

**BONNIER**  
Publications

# WETENSCHAP IN BEELD

**Media kit 2025**



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

Wetenschap in beeld 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 –June 2025

No.	Publishing date	Week	Deadline
2	08/01/2025	2	04/12/2024
3	05/02/2025	6	09/01/2025
4	05/03/2025	10	06/02/2025
5	02/04/2025	14	06/03/2025
6	07/05/2025	19	03/04/2025
7	04/06/2025	23	08/05/2025

# July – December 2025

No.	Publishing date	Week	Deadline
8	02/07/2025	27	03/06/2025
9	06/08/2025	32	10/07/2025
10	03/09/2025	36	07/08/2025
11	01/10/2025	40	04/09/2025
12	05/11/2025	45	09/10/2025
1/26	03/12/2025	50	03/11/2025

# Print Advertising rate card

Product	Pricing in EURO*
1/1 page	3.595
½ page	2.160
Back cover	+25%
Cover 2 or 3	+15%

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	430x290*
1/1 page Native Article	215x290



# 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 / Tabet	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

**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).

Mobile / Tablet	Format
Mobile banner	320x320 / 300x250
Tablet banner	728x90

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

Newsletter	Format
Newsletter banner	620x500

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 EURO*
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](#)

## **PETER DE VESTER**

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## **EDWIN FIJANUT**

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## **Caroline A. Kongslev**

Advertising Material  
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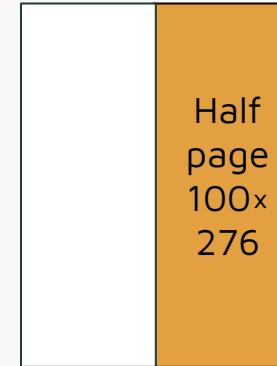
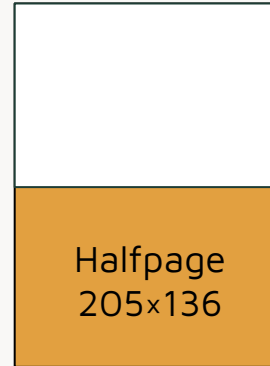
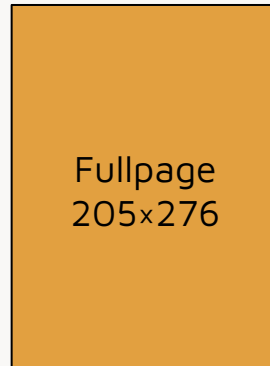
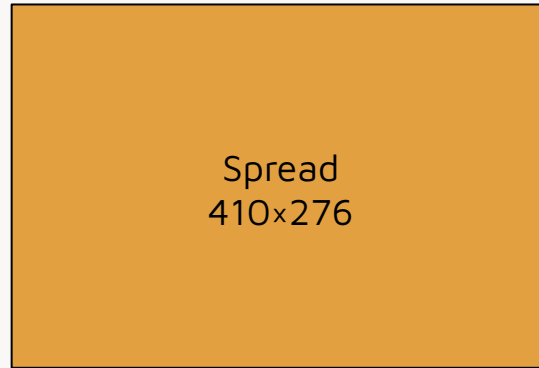
## **SIEBREN OOSTWOU**

Head of Ad Operations & Programmatic  
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# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

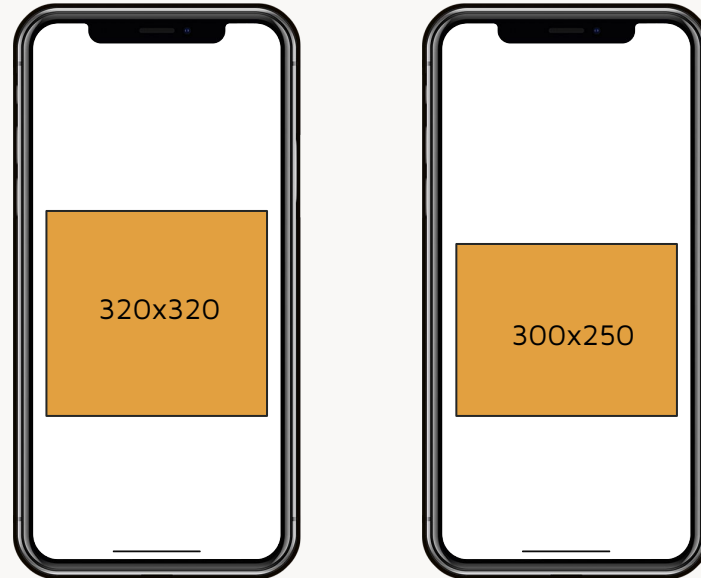
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking



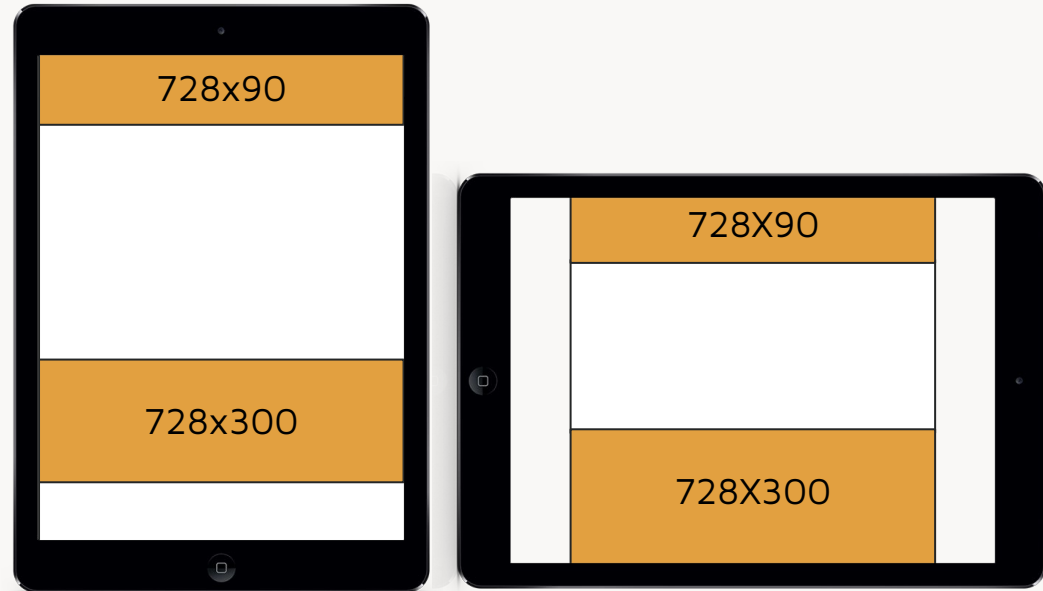


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking



# Desktop standard banner

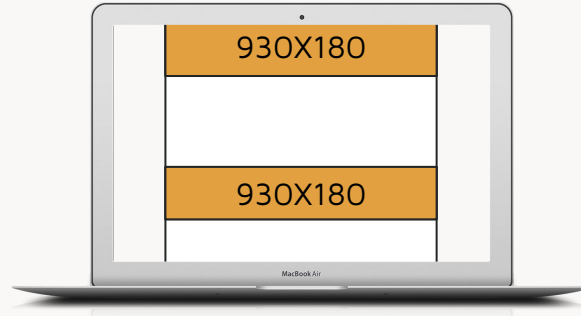
## Specifications:

HTML5 banner  
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking



# Desktop mega banner

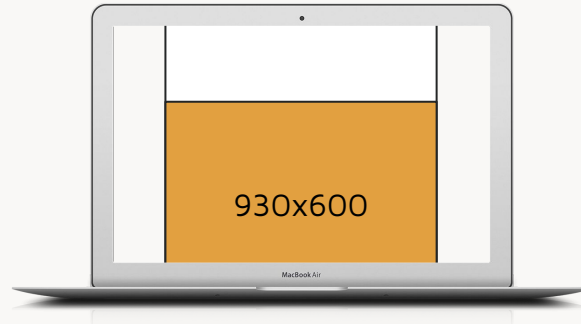
## Specifications:

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

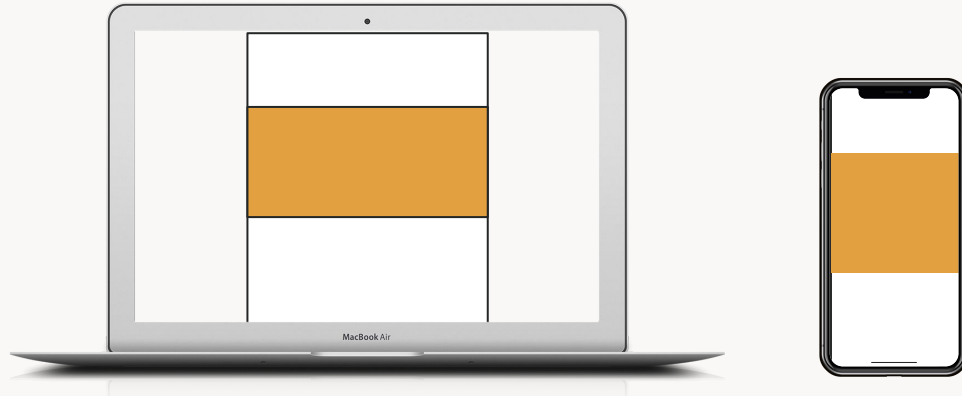
Desktop ratio: 16:9

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

