



idenyt  
Media kit 2025

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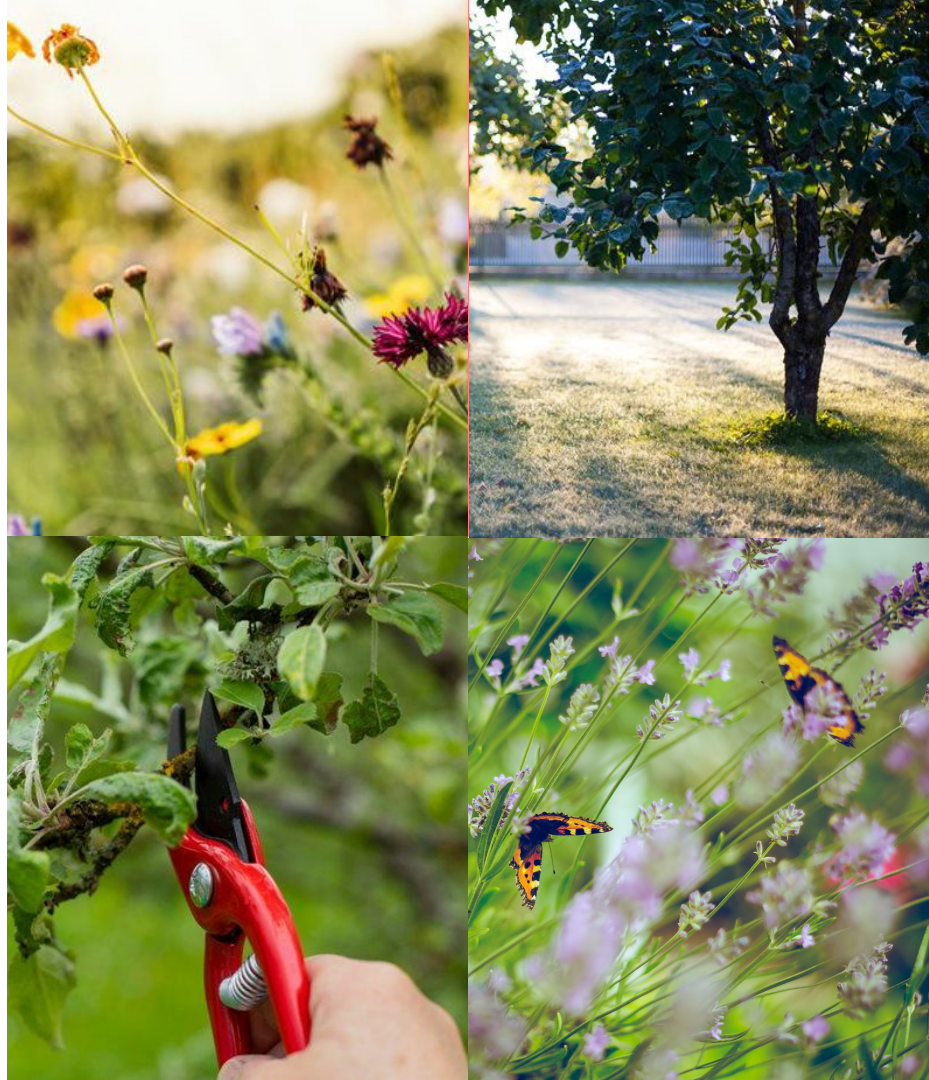
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## **idenyt reveals the many perspectives of being a house owner.**

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.





\*Index Denmark - 2024

**469.000**

Magazine readership\*



**714.832**

Monthly pageviews



**89.000**

Newsletter subscribers



**86.000**

Stand alone mail subscribers



**45.843**

Facebook likes



**33.000**

Pinterest followers



# Digital users

## Instagram

33%

male



67%

female



## Geography

52%

East region

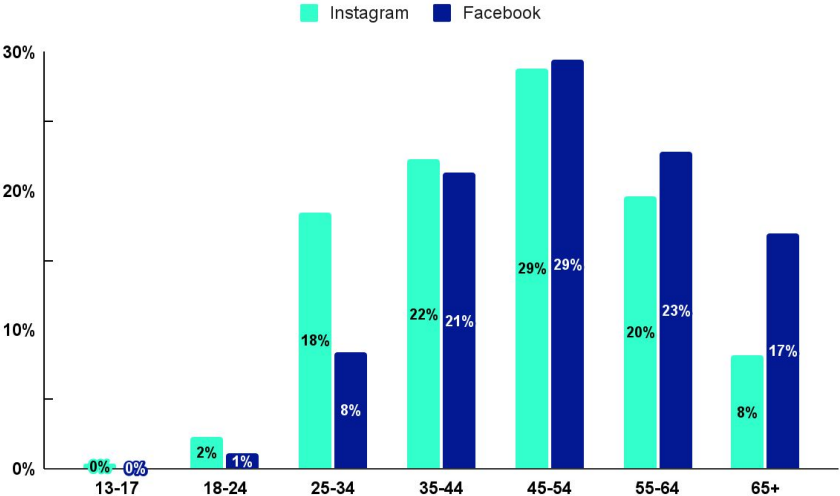


48%

West region

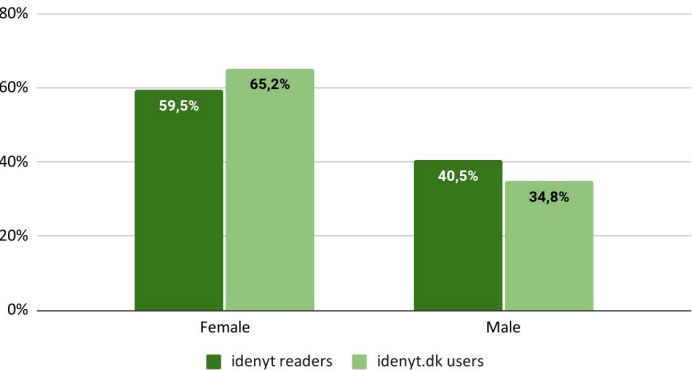


## Age

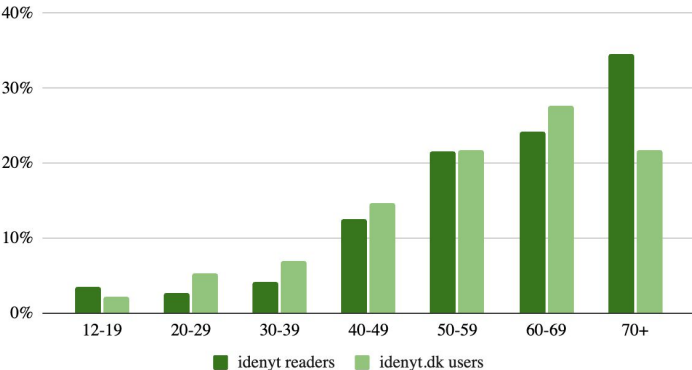


# Demography – idenyt Readers and Users

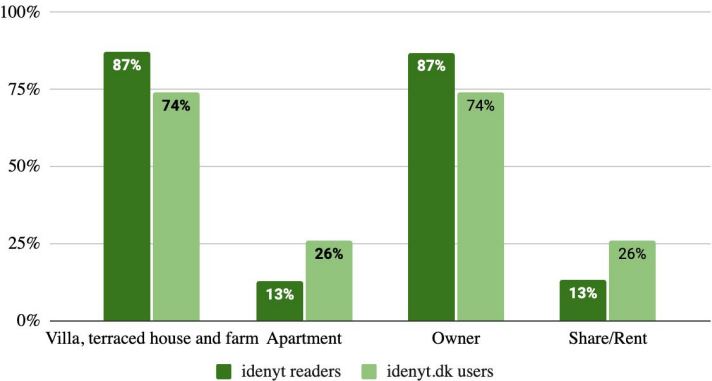
## Gender



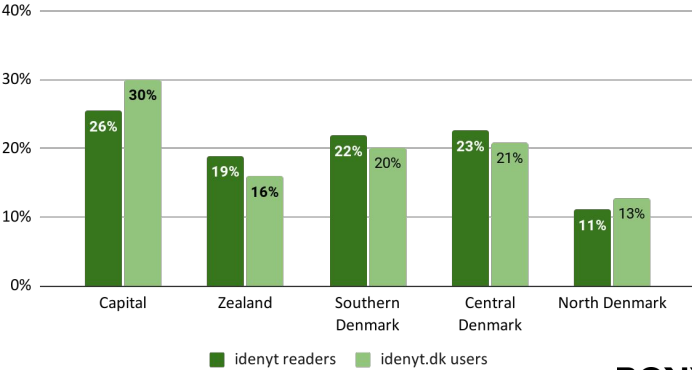
## Age



## Housing type & form



## Danish regions





# **Editorial schedules, rate cards and formats**

# Editorial schedule

No.	Print/Digital	Publishing date	Week	Deadline	Theme
1	Print & Digital	02/04/2025	14	11/03/2025	
2	Print & Digital	07/05/2025	19	02/04/2025	
3	Print & Digital	15/10/2025	42	16/09/2025	

# Print Advertising rate card

See special formats and  
placements on next slide.

\*Gross prices only

\*\*In addition, production cost

Product	Print + Digital Magazine – Pricing in DKK*
Guide single	15.900
Guide double	28.900
Guide triple	39.900
Guide mega	59.900

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

\*\*1/3 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

See visualizations and ad specifications further below

For further information:  
[bonnierpublications.com/faq](https://bonnierpublications.com/faq)

Product	Format
Guide single	57x76
Guide double	120x76
Guide double	57x157
Guide triple	183x76
Guide mega	120x157
Article banner	203x50

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

# Digital Advertising rate card

Desktop	Price in DKK*
Standard banner	CPM 50
Megabanner	CPM 60
Skyscraper/sticky	CPM 50

Mobile	Price in DKK*
Mobile standard banner	CPM 50

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

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

Newsletter	Price in DKK*
Newsletter banner	CPM 100

\*Gross prices

# Digital formats

See visualizations and ad specifications further below

\*Contact [traffic@bonnier.dk](mailto:traffic@bonnier.dk) for more info.

Desktop	Format
Standard banner	930x180
Megabanner	930x600
Skyscraper/sticky	160x600 / 300x600

Mobile	Format
Mobile standard 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 <a href="https://adnami.io/specs">adnami.io/specs</a> .

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

# Stand alone mail

## idenyt fordelsmail

Kære {{contact.firstName}}

Det er officielt: Græssæsonen er startet! - Det er nu du skal igang!

Vi er begyndt at meddele, at vi nu har målt jordtemperaturer over den magiske grænse på 7 grader! Det betyder, at græsset i de danske haver igen begynder at vækste, og det er nu tid til at klargøre din plæne hvis den skal være flot til sommer.

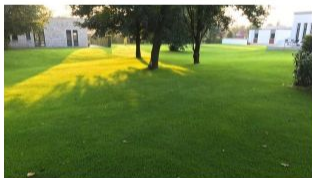
Det handler om gødning og eftersåning, og det er vigtigt du vælger rigtigt til de stadig vejrlige temperaturer vi endnu har.

Hos DM Greenkeeping er vi landets nok førende specialister i græspleje, og vi står klar til at hjælpe dig med at få den flotteste græsplæne i nabolaget. Vores erfarne team af græsspecialister er allerede i gang med at besøge de fleste kunder i denne sæson, og vi kan ikke vente med at gøre din plæne sommerklar!

**Slut med plæneluffer og vertikalskæring - mosset forsvinder af sig selv.**

Med vores servicepakker kan du slippe for...

Læs mere her



### Slip nemt for mos i plænen

Med vores særlige koncept, skal du ikke plænderulle eller rive mos sammen. Det forsvinder af sig selv.

Få et tilbud her



Start af sæson med mos

### Flot plæne til sommer? Start nu ...

Det er allerede nu du skal igang, hvis din plæne skal stå flot til sommer. 2 eller 3 besøg. Så ses er nok.

Få et tilbud her



Sommerflot plæne uden mos

### Det er måske billigere end du tror

Få et tilbud til netop din græsplæne på under 48 timer. Få et tilbud på under 48 timer.

Få et tilbud her



### Vil du have tips og tricks til din græsplæne?

Du finder masser af råd og vejledning på vores hjemmeside. Vores specialister hjælper gerne.

Læs mere her



### Få et uforpligtende tilbud til din græsplæne

Ved hjælp af satellitbilleder kan vi estimere dit græseareal på kort tid, og give dig et tilbud.

Få et tilbud her

DM Greenkeeping  
PROFESSIONEL GRÆSPLEJE

86.000 recipients  
Average open rate 51%

Contains commercial content  
from one sender only.

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

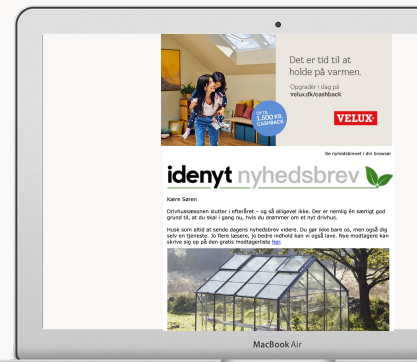
Stand Alone mail  
cpm 250  
Nyhedsbrev  
cpm 100

# Newsletter topbanner

113.000 recipients of newsletter  
(idenyt, VoresVilla and Danske Bolignyheder)  
Average open rate 56%  
Max. 2 banners pr newsletter

## NEWS

Theme-based newsletters



# 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

\* Gross prices only

\*\*Contact local office for prices  
- Contact information further  
below

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

# 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**

Salgsansvarlig  
michaeln@idenyt.dk  
Tlf. 25 70 40 36



**GITTE HØJBJERG**

Salgsansvarlig  
gitteh@idenyt.dk  
Tlf. 25 70 40 74



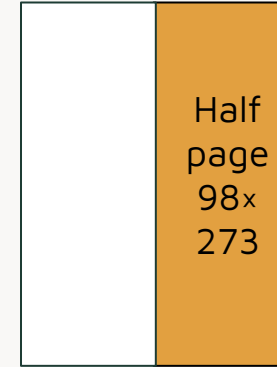
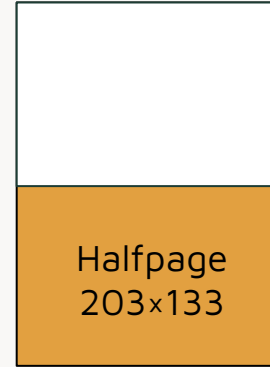
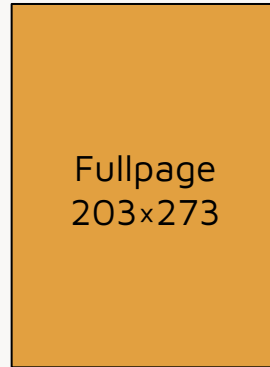
**SØREN JENSEN**

Marketingchef  
sorenje@idenyt.dk  
Tlf. 20 27 07 34

# Advertisement specifications

Print, mobile, tablet and desktop formats

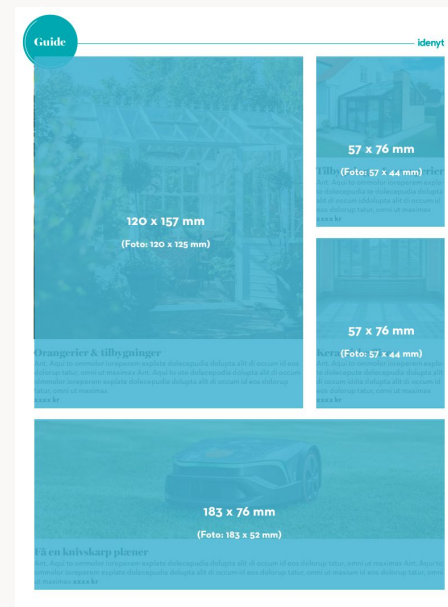
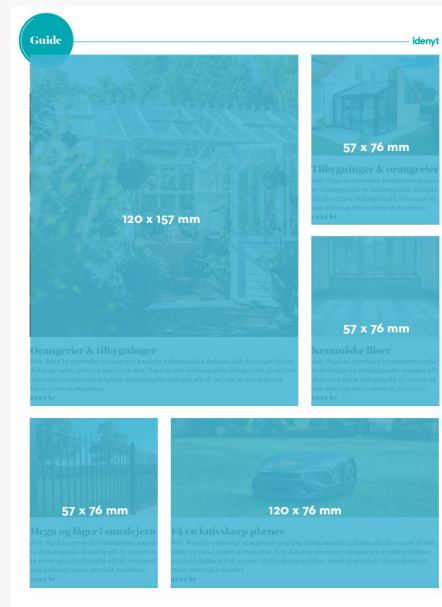
# Print- formats



**Missing some prices?**

See details about pricing above

**Missing some prices?**  
See details about pricing above

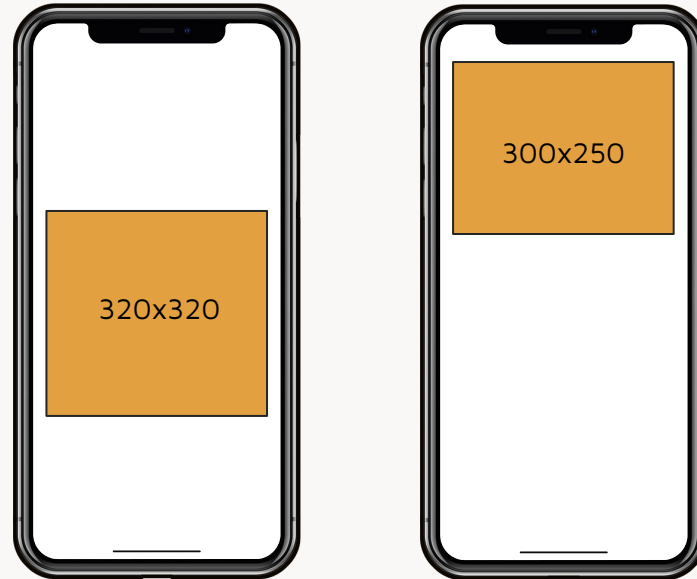


# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

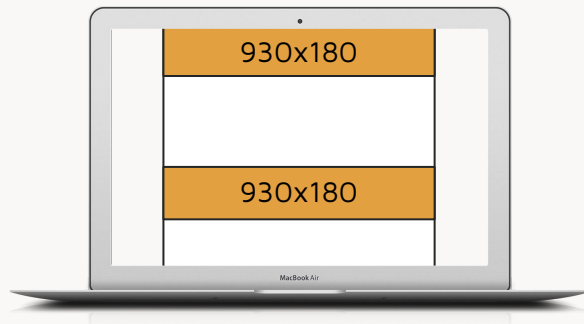


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking

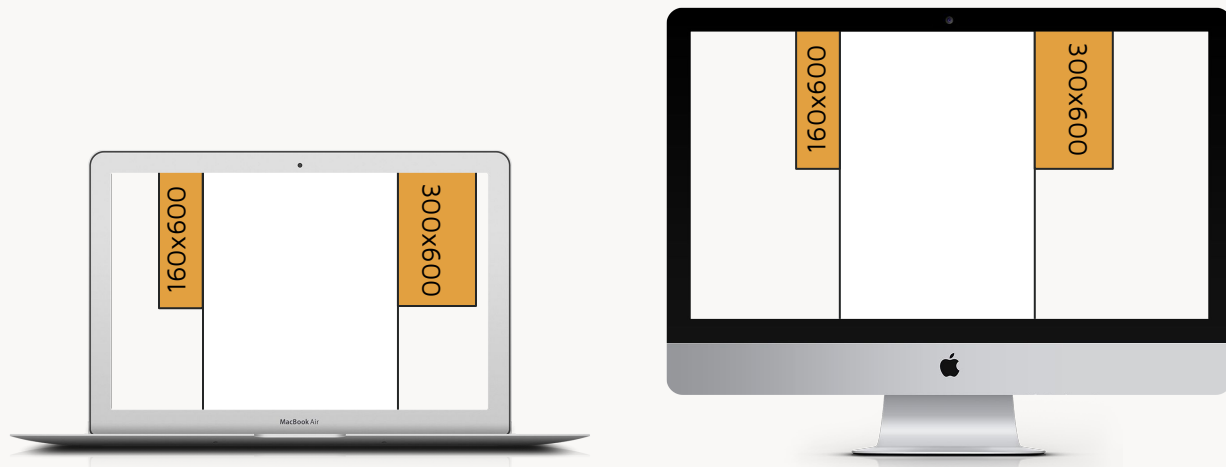


# Skyscraper/ Sticky

## Specifications:

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

Incl. URL / tracking



# Video outstream / instream

## Specifications:

- MP4, MPEG4, MOV files.
- VAST

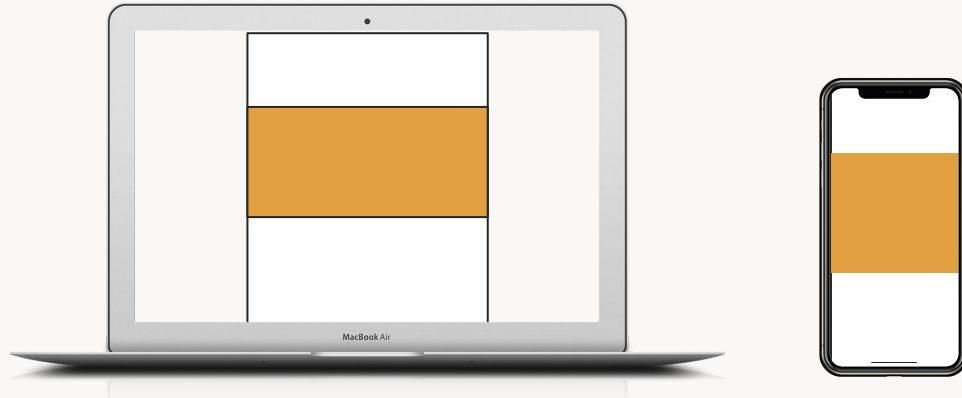
Desktop ratio: 16:9  
(1920x1080)

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 150KB

Incl. URL / tracking

