



**BONNIER**  
Publications

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**ILLUSTRERET**

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**VIDENSKAB**

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**Media kit 2025**

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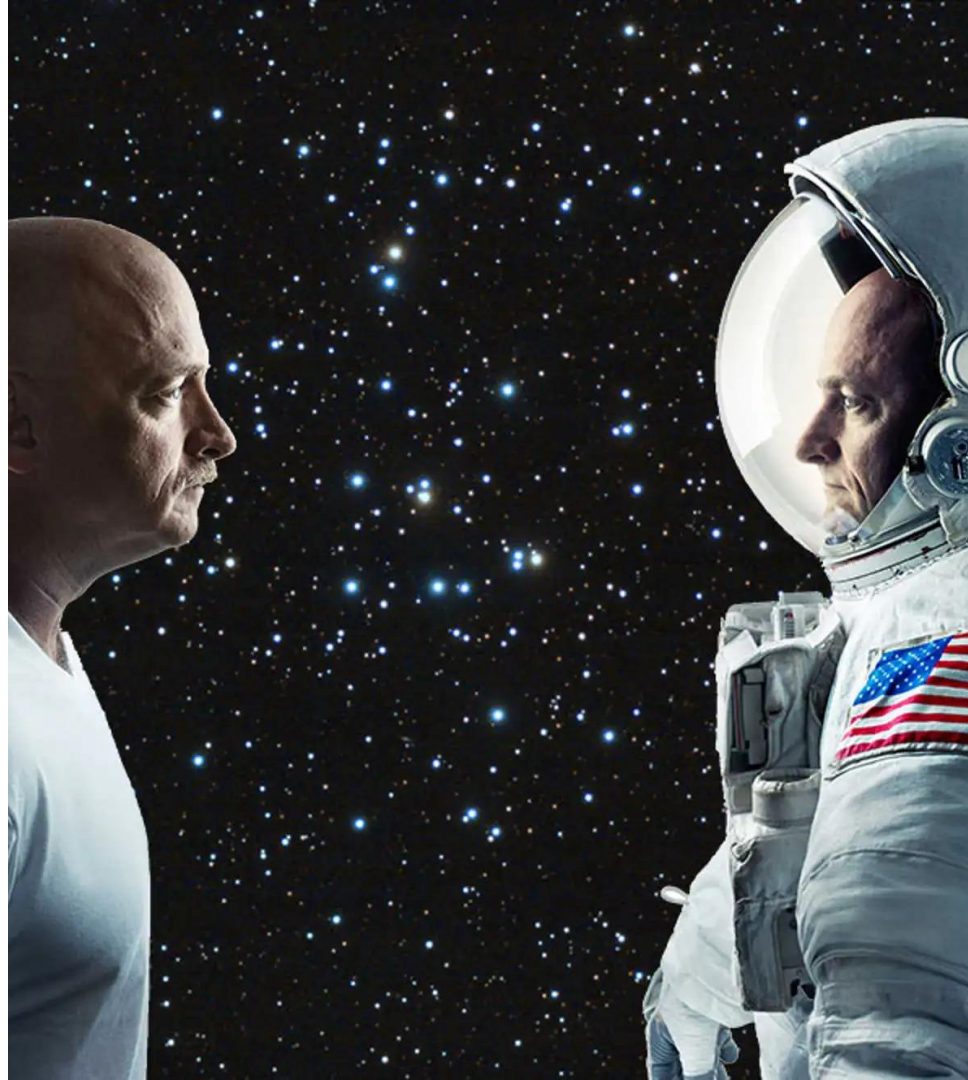
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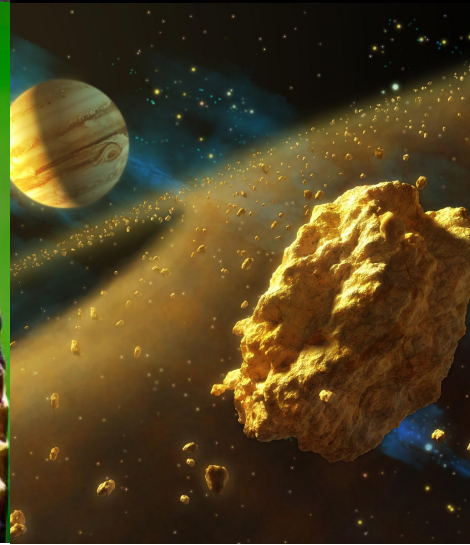
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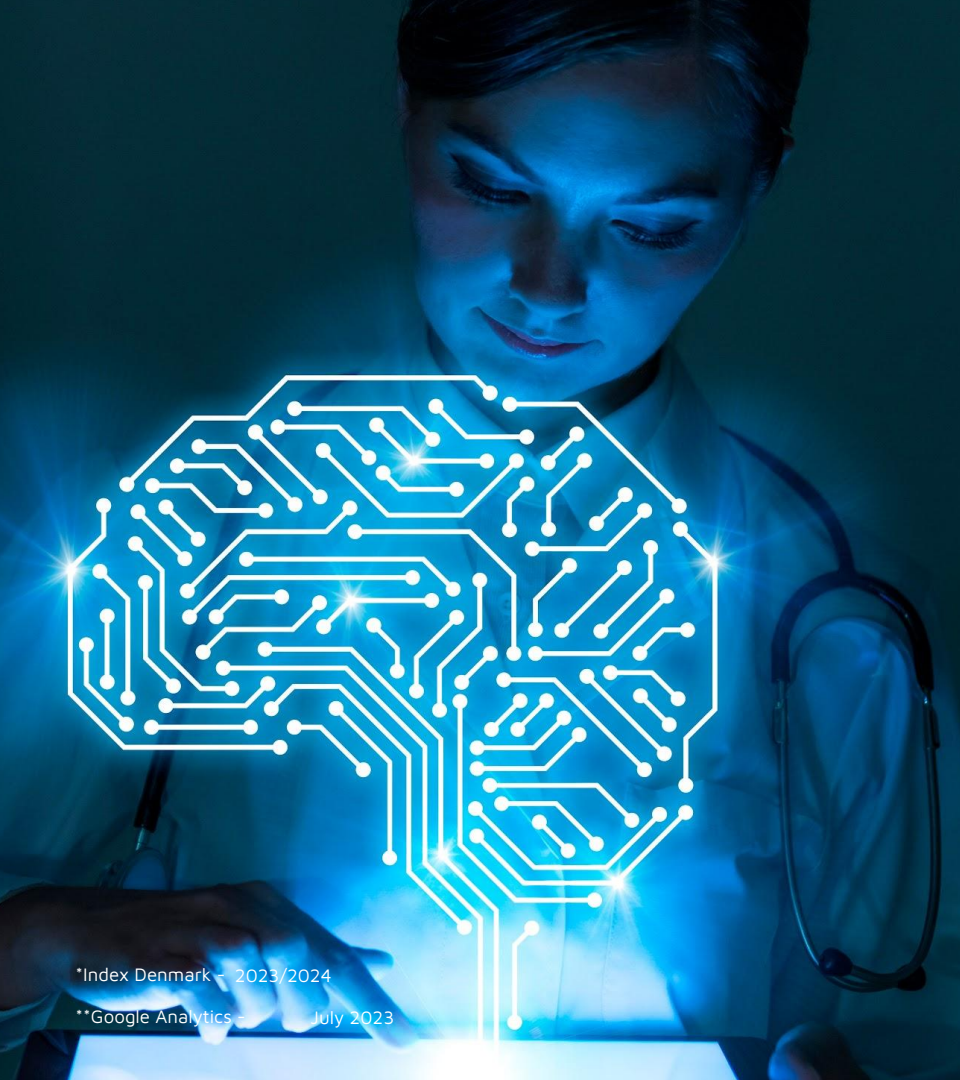
[Advertisement specifications](#)



**Illustreret Videnskab is the biggest magazine in the Nordic countries covering science, nature and technology. We enable people to become explorers in the word of science.**

Illustreret Videnskab deals with the world's leading research in all branches of science and we create unique illustrations to explain complicated information.





\*Index Denmark – 2023/2024

\*\*Google Analytics – July 2023

**319.000**

Magazine readership\*



**3.151.687**

Monthly pageviews\*\*



**45.295**

Newsletter subscribers



**79.802**

Facebook likes



# Digital users

## Instagram

33%

male



67%

female



## Facebook

44%

male

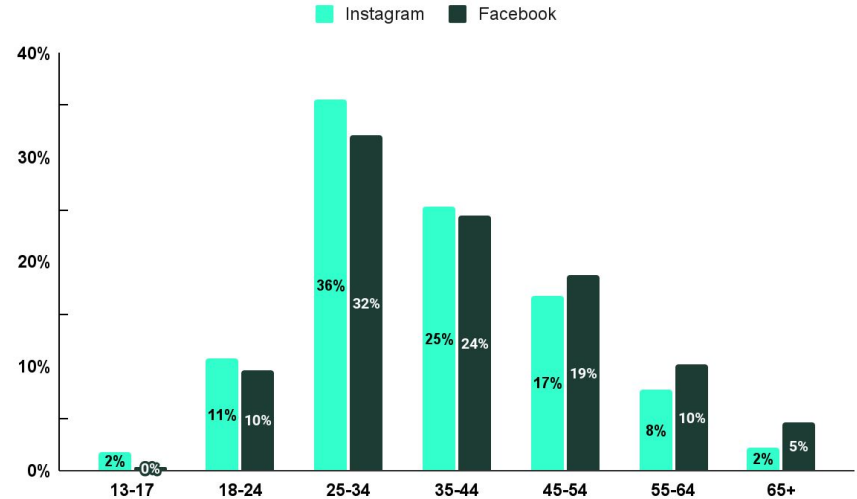


56%

female



## Age



# Print readers

## Gender

58%

male



42%

female



## Geography

50%

east region

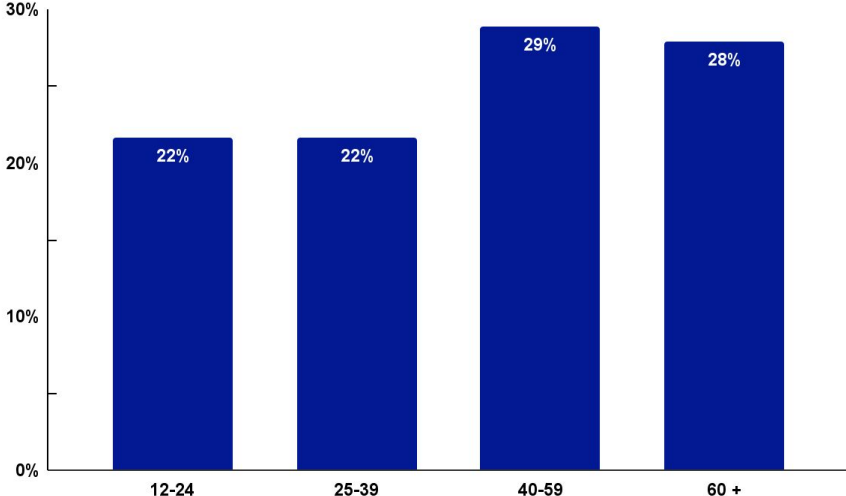


50%

west region



## Age





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

# January – May 2025

No.	Publishing date	Week	Deadline
2	09/01/2025	2	29/11/2024
3	23/01/2025	4	12/12/2024
4	13/02/2025	7	13/01/2025
5	27/02/2025	9	27/01/2025
6	20/03/2025	12	17/02/2025
7	03/04/2025	14	03/03/2025
8	24/04/2025	17	24/03/2025
9	08/05/2025	19	02/04/2025



# June – September 2025

No.	Publishing date	Week	Deadline
10	27/05/2025	22	24/04/2025
11	12/06/2025	24	09/05/2025
12	03/07/2025	27	27/05/2025
13	24/07/2025	30	23/06/2025
14	07/08/2025	32	07/07/2025
15	28/08/2025	35	28/07/2025
16	11/09/2025	37	11/08/2025

# October -December 2025

No.	Publishing date	Week	Deadline
17	02/10/2025	40	01/09/2025
18	16/10/2025	42	15/09/2025
19	06/11/2025	45	06/10/2025
20	27/11/2025	48	27/10/2025
1/26	18/12/2025	51	17/11/2025

# Print Advertising rate card

Product	Pricing in DKK*
2/1 page	103.200
1/1 page	54.300
½ page	35.300
Back cover	68.000
Inner back cover	62.400

Product	Pricing in DKK*
2/1 page Native Article	129.000**
1/1 page Native Article	67.900**

\*Gross prices only

\*\*In addition, production cost

# Print formats

See visualizations and ad specifications further below

\*We recommend offsetting any images that cross the spine 2,5 mm to each side (5 mm on the first/last spread).

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 DKK*
Standard banner	CPM 50
Megabanner	CPM 60

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

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

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

Format	Price in DKK*
Newsletter banner	CPM 100

\*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](https://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](mailto:traffic@bonnier.dk) for more info.

# NTA Advertising rate card

Product	Pricing in DKK*
Native Article	25.000
Competition	10.000-20.000
Newsletter	10.000
Instagram	10.000
Facebook	10.000
Sponsorship	Contact for price**
Video	Contact for price**

\* Gross prices only

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

# NTA\* formats

Product	Format
Native Article	Ad as an online article. Incl traffic drivers
Competition	Competition with prize from distributor
Newsletter	The native article is included in editorial newsletters
Instagram	Post in feed or Story. Story available for 24 hours
Facebook	Postings on the brand's Facebook wall.
Sponsorship	Under Categories, selected articles or creative formats such as route planner and similar
Video	Video clips formed as an editorial clip, but with a commercial message.

\*Non traditional  
advertising



# 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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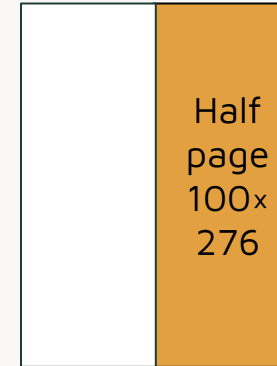
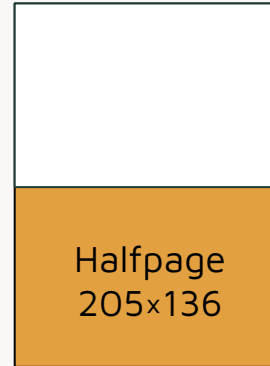
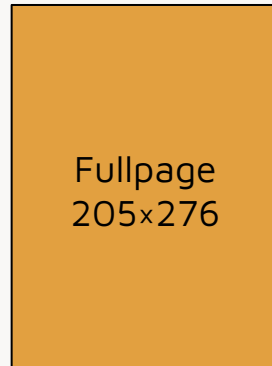
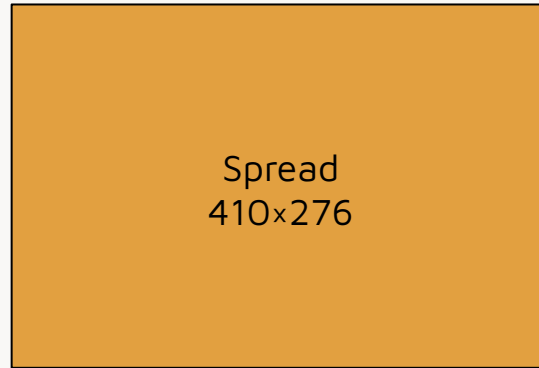
**KENNI PEDERSEN**

Digital Team Lead  
kenni.pedersen@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

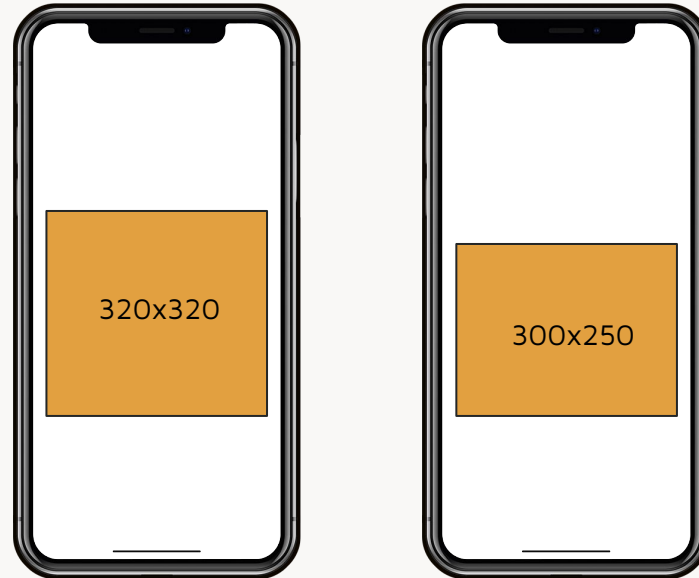
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

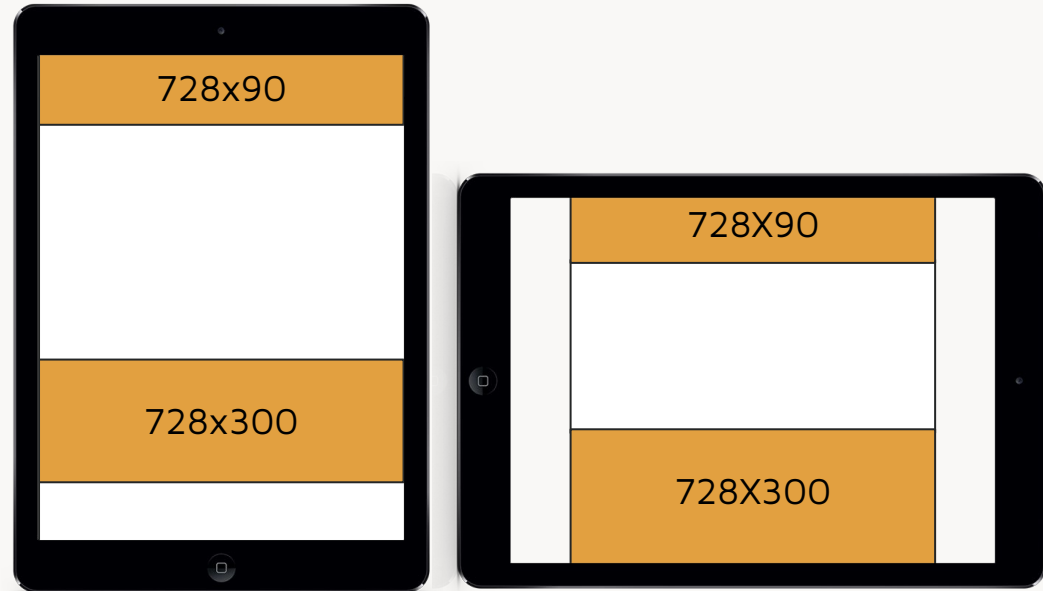


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking



# Desktop standard banner

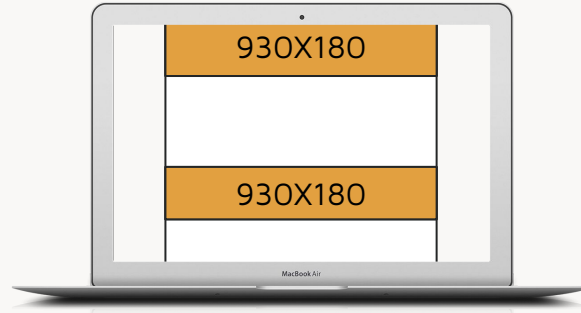
## Specifications:

HTML5 banner  
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking



# Desktop mega banner

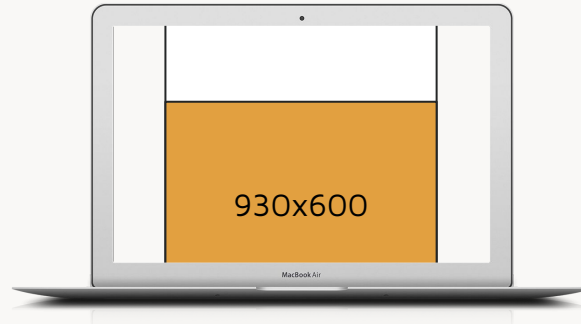
## Specifications:

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

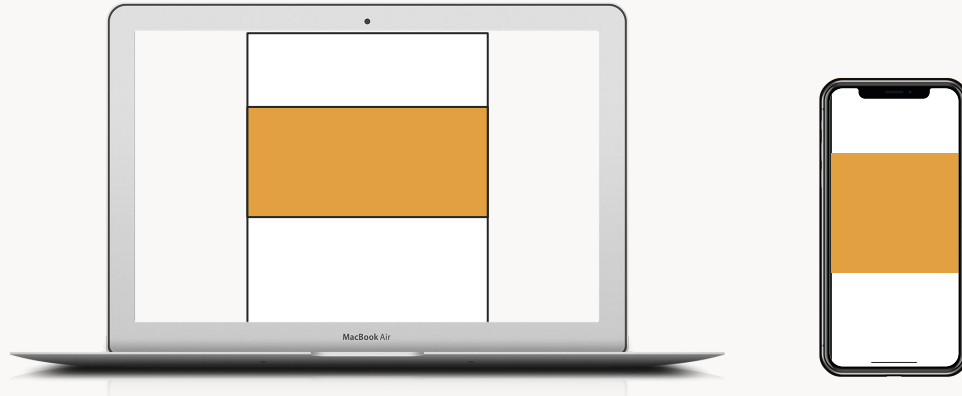
Desktop ratio: 16:9

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

