

BONNIER
Publications

TIETEEN KUVALEHTI

Media kit 2025



Index

[Our universe](#)

[Editorial schedules, rate cards and formats](#)

[Print](#)

[Digital](#)

[NTA](#)

[Contact](#)

[Advertisement specifications](#)



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

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





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	07/05/2025
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 EURO*
2/1 page	6.000
1/1 page	4.000
½ page	2.200
Back cover	Contact for price
Inner back cover	Contact for price

Product	Pricing in EURO*
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

*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 EUR*
Standard banner	CPM 7
Megabanner	CPM 8

High impact formats	Price in EUR*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 14 + CPM 0,70 ad tech fee

Format	Price in EUR*
Video-in-banner	CPM 8

Mobile / Tablet	Price in EUR*
Mobile standard banner	CPM 7
Tablet standard banner	CPM 7

Format	Price in EUR*
Newsletter banner	CPM 14

*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.

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 for more info.

NTA Advertising rate card

Product	Pricing in NOK*
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 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.

Try our FAQ page, if you need support on how to upload ad material, technical guidance etc.

[GO TO FAQ](#)



MINNA HIRSIMÄKI

Local Sales contact
minna.hirsimaki@doublem.fi

Karen Grubbe

Editor in Chief
karen.grubbe@illvid.dk



Caroline A. Kongslev

Advertising Material
caroline.kongslev@bonnier.dk



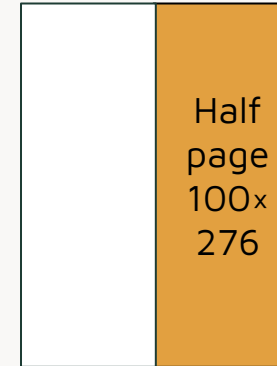
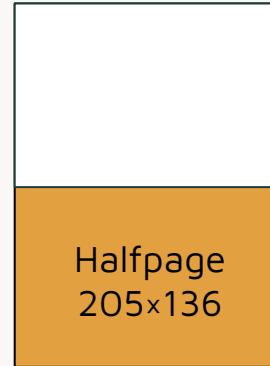
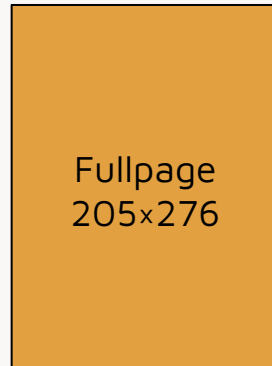
SIEBREN OOSTWOUD

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

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

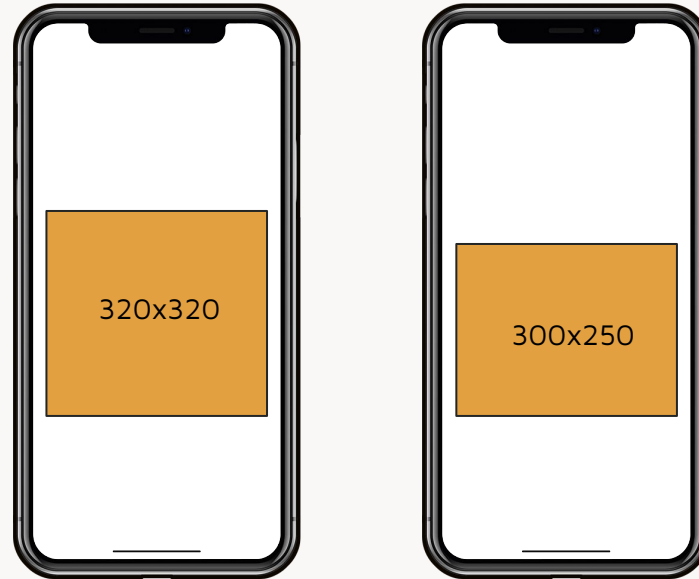
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

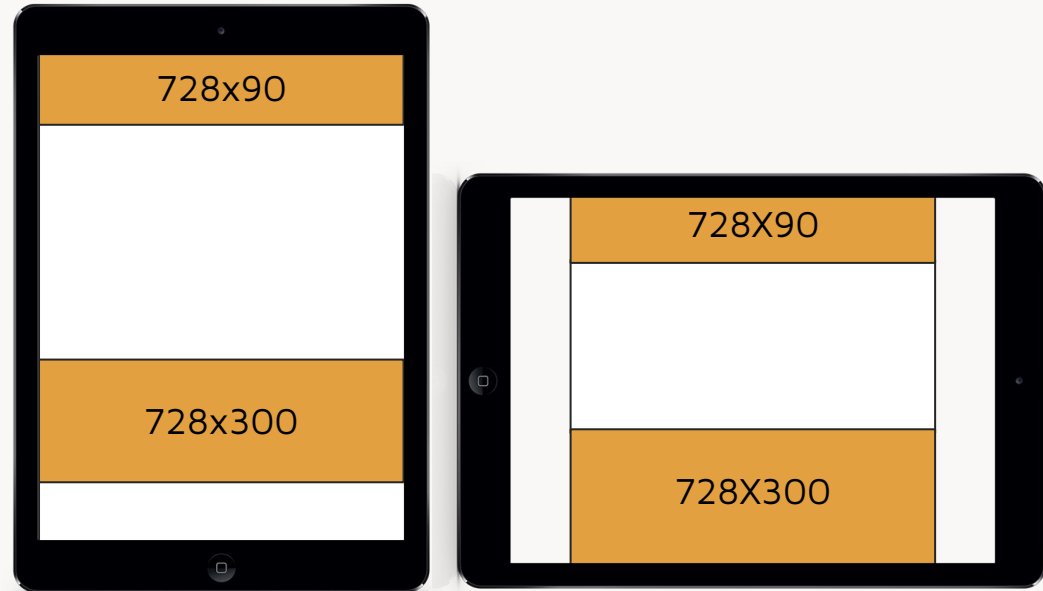


Tablet standard banner

Specifications:

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

Incl. URL / tracking

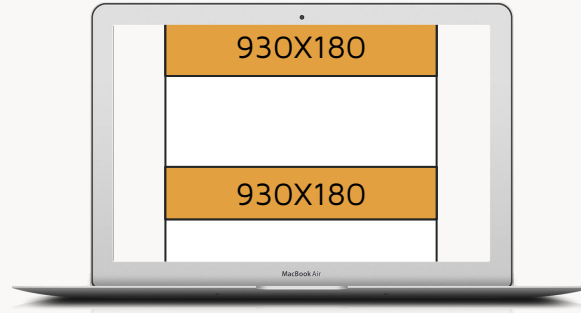


Desktop standard banner

Specifications:

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

Incl. URL / tracking

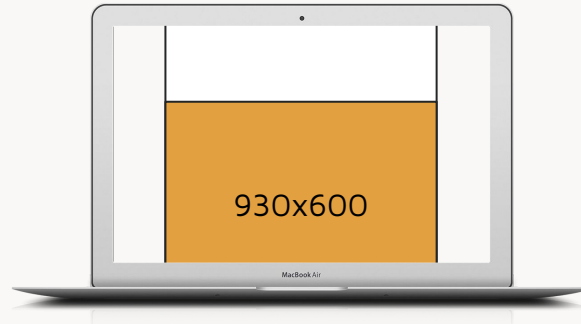


Desktop mega banner

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

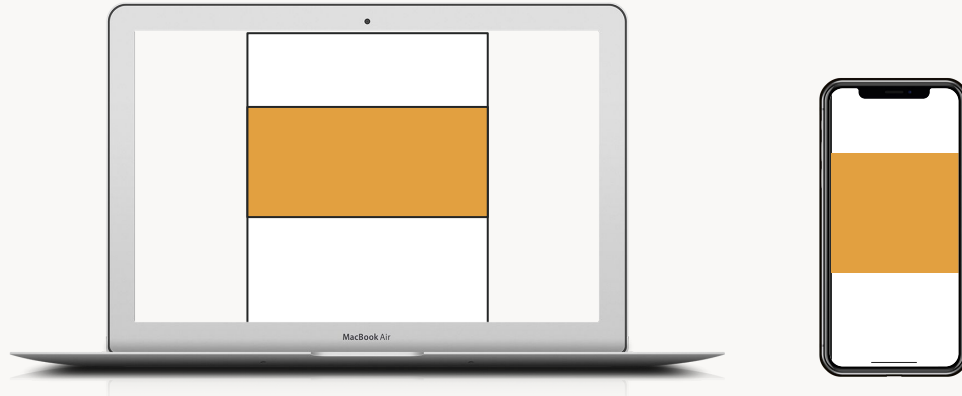
Desktop ratio: 16:9

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

