

BONNIER
Publications

Bonnier
DIGITAL **FOTO**

Media kit 2025



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Digital Foto is the biggest magazine for amateur photography enthusiasts in the Nordic countries

Digital Foto 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.





60.647

Monthly pageviews**



8.790

Newsletter subscribers



5.422

Facebook likes



5.671

Instagram followers



**Google Analytics -

July 2023

© Konsta Punkka

Digital users

Facebook

48%

male

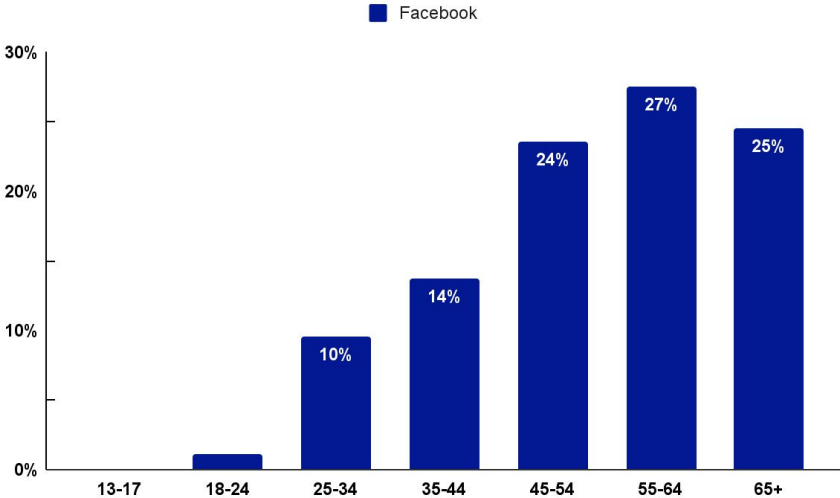


52%

female



Age





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	21/01/2025	4	12/12/2024	
4	11/02/2025	7	13/01/2025	
5	04/03/2025	10	03/02/2025	Testing small cameras for enthusiasts
6	25/03/2025	13	24/02/2025	
7	08/04/2025	15	10/03/2025	Testing image editing software
8	29/04/2025	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. 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. 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	07/10/2025	41	08/09/2025	
17	28/10/2025	44	29/09/2025	Testing high frame rate cameras for sports and more.
18	11/11/2025	46	13/10/2025	
19	02/12/2025	49	03/11/2025	Awarding the products of the year
1/26	16/12/2025	51	17/11/2025	Test of affordable system cameras

Print Advertising rate card

Product	Pricing in SEK*
2/1 page	52.100
1/1 page	26.000
½ page	17.500
Back cover	Contact for price
Inner back cover	Contact for price

Product	Pricing in SEK*
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

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

See visualizations and ad specifications further below

Digital Advertising rate card

Desktop	Price in SEK*
Standard banner	CPM 75
Megabanner	CPM 90
Skyscraper/sticky	CPM 75
Wallpaper	CPM 150

Mobile / Tablet	Price in SEK*
Mobile standard banner	CPM 75
Tablet standard banner	CPM 75

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

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

Format	Price in SEK*
Newsletter banner	CPM 150

*Gross prices

Digital formats

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 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 for more info.

NTA Advertising rate card

Product	Pricing in DKK*
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. Incl traffic drivers
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 or visit Ocast.

Try our FAQ page, if you need support on how to upload ad material, technical guidance etc.

[GO TO OCAST](#)

[GO TO FAQ](#)



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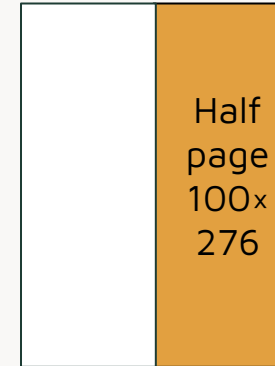
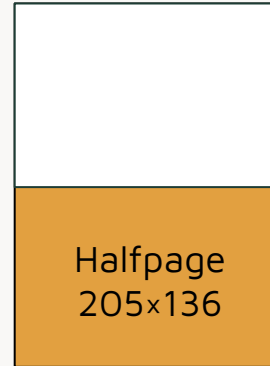
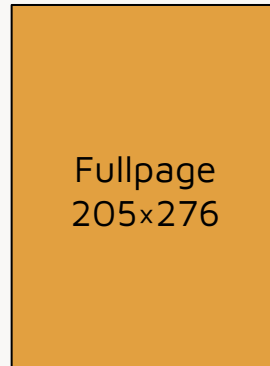
SIEBREN OOSTWOU

Head of Ad Operations & Programmatic
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formater



Missing some prices?

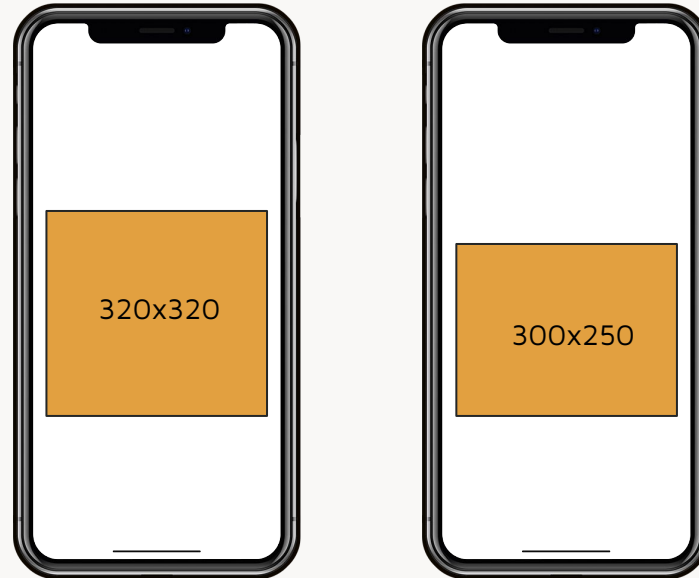
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

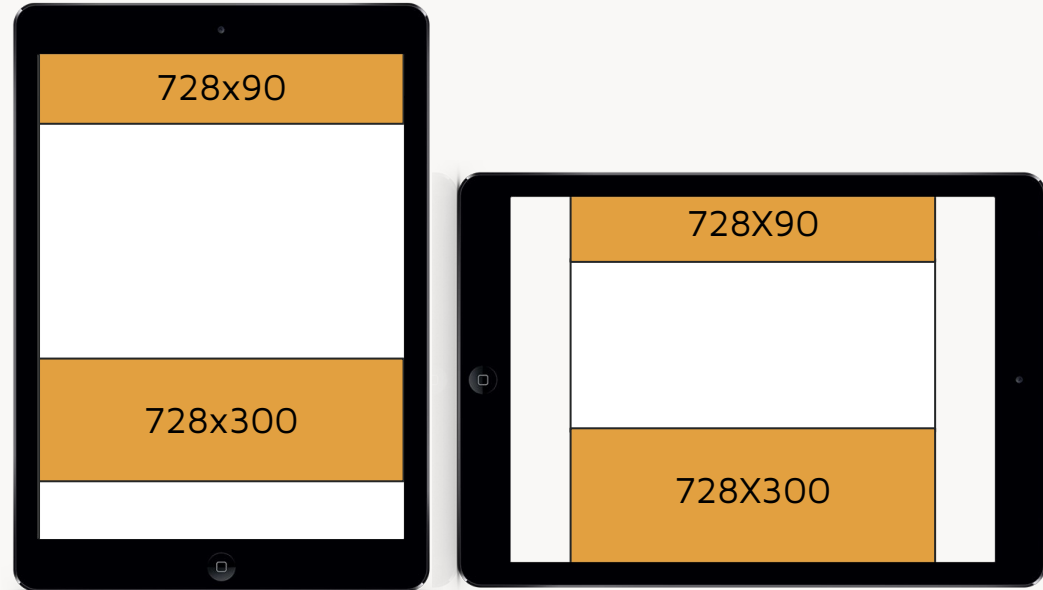


Tablet standard banner

Specifications:

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

Incl. URL / tracking



Desktop standard banner

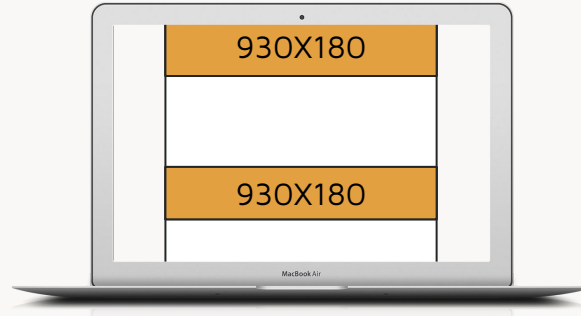
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

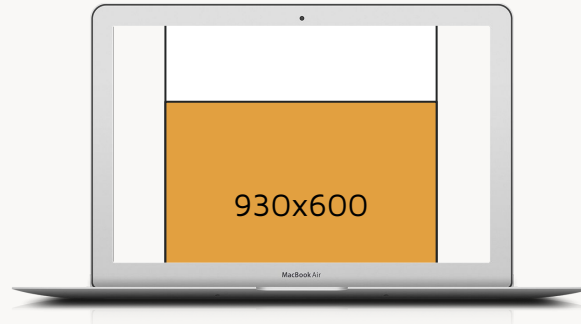


Desktop mega banner

Specifications:

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

Incl. URL / tracking

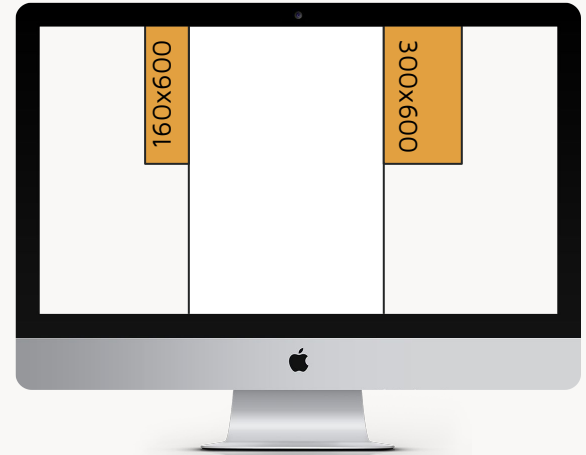
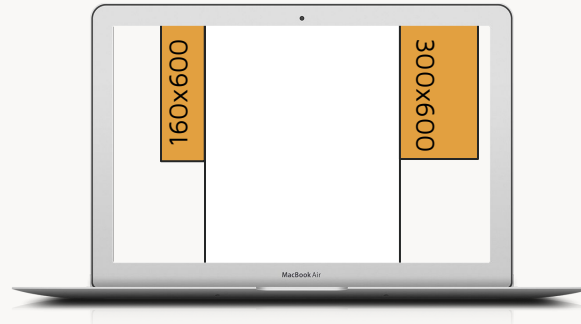


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Desktop Wallpaper + standard banner

Asset Specs (size in px):

Wallpaper: 2560x1200

Standard banner: 930x180

Asset type:

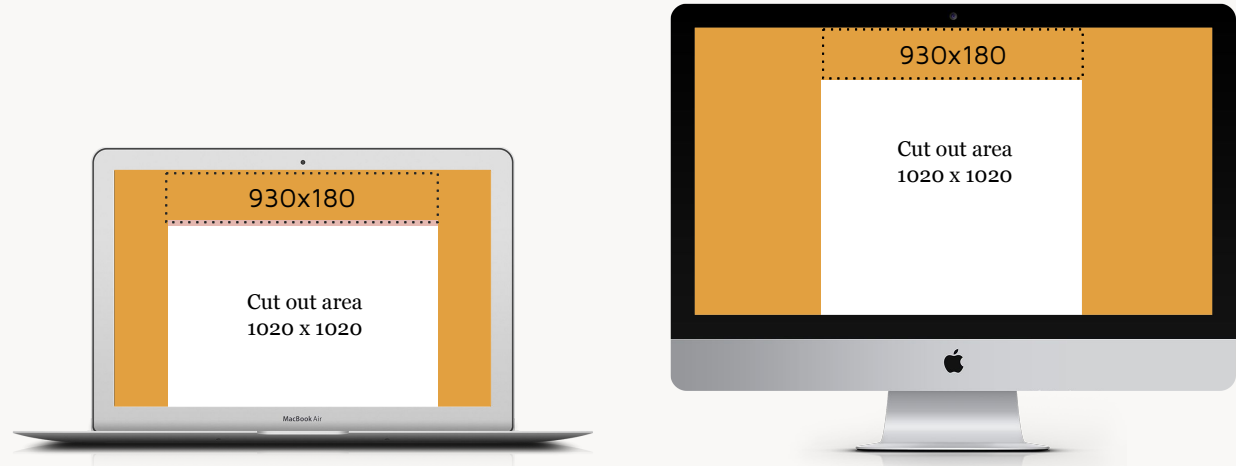
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum 150 kb

Incl. URL / tracking



Video in-banner

Specifications:

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

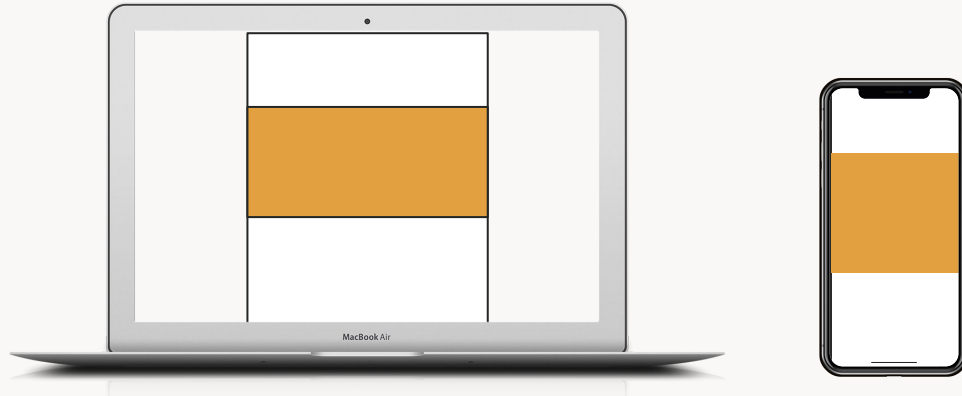
Desktop ratio: 16:9

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

