



BONNIER
Publications

Gör Det Själv

Media kit 2026

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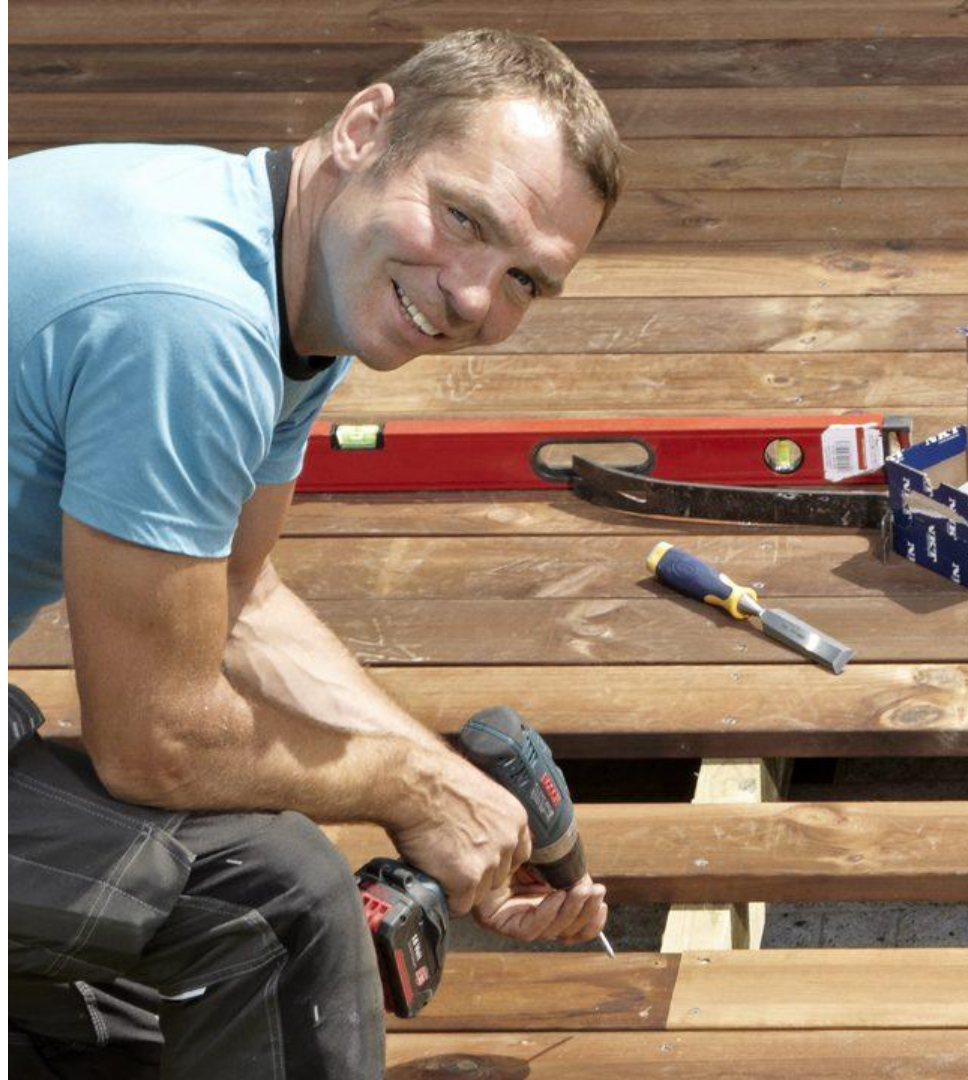
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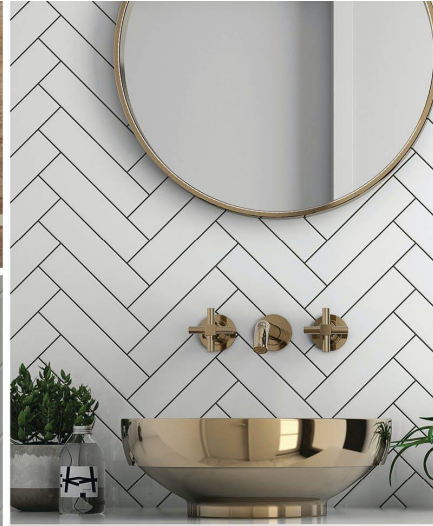
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Gör Det Själv focuses on the joy of doing it yourself.

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





253.00

Monthly pageviews

0

42.200

Newsletter subscribers

Digital users

Instagram

61%

male



39%

female



Facebook

67%

male

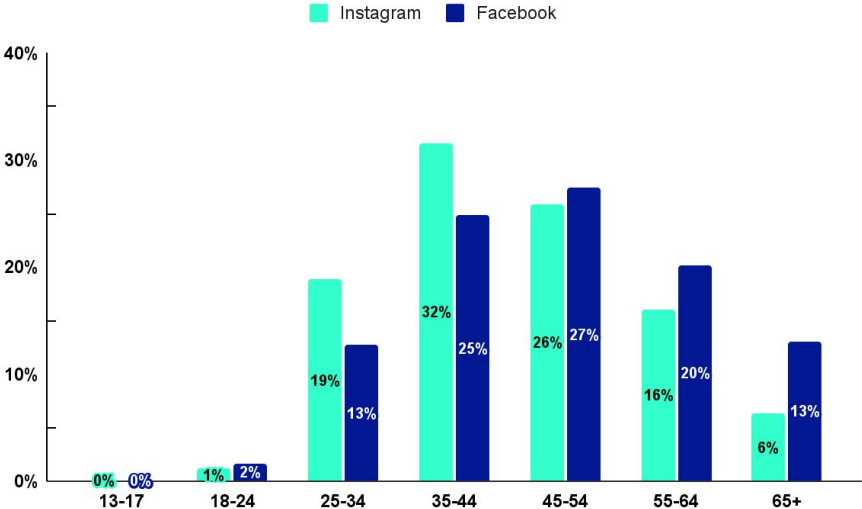


33%

female



Age





Editorial schedules, rate cards and formats

January – April 2026

No.	Publishing date	Week	Deadline	Theme
2	06/01/2026	02	01/12/2025	Wood nerd
3	27/01/2026	05	18/12/2025	Spackling
4	17/02/2026	08	19/01/2026	Upcycling
5	10/03/2026	11	09/02/2026	100 tips
6	24/03/2026	13	23/02/2026	Shed
7	07/04/2026	15	04/03/2026	Wooden terrace
8	28/04/2026	18	05/03/2026	Garden

May – September 2026

No.	Publishing date	Week	Deadline	Theme
9	12/05/2026	20	10/04/2026	Orangery
10	26/05/2026	22	24/05/2026	Fences
11	09/06/2026	24	06/05/2026	Flooring
12	23/06/2026	26	21/05/2026	Paving
13	07/07/2026	28	08/06/2026	Shelter
14	28/07/2026	31	29/06/2026	Kids and animals in the garden
15	18/08/2026	34	20/07/2026	Furniture
16	08/09/2026	37	11/08/2026	DBGDSP 2026 (Best Project 2026)

October –December 2026

No.	Publishing date	Week	Deadline	Theme
17	29/09/2026	40	31/08/2026	Paint test
18	20/10/2026	43	21/09/2026	Kitchen
19	10/11/2026	46	12/10/2026	More space
20	01/12/2026	49	02/11/2026	Tool of the year
1/27	15/12/2026	51	16/11/2026	Roofing

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

Mobile	Price in SEK*
Mobile 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

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

Desktop	Format
Standard banner	930x180
Megabanner	930x600
Standard banner	580x400 / 580x500

Mobile	Format
Mobile banner	320x320 / 300x250

Newsletter	Format
Newsletter banner	600x500

High impact formats – All devices
We partner with Adnami to deliver a wide range of high impact formats. Possibilities include Topscroll, Midscroll and Desktop Skin. 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

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**](#)



EHSAN DADIAR

Sales contact
ehsan@adsales.se



SØREN PRIEN

Editor in Chief
soren.prien@bonnier.dk



THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk



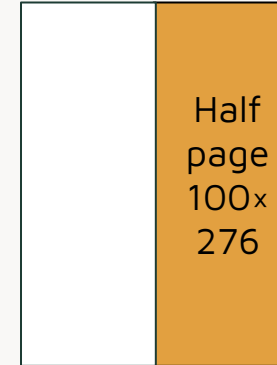
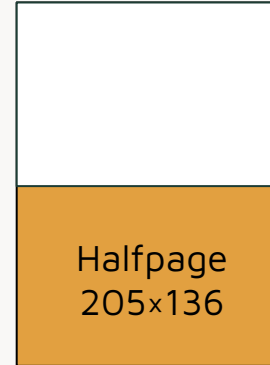
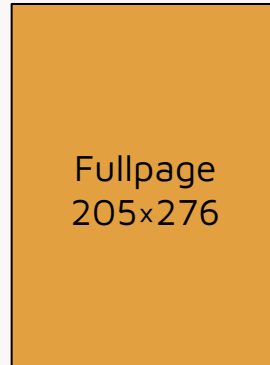
SIEBREN OOSTWOUD

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

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

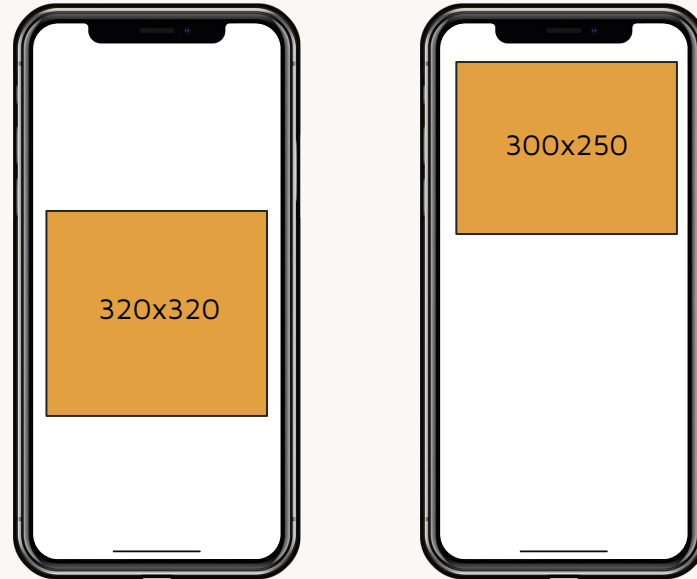
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

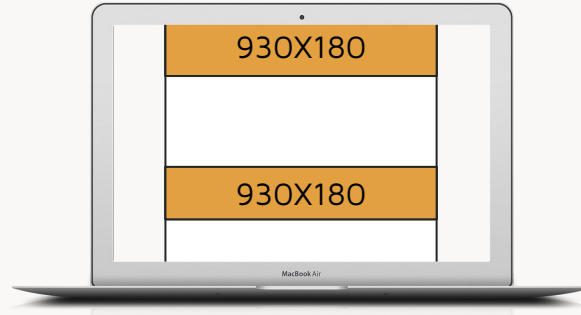


Desktop standard banner

Specifications:

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

Incl. URL / tracking

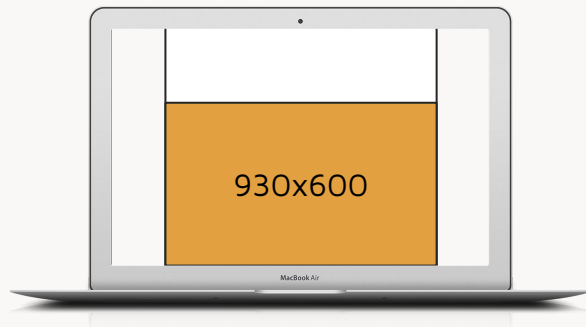


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Desktop standard banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

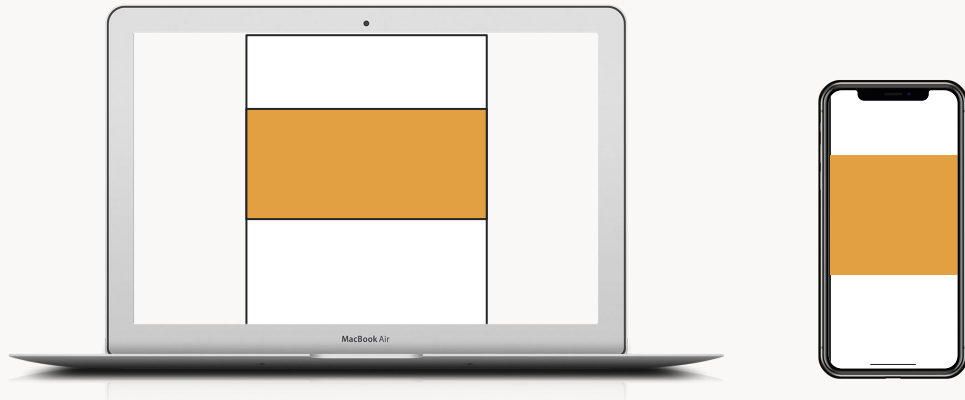
Desktop ratio: 16:9
(1920x1080)

Mobile ratio: 1:1
(1080x1080)

Max. weight: 5 MB

Recommended to keep
under 15 seconds. Max. 30.

Incl. URL / tracking



Newsletter

Specifications:

JPG / PNG / GIF

Max 150 KB

Incl. URL / tracking

