

**BONNIER**  
Publications

# BO BEDRE

Media kit 2025



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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\*\*

**14.270**

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

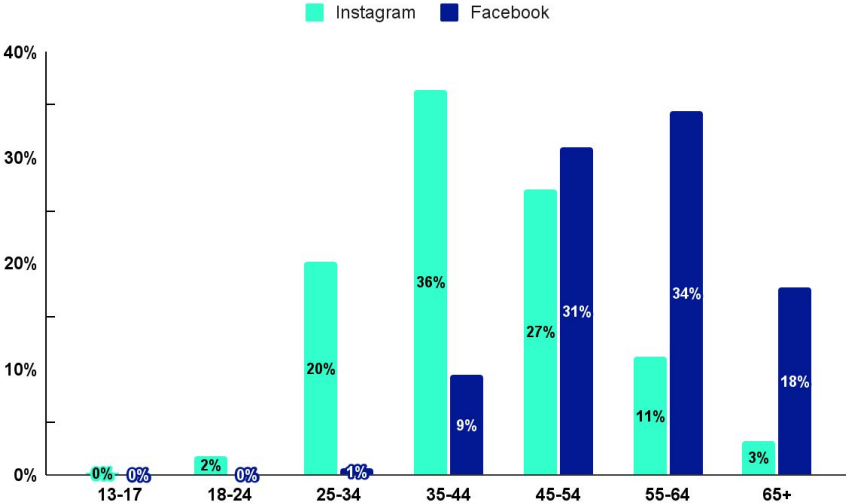


90%

female



## Age





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

# January – June 2025

Recurring trends:

No.	Publishing date	Week	Deadline	Theme
2	24/01/2025	4	13/12/2024	Colors and paints
3	21/02/2025	8	23/01/2025	Bath and bedrooms
4	21/03/2025	12	20/02/2025	Kitchen, appliances + Renovation
5	11/04/2025	15	12/03/2025	The big furniture issue
6	16/05/2025	20	10/04/2025	Green issue, Smart Home, Outdoor lighting
7	13/06/2025	24	12/05/2025	Summerhouses and terraces

# July – December 2025

No.	Publishing date	Week	Deadline	Theme
8	11/07/2025	28	12/06/2025	The big art act + new shower
9	15/08/2025	33	16/07/2025	The great Norwegian design issue
10	19/09/2025	38	20/08/2025	The big kitchen issue, lights, lamps and beds+
11	24/10/2025	43	24/09/2025	Christmas issue
12	28/11/2025	48	29/10/2025	Party, winter and cozy
1/26	29/12/2025	01	26/11/2025	The trend edition



# January–December 2025 Bo Nordisk

No.	Publishing date	Week	Deadline	Theme
1	27/06/2025	26	27/05/2025	
2	24/10/2025	43	29/09/2025	

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

# January–December 2025, Bo Bedre Bookazin

No.	Publishing date	Week	Deadline	Theme
1	11/04/2025	15	11/03/2025	HAGE
2	19/09/2025	38	19/08/2025	Klasikere
3	24/10/2025	43	23/09/2025	JUL

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

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

Newsletter	Format
Newsletter banner	620x500

**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).

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](mailto: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**

Sales Manager DK og NO  
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Editor in Chief - BO BEDRE NO  
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**THERESE GUNNI**

Advertising Material  
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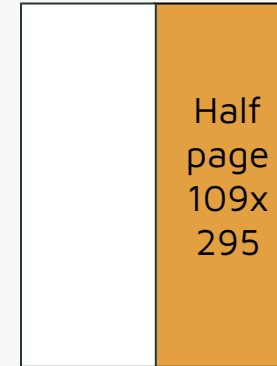
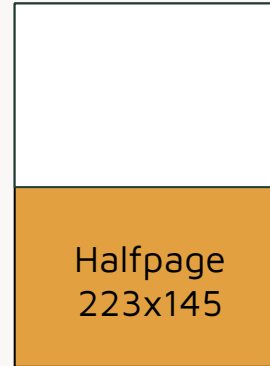
**CECILIE KONTERUD**

Markedssjef  
cecilie.konterud@bonnier.no

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

See details about pricing above

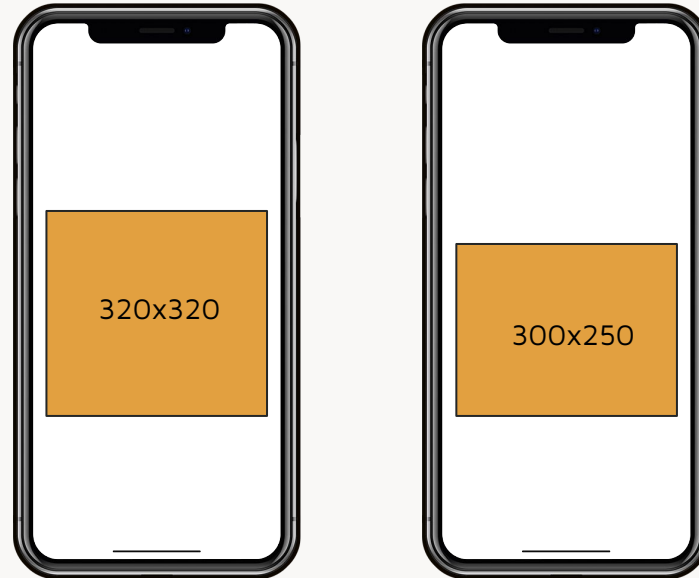


# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

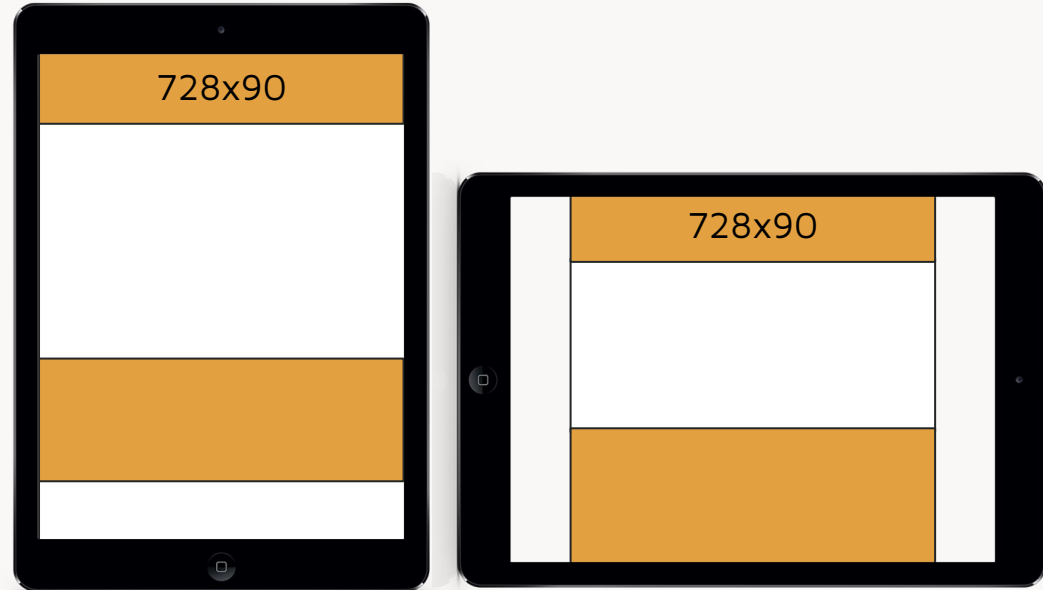


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking

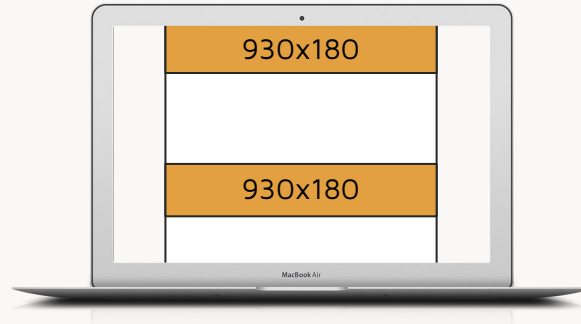


# Desktop standard banner

## 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

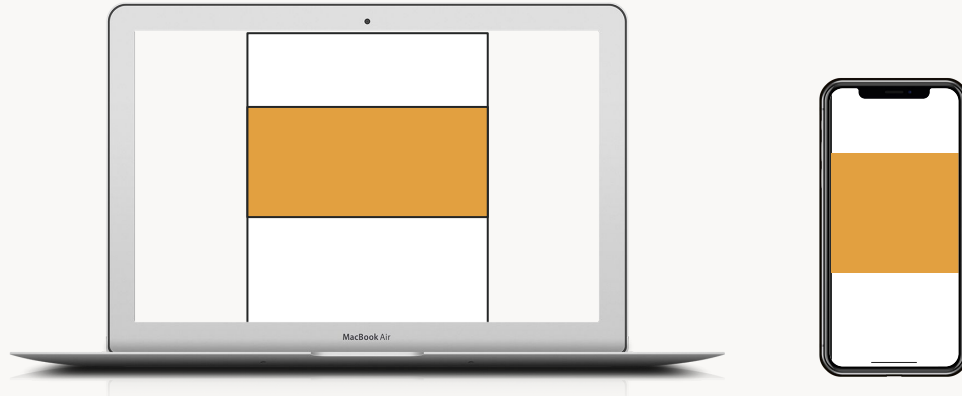
Desktop ratio: 16:9

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

