

BONNIER
Publications

Gør Det Selv **Media kit 2025**



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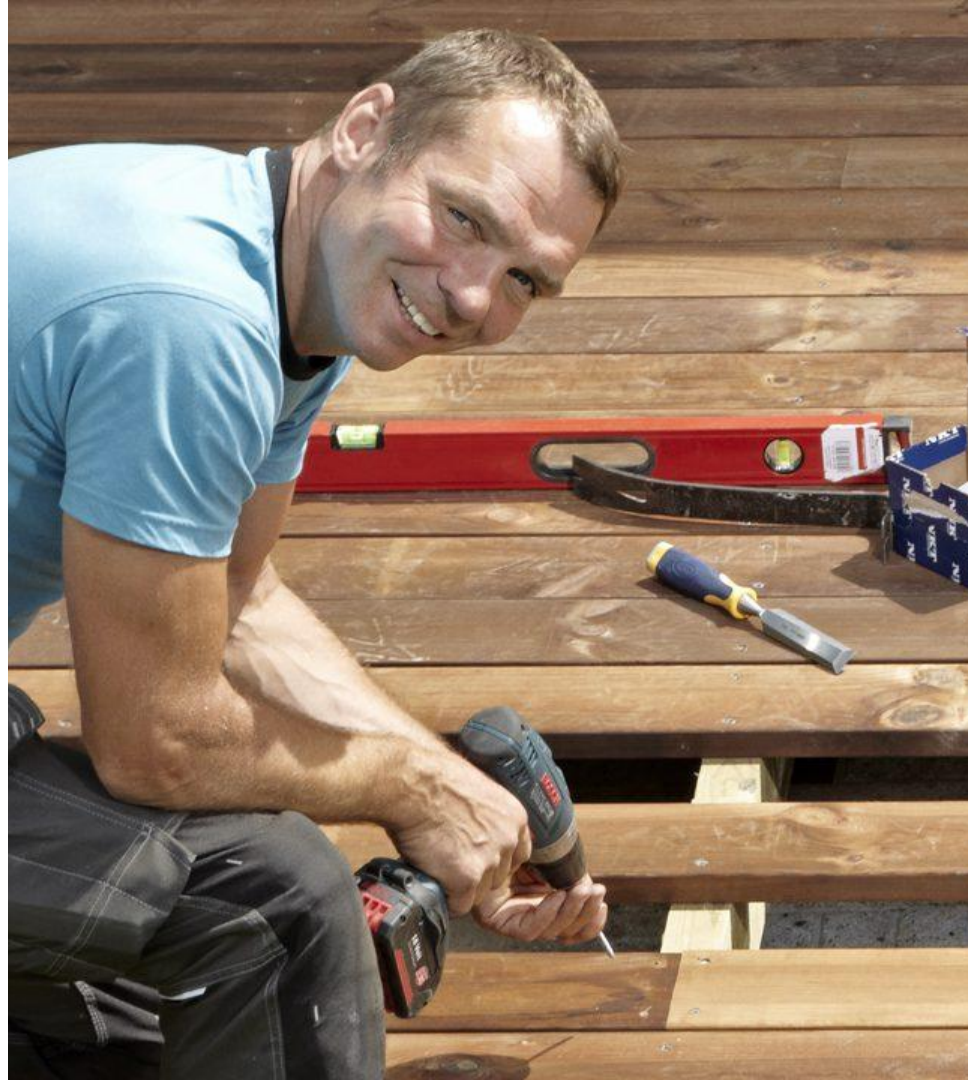
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Gør Det Selv focuses on the joy of doing it yourself.

In close cooperation with professionals, the editorial staff helps, guides and inspires to do many practical jobs in and around the house. The primary target group is men over 30 who enjoy practical work, regardless of whether the motivation is saving money or sheer interest.





Index Denmark - 2022/2023

**Google Analytics - July 2023

130.00

Magazine readership*

0

535.437

Monthly pageviews**

25.862

Newsletter subscribers

5.454

Instagram followers

45.578

Facebook likes

Digital users

Facebook

64%

male

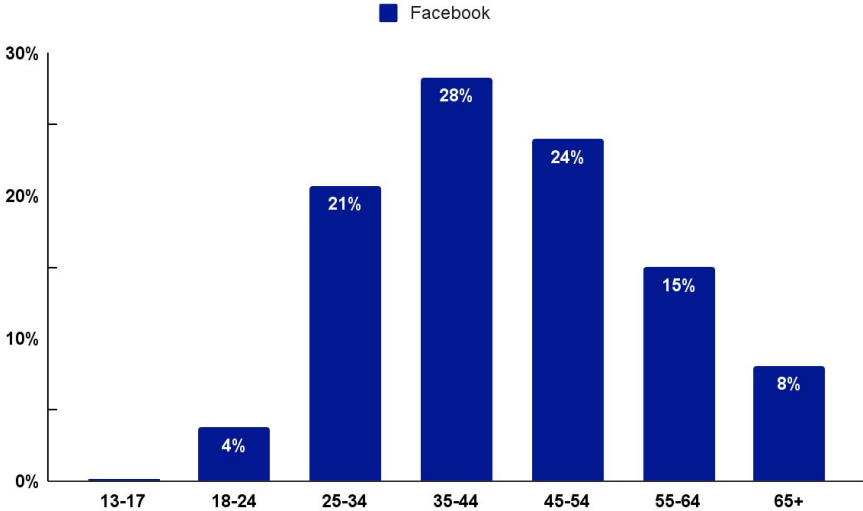


35%

female



Age



Print readers

Gender

66%

male



34%

female



Geography

46%

east region

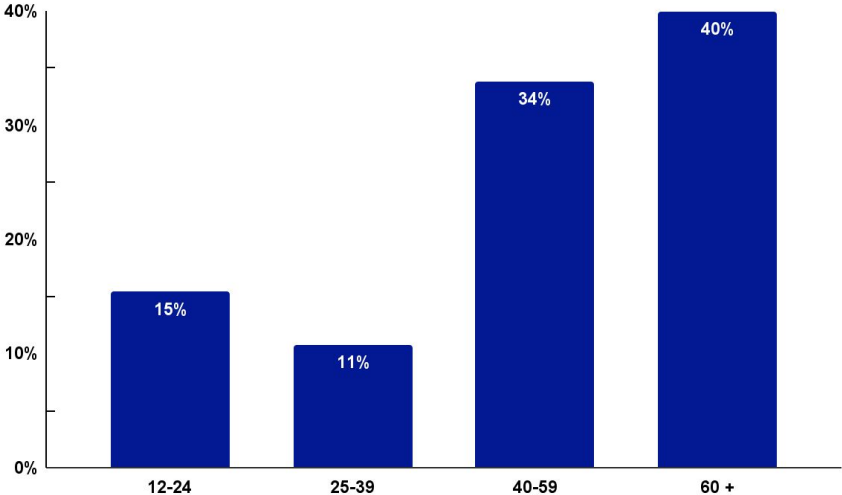


54%

west region



Age





Editorial schedules, rate cards and formats

January - April 2025

No.	Publishing date	Week	Deadline	Theme
2	07/01/2025	2	02/12/2024	GDS TURNS 50 YEARS OLD
3	28/01/2025	5	19/12/2024	WOODWORKER
4	18/02/2025	8	20/01/2025	VENTILATION and INDOOR CLIMATE
5	11/03/2025	11	10/02/2025	READER Q&A
6	25/03/2025	13	24/02/2025	LOUNGE/SPA
7	08/04/2025	15	10/03/2025	COATING
8	29/04/2025	18	26/03/2025	BUILDING

May-September 2025

No.	Publishing date	Week	Deadline	Theme
9	13/05/2025	20	08/04/2025	GOOD TIMES ON THE TERRACE
10	27/05/2025	22	28/04/2025	ORANGERY
11	10/06/2025	24	07/05/2025	MEGATEST
12	24/06/2025	26	20/05/2025	SHED
13	08/07/2025	28	06/06/2025	
14	29/07/2025	31	30/06/2025	WOODEN TERRACE
15	19/08/2025	34	21/07/2025	
16	09/09/2025	37	11/08/2025	DENMARK'S BEST DIY PROJECT

October - December 2025

No.	Publishing date	Week	Deadline	Theme
17	30/09/2025	40	01/09/2025	KITCHEN
18	21/10/2025	43	22/09/2025	FLOOR HEATING
19	11/11/2025	46	13/10/2025	
20	02/12/2025	49	03/11/2025	
1/26	16/12/2025	51	17/11/2025	

Print Advertising rate card

Product	Pricing in DKK*
2/1 page	76.600
1/1 page	40.300
½ page	26.200
Back cover	50.300
Inner back cover	46.200
Page 2-3	100.500

Product	Pricing in DKK*
2/1 page Native Article	97.700**
1/1 page Native Article	50.300**
2/1 page cover flap	193.000

*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	205x136
Horizontal ½ page	205x136
Back cover	205x276
Inner back cover	205x276

Product	Format
2/1 page Native Article	410x276
1/1 page Native Article	205x276

Digital Advertising rate card

Desktop	Price in DKK*
Standard banner	CPM 50
Megabanner	CPM 60

Mobile / Tablet	Price in DKK*
Mobile standard banner	CPM 50
Tablet standard banner	CPM 50

High impact formats	Price in DKK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 100 + CPM 5 ad tech fee

Format	Price in DKK*
Video-in-banner	CPM 60

Format	Price in DKK*
Newsletter banner	CPM 100

*Gross prices

Digital formats

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

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

NTA Advertising rate card

Product	Pricing in DKK*
Native Article	25.000
Competition	10.000-20.000
Newsletter	10.000
Facebook	10.000
Sponsorship	Contact for price**
Video	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
Competition	Competition with prize from distributor
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	Under Categories, selected articles or creative formats such as route planner and similar
Video	Video clips formed as an editorial clip, but with a commercial message.

*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](#)



MICHAEL NIELSEN

Key Account Manager
michaeln@idenyt.dk

SØREN PRIEN

Editor in Chief
soren.prien@bonnier.dk



THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk

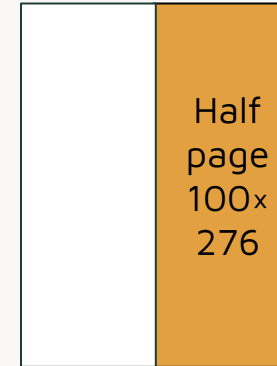
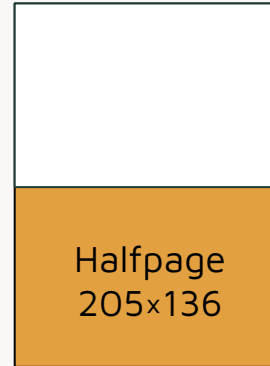
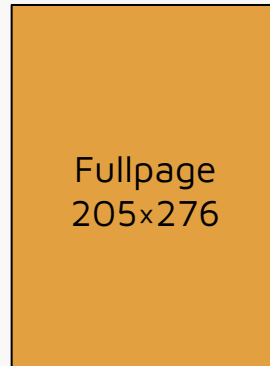
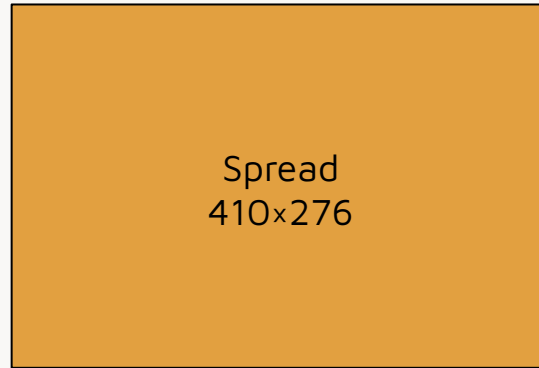
KENNI PEDERSEN

Digital Team Lead
kenni.pedersen@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

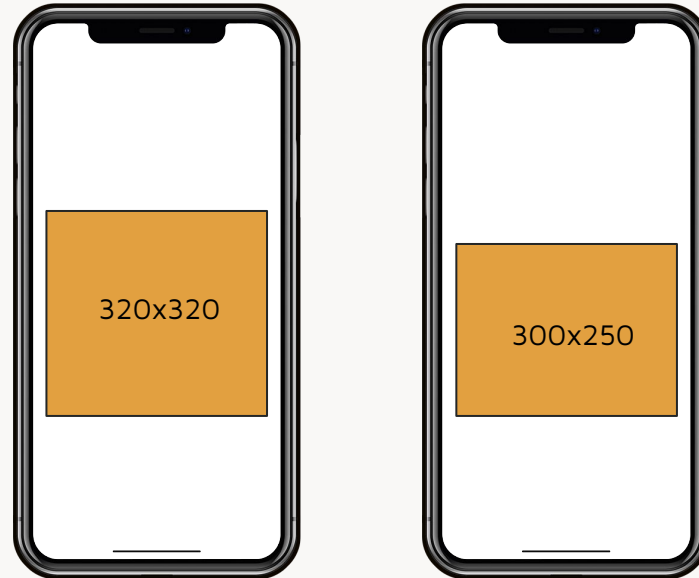
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

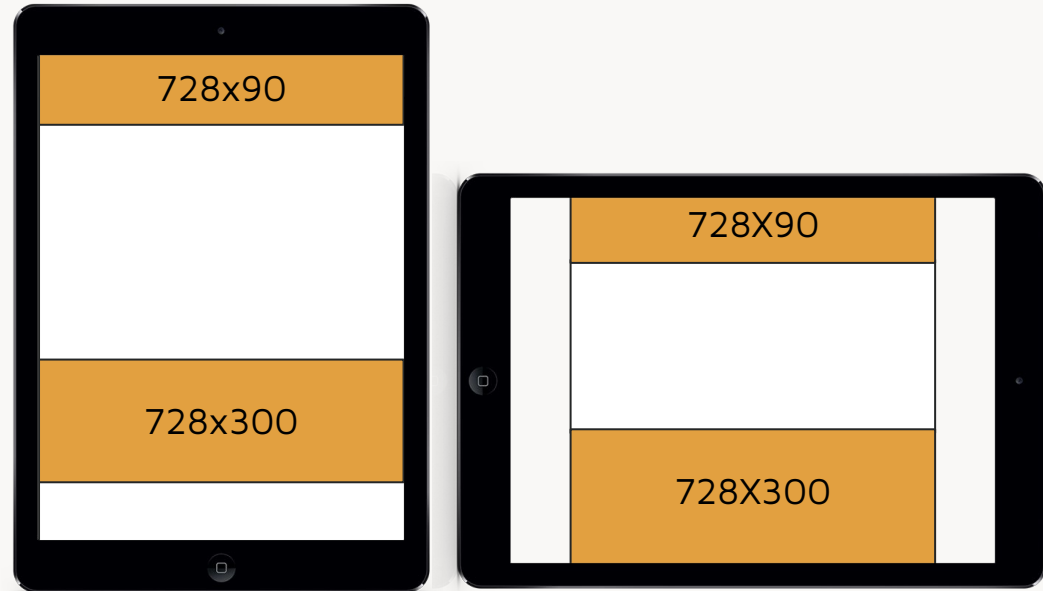


Tablet standard banner

Specifications:

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

Incl. URL / tracking



Desktop standard banner

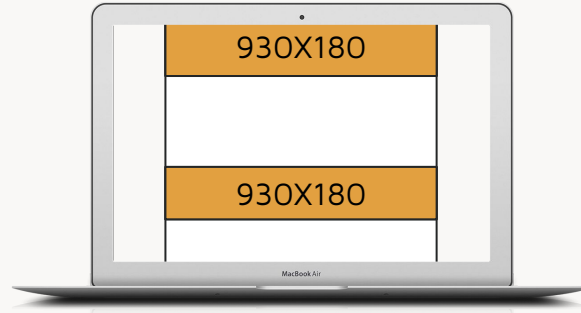
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking



Desktop mega banner

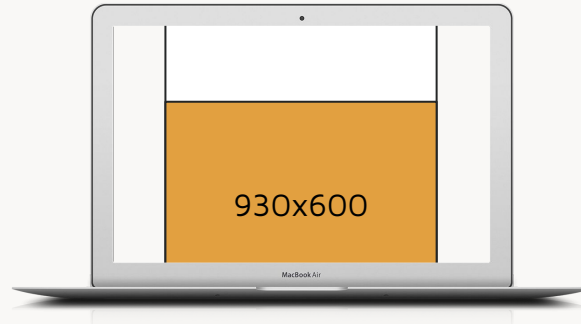
Specifications:

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

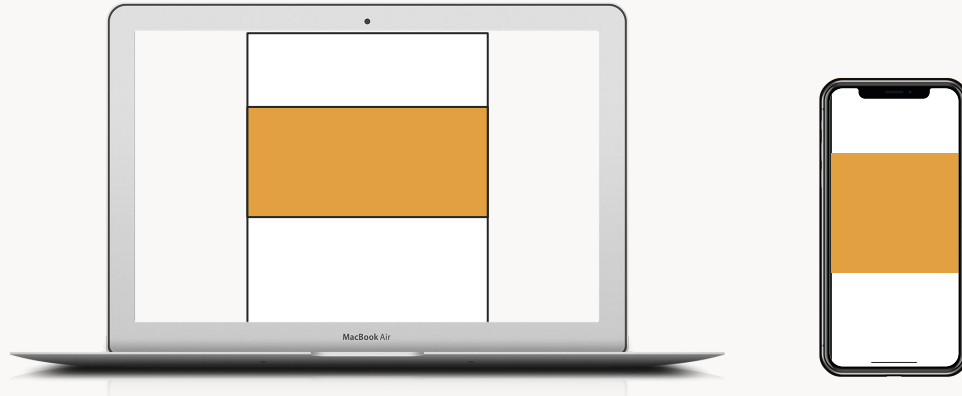
Desktop ratio: 16:9

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 150 KB

Incl. URL / tracking

