

**BONNIER**  
Publications

# WETENSCHAP IN BEELD

**Media kit 2026**



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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 world 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 2026

| No. | Publishing date | Week | Deadline   |
|-----|-----------------|------|------------|
| 2   | 09/01/2026      | 02   | 02/12/2025 |
| 3   | 06/02/2026      | 06   | 07/01/2026 |
| 4   | 06/03/2026      | 10   | 04/02/2026 |
| 5   | 03/04/2026      | 14   | 04/03/2026 |
| 6   | 08/052026       | 19   | 08/042026  |
| 7   | 05/06/2026      | 23   | 06/05/2026 |

# July –December 2026

| No.  | Publishing date | Week | Deadline   |
|------|-----------------|------|------------|
| 8    | 03/07/2026      | 27   | 02/062026  |
| 9    | 07/08/2026      | 32   | 08/07/2026 |
| 10   | 04/09/2026      | 36   | 05/08/2026 |
| 11   | 02/10/2026      | 40   | 02/092026  |
| 12   | 06/11/2026      | 45   | 07/10/2026 |
| 1/27 | 04/12/2026      | 49   | 04/11/2026 |

# 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 | 410x276* |
| 1/1 page Native Article | 205x276  |

# Digital Advertising rate card

| Desktop         | Price in EUR* |
|-----------------|---------------|
| Standard banner | CPM 7         |
| Megabanner      | CPM 8         |

| Mobile                 | Price in EUR* |
|------------------------|---------------|
| Mobile standard banner | CPM 7         |

| 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         |

| Format            | Price in EUR* |
|-------------------|---------------|
| Newsletter banner | CPM 14        |

\*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 |

| Mobile        | Format            |
|---------------|-------------------|
| Mobile 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 or 4:3 |

# 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**

Print Sales manager  
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## **EDWIN FIJANUT**

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## **Caroline A. Kongslev**

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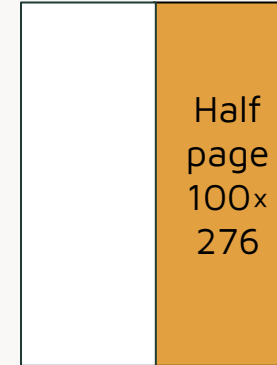
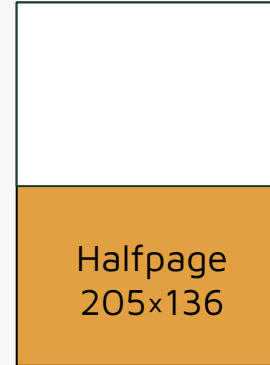
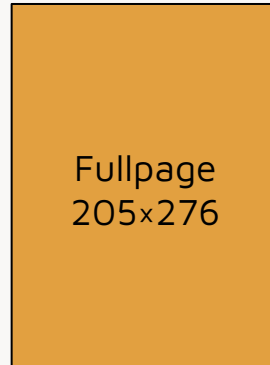
## **SIEBREN OOSTWOUD**

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

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

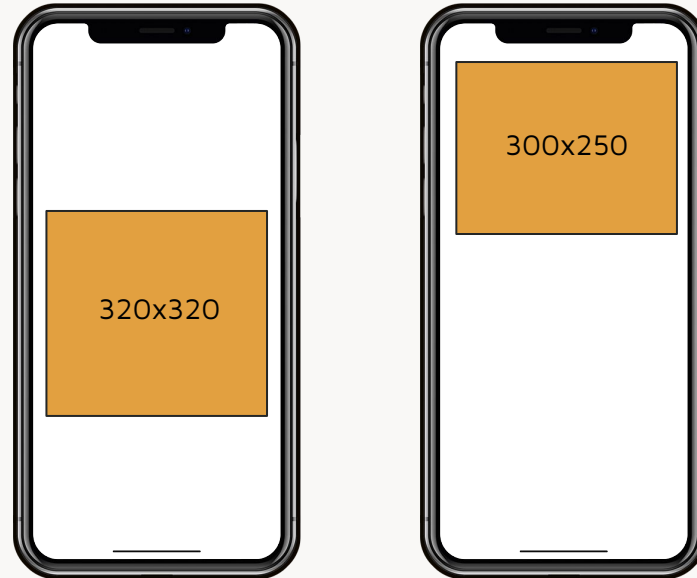
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

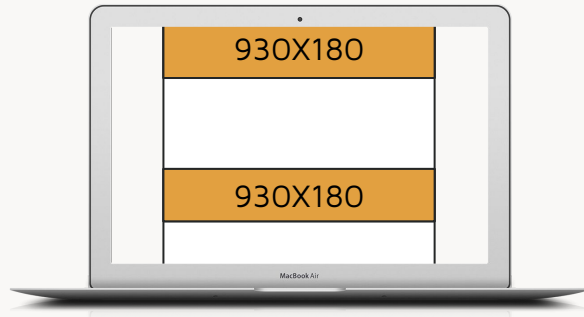


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking

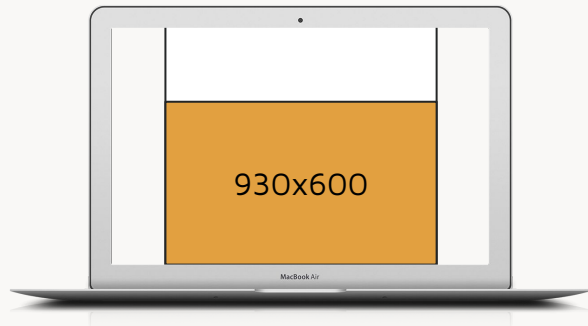


# Desktop mega banner

## Specifications:

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

Incl. URL / tracking



# Video outstream / instream

## Specifications:

- MP4, MPEG4, MOV files.
- VAST

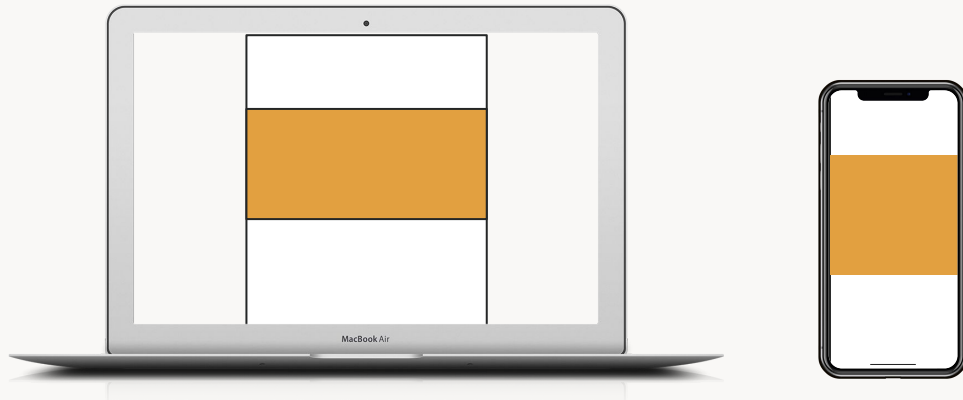
Desktop ratio: 16:9  
(1920x1080)

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 150 KB

Incl. URL / tracking

