



idenyt

Media kit 2026

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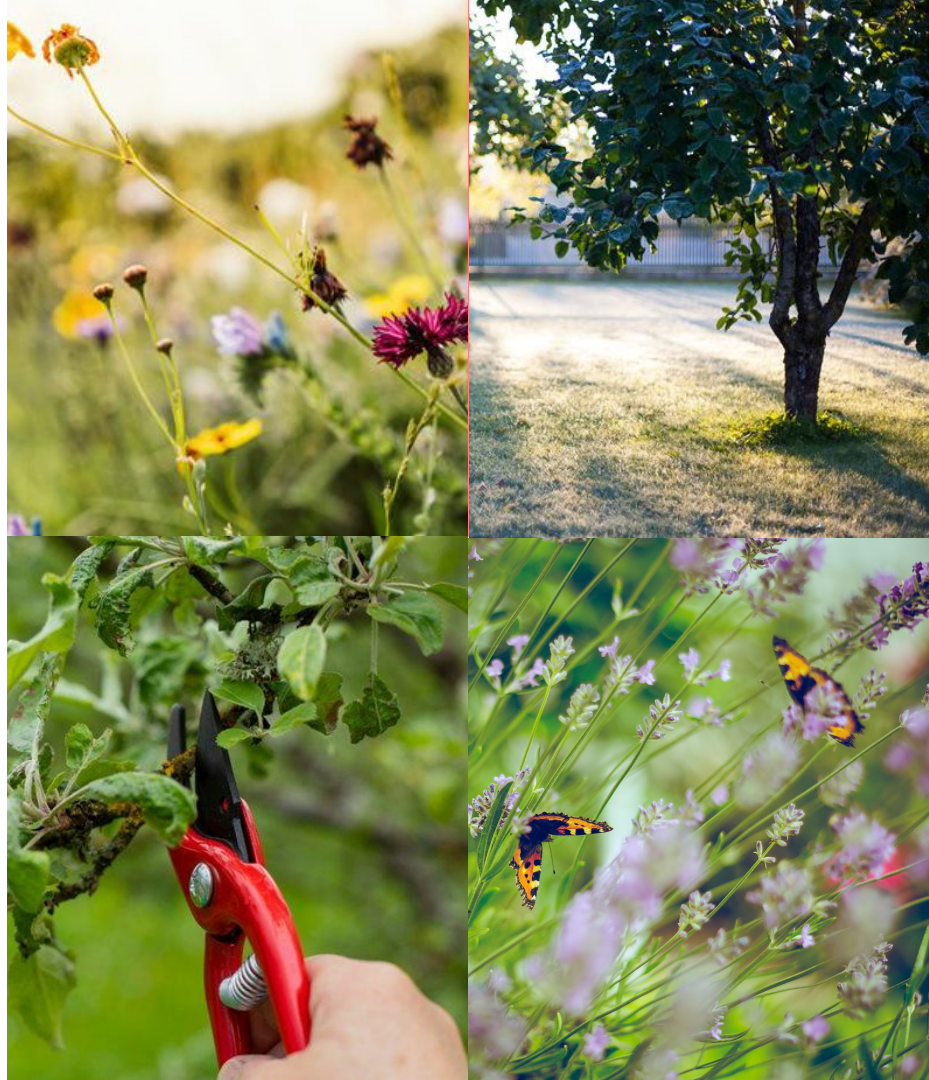
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idenyt reveals the many perspectives of being a house owner.

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.





449.000

Magazine readership*



983.000

Monthly pageviews



111.000

Newsletter subscribers



100.000

Stand alone mail subscribers



59.346

Facebook likes



33.400

Pinterest followers



*Index Denmark - H2 2024 / H1 2025

Digital users

Instagram

33%

male



67%

female



Geography

52%

East region

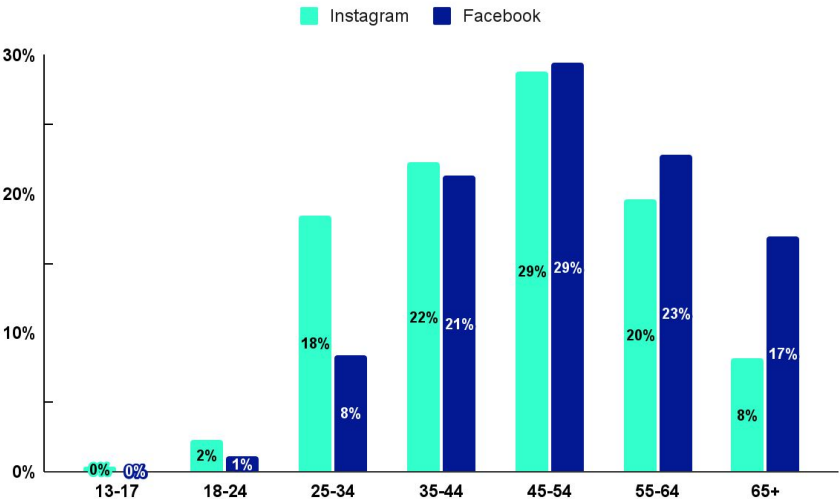


48%

West region

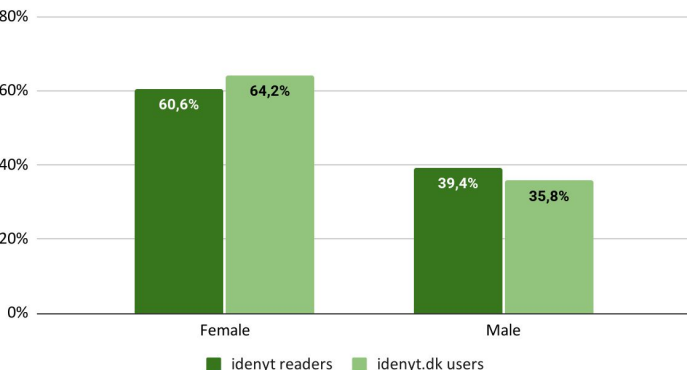


Age

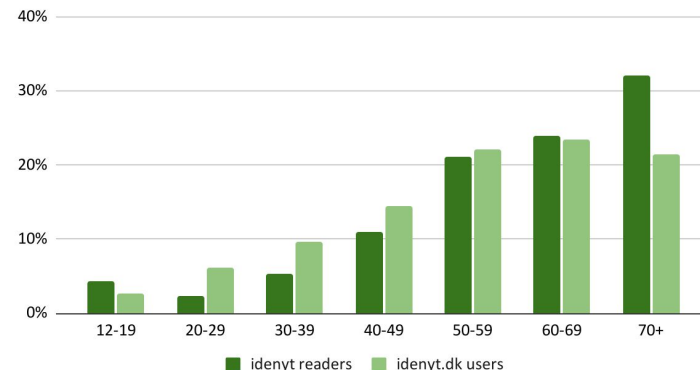


Demography – idenyt Readers and Users

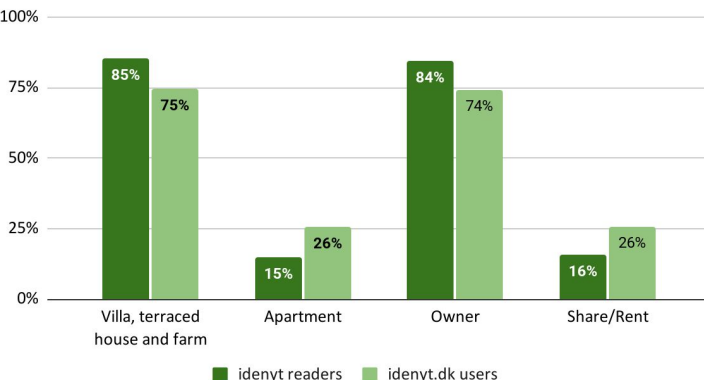
Gender



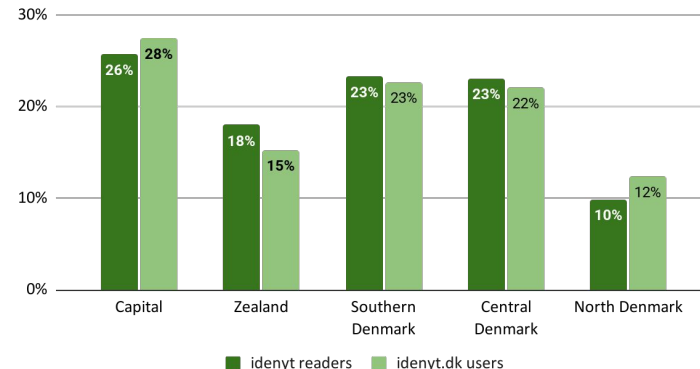
Age



Housing type & form



Danish regions





Editorial schedules, rate cards and formats

Editorial schedule

No.	Print/Digital	Publishing date	Week	Deadline	Theme
1	Print & Digital	30/03/2026	14	03/03/2026	
2	Print & Digital	06/05/2026	19	08/04/2026	
3	Print & Digital	14/10/2026	42	16/09/2026	

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

**1/2 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
Loose insert	Ask for price

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

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	98x273
Horizontal ½ page	203x133
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 for more info.

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

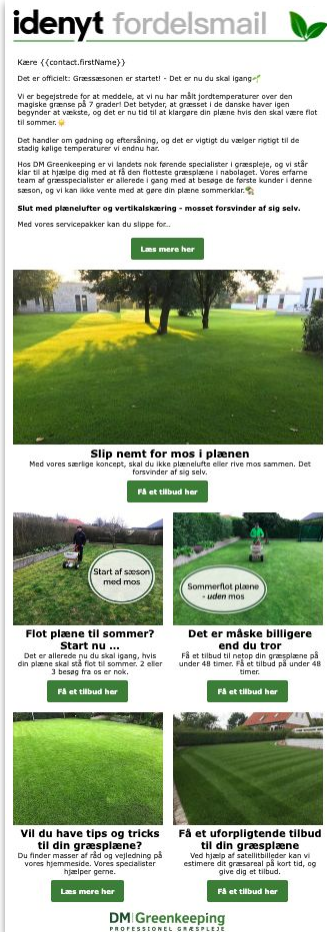
Mobile	Format
Mobile standard banner	320x320 / 300x250

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 adnami.io/specs .

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

Stand alone mail



100.000 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.

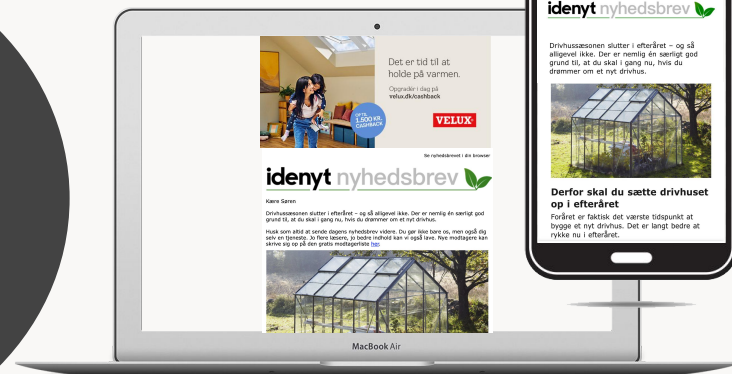
Stand Alone mail
cpm 250
Nyhedsbrev
cpm 100

Newsletter topbanner

125.000 recipients of newsletter
(idenyt, VoresVilla and Danske Bolignyheder)
Average open rate 55%
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



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GITTE HØJBJERG

Salgsansvarlig
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SØREN JENSEN

Head of Performance
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Tlf. 20 27 07 34



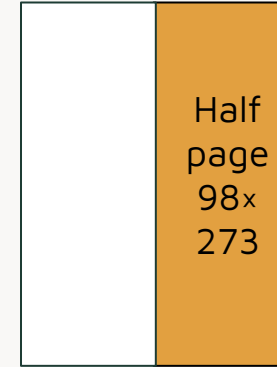
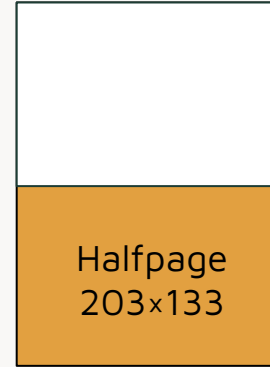
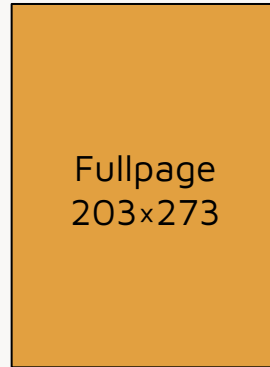
THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

See details about pricing above

Print-formats guides

Guide

Identyt

120 x 157 mm

57 x 76 mm

Tilbyggninger & orangerier
Foto: Agneta Henriksen. Sammenlign med de forskellige tilbyggninger og orangerier, som du kan se i de forskellige guider.

57 x 76 mm

Keramiske fliser
Foto: Agneta Henriksen. Sammenlign med de forskellige keramiske fliser, som du kan se i de forskellige guider.

57 x 76 mm

Hegn og låger i smedjernet
Foto: Agneta Henriksen. Sammenlign med de forskellige hegn og låger i smedjernet, som du kan se i de forskellige guider.

57 x 76 mm

På en knivskarp plæner
Foto: Agneta Henriksen. Sammenlign med de forskellige plæner, som du kan se i de forskellige guider.

57 x 76 mm

Åvålltets vinduer
Foto: Agneta Henriksen. Sammenlign med de forskellige åvålltets vinduer, som du kan se i de forskellige guider.

Guide

Identyt

120 x 157 mm

57 x 76 mm

Tilbyggninger & orangerier
Foto: Agneta Henriksen. Sammenlign med de forskellige tilbyggninger og orangerier, som du kan se i de forskellige guider.

57 x 76 mm

Keramiske fliser
Foto: Agneta Henriksen. Sammenlign med de forskellige keramiske fliser, som du kan se i de forskellige guider.

57 x 76 mm

Hegn og låger i smedjernet
Foto: Agneta Henriksen. Sammenlign med de forskellige hegn og låger i smedjernet, som du kan se i de forskellige guider.

120 x 76 mm

På en knivskarp plæner
Foto: Agneta Henriksen. Sammenlign med de forskellige plæner, som du kan se i de forskellige guider.

Guide

Identyt

120 x 157 mm
(Foto: 120 x 125 mm)

57 x 76 mm

Tilbyggninger & orangerier
Foto: Agneta Henriksen. Sammenlign med de forskellige tilbyggninger og orangerier, som du kan se i de forskellige guider.

57 x 76 mm

Keramiske fliser
Foto: Agneta Henriksen. Sammenlign med de forskellige keramiske fliser, som du kan se i de forskellige guider.

183 x 76 mm
(Foto: 183 x 52 mm)

På en knivskarp plæner
Foto: Agneta Henriksen. Sammenlign med de forskellige plæner, som du kan se i de forskellige guider.

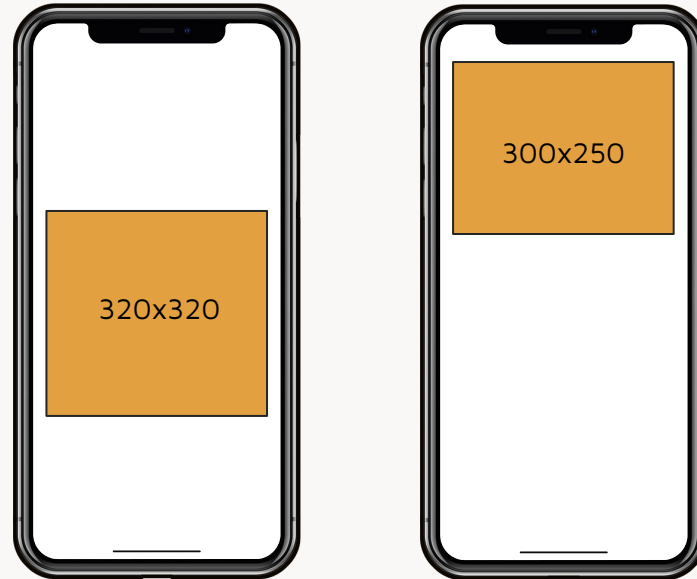
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

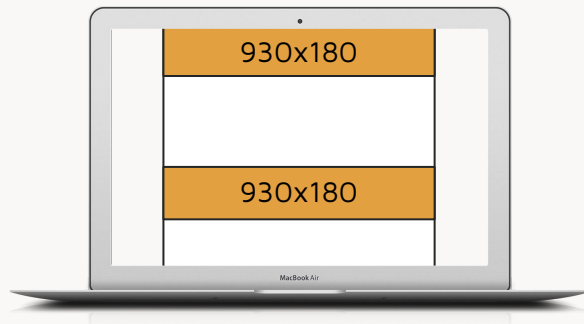


Desktop standard banner

Specifications:

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

Incl. URL / tracking

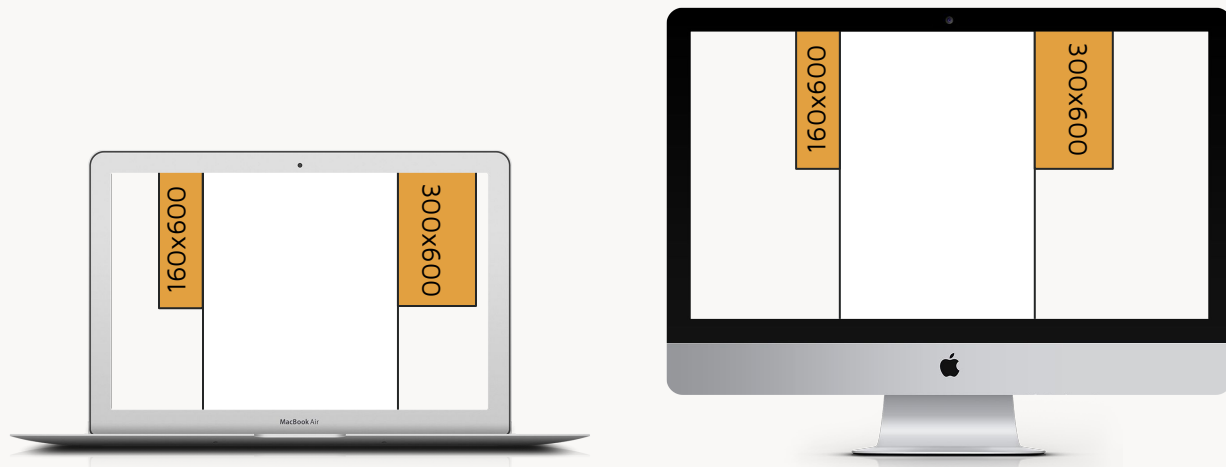


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

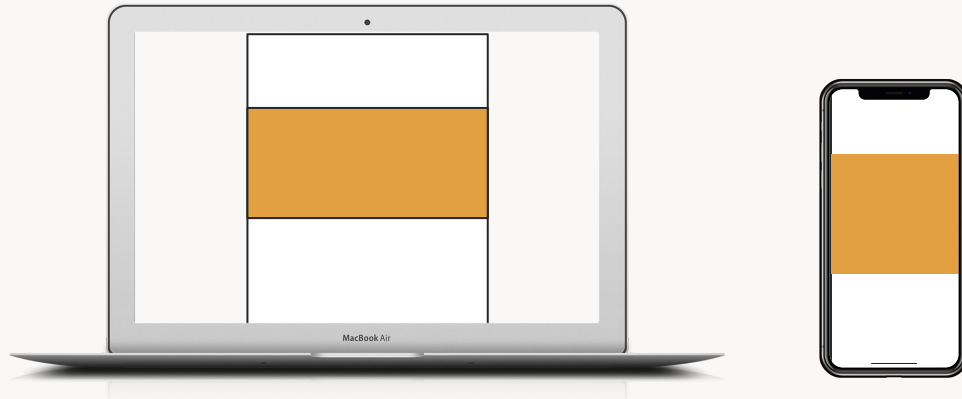
Desktop ratio: 16:9
(1920x1080)

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

