

BONNIER
Publications

Gör Det Själv

Media kit 2025



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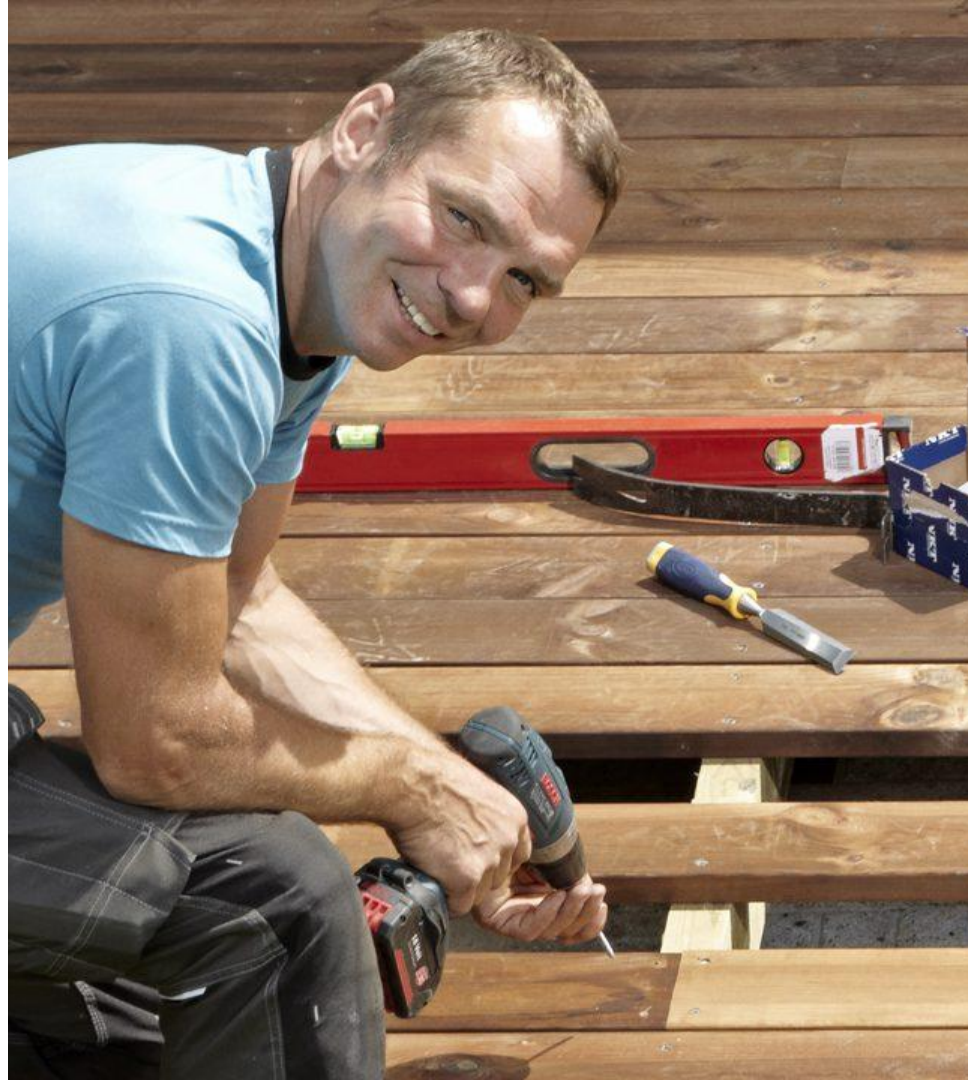
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Gör Det Själv focuses on the joy of doing it yourself.

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





**Google Analytics – July 2023

541.423

Monthly pageviews**

21.460

Newsletter subscribers

Digital users

Instagram

61%

male



39%

female



Facebook

67%

male

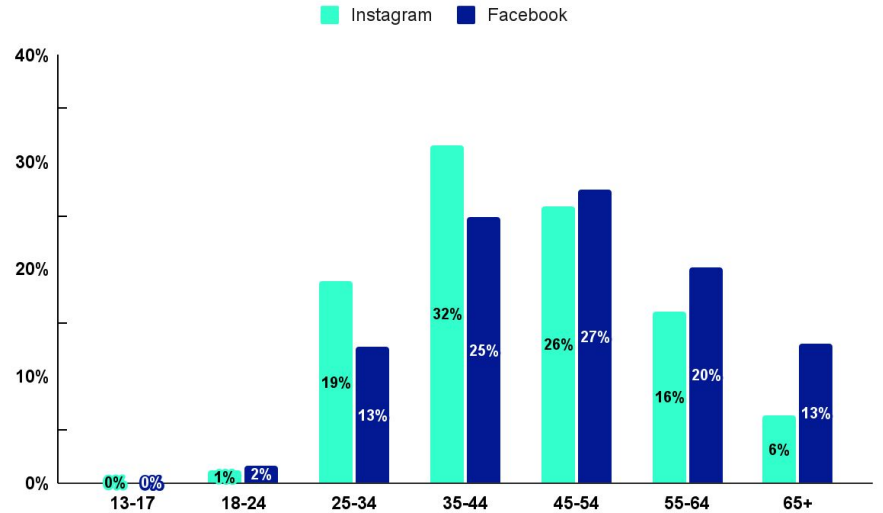


33%

female



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 SEK*
2/1 page	69.750
1/1 page	34.850
Vertical ½ page	22.850
Horizontal ½ page	22.850
Back cover	Contact for price
Inner back cover	Contact for price
2/1 page	Contact for price

Product	Pricing in SEK*
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
2/1 page Native Article	410x276
1/1 page Native Article	205x276

Digital Advertising rate card

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

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

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

Format	Price in SEK*
Newsletter banner	CPM 150

*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 SEK*
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 written 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 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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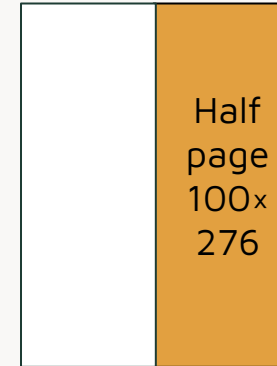
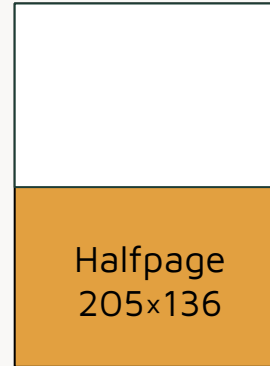
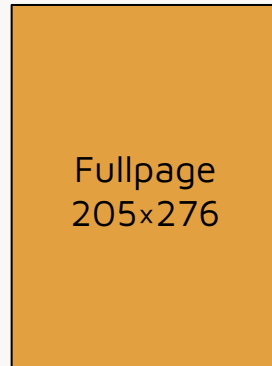
SIEBREN OOSTWOU

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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

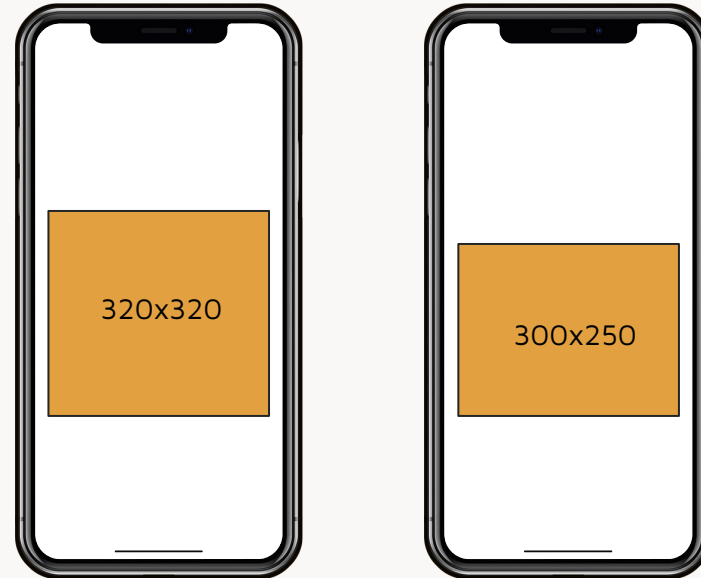
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

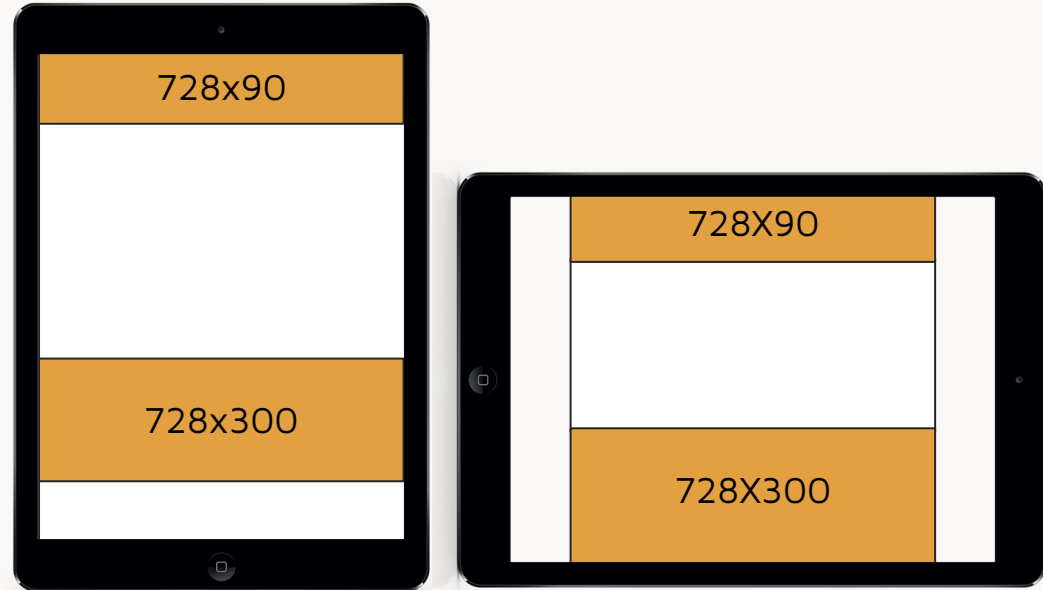


Tablet standard banner

Specifications:

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

Incl. URL / tracking



Desktop standard banner

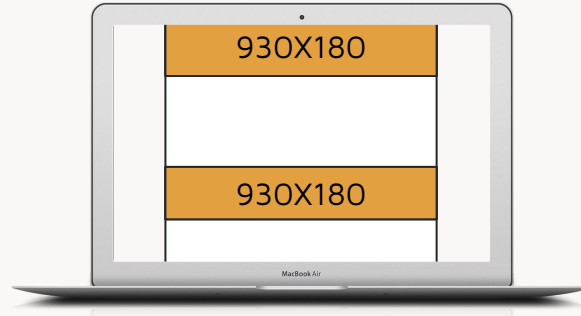
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

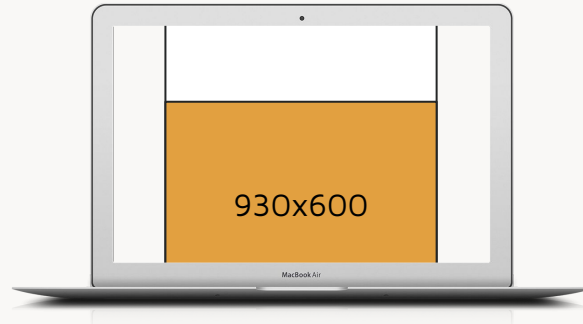


Desktop mega banner

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

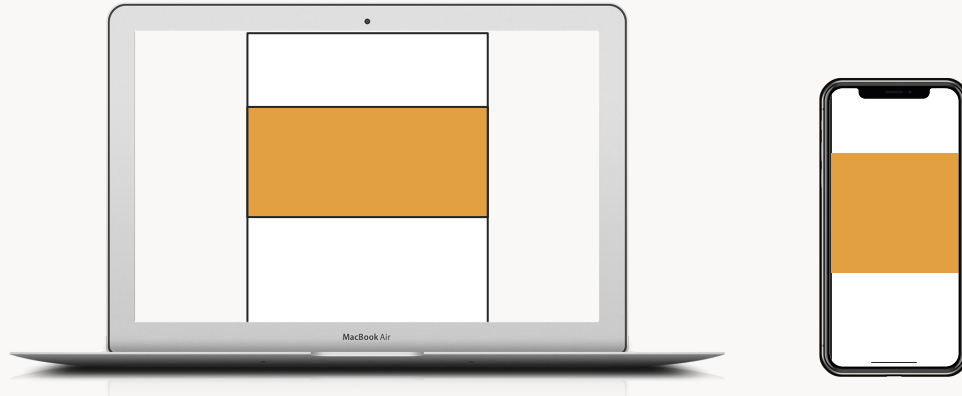
Desktop ratio: 16:9

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

