

BONNIER  
Publications

# DIGI KUVA

## Media kit 2025



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## Digi Kuva is the biggest magazine for amateur photography enthusiasts in the Nordic countries

Digi Kuva presenting lots of inspiration, interviews with the best photographers, instructive articles which show you how to take fantastic pictures, courses in photo editing, tests of cameras, lenses and other related equipment, advice columns and much more.





# **Editorial schedules, rate cards and formats**

# January – May 2025

| No. | Publishing date | Week | Deadline   | Theme                                                                                                                                                                               |
|-----|-----------------|------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2   | 07/01/2025      | 2    | 02/12/2024 | Testing photo backpacks                                                                                                                                                             |
| 3   | 22/01/2025      | 4    | 12/12/2024 |                                                                                                                                                                                     |
| 4   | 12/02/2025      | 7    | 13/01/2025 |                                                                                                                                                                                     |
| 5   | 05/03/2025      | 10   | 03/02/2025 | Testing small cameras for enthusiasts                                                                                                                                               |
| 6   | 26/03/2025      | 13   | 24/02/2025 |                                                                                                                                                                                     |
| 7   | 09/04/2025      | 15   | 10/03/2025 | Testing image editing software                                                                                                                                                      |
| 8   | 30/04/2025      | 18   | 26/03/2025 | THEME: Start of the season, All new camera models, What you need to shoot this year, The biggest subjects, Get your gear in top shape and more.<br>NEW series on analog photography |

# June –September 2025

| No. | Publishing date | Week | Deadline   | Theme                                                                                               |
|-----|-----------------|------|------------|-----------------------------------------------------------------------------------------------------|
| 9   | 20/05/2025      | 21   | 16/04/2025 | Testing high-resolution system cameras.                                                             |
| 10  | 10/06/2025      | 24   | 07/05/2025 |                                                                                                     |
| 11  | 24/06/2025      | 26   | 20/05/2025 | THEME: Birds, In depth with Merlin app, 3 x 3 birds to photograph aand more.<br>Testing telephones. |
| 12  | 15/07/2025      | 29   | 16/06/2025 |                                                                                                     |
| 13  | 05/08/2025      | 32   | 07/07/2025 | Testing system cameras for around DKK 15,000.                                                       |
| 14  | 26/08/2025      | 35   | 28/07/2025 | THEME: Imaging - What's new in Adobe Lightroom, test yourself, competing photo programs and more.   |
| 15  | 16/09/2025      | 38   | 18/08/2025 | Testing action cameras                                                                              |

# October –December 2025

| No.  | Publishing date | Week | Deadline   | Theme                                                |
|------|-----------------|------|------------|------------------------------------------------------|
| 16   | 08/10/2025      | 41   | 08/09/2025 |                                                      |
| 17   | 29/10/2025      | 44   | 29/09/2025 | Testing high frame rate cameras for sports and more. |
| 18   | 12/11/2025      | 46   | 13/10/2025 |                                                      |
| 19   | 03/12/2025      | 49   | 03/11/2025 | Awarding the products of the year                    |
| 1/26 | 17/12/2025      | 51   | 17/11/2025 | Test of affordable system cameras                    |

# Print Advertising rate card

| Product          | Pricing in EURO*  |
|------------------|-------------------|
| 2/1 page         | 4.200             |
| 1/1 page         | 2.500             |
| ½ page           | 1.300             |
| Back cover       | Contact for price |
| Inner back cover | Contact for price |

| Product                 | Pricing in EURO*  |
|-------------------------|-------------------|
| Page 2-3                | Contact for price |
| 2/1 page Native Article | Contact for price |
| 1/1 page Native Article | Contact for price |

\*Gross prices only

\*\*In addition, production cost



# Print formats

See visualizations and ad  
specifications further below

| Product           | Format  |
|-------------------|---------|
| 2/1 page          | 410x276 |
| 1/1 page          | 205x276 |
| Vertical ½ page   | 100x276 |
| Horizontal ½ page | 205x136 |
| Back cover        | 205x276 |
| Inner back cover  | 205x276 |

| Product                 | Format  |
|-------------------------|---------|
| Page 2-3                | 410x276 |
| 2/1 page Native Article | 410x276 |
| 1/1 page Native Article | 205x276 |

# Digital Advertising rate card

| Desktop           | Price in EUR* |
|-------------------|---------------|
| Standard banner   | CPM 7         |
| Megabanner        | CPM 8         |
| Skyscraper/sticky | CPM 7         |
| Wallpaper         | CPM 14        |

| Mobile / Tablet        | Price in EUR* |
|------------------------|---------------|
| Mobile standard banner | CPM 7         |
| Tablet standard banner | CPM 7         |

| High impact formats                           | Price in EUR*                 |
|-----------------------------------------------|-------------------------------|
| Ex. Topscroll, Midscroll and Double Midscroll | CPM 14 + CPM 0,70 ad tech fee |

| Format          | Price in EUR* |
|-----------------|---------------|
| Video-in-banner | CPM 8         |

| Format            | Price in EUR* |
|-------------------|---------------|
| Newsletter banner | CPM 14        |

\*Gross prices

# Digital formats

See visualizations and ad specifications further below

\*Contact [traffic@bonnier.dk](mailto:traffic@bonnier.dk) for more info.

| Desktop           | Format                               |
|-------------------|--------------------------------------|
| Standard banner   | 930x180                              |
| Megabanner        | 930x600                              |
| Skyscraper/sticky | 160x600 / 300x600                    |
| Wallpaper         | 2560x1200 + optional standard banner |

| Mobile / Tablet        | Format            |
|------------------------|-------------------|
| Mobile standard banner | 320x320 / 300x250 |
| Tablet standard 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 <a href="https://adnami.io/specs">adnami.io/specs</a> .                                                                                                                                 |

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

# NTA

## Advertising rate card

| Product        | Pricing in EURO*   |
|----------------|--------------------|
| Native Article | Contact for price* |
| Facebook boost | Contact for price* |
| Newsletter     | Contact for price* |

\* Gross prices only

\*\*Contact local office for prices  
- Contact information further  
below

# NTA\* formats

| Product        | Format                                                  |
|----------------|---------------------------------------------------------|
| Native Article | Ad as an online article                                 |
| Facebook boost | The native article is posted on FB with boost           |
| Newsletter     | The native article is included in editorial newsletters |

\*Non traditional  
advertising



# 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**

## **MINNA HIRSIMÄKI**

Local Sales contact  
minna.hirsimaki@doublem.fi

## **KLAUS NYGAARD**

Editor in Chief  
klaus.nygaard@digitalfoto.dk



## **THERESE GUNNI**

Advertising Material  
therese.gunni@bonnier.dk



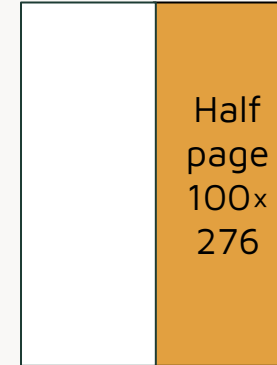
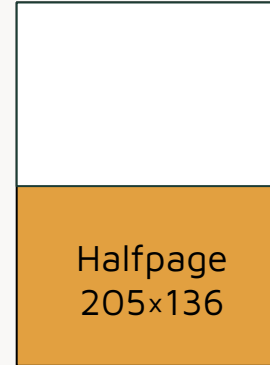
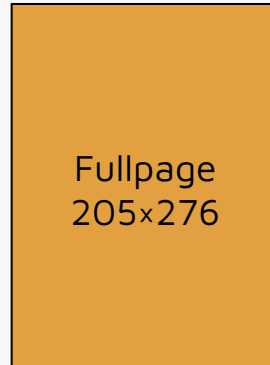
## **SIEBREN OOSTWOUD**

Head of Ad Operations & Programmatic  
siebren.oostwoud@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

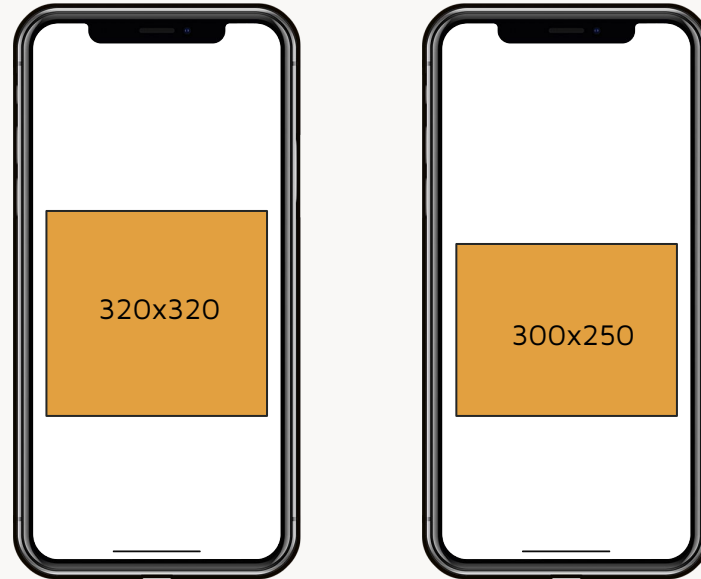
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

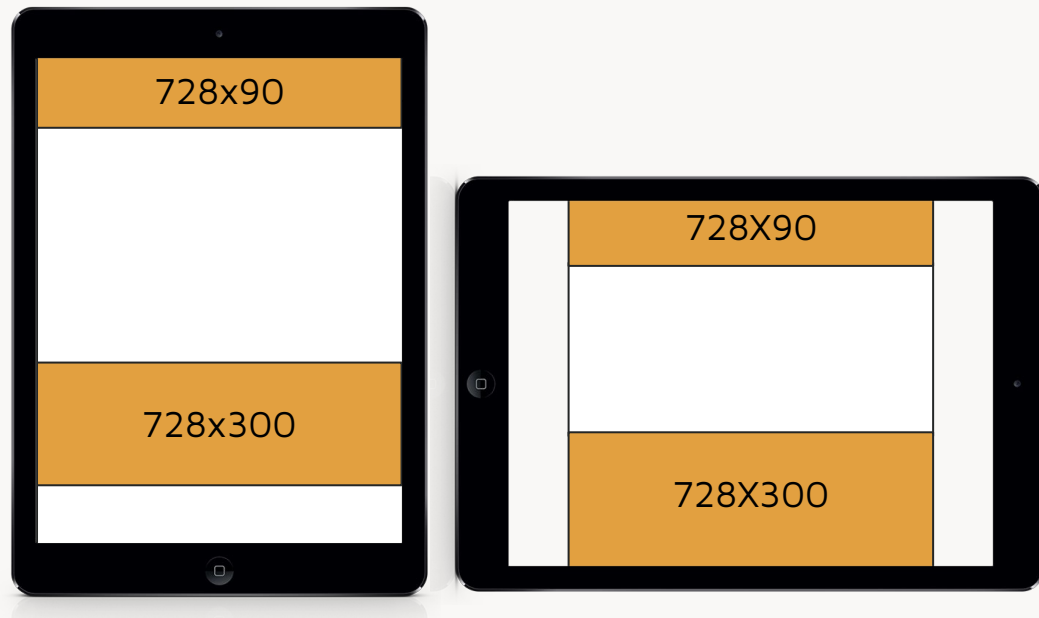


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking

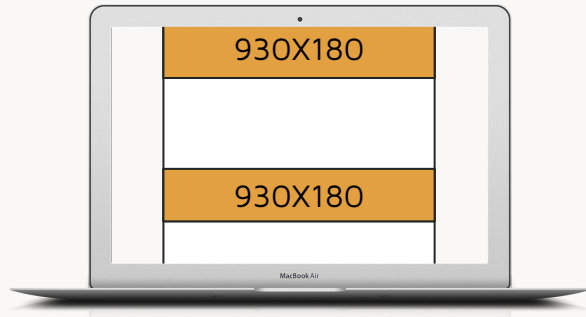


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking

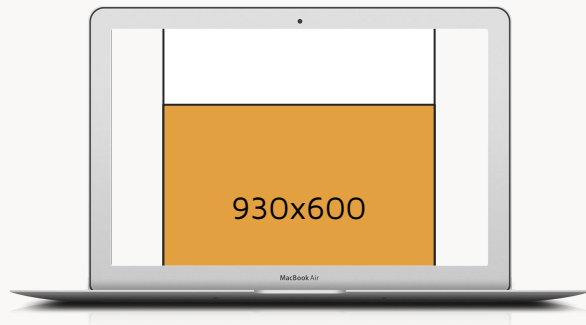


# Desktop mega banner

## Specifications:

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

Incl. URL / tracking

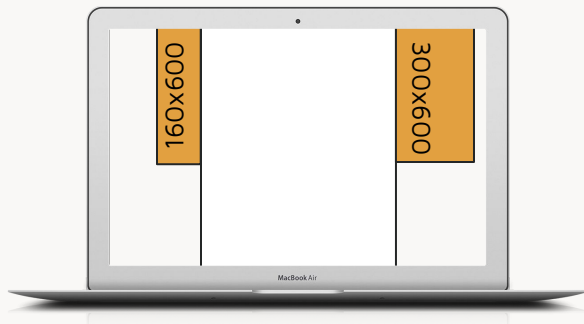




# Skyscraper/ Sticky

## Specifications:

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



# Desktop Wallpaper + standard banner

## Asset Specs (size in px):

Wallpaper: 2560x1200

Standard banner: 930x180

## Asset type:

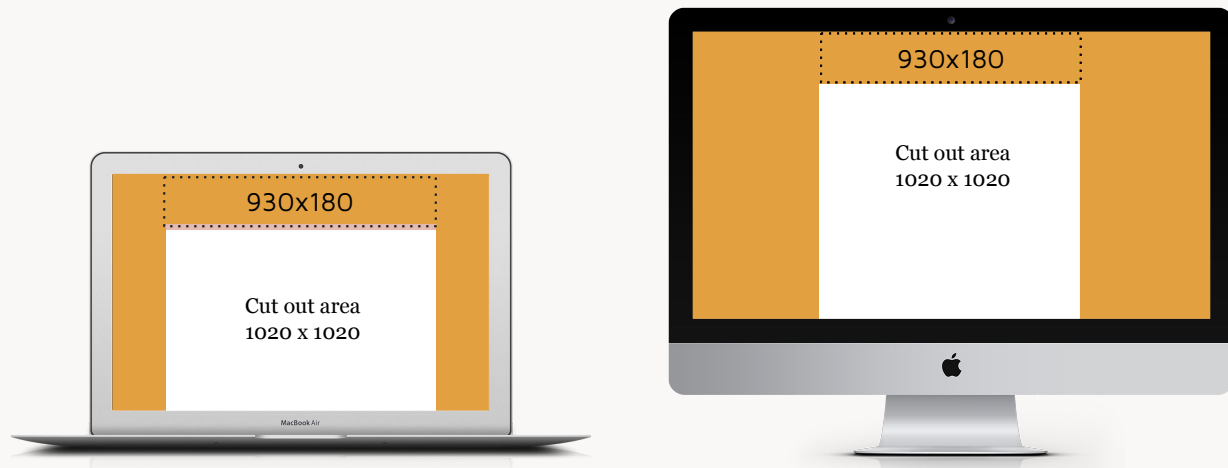
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

## Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum 150 kb

Incl. URL / tracking



# Video in-banner

## Specifications:

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

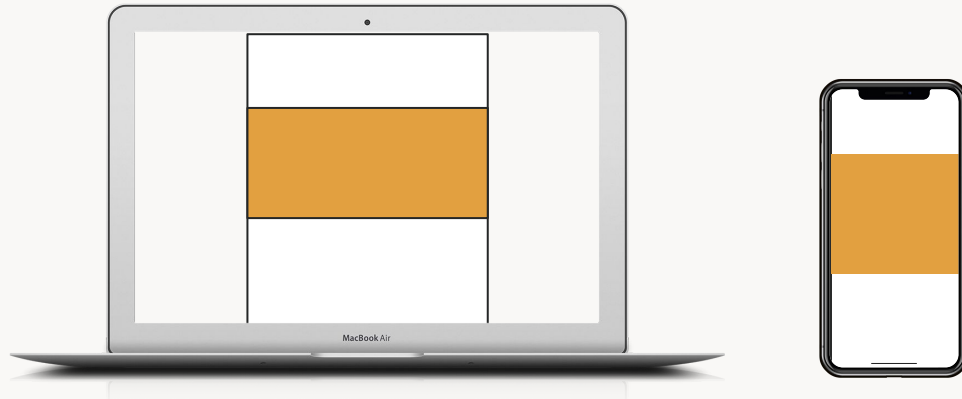
Desktop ratio: 16:9

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 150 KB

Incl. URL / tracking

