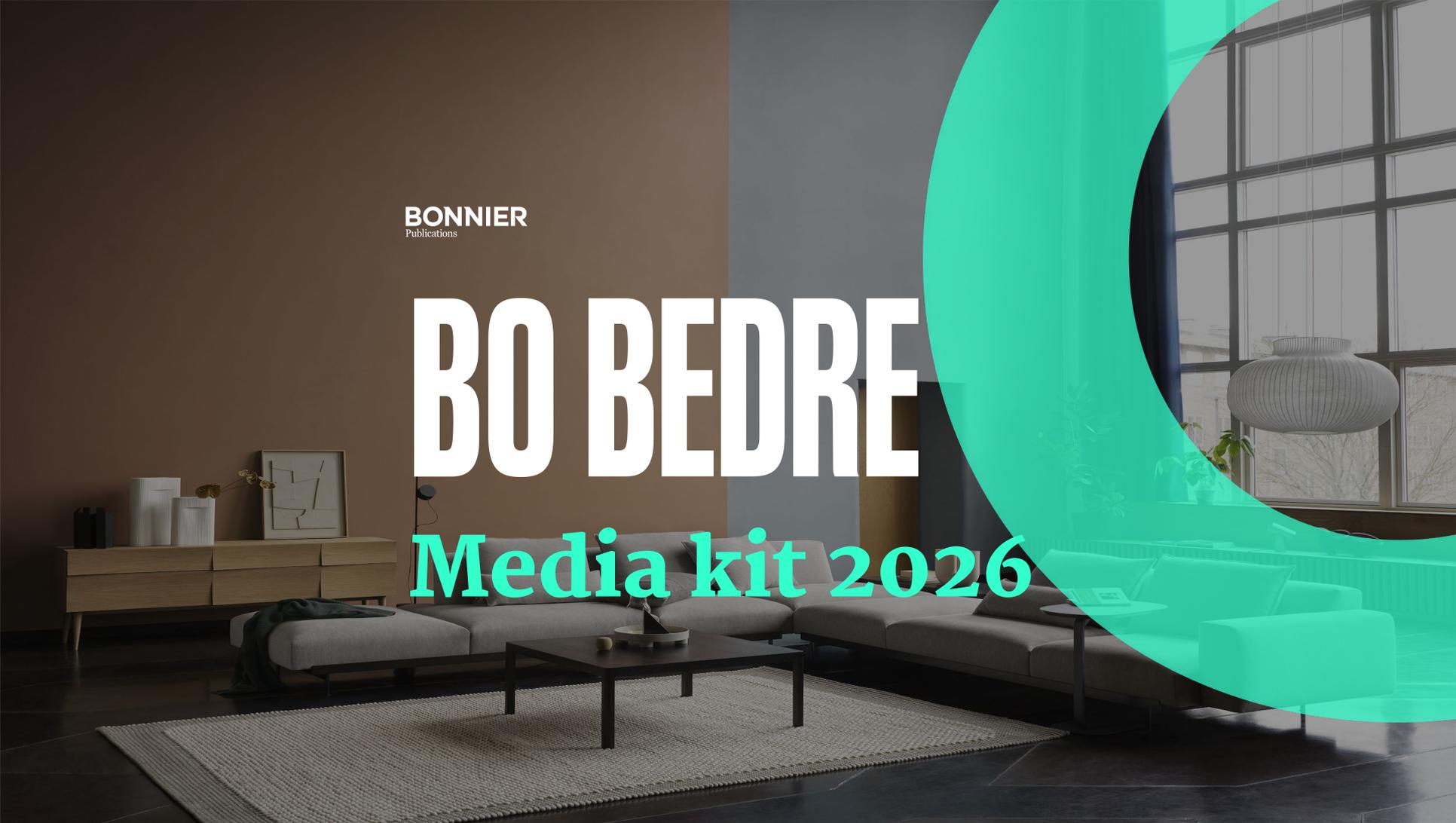


**BONNIER**  
Publications

# BO BEDRE

Media kit 2026



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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 2024

**124.000**

Magazine readership\*

**133.000**

Monthly pageviews

**24.70**

Newsletter subscribers

**33.932**

Facebook likes

**91.403**

Instagram followers

# Digital users

## Instagram

14%

male



86%

female



## Facebook

10%

male

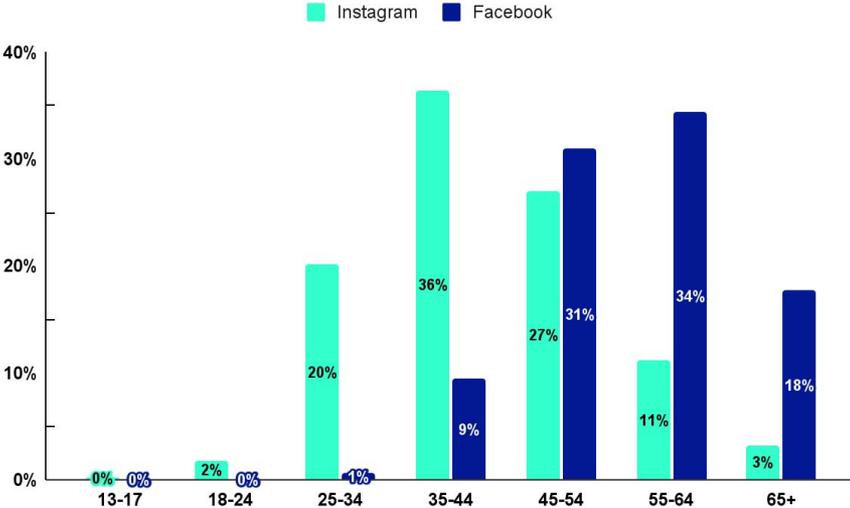


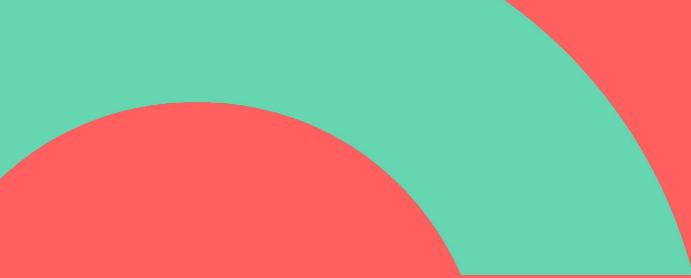
90%

female



## Age





# Editorial schedules, rate cards and formats

# January – June 2026

Recurring trends:

No.	Publishing date	Week	Deadline	Theme
2	23/01/2026	04	12/12/2025	Colours and Paint
3	27/02/2026	09	27/01/2026	Bath and Bedrooms
4	27/03/2026	13	24/02/2026	Kitchen, Household Appliances and Renovation
5	24/04/2026	17	19/03/2026	The Great Furniture issue
6	26/05/2026	22	20/04/2026	Green issue, Smart Home and Outdoor Lighting
7	19/06/2026	25	13/05/2026	Holiday Homes and Terraces

# July – December 2026

No.	Publishing date	Week	Deadline	Theme
8	17/07/2026	29	16/06/2026	Art issue and Bath
9	14/08/2026	33	14/07/2026	The Great Norwegian Design issue
10	11/09/2026	37	11/08/2026	Great Kitchen issue, Lighting and Beds
11	16/10/2026	42	15/09/2026	The Great Christmas issue
12	20/11/2026	47	20/10/2026	Party, Winter and 'Hygge'
1/27	28/12/2026	53	24/11/2026	Trends issue

# January–December 2026 Bo Bedre Collectors

No.	Publishing date	Week	Deadline	Theme
1	26/06/2026	26	28/05/2026	
2	23/10/2026	43	25/09/2026	

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

# January–December 2026, Bo Bedre Bookazin

No.	Publishing date	Week	Deadline	Theme
1	20/03/2026	13	23/02/2026	Garden
2	19/06/2026	25	21/05/2026	Garden
3	16/10/2026	42	21/09/2026	Christmas
4	28/12/2026	53	11/09/2026	Classic

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

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 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

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](https://adnami.io/specs).

Video-in-banner	Format
Desktop video	Ratio: 16:9
Mobile video	Ratio: 1:1

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

# 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 DK og NO  
henrik.mader@bonnier.dk



**CAROLINE KRAGER**

Editor - BO BEDRE NO  
caroline.krager@bo-bedre.no



**THERESE GUNNI**

Advertising Material  
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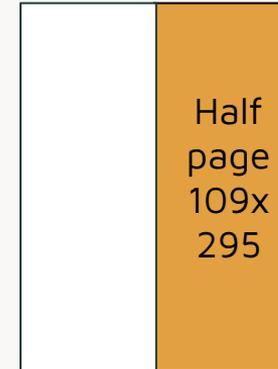
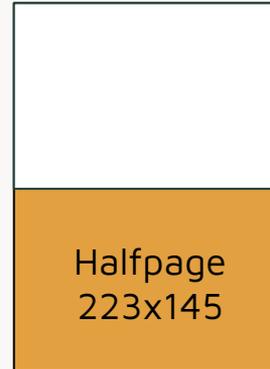
**CECILIE KONTERUD**

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

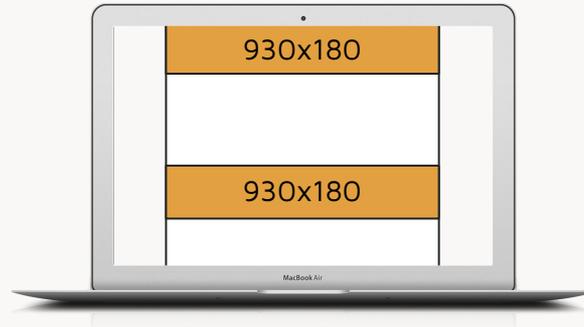


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking

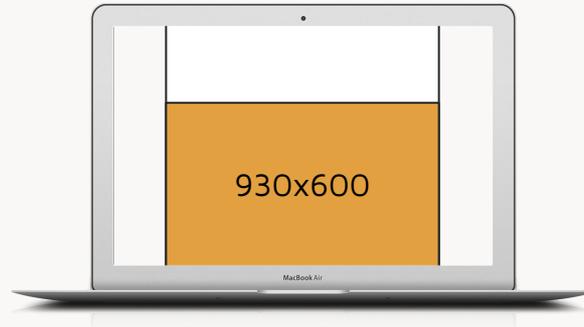


# Desktop mega banner

## Specifications:

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

Incl. URL / tracking



# Video outstream / instream

## Specifications:

- MP4, MPEG4, MOV files.
- VAST

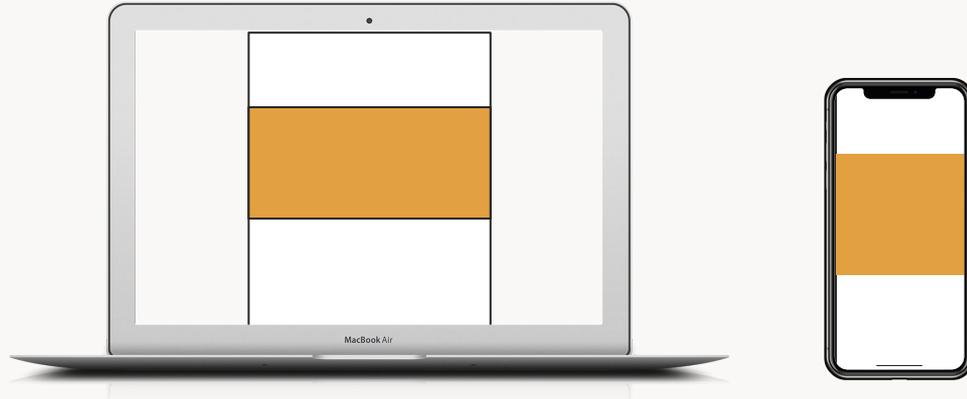
Desktop ratio: 16:9  
(1920x1080)

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

