

**BONNIER**  
Publications

# **BOLIG** PLUSS

## **Media kit 2024**



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Our universe

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**At Bolig Pluss we unlock the key to the best DIY projects, as well as the wildest housing changes.**

With the greatest design news, inspiring homes, and lots of useful guides to interior dreams come true. We do not only show you dreamy homes but show you how you can create one for yourself.





\*\*Google Analytics - July 2023

**229.348**

Monthly pageviews\*\*



**49.926**

Facebook likes



**8.100**

Newsletter subscribers



**109.964**

Instagram followers



# Digital users

## Instagram

7%

male



93%

female



## Facebook

5%

male

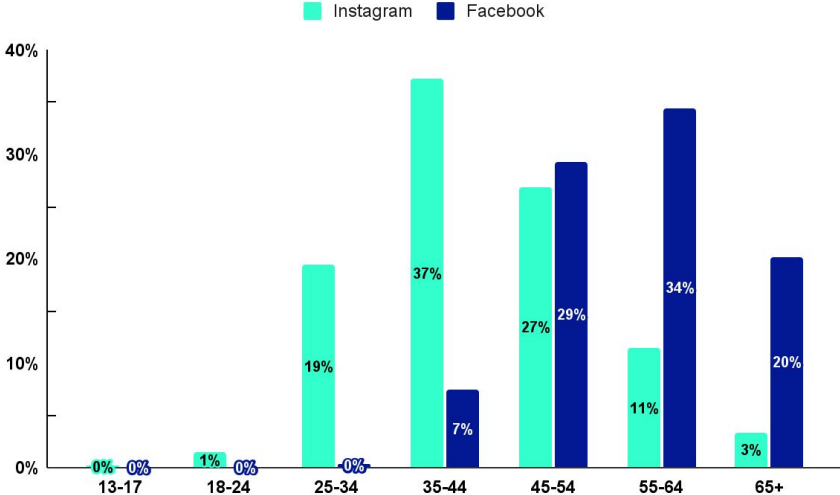


95%

female



## Age





# Editorial schedules, rate cards and formats

# Januar – June 2024

No.	Publishing date	Week	Deadline	Theme
2	12/01/2024	2	11/12/2023	Trends, bedroom
3	09/02/2024	6	12/01/2024	Bathrooms, large appliances for the bathroom, bathroom makeover, storage, living small
4	08/03/2024	10	09/02/2024	Kitchen, new large appliances for the kitchen, give your home a spring makeover, curtains, do magic with colours and paint, vases, prepare a lovely Easter/spring spread
5	05/04/2024	14	07/03/2024	Make your outdoor spaces ready for spring, big makeover issue, new seasonal furniture
6	03/05/2024	18	04/04/2024	Outdoor spaces, additional homes, orangery/greenhouse, design gifts
7	31/05/2024	22	29/04/2024	Outdoor spaces, outdoor lighting, Winners of the Design Favourites competition, decorate your dining area, decorate with colours
8	28/06/2024	26	30/05/2024	Summer homes, setting the table for summer food, barbecue

# July – December 2024

No.	Publishing date	Week	Deadline	Theme
9	26/07/2024	30	28/06/2024	Summer homes, bedroom/beds, easy transformations
10	23/08/2024	34	26/07/2024	Bathroom, paint, new sofas, storage
11	20/09/2024	38	22/08/2024	New furniture of the season, kitchen, large appliances, carpets, lamps
12	18/10/2024	42	23/09/2024	Christmas home, the best Christmas decorations - room by room, decorating the Christmas tree, table-setting
1/25	29/11/2024	48	29/10/2024	Winter cheer, carpets, lamps, sofas, trends 2025



# Extra magazines – Editorial schedule 2024

No.	Publishing date	Week	Deadline	Theme
1	08/03/2024	10	09/02/2024	Make-over*
2	03/05/2024	18	18/04/2024	Spring*
3	28/06/2024	26	12/06/2024	Summer*
4	18/10/2024	42	23/09/2024	Christmas* <span style="float: right;">*Contact local office for prices.</span>

# Bookazines – Editorial schedule 2024

No.	Publishing date	Week	Deadline	Theme	Print run
1	23/02/2024	8	26/01/2024	Make-over	4.000
2	12/04/2024	15	12/03/2024	Spring	4.000
3	14/06/2024	24	15/05/2024	Summer	4.000
4	04/10/2024	40	06/09/2024	Christmas	4.000

# Print Advertising rate card

These print formats are for Bolig Pluss and Bolig Pluss extra magazines

\*Gross prices only

\*\*In addition, production cost

Product	Pricing in NOK*
2/1 page	58.700
Page 2-3	73.400
Page 4-5	70.400
Page 6-7	67.400
Page 8-9	64.500
Page 10-11	61.600
1/1 page	34.500

Product	Pricing in NOK*
½ page	21.300
Back cover	44.900
Inner back cover	41.400
1. Right page	41.400
2. Right page	39.700
2/1 page Native Article	73.400**
2/1 page Native Article	43.100**

# Bookazines Print Advertising rate card

These print formats are  
for Bolig Pluss bookazines

Product	Pricing in NOK*
2/1 page	15.000
1/1 page	22.000
Back cover	18.000

\*Gross prices only

\*\*In addition, production cost

# Print formats

Print formats are for both Bolig Pluss, Bolig Pluss extra magazines and Bolig Pluss bookazines

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	434x280*
1/1 page	217x280
Vertical ½ page	106x280
Horizontal ½ page	217x137
Back cover	217x280
Inner back cover	217x280

Product	Format
Page 2-3	434x280*
Page 4-5	434x280*
2/1 page Native Article	434x280*
1/1 page Native Article	217x280

# Digital Advertising rate card

Desktop	Price in NOK*
Standard banner	CPM 75
Megabanner	CPM 90
Skyscraper/sticky	CPM 75

Mobile / Tabet	Price in NOK*
Mobile standard banner	CPM 75
Tablet standard banner	CPM 75

High impact formats	Price in NOK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 150 + CPM 5 ad tech fee

Format	Price in NOK*
Video-in-banner	CPM 90

Format	Price in NOK*
Newsletter banner	CPM 150

\*Gross prices

# Digital formats

Desktop	Format
Standard banner	930x180
Megabanner	930x600
Skyscraper/sticky	160x600 / 300x600

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	Contact for price**
Instagram	Contact for price**
Facebook	Contact for price**
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

# Bolig Pluss

## 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](#)



**LISA LIND NOER**

Key Account Manager  
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ln@hsmedia.no



**HELLE BLOK**

Editor in Chief - Bolig Magasinet  
helleb@boligmagasinet.dk



**THERESE GUNNI**

Advertising Material  
therese.gunni@bonnier.dk

# Bookazines

## 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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**HELLE BLOK**

Editor in Chief - Bolig Magasinet  
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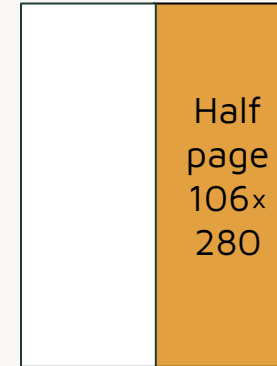
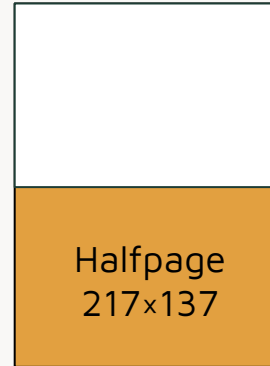
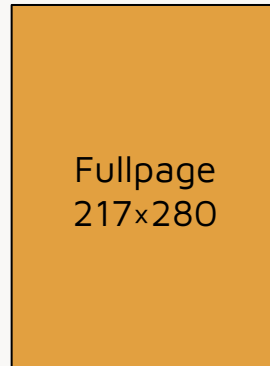
**THERESE GUNNI**

Advertising Material  
therese.gunni@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

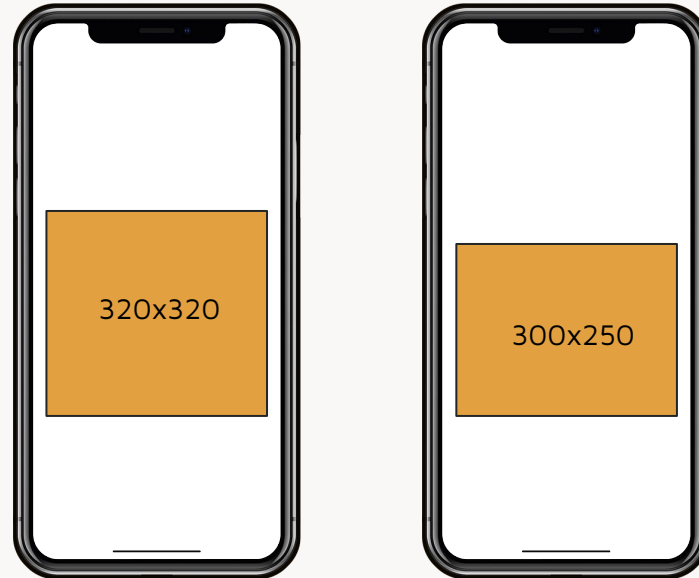
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

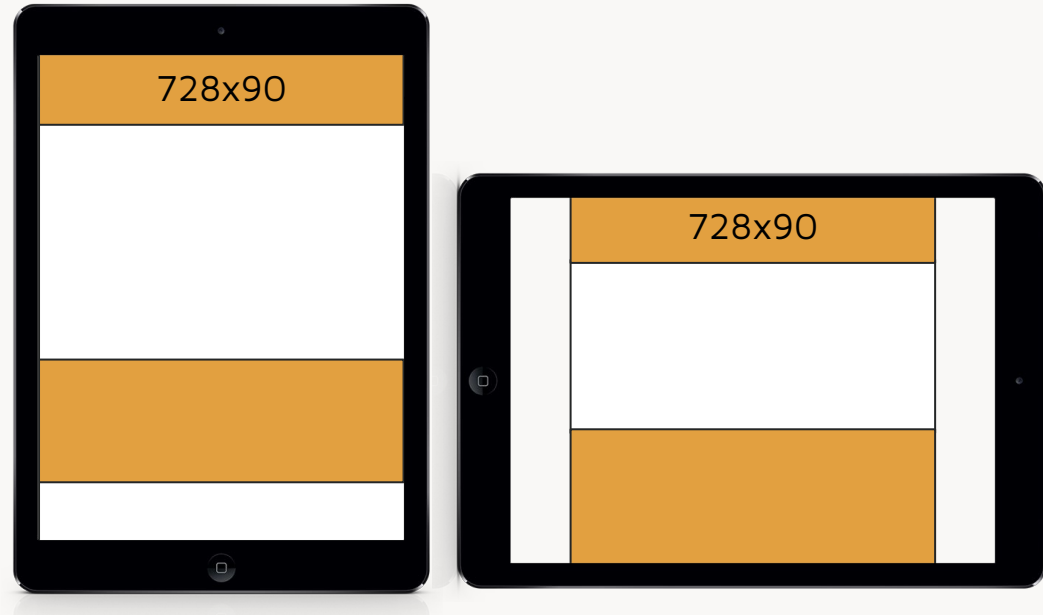


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking

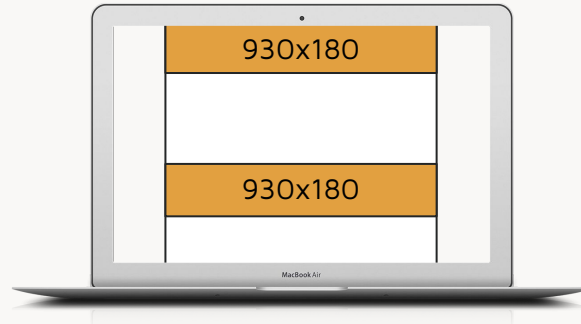


# Desktop standard banner

## 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

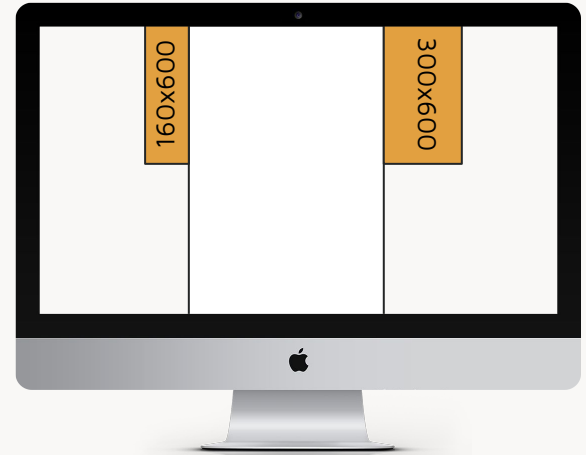
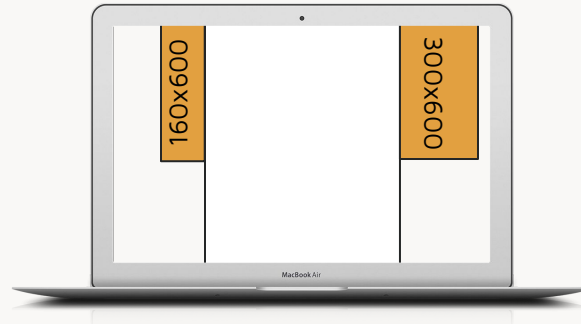


# Skyscraper/ Sticky

## Specifications:

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

Incl. URL / tracking



# Video in-banner

## Specifications:

- MPEG4, 3GPP, MOV
- AVI
- MPEGS
- WMV, MP3

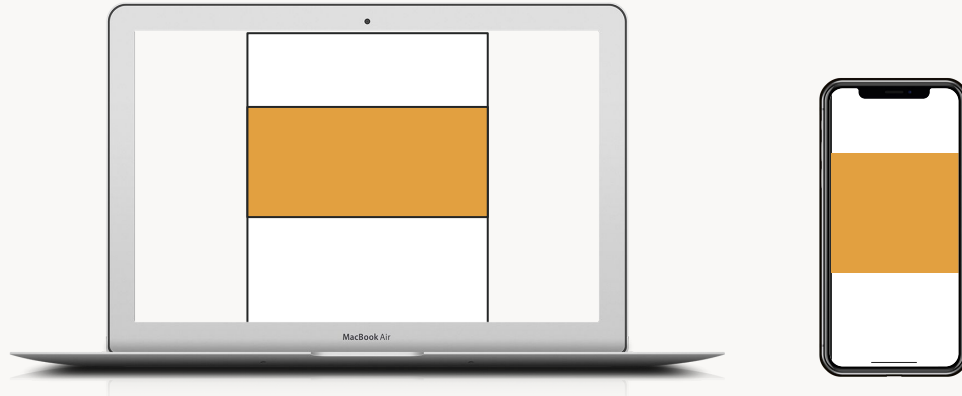
Desktop ratio: 16:9

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

