

Index

Our universe

Editorial schedules, rate cards and formats

Print

Digital

NTA

Contact

Advertisement specifications



idenyt reveals the many perspectives of being a house owner.

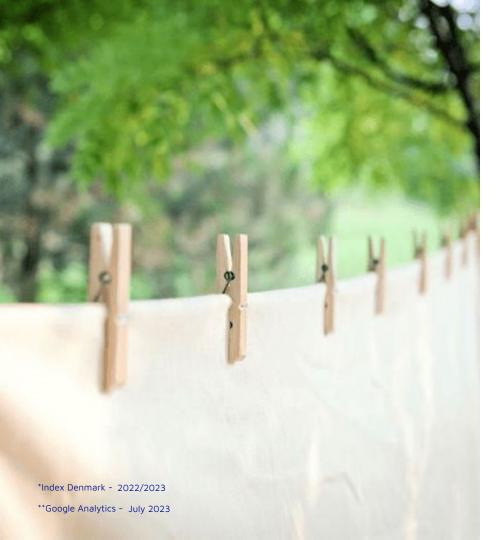
We deliver tips and tricks for house and garden as well as inspiration and motivation for getting things done around the home. Our guides will answer the homeowner's questions, and inspire sustainable renovations and redecorations around their homes.











546.000 2.202.781

Magazine readership*

Monthly pageviews**

90.000

55.000

Newsletter subscribers

Stand alone mail subscribers

44.750

31.300

Facebook likes

Pinterest followers

Digital users

Instagram

33%

67%

male

female

Geography

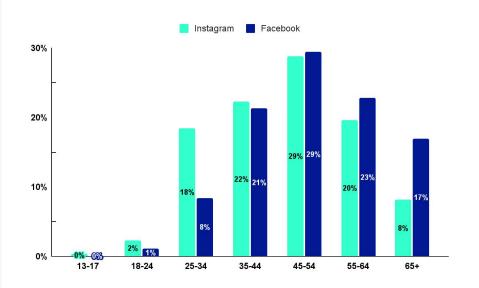
52%

48%

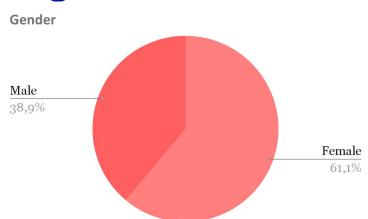
East region

West region

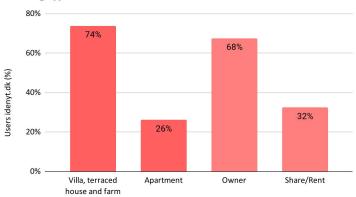
Age



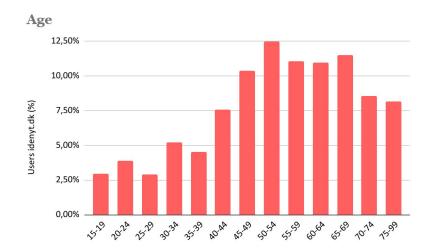
Digital users



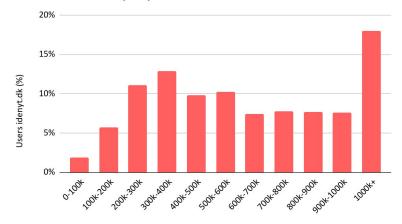




Source: Gemius Audience July-September 2023



Household income (dkr.)



Editorial schedules, rate cards and formats

Editorial schedule

No.	Print/Digital	Publishing date	Week	Deadline	Theme
2	Print & Digital	27/03/2024	13	21/02/2024	Solar panels, Greenhouse, Windows, Renovating
3	Print & Digital	01/05/2024	18	27/03/2024	Terrace, Carport and charging stand, Roof
4	Print & Digital	05/06/2024	23	01/05/2024	Outdoor spaces, Lawn, Grill, Wood protection
5	Print & Digital	11/09/2024	37	07/08/2024	Heatpumps, Windows, Fantastic home conversions, Lighting
6	Print & Digital	16/10/2024	42	11/09/2024	Energy, Kitchen, Insulation, Safety, Winter flowering plants

Print Advertising rate card

ProductPrint + Digital Magazine
- Pricing in DKK*Guide single15.900Guide double28.900Guide triple39.900Guide mega59.900

See special formats and placements on next slide.

*Gross prices only

**In addition, production cost

Product	Print Magazine - Pricing in DKK*	Digital Magazine - Pricing in DKK*
Vertical ½ page	55.900	12.900
Horizontal ½ page	55.900	12.900
1/1 page	79.900	19.900
2/1 page	154.900	37.900
1/1 page Native article	99.900**	24.900**

Print Advertising rate card

Special formats & placements

*Gross prices only

**% format placed on "Kort Nyt"

or "Tips & Hacks" articles

Product	Print + Digital Magazine - Pricing in DKK*
Glued insert + Full page	Ask for price
Cover Flap	354.900
4 sequential pages	284.900

Product	Print + Digital Magazine - Pricing in DKK*
Articlebanner**	39.900
Page 2-3	169.900
Inner back cover	87.900
Back cover	95.900

Print formats

Guide single 57x76

Guide double 120x76

Guide triple 183x76

Guide mega 120x157

Article banner 203x50

Format

Product

Product	Format
Vertical ½ page	203x133
Horizontal ½ page	98x273
1/1 page	203x273
2/1 page	406x273
1/1 page Native article	203x273
Cover flap	4 pages

See visualizations and ad specifications further below

For further information: bonnierpublications.com/faq

Digital formats

See visualizations and ad specifications further below

*Contact **traffic@bonnier.dk** for more info.

DesktopFormatStandard banner930x180Skyscraper/sticky160x600 / 300x600Wallpaper2560x1200 + 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 <u>adnami.io/specs</u>.

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

Digital Advertising rate card

Desktop	Price in DKK*
Standard banner	CPM 50
Skyscraper/sticky	CPM 50
Wallpaper	CPM 100

	High impact formats	Price in DKK*
Ex. Topscroll, Midscroll CPM 100 + CPM 5 ad tec and Double Midscroll fee	=/:: · opoc. o, ·ooc. o	PM 100 + CPM 5 ad tech fee

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

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

Format	Price in DKK*
Newsletter banner	CPM 100
Standalone	CPM 250

^{*}Gross prices

Stand alone mail

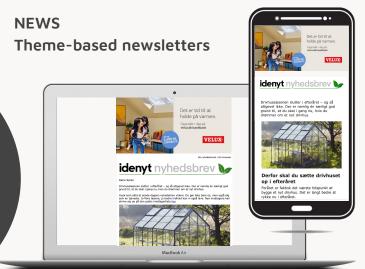


55.000 recipients Average open rate 56%

Contains commercial content from one sender only.

Newsletter topbanner

90.000 recipients of newsletter (idenyt, VoresVilla and Danske Bolignyheder) Average open rate 58% Max. 2 banners pr newsletter



Calculated on CPM in relation to the number of recipients at agreed time.

Stand Alone mail cpm 250

Nyhedsbrev cpm 100

Newsletter themes

In 2024 banners can be purchased in theme-based newsletters.

Top banner (620x500) and middle banner (620x300).

Cost is CPM 100 in relation to the number of recipients when the agreement is concluded.

THEMES IDENYT NEWSLETTERS 2024

Week number	Month	Theme	Theme2	Week number	Month	Theme	Theme2
1	January			27	July	100	
2	January			28	July	Terrace	
3	January	Cleaning indoor	53 10	29	July	8	
4	January	30		30	July	2	
5	Jan/Feb	Heatpumps		31	July/Aug		
6	February	Bath	Conservatory	32	August		
7	February	Pool		33	August	Home sale	
8	February	Kitchen	Mortgage credit	34	August	Conservatory	1
9	Feb/March	Greenhpuse	A 100 A	35	Aug/Sept		
10	March	Windows		36	September	Energy renovation	n
11	March	Heatpumps	65 FS	37	September	Windows	Kitchen
12	March	Home sale	Lawn	38	September	Bath	
13	March	Greenhouse		39	September	Roof	
14	April	Windows	Grill	40	Sept/Oct	Heatpumps	
15	April	Roof	Garden furniture	41	October	Windows	
16	April	Cleaning outdoor	Pot garden	42	October	Cleaning indoor	1
17	April	Lawn		43	October	Mortgage credit	
18	April/May	Greenhouse	Grill	44	Okt/Nov		
19	May	Wood protection	Pot garden	45	November		
20	May	Energy renovation	Conservatory	46	November	ŷ.	
21	May	Cleaning outdoor	Pot garden	47	November	Heatpumps	
22	May/June	Lawn	Grill	48	Nov/dec	Cleaning indoor	
23	June	Wood protection		49	December		
24	June	Outdoor life		50	December	3	
25	June	Cleaning outdoor		51	December		
26	June			52	December		

NTA* formats

Product	Format
Native Article	Ad as on online article. The focus can be either on content storytelling or branding of products in a gallery. Incl traffic drivers
Competition	Competition with prize from distributor
Instagram	Post in feed or Story. Story available for 24 hours
Facebook	Postings on the brands Facebook wall.
Category sponsorship	Ownership on categories or events
Video	Video clips formed as an editorial clip, but with a commercial message.
Native ad click	Native advertising in an editorial and engaging environment

^{*}Non traditional advertising

NTA Advertising rate card

Product	Pricing in DKK*
Native Article	20.000
Native Article w/guaranteed traffic	30.000
Competition	10.000-20.000
Instagram	10.000
Facebook	10.000
Category sponsorship	Contact for price**
Video	Contact for price**
Native ad click	8 kr./click

^{*} Gross prices only

^{**}Contact local office for prices

⁻ Contact information further below

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



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sorenje@idenyt.dk

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clausk@idenyt.dk
TIf. 53 54 52 69



GITTE HØJBJERG Direktør gitteh@idenyt.dk Tlf. 25 70 40 74

Advertisement specifications

Print, mobile, tablet and desktop formats

Printformats

Spread 406×273

Fullpage 203×273

Halfpage 203×133

Half page 98× 273

Missing some prices?

See details about pricing above

Printformats guides







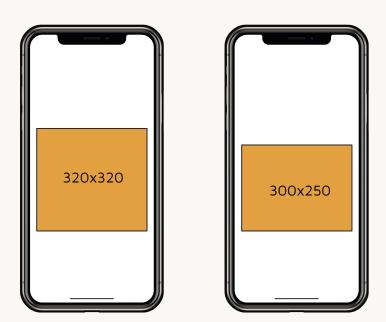
Missing some prices?

See details about pricing above

Mobile standard banners

Specifications:

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



Mobile Interscroller

(Advertiser hosted template)

Specifications:

Format: 640x1136 JPG / PNG / GIF Max 200KB

Recommendations:

Important messages and logos must be placed 216 pixels from the top and 445 pixels from the bottom.

The bottom 445 pixels will only be visible to users with large screens (fx. Iphone 14 Plus)

Viewport: 600px.



Tablet standard banner

Specifications:

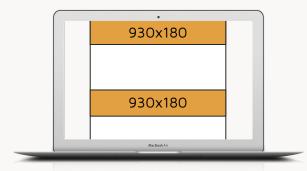
HTML5 banner JPG / PNG / GIF 3rd party tag Max 150 KB

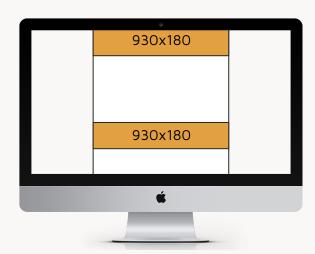


Desktop standard banner

Specifications:

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

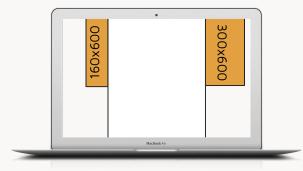


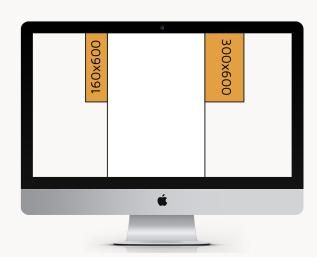


Skyscraper/ Sticky

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





Video in-banner

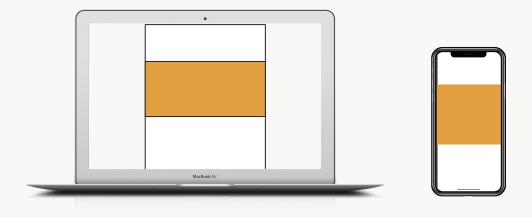
Specifications:

- 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



Newsletter

Specifications:

JPG / PNG / GIF Max 150KB

