

A wide-angle photograph of a coastal sunset. The sky is a gradient of orange and yellow, with a few wispy clouds. In the foreground, there's a sandy beach with some low-lying vegetation. A wooden cabin with a grey roof sits on the beach, partially hidden by the sand. The background shows rolling hills covered in green grass under the same sunset sky.

BONNIER
Publications

BOBEDRE

Media kit 2026

Index

Our universe

Editorial schedules, rate cards and formats

Print

Digital

NTA

Design Favoritter

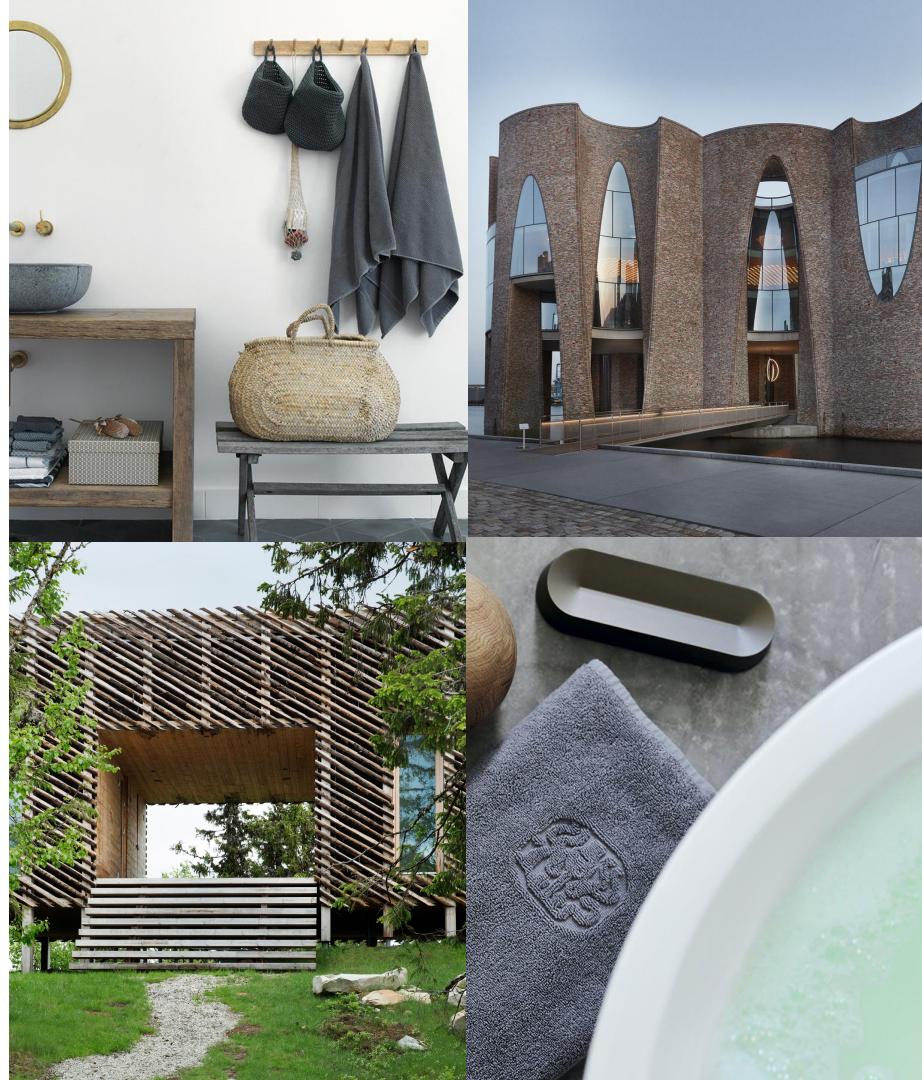
Contact

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.





252.000

Magazine readership*

349.000

Monthly pageviews

49.000

Newsletter subscribers

101.111

Facebook likes

243.414

Instagram followers

*Index Denmark - H2 2024 / H1 2025

Digital users

Instagram

18%

male



82%

female



Facebook

14%

male

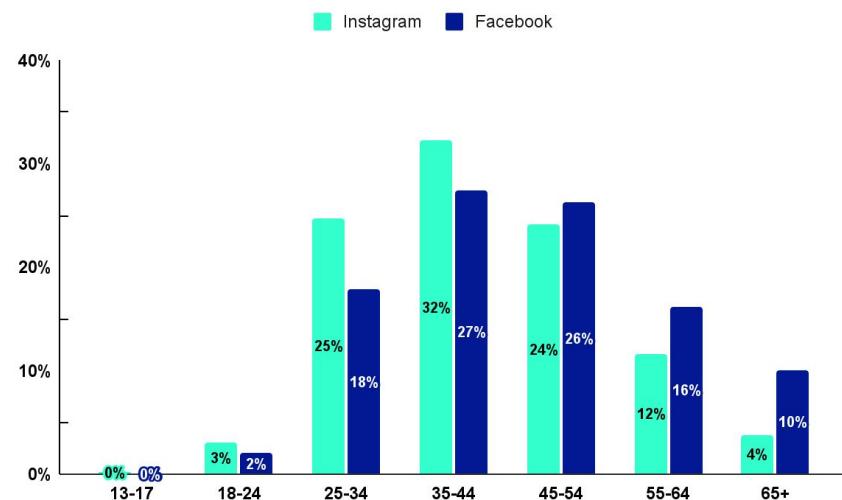


86%

female



Age



Print readers

Gender

36%

male



64%

female



Geography

48%

east region

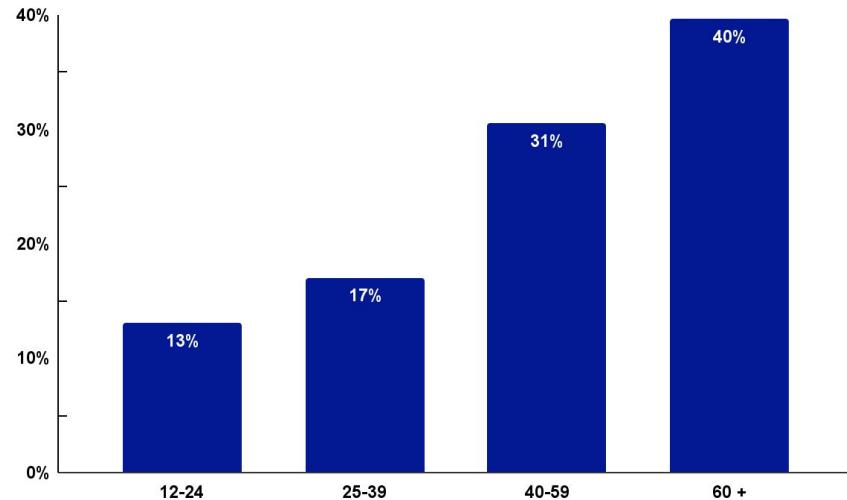


52%

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*	Format	Pricing in DKK*
2/1 page	151.200	2/1 page first 1/3 part of magazine	181.400
1/1 page	79.400	1/1 page first 1/3 part of magazine	95.300
½ page	55.900	2/1 Gatefold Flap	380.800
Back cover	151.700	1/1 Gatefold Page	148.000
Inner back cover	103.500	2/1 page Native Article	189.000**
Page 2-3	198.800	1/1 page Native Article	99.400**
Page 4-5	190.800	1 Guide module	6000***

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

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**

*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	Product	Format
2/1 page	446x295*	Page 2-3	446x295*
1/1 page	223x295	Page 4-5	446x295*
Vertical ½ page	109x295	2/1 page Native Article	446x295*
Horizontal ½ page	223x145	1/1 page Native Article	223x295
Back cover	223x295		
Inner back cover	223x295		

Digital Advertising rate card

Desktop	Price in DKK*	High impact formats	Price in DKK*
Standard banner	CPM 200	Ex. Tops scroll, Mid scroll and Double Mid scroll	CPM 200 + CPM 5 ad tech fee
Megabanner	CPM 200		
Mobile	Price in DKK*	Video	Price in DKK*
Mobile standard banner	CPM 200	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

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

See visualizations and ad specifications further below

*Contact 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 Advertisin g 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



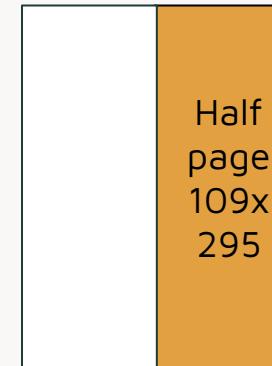
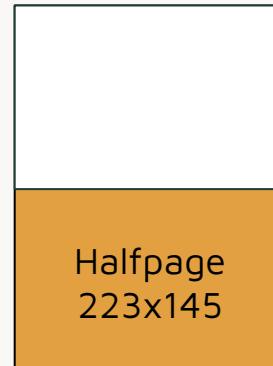
ANNE JAKOBSEN

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:

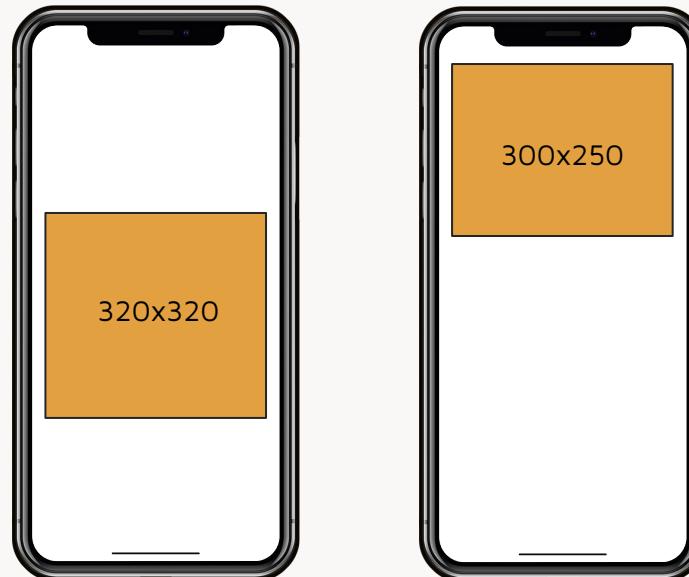
HTML5 banner

JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

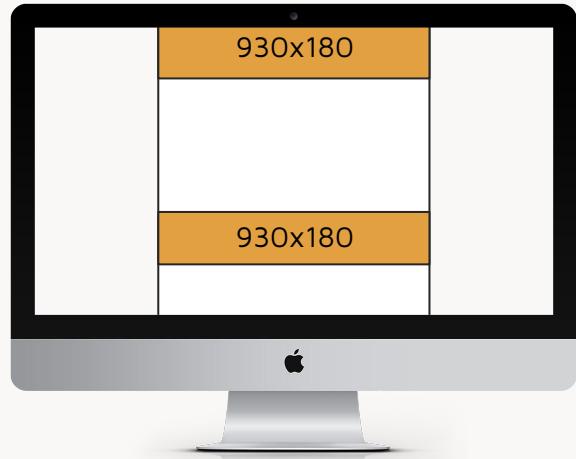
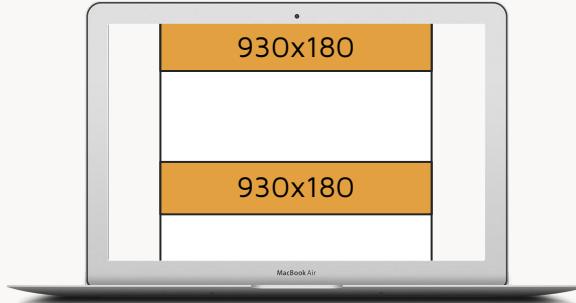


Desktop standard banner

Specifications:

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

Incl. URL / tracking

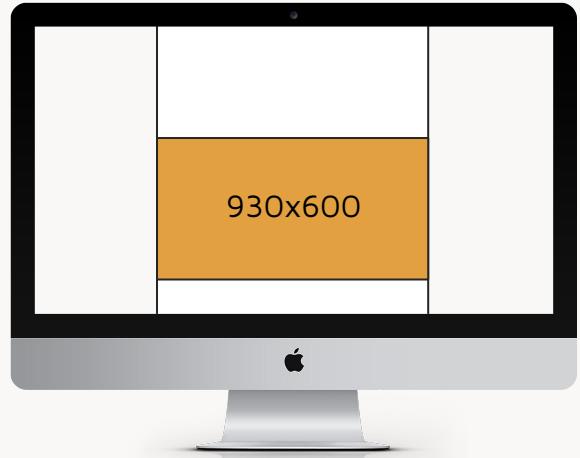
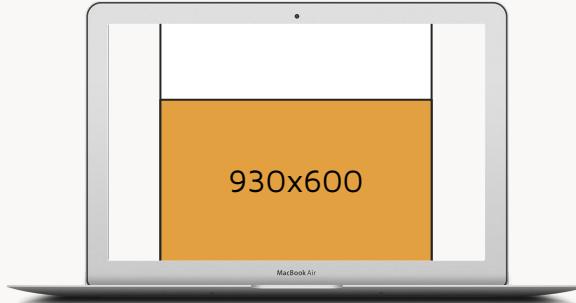


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

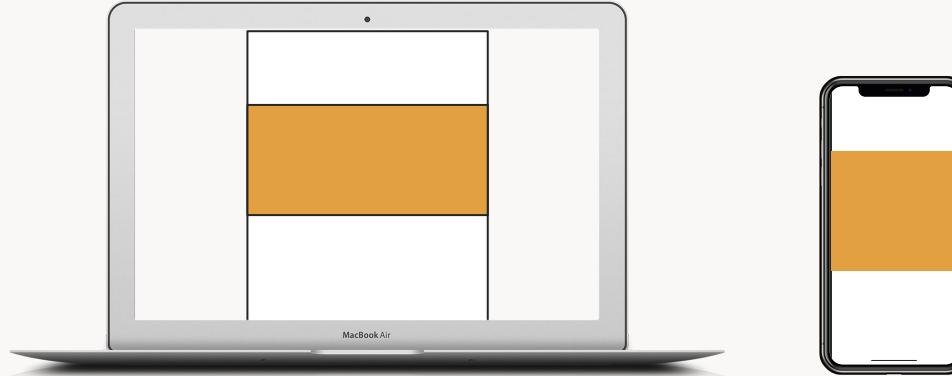
Desktop ratio: 16:9
(1920x1080)

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

