



BONNIER
Publications

COSTUME

Media kit 2024

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Costume is Norway's biggest fashion magazine in readership and circulation.

We also have the most fashion and beauty interested readers of all the magazines in Norway

Costume keep you in touch with the most important events in Norwegian and international fashion and beauty. We enliven and inspire with exciting how-to guides and unique stories covering everything from the latest trends to more serious articles on society.





*Medietall.no - 2019

**Google Analytics - July 2023

280.821

Monthly pageviews**



8.200

Newsletter subscribers



58.256

Instagram followers



26.977

Facebook likes



96.000

Magazine readership*



Digital users

Instagram

7%

male



93%

female



Facebook

4%

male

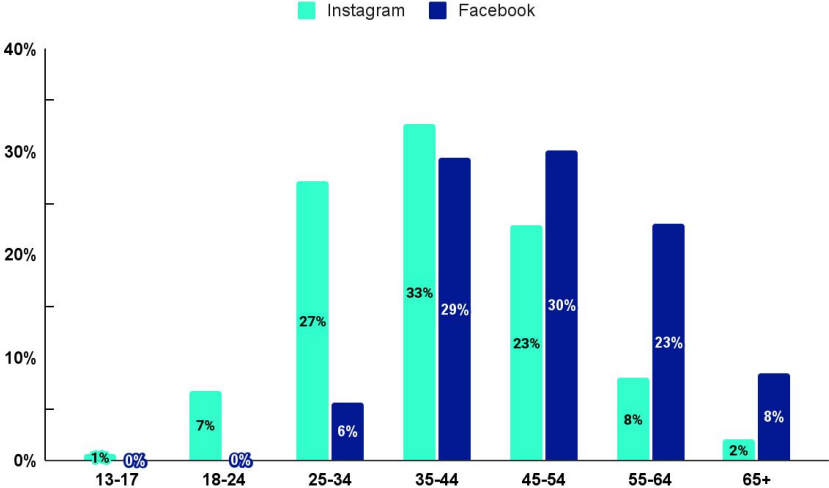


96%

female



Age





Editorial schedules, rate cards and formats

January – December 2024

No.	Publishing date	Week	Deadline	Theme
1	15/03/2024	11	15/02/2024	New season! Extra-large COLLECTOR'S ITEM - 172 pages of extra reading materials and a 32-page Catwalk Special. All about the latest catwalk trends, interviews with designers, hair and make-up trends.
2	10/05/2024	19	11/04/2024	Fashion that takes you from winter to spring. A focus on accessories, culture, and interiors
3	21/06/2024	25	22/05/2024	Big summer special! Beach fashion, travel, holidays, beauty in the sun
4	13/09/2024	37	16/08/2024	The September Issue - everything about the latest catwalk trends, culture, living
5	18/10/2024	42	20/09/2024	Extra-large COLLECTOR'S ITEM - 172 pages - extra reading materials and a 32-page Catwalk Special. Accessories, interiors, winter fashion
6	06/12/2024	49	07/11/2024	Party special, new year, new beauty trends, health, travel

Costume Wedding 2024

No.	Publishing date	Week	Deadline	Theme
1	19/04/2024	16	22/03/2024	A separate wedding magazine with an emphasis on fashion and beauty.

Print Advertising rate card

Product	Pricing in DKK*
2/1 page	117.800
1/1 page	63.900
½ page	40.400
Back cover	92.200
Inner back cover	79.700
Page 2-3	152.400
Page 4-5	146.700

Product	Pricing in DKK*
Page 6-7	140.900
Page 8-9	135.100
Page 10-11	129.300
1/1 page 1. Right hand page	80.000
1/1 page 2. Right hand page	76.500
2/1 page Native Article	147.200**
1/1 page Native Article	79.900**

*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

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**

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.

*Non traditional
advertising

Digital Advertising rate card

Desktop	Price in NOK*
Standard banner	CPM 75
Megabanner	CPM 90

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

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

Desktop	Format
Standard banner	930x180
Megabanner	930x600

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 .

Video-in-banner	Format
Desktop video	Ratio: 16:9
Mobile video	Ratio: 1:1 or 4:3

Society Icon Micro- influencers

Society Icon is an “all-in-one” micro-influencer platform which has simplified the influencer campaign process. Costume and Society Icon have created an online community within the Costume readership, where more than 2500 women and men (Icons) have signed up to participate in campaigns. The chosen Icons will execute the campaign in collaboration with Costume to ensure the best possible campaign outcome.

*Contact local office for prices -
Contact information further below

The campaign will be endorsed and promoted throughout Costumes online platforms. The average engagement rate when using Costume Icon is 11%.

Process:

- Create campaign brief
- Icons apply for the campaign
- Choose desired Icons
- Icons create content
- Approve content
- Campaign execution
- Receive debrief

Measured results:

- Reach
- Engagement
- Impressions
- Clicks

Packages	Product	Pricing in DKK
Package 1	Between 4-15 icons or reach: 15.000-300.000	35.000
Package 2	Between 15-30 icons or reach: 60.000-600.000	70.000
Package 3	Between 30-50 icons or reach: 80.000-900.000	120.000
Package 4	Combined with online/print + 7000 kr.	Contact for price*

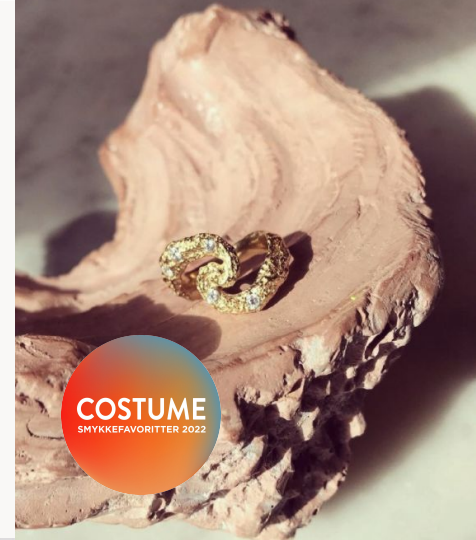
Costume Favoritter

Costume Skjønnhetsfavoritter og Costume Smykkefavoritter are our annual awards and your opportunity to be showcased in the universe of Costume. 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

SKJØNNHETSFAVORITTER 2022
COSTUME



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



KJERSTIN KONTERUD

Brand Manager - Local contact
kjerstin.konterud@bonnier.no



KINE HARTZ

Editor in Chief - Costume
kine.hartz@costume.no



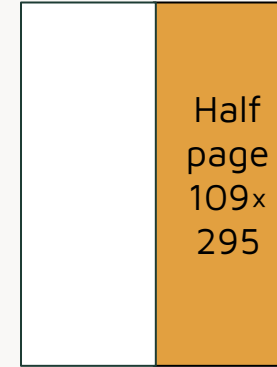
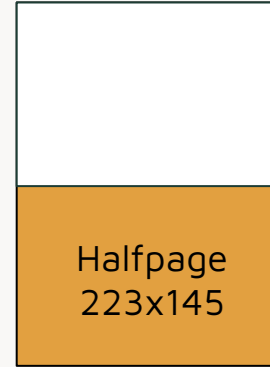
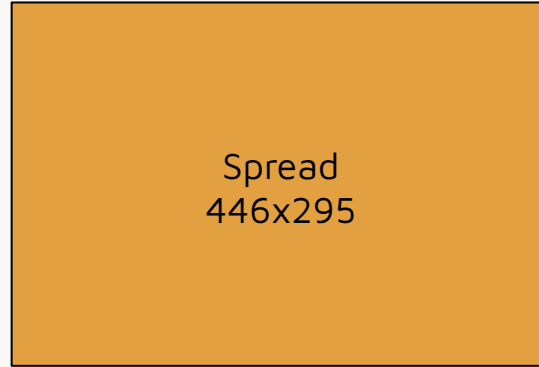
THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

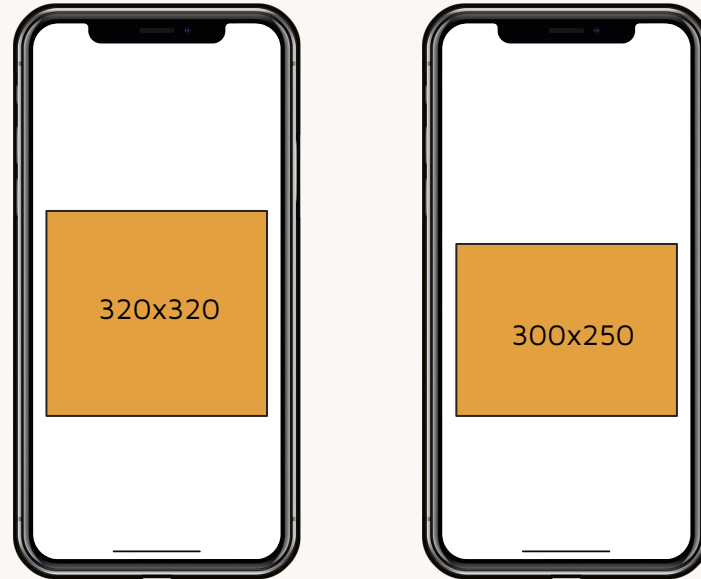
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

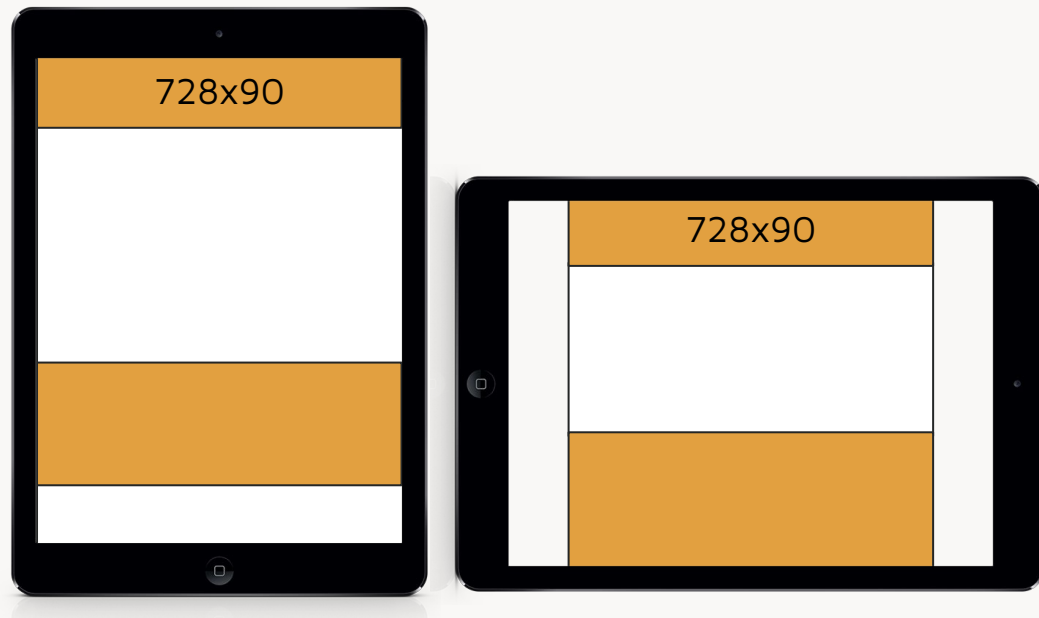


Tablet standard banner

Specifications:

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

Incl. URL / tracking

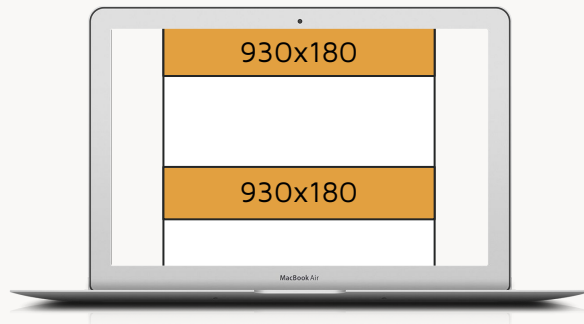


Desktop standard banner

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



Video in-banner

Specifications:

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

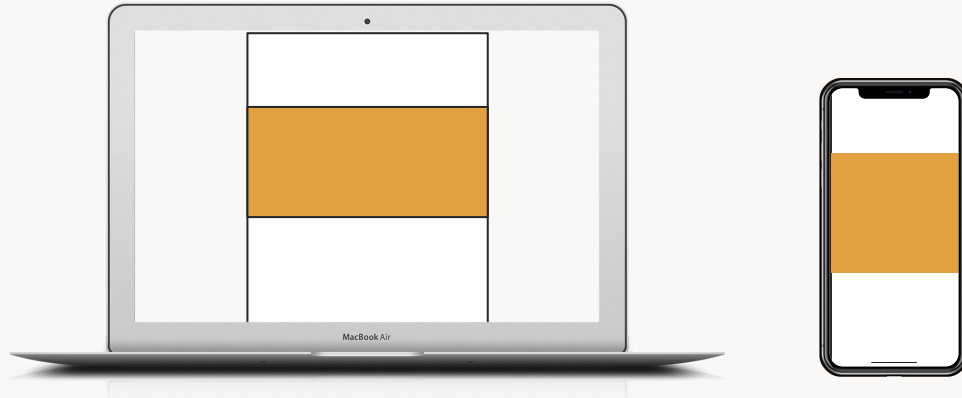
Desktop ratio: 16:9

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

