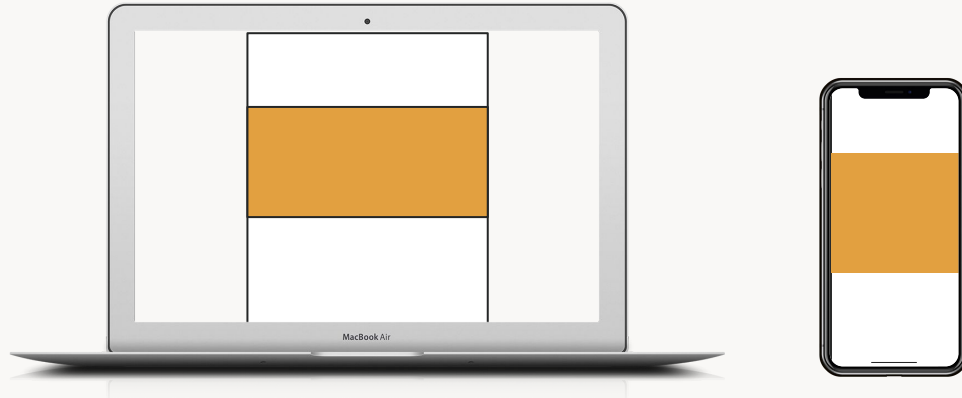
Desktop ratio: 16:9
(1920x1080)

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

