

BONNIER
Publications

BOLIG PLUSS

Media kit 2025

Index

[Our universe](#)

[Editorial schedules, rate cards and formats](#)

[Print incl. Bolig Pluss Bookazines](#)

[Digital](#)

[NTA](#)

[Contact](#)

[Advertisement specifications](#)



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.





111.701

Monthly pageviews



49.749

Facebook likes



11.000

Newsletter subscribers



110.202

Instagram followers



Digital users

Instagram

7%

male



93%

female



Facebook

5%

male

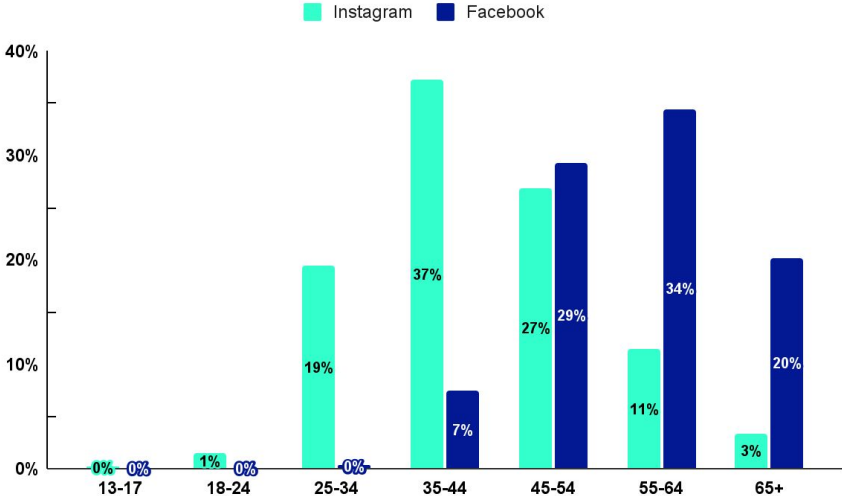


95%

female



Age





Editorial schedules, rate cards and formats

Januar –June 2025

No.	Publishing date	Week	Deadline	Theme
2	24/01/2025	4	13/12/2024	Winter cheer, carpets, lamps, sofas, trends 2025
3	21/02/2025	8	23/01/2025	Bathrooms, large bathroom appliances, bathroom makeover, storage
4	21/03/2025	12	20/02/2025	Kitchen, new large appliances, new seasonal furniture, give your home a spring makeover, vases, prepare a lovely Easter/spring spread
5	02/05/2025	14	01/04/2025	Make your outdoor spaces ready for spring, orangery/greenhouse, bedroom, curtains, carpets, do magic with colours and paint
6	06/06/2025	23	07/05/2025	Summer homes, setting the table for summer food, outdoor spaces, outdoor lighting
7	11/07/2025	28	12/06/2025	Big makeover issue, easy transformations, summer homes
8	05/09/2025	36	07/08/2025	New furniture of the season, new sofas, kitchen, large appliances, bathroom, lamps

July –December 2025

No.	Publishing date	Week	Deadline	Theme
9	17/10/2025	43	24/09/2025	Christmas homes, this year's Christmas decorations, the best Christmas gifts - room by room, table-setting, lamps
10	28/11/2025	48	29/10/2025	Christmas homes, this year's Christmas decorations, the best Christmas gifts - room by room, table-setting, lamps

Extra magazines – Editorial schedule 2025

No.	Publishing date	Week	Deadline	Theme
1	21/02/2025	8	22/01/2025	Make-over*
2	21/03/2025	12	19/02/2025	Spring*
3	11/07/2025	28	11/06/2025	Summer*
4	17/10/2025	42	23/09/2025	Christmas* *Contact local office for prices.

Bookazines – Editorial schedule 2025

No.	Publishing date	Week	Deadline	Theme	Print run
1	21/02/2025	8	24/01/2025	Make-over	4.000
1	11/04/2025	15	14/03/2025	Spring	4.000
1	13/06/2025	24	15/05/2025	Summer	4.000
1	03/10/2025	40	05/09/2025	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	Price in NOK*
Mobile 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

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

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

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

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



CECILIE KONTERUD

Markedssjef
cecilie.konterud@bonnier.no



HELLE BLOK

Editor in Chief - Bolig Magasinet
helleb@boligmagasinet.dk



THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk



HENRIK MADER

Sales Manager DK og NO
henrik.mader@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



CECILIE KONTERUD

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HELLE BLOK

Editor in Chief - Bolig Magasinet
helleb@boligmagasinet.dk



THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk



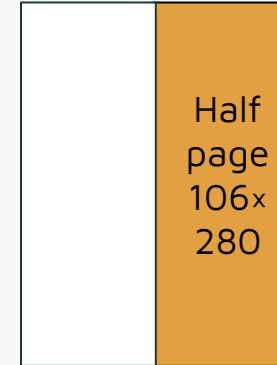
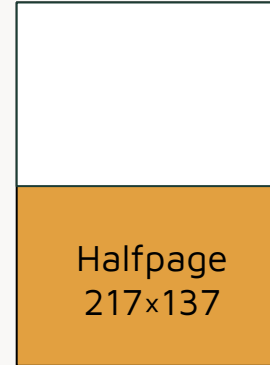
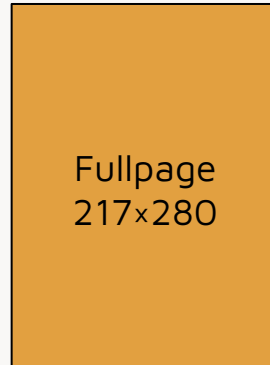
HENRIK MADER

Sales Manager DK og NO
henrik.mader@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

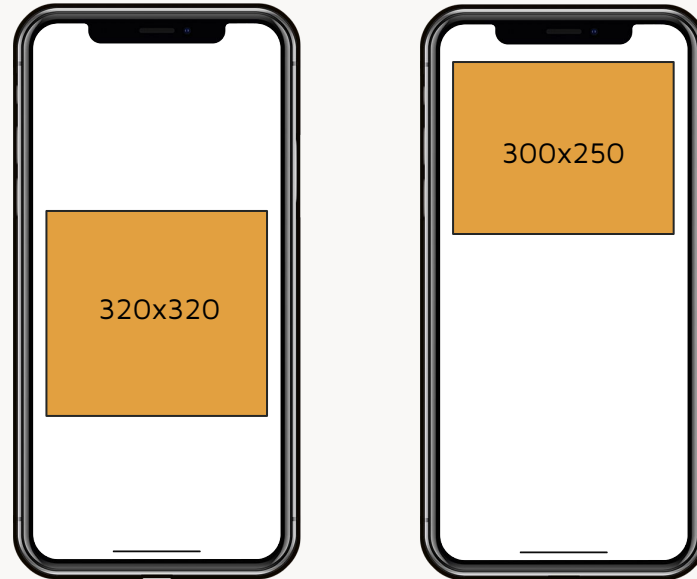
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

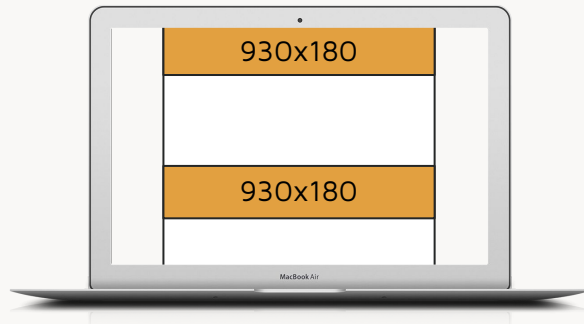


Desktop standard banner

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

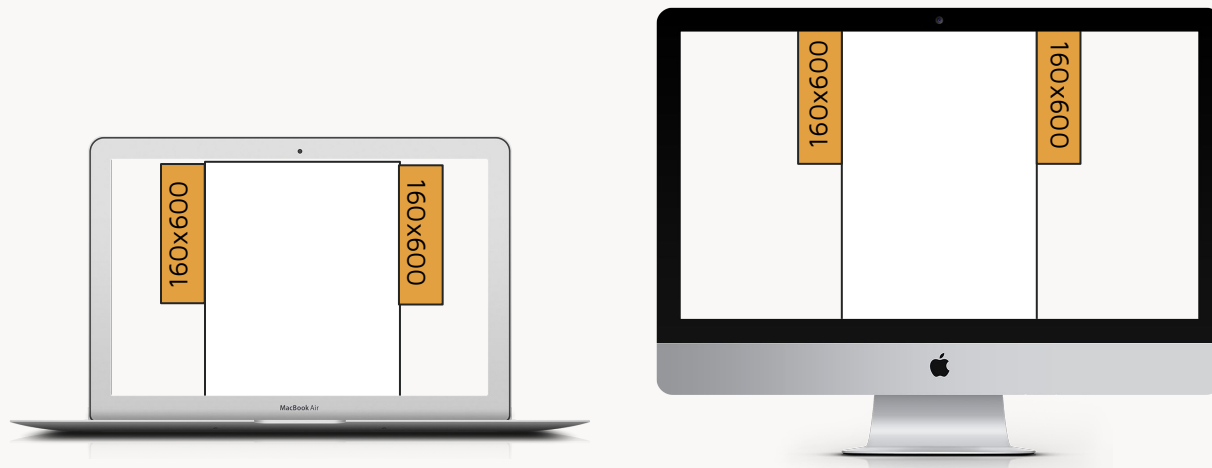


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

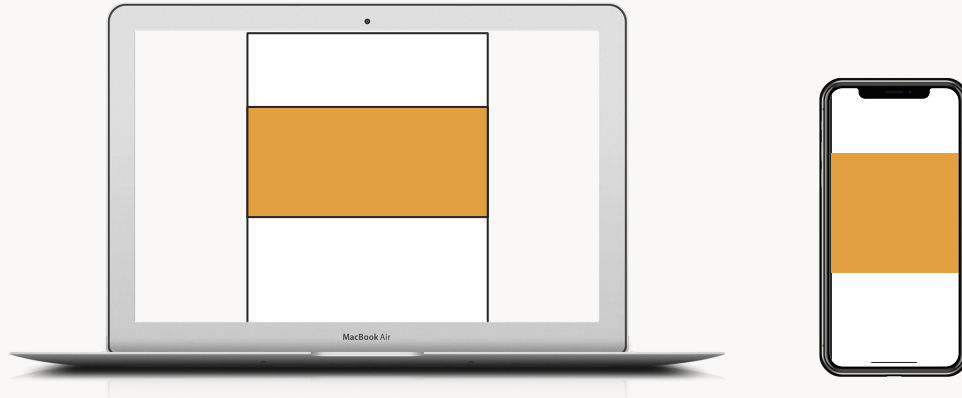
Desktop ratio: 16:9
(1920x1080)

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

