

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.





*Kantar Norge 1h 2024 / 2h 2024

124.000

Magazine readership*



126.852

Monthly pageviews



17.00

Newsletter subscribers



33.932

Facebook likes



91.403

Instagram followers



Digital users

Instagram

14%

male



86%

female



Facebook

10%

male

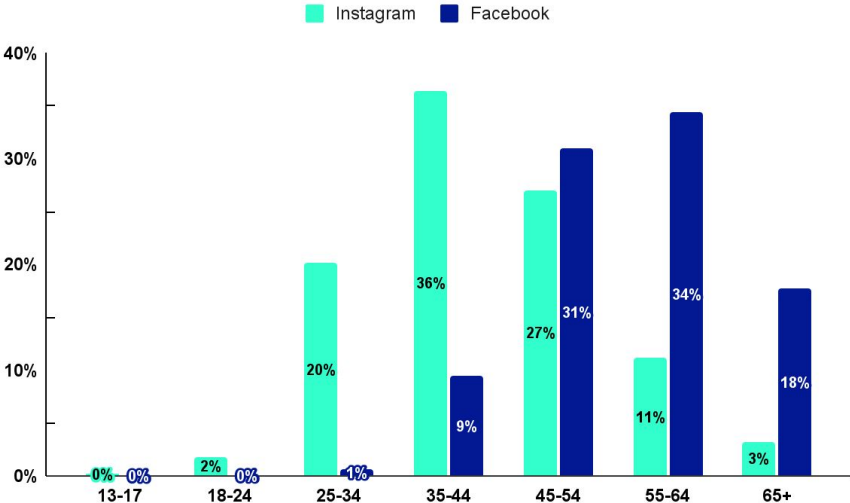


90%

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	04/04/2025	14	11/03/2025	HAGE
2	20/06/2025	25	13/05/2025	Klassikere
3	17/10/2025	42	22/09/2025	JUL

Product	Format
2/1 page	446*295
1/1 page	223*295

Print Advertising rate card

*Gross prices only.

**In addition, production cost

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**

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).

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

Digital Advertising rate card

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

Mobile	Price in NOK*
Mobile 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

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 Desktop Skin. 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

NTA Advertising rate card

* Gross prices only

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

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**

NTA* formats

*Non traditional
advertising

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

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



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Sales Manager DK og NO
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CAROLINE KRAGER

Editor - BO BEDRE NO
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THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk



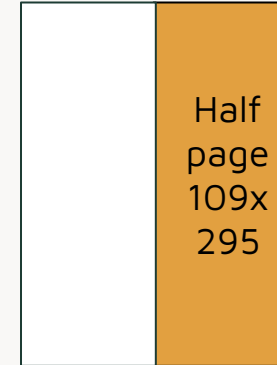
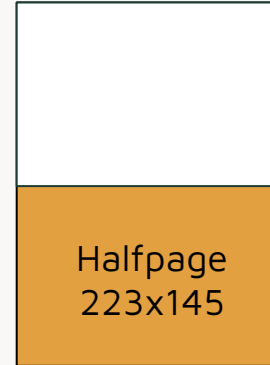
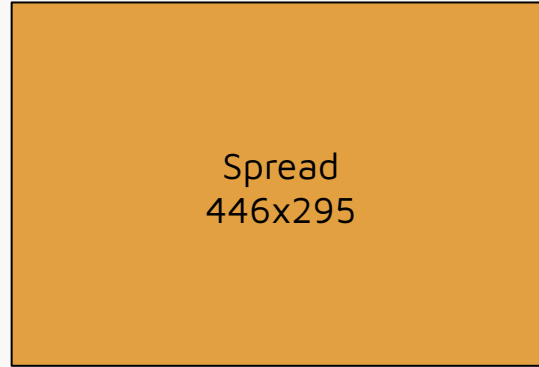
CECILIE KONTERUD

Markedssjef
cecilie.konterud@bonnier.no

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

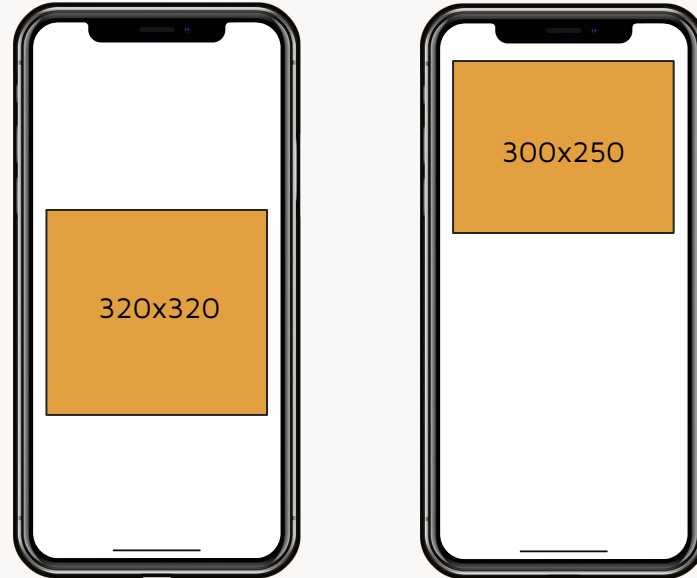
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

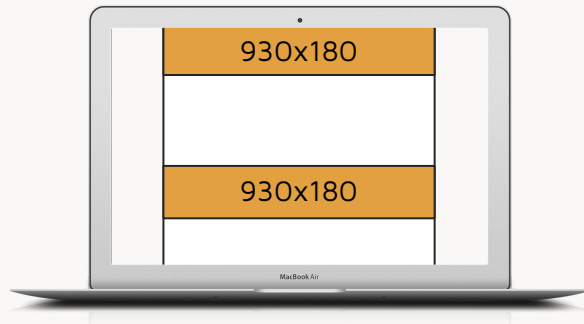


Desktop standard banner

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

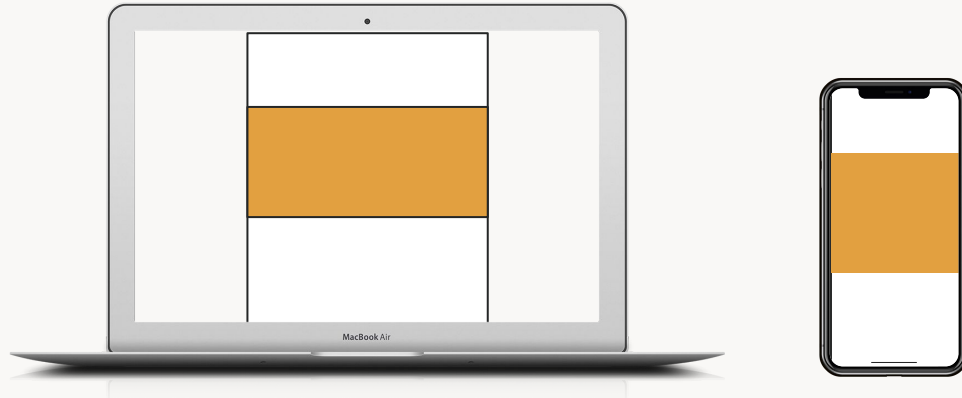
Desktop ratio: 16:9
(1920x1080)

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

