BONNIER
Publications

ILLUSTRERT VITENSKAP

Media kit 2025

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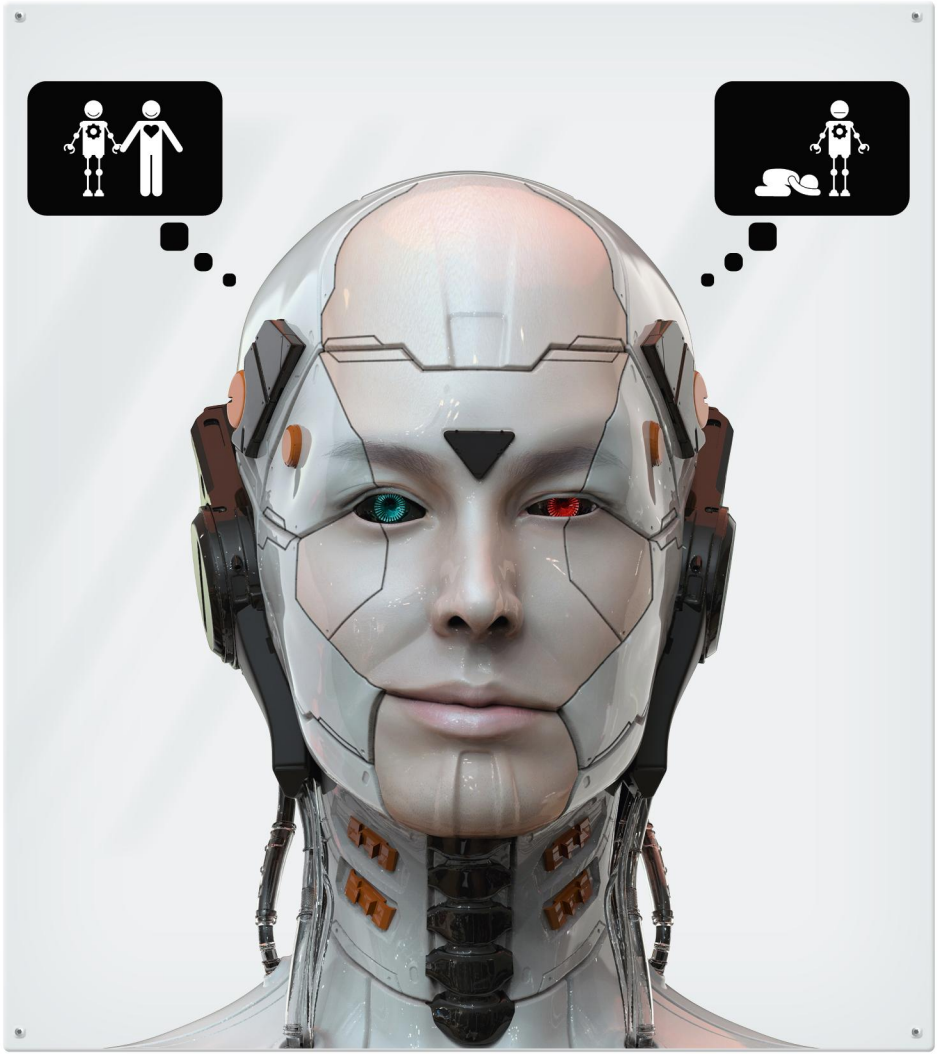
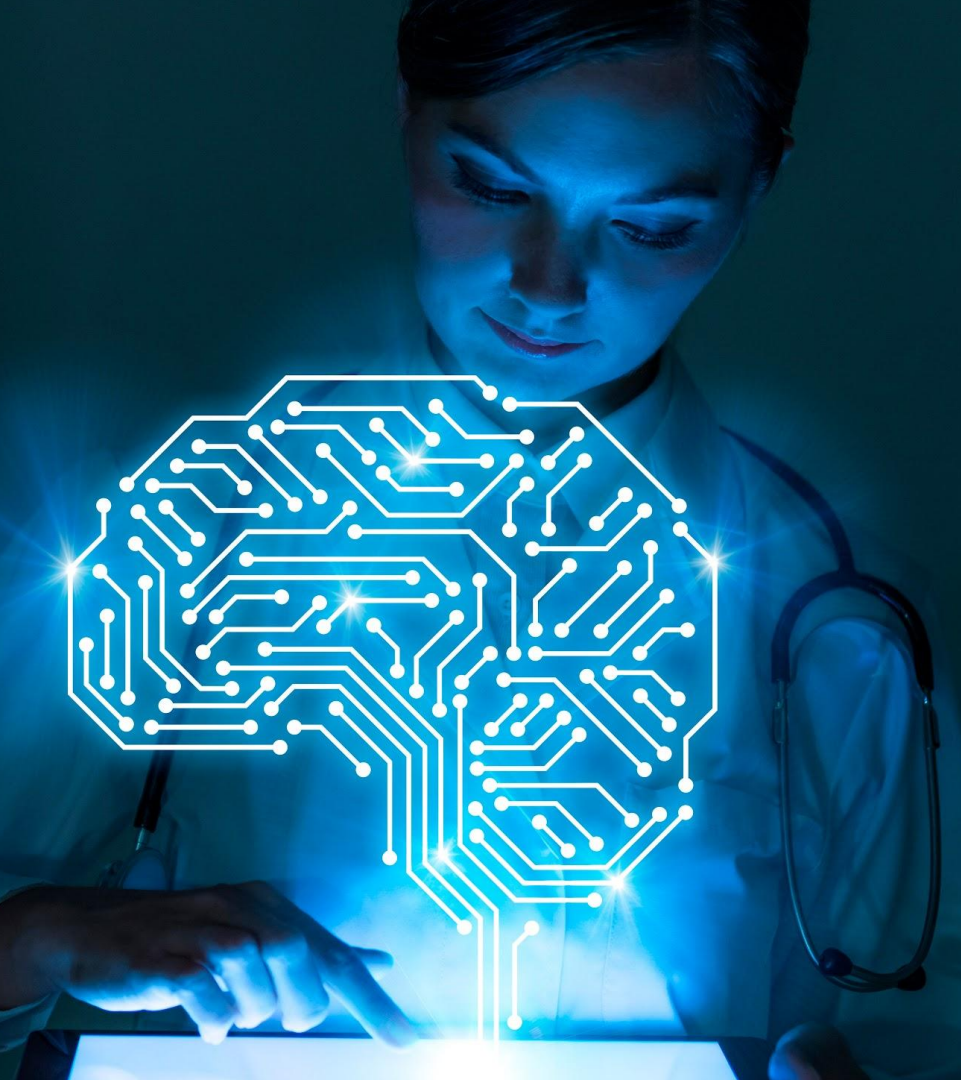


Illustrert Vitenskap is the biggest magazine in the Nordic countries covering science, nature and technology. We enable people to become explorers in the world of science.

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



1.201.000

Monthly pageviews**

42.700

Newsletter subscribers

59.887

Facebook likes

Digital users

Facebook

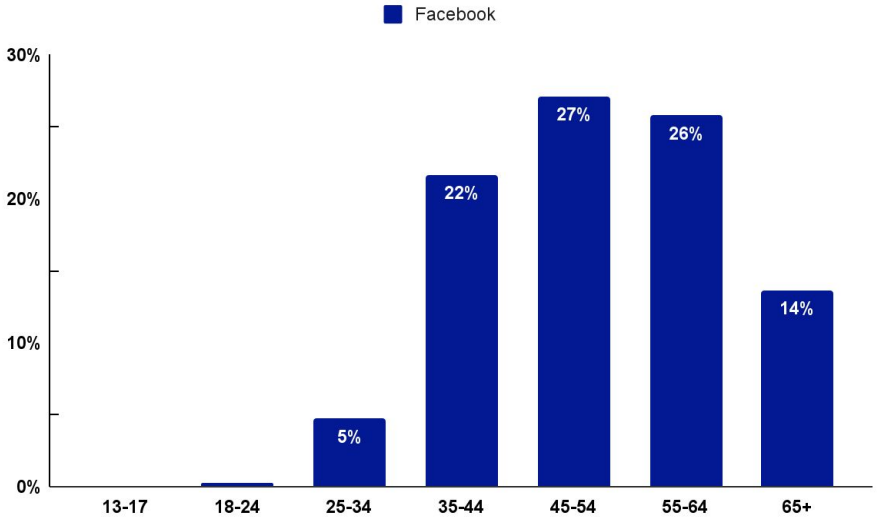
39%

male

61%

female

Age



Editorial schedules, rate cards and formats

January –May 2025

No.	Publishing date	Week	Deadline
2	10/01/2025	2	29/11/2024
3	24/01/2025	4	12/12/2024
4	14/02/2025	7	13/01/2025
5	28/02/2025	9	27/01/2025
6	21/03/2025	12	17/02/2025
7	04/04/2025	14	03/03/2025
8	25/04/2025	17	24/03/2025
9	09/05/2025	19	02/04/2025

June –September 2025

No.	Publishing date	Week	Deadline
10	30/05/2025	22	24/04/2025
11	13/06/2025	24	07/05/2025
12	04/07/2025	27	27/05/2025
13	25/07/2025	30	23/06/2025
14	08/08/2025	32	07/07/2025
15	29/08/2025	35	28/07/2025
16	12/09/2025	37	11/08/2025

October –December 2025

No.	Publishing date	Week	Deadline
17	02/10/2025	40	01/09/2025
18	17/10/2025	42	15/09/2025
19	07/11/2025	45	06/10/2025
20	28/11/2025	48	27/10/2025
1/26	19/12/2025	51	17/11/2025

Print Advertising rate card

Product	Pricing in NOK*
2/1 page	112.800
1/1 page	63.000
½ page	40.800
Back cover	81.600
Inner back cover	75.200
Page 2-3	139.900

Product	Pricing in NOK*
First right-hand page	75.200
2/1 page Native Article	141.000**
1/1 page Native Article	78.700**

*Gross prices only
**In addition, production cost

Print formats

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

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).

Digital Advertising rate card

Desktop	Price in NOK*
Standard banner	CPM 75
Megabanner	CPM 90

Mobile	Price in NOK*
Mobile standard banner	CPM 75

High impact formats	Price in NOK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 150 + CPM 5 ad tech fee

Format	Price in NOK*
Video-in-banner	CPM 90

Format	Price in NOK*
Newsletter banner	CPM 150

*Gross prices

Digital formats

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 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

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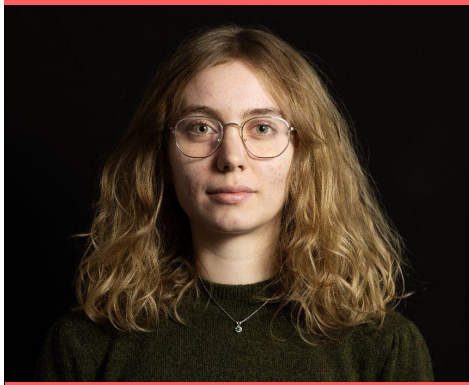

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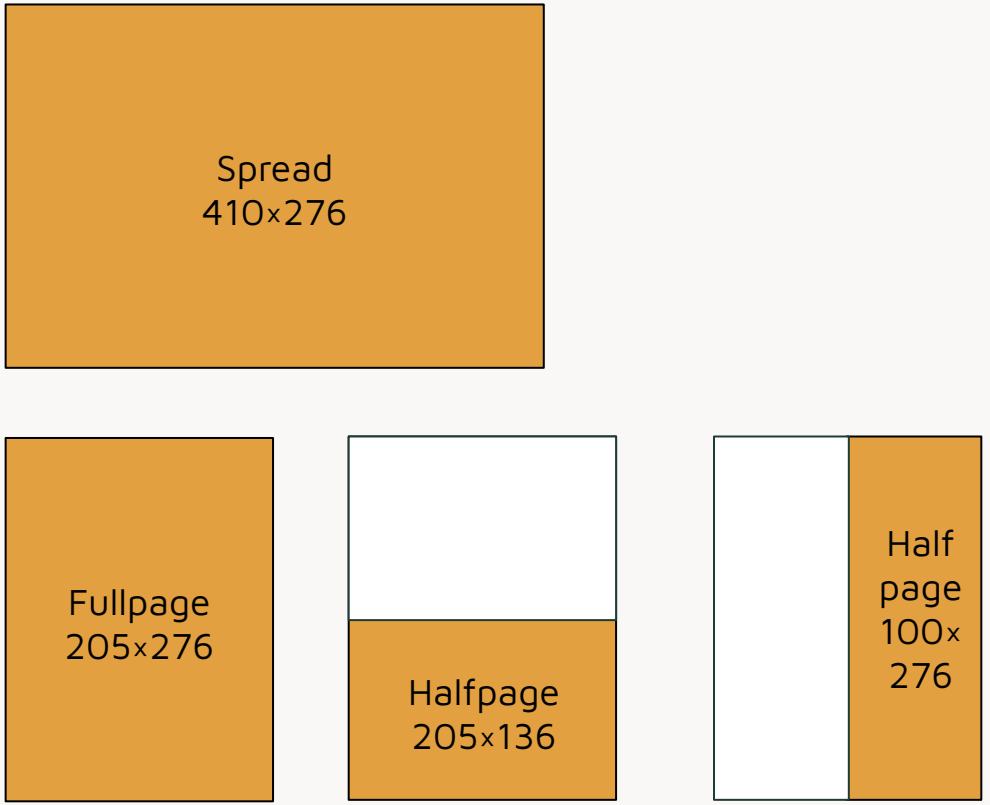
Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



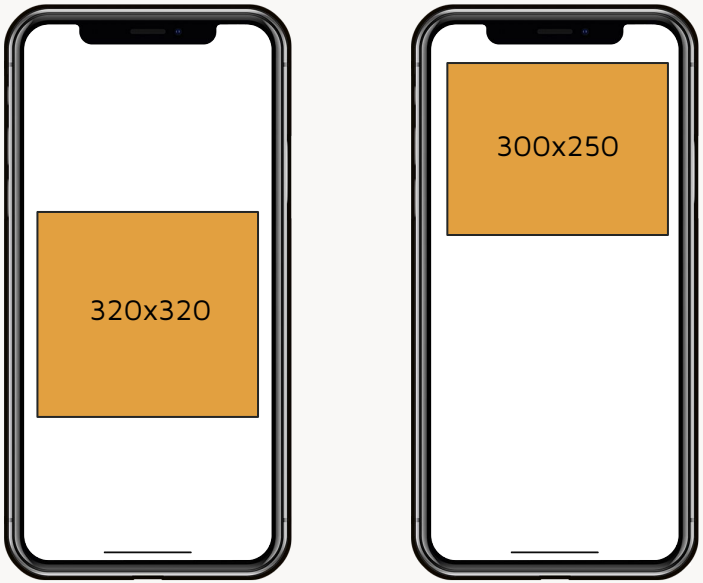
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

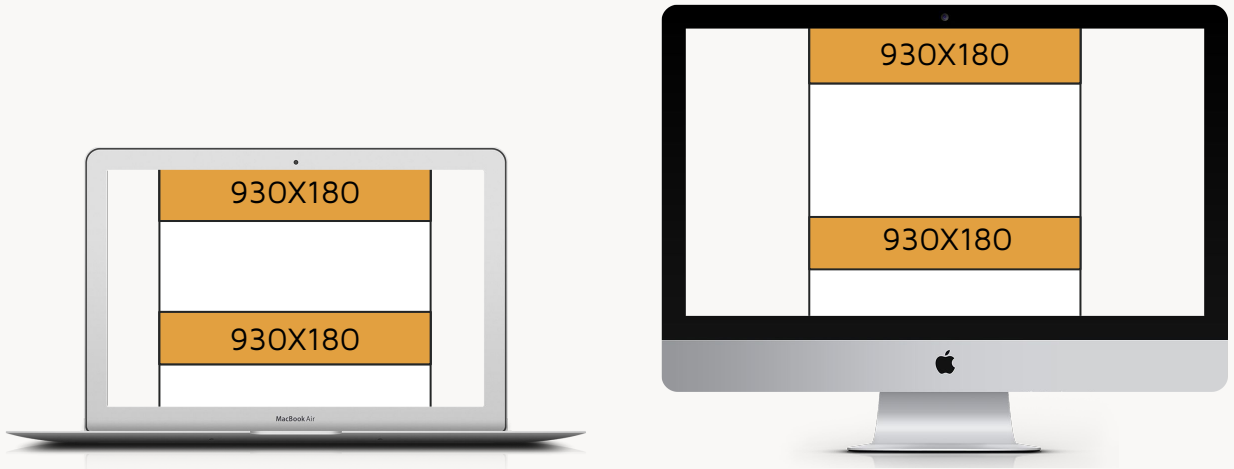


Desktop standard banner

Specifications:

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

Incl. URL / tracking

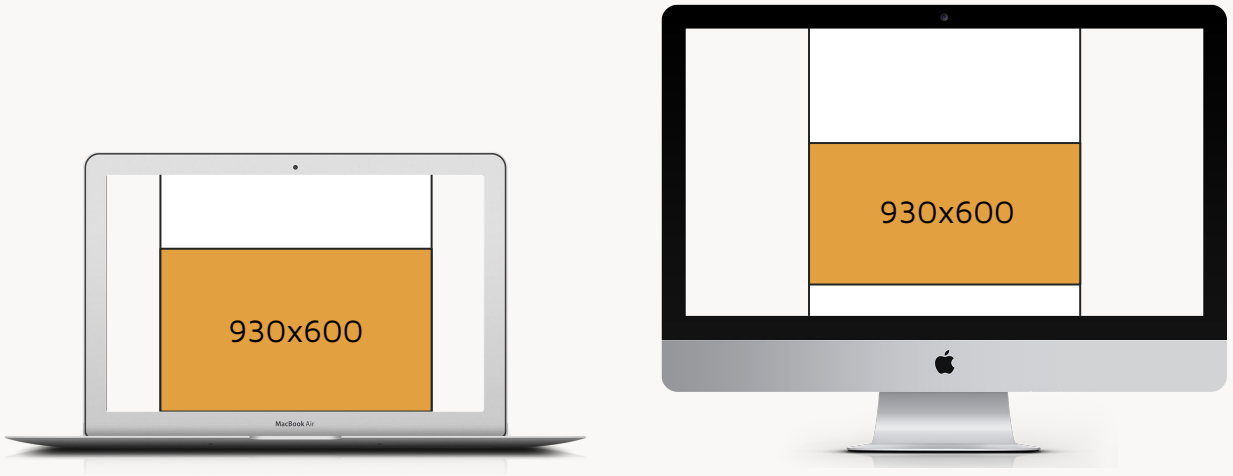


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

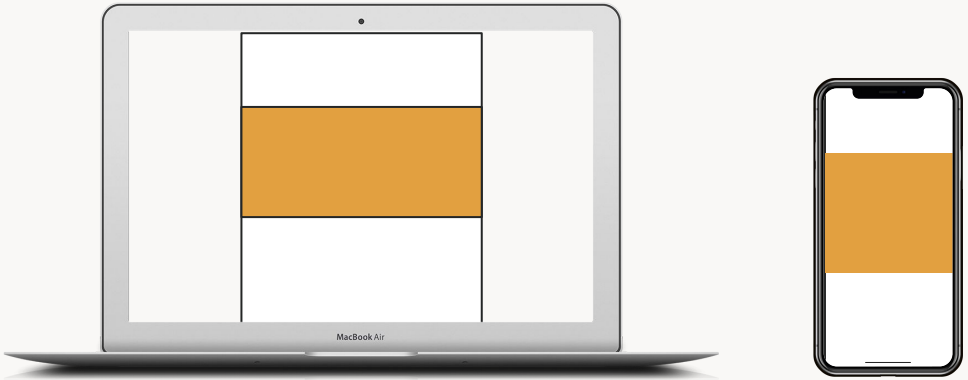
- MP4, MPEG4, MOV files.
- VAST

Desktop ratio: 16:9 (1920x1080)
Mobile ratio: 1:1 (1080x1080)

Max. weight: 5 MB

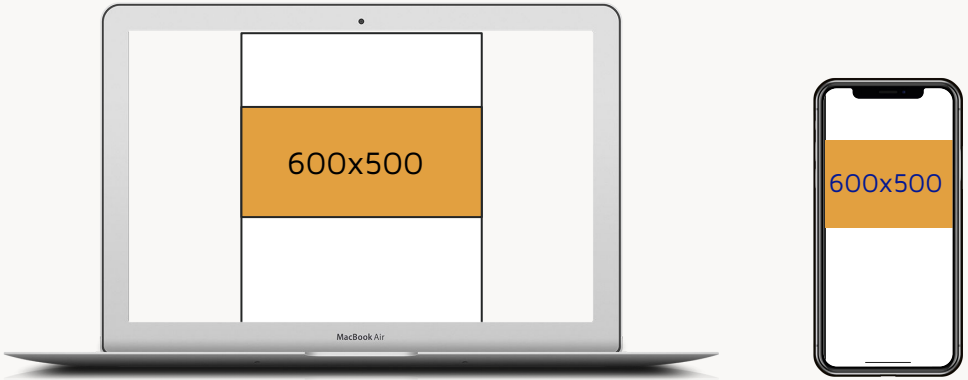
Recommended to keep under 15 seconds. Max. 30.

Incl. URL / tracking



Newsletter

Specifications:

JPG / PNG / GIF
Max 150 KB

Incl. URL / tracking