

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 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

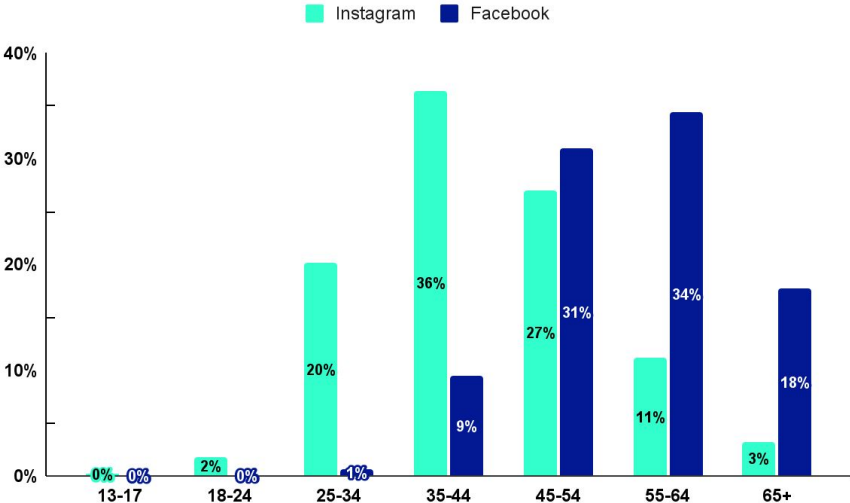


90%

female



Age





Editorial schedules, rate cards and formats

January –June 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 Nordisk

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	26/03/2026	13	02/03/2026	
2	19/06/2026	25	21/05/2026	
3	16/10/2026	42	21/09/2026	

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).

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

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.

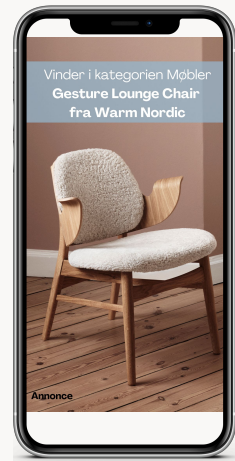
2. The judges nominates

- 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
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CAROLINE KRAGER

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Advertising Material
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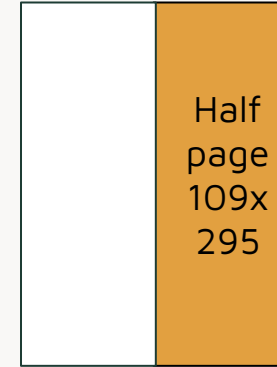
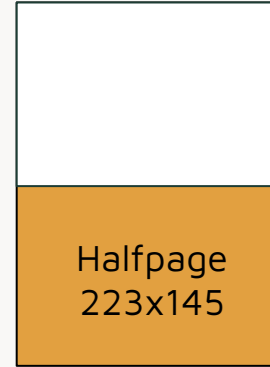
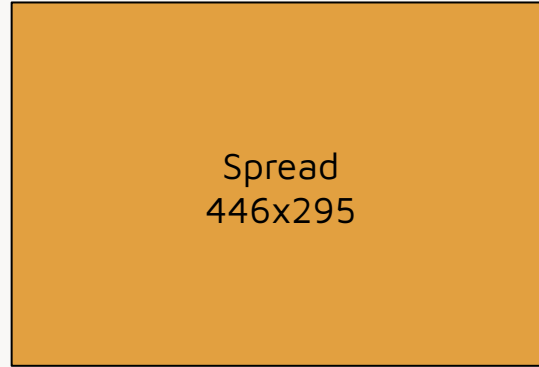
CECILIE KONTERUD

Markedssjef
cecilie.konterud@bonnier.no

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

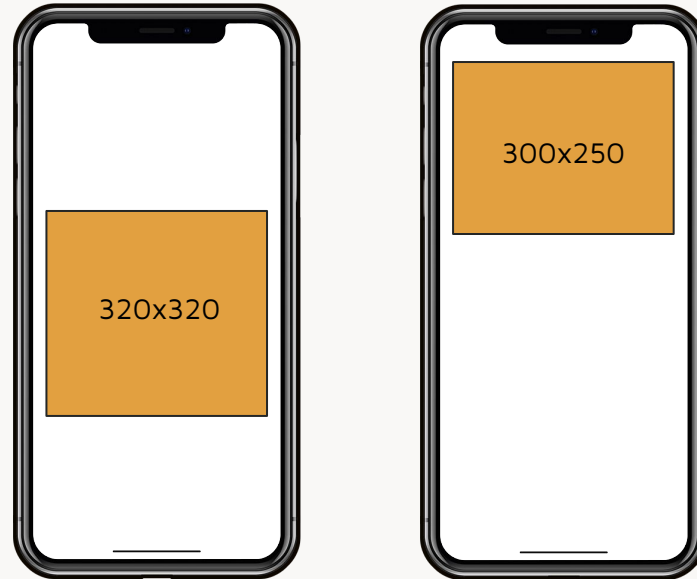
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

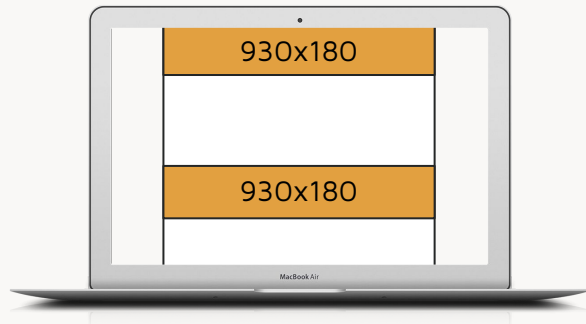


Desktop standard banner

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

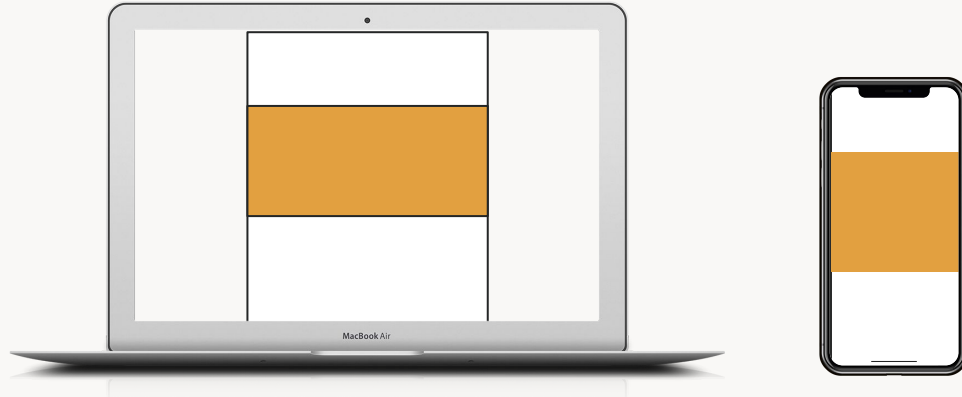
Desktop ratio: 16:9
(1920x1080)

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

