

BONNIER
Publications

BO BEDRE

Media kit 2024



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BO BEDRE is Norway's leading and most innovative design and interiors magazine

Join us as we invite you into unique and uplifting homes, guide you through Norwegian and international design, and teach you how to enjoy your home to the fullest – BO BEDRE style.





138.158

Magazine readership*

174.279

Monthly pageviews**

9.700

Newsletter subscribers

32.039

Facebook likes

88.782

Instagram followers

*Kantar Norge 2h 2021/ 1h 2022

**Google Analytics - July 2023

Digital users

Instagram

14%

male



86%

female



Facebook

10%

male

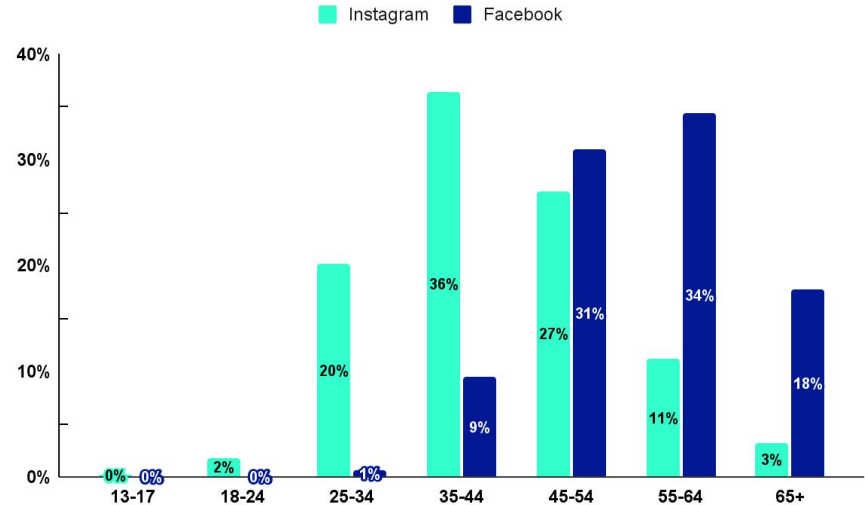


90%

female



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	26/01/2024	4	20/12/2023	Colours and paint
3	22/02/2024	8	26/01/2024	Bathrooms and bedrooms
4	22/03/2024	12	22/02/2024	Kitchen, large appliances and technology
5	19/04/2024	16	20/03/2024	Renovation + Extra garden issue
6	16/05/2024	20	17/04/2024	Green issue, energy optimisation, and sustainable design
7	14/06/2024	24	16/05/2024	Holiday homes, patios and exterior lighting

July – December 2024

No.	Publishing date	Week	Deadline	Theme
8	10/07/2024	28	13/06/2024	The big art issue + new small bathrooms
9	09/08/2024	32	12/07/2024	Smart Home, proper storage, staying in smaller spaces, and smart lighting
10	06/09/2024	36	09/08/2024	Norway's most beautiful homes – the pinnacle of Norwegian design
11	03/10/2024	40	06/09/2024	The big kitchen issue, lighting, lamps, beds
12	01/11/2024	44	04/10/2024	Christmas issue.
13	29/11/2024	48	01/11/2024	Parties, winter and hygge
1/24	20/12/2024	52	21/11/2024	Trend issue

January–December 2024 Bo Nordisk

No.	Publishing date	Week	Deadline	Theme
2	25/10/2024	43	30/09/2024	

Product	Format
2/1 page	430*275
1/1 page	215*275

January–December 2024, Bo Bedre Bookazin

No.	Publishing date	Week	Deadline	Theme
1	21/03/2024	12	23/02/2024	Garden
2	21/06/2024	25	24/05/2024	Special edition
3	18/10/2024	42	23/09/2025	Christmas

Product	Format
2/1 page	460*295
1/1 page	230*295

Print Advertising rate card

Format	Pricing in NOK*
2/1 page	95.400
Page 2-3	124.000
Page 4-5	118.700
Page 6-7	114.600
Page 8-9	109.800
Page 10-11	105.100
1/1 Page	52.000

Format	Pricing in NOK*
½ page	32.500
Back cover	75.300
Inner back cover	61.000
1. Right page	64.900
2. Right Page	62.300
2/1 page Native Article	119.200**
1/1 page Native Article	65.000**

*Gross prices only.

**In addition, production cost

Print formats

Attention:
From issue no. 5 we change the print format:
1/1 page 223 x 295
2/1 page 446 x 295

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

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).

Digital Advertising rate card

Desktop	Price in NOK*
Standard banner	CPM 250
Megabanner	CPM 250

Mobile / Tablet	Price in NOK*
Mobile standard banner	CPM 250
Tablet standard banner	CPM 250

High impact formats	Price in NOK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 250 + CPM 5 ad tech fee

Format	Price in NOK*
Video-in-banner	CPM 250

Format	Price in NOK*
Newsletter package - 1 week, 2 distributions	10.000

*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.

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 for more info.

NTA Advertising rate card

Product	Pricing in NOK*
Native Article	35.000 (incl. production)
Competition	10.000-20.000
NTA Newsletter	10.000
Instagram	10.000
Facebook	8.000
Sponsorship	Contact for price**
Video	Contact for price**
Hotspot	Contact for price**

* Gross prices only

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

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.
Hotspot	Contact for information

*Non traditional
advertising

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

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TONJA MADSEN

Editor in Chief - BO BEDRE NO
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THERESE GUNNI

Advertising Material
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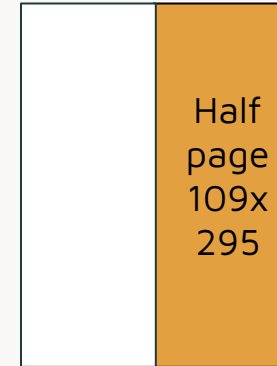
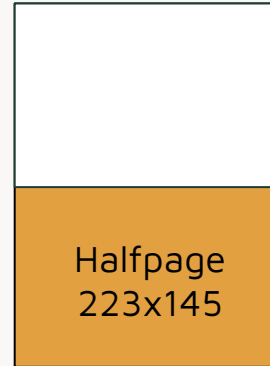
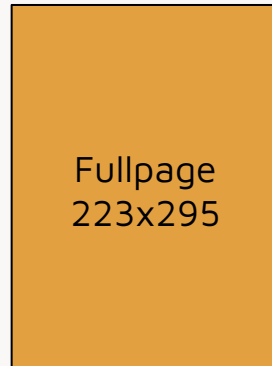
CECILIE KONTERUD

Markedssjef
cecilie.konterud@bonnier.no

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

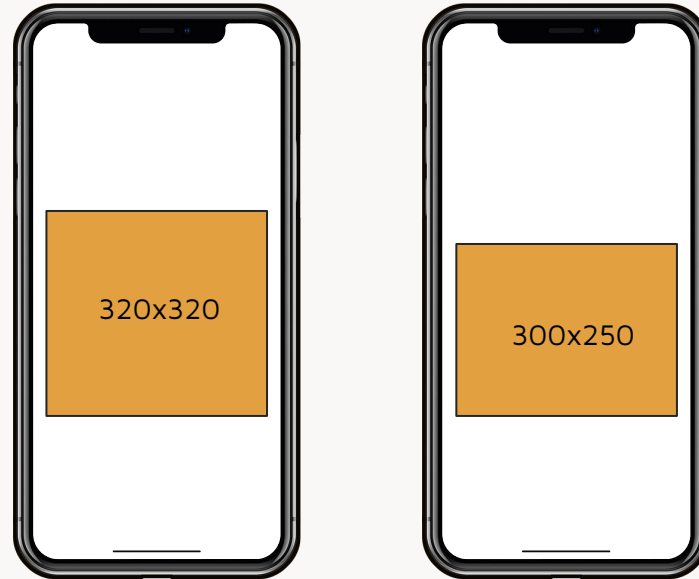
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

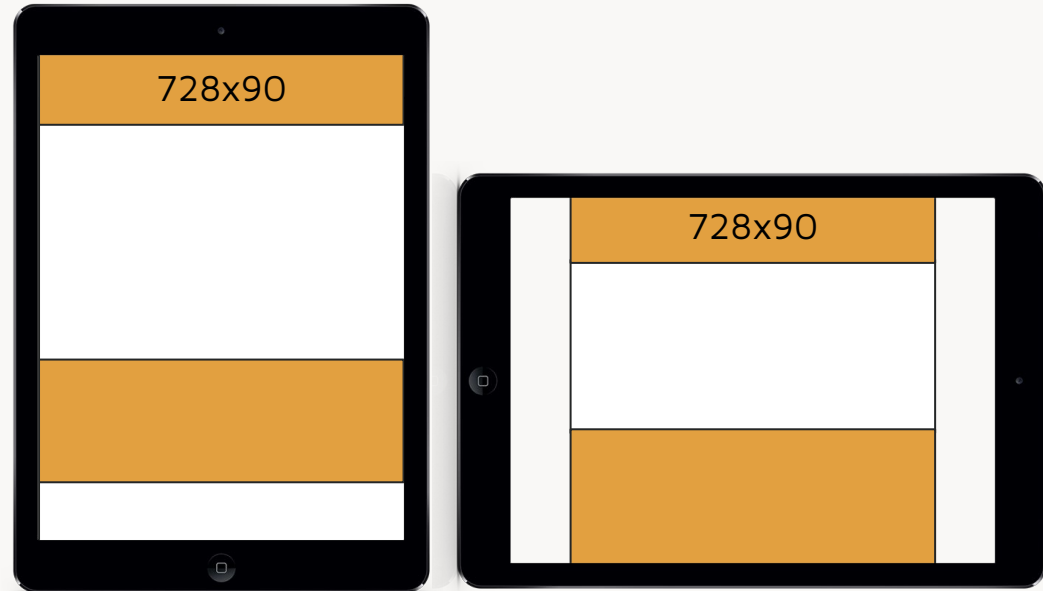


Tablet standard banner

Specifications:

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

Incl. URL / tracking

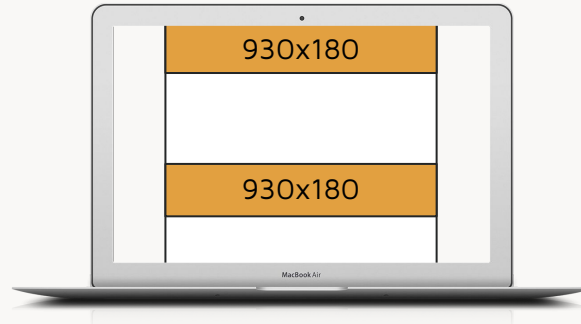


Desktop standard banner

Specifications:

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

Incl. URL / tracking

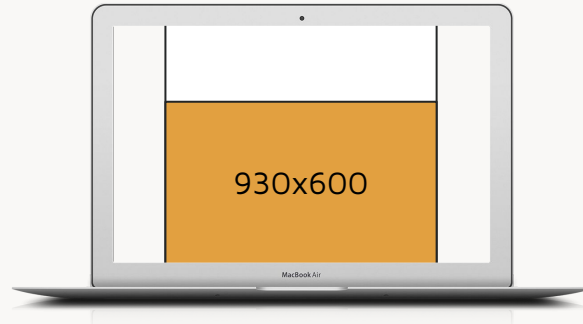


Desktop mega banner

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

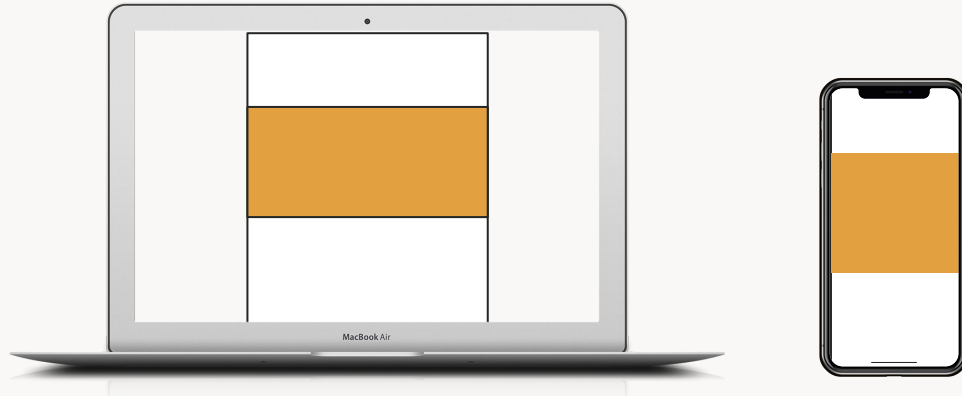
Desktop ratio: 16:9

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

