



**BONNIER**  
Publications

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ILLUSTRERAD

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**VETENSKAP**

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**Media kit 2025**

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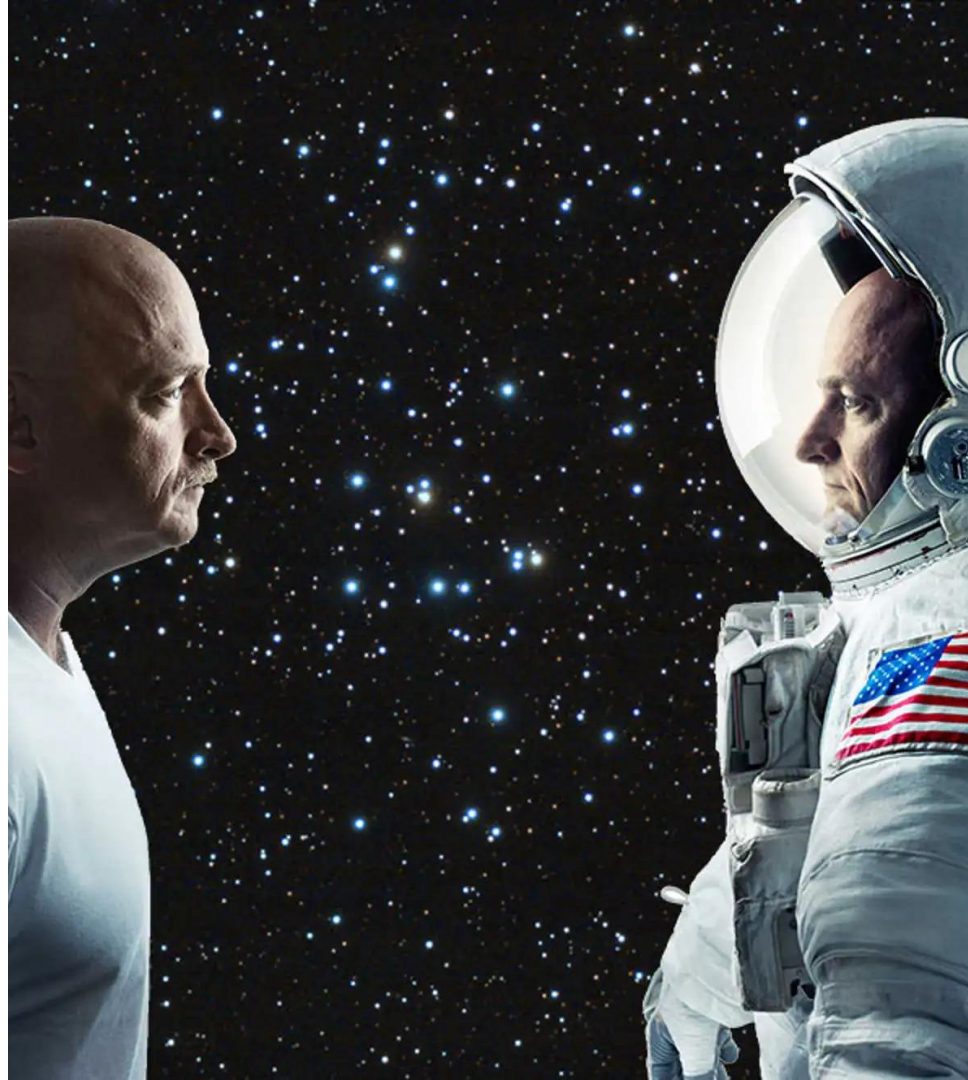
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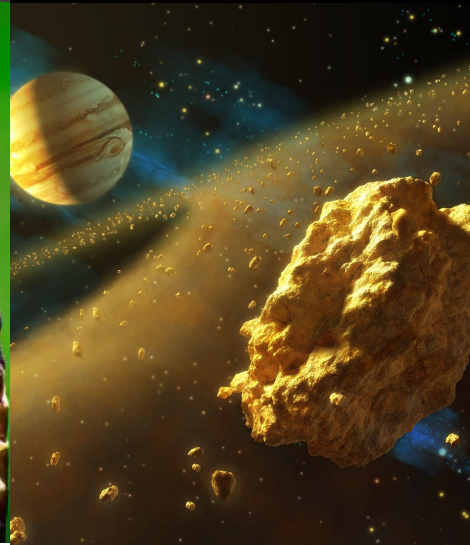
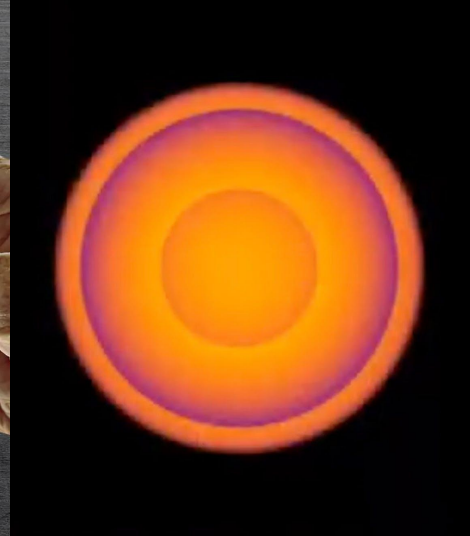
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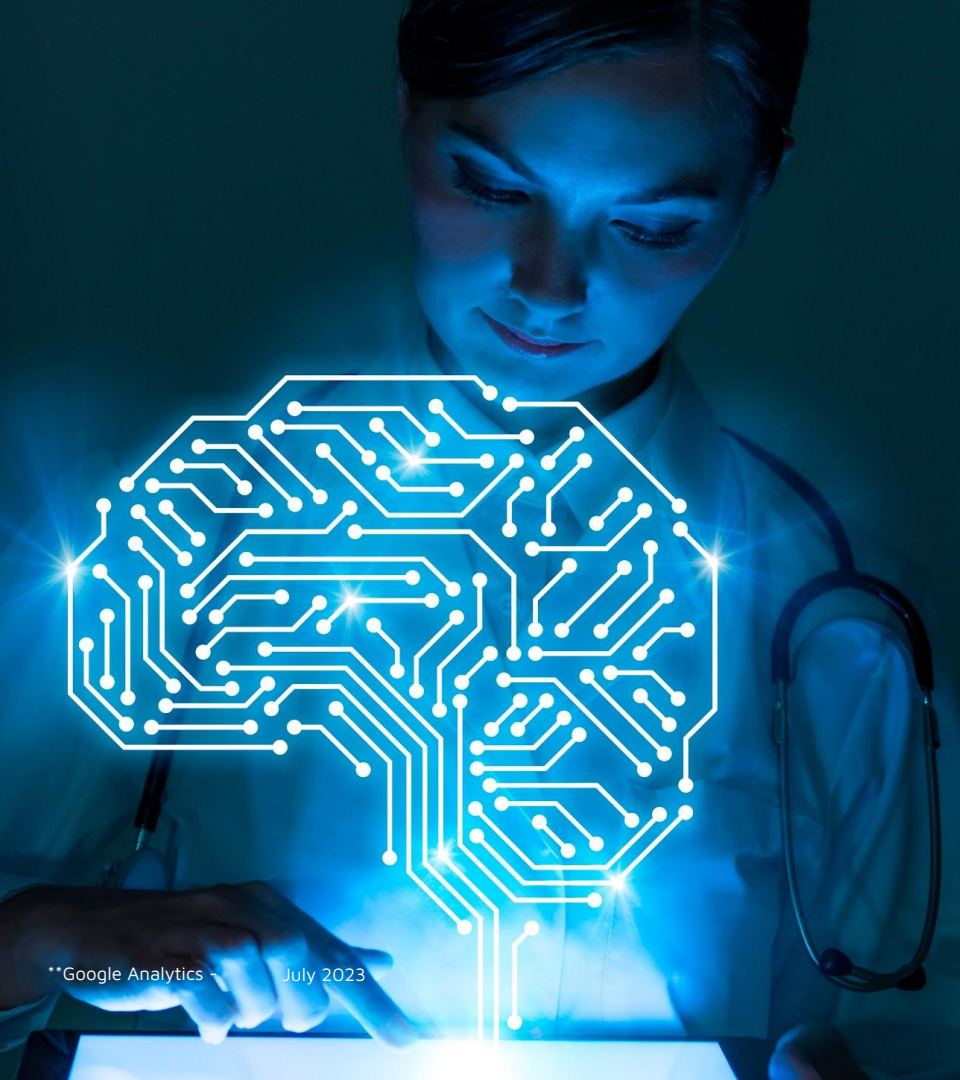
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**Illustrerad Vetenskap is the biggest magazine in the Nordic countries covering science, nature and technology. We enable people to become explorers in the word of science.**

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





\*\*Google Analytics July 2023

**1.450.42**

Monthly pageviews\*\*

**4**

**35.281**

Newsletter subscribers

# Digital users

## Facebook

45%

male

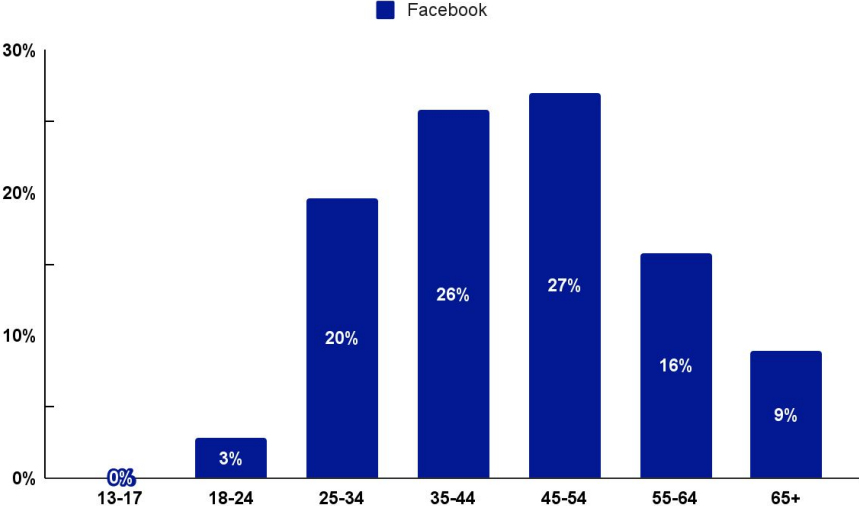


55%

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	09/05/2025
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 SEK*
2/1 page	114.000
1/1 page	57.000
½ page	38.850
Back cover	Contact for price**
Inner back cover	Contact for price**

Product	Pricing in SEK*
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 SEK*
Standard banner	CPM 75
Megabanner	CPM 90

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

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

Mobile / Tabet	Price in SEK*
Mobile standard banner	CPM 75
Tablet standard banner	CPM 75

Format	Price in SEK*
Newsletter banner	CPM 150

\*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 SEK*
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 or visit Ocast.

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

[GO TO OCAST](#)

[GO TO FAQ](#)



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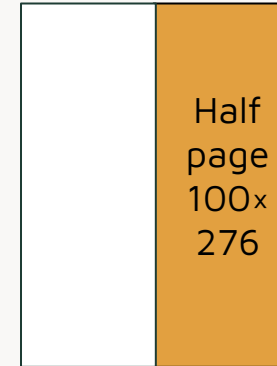
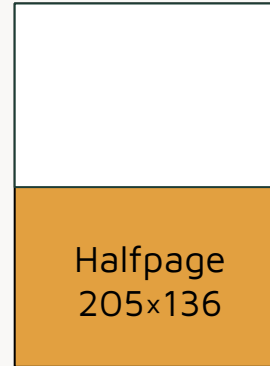
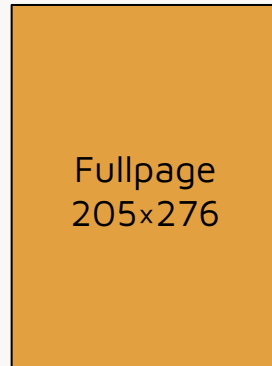
Head of Ad Operations & Programmatic  
siebren.oostwoud@bonnier.dk



# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

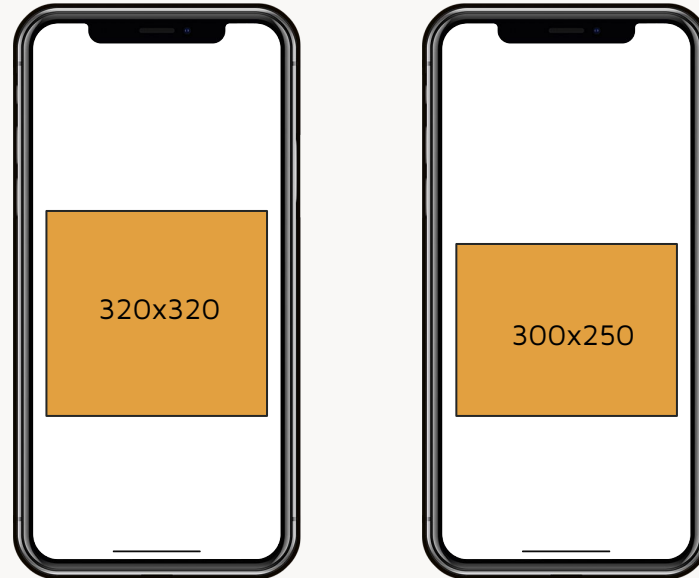
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

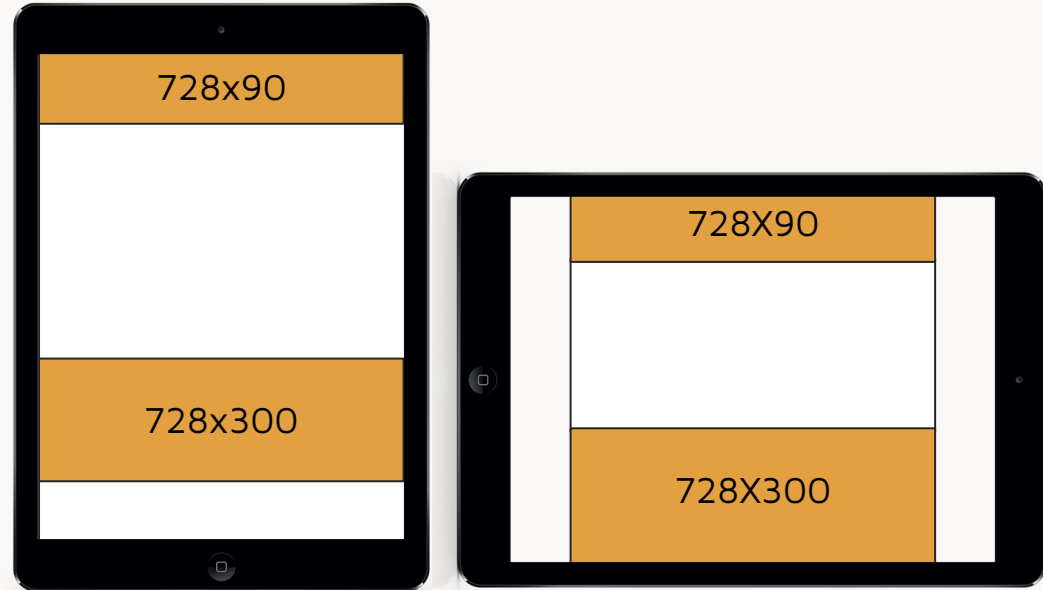


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking

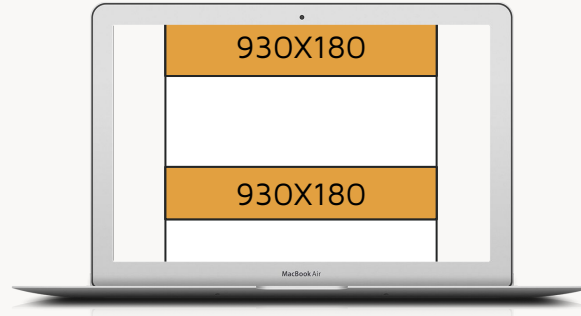


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking

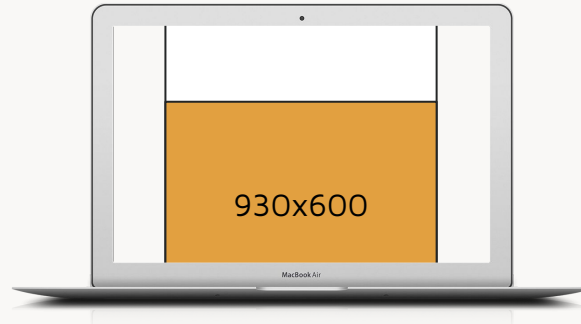


# Desktop mega banner

## 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

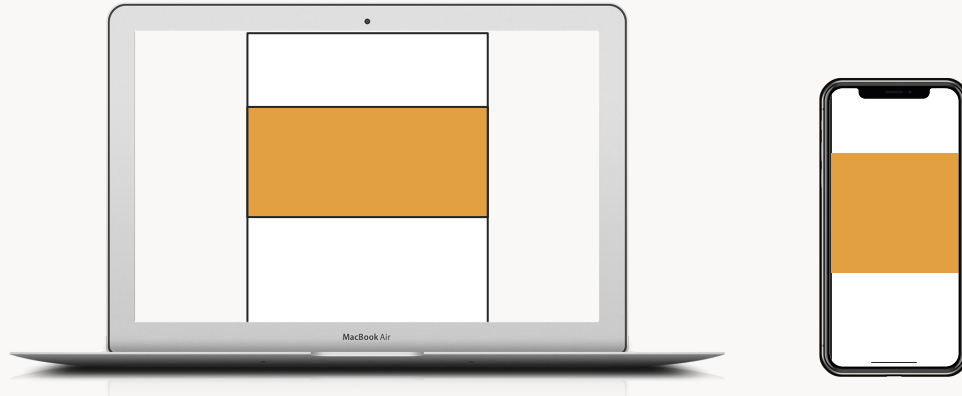
Desktop ratio: 16:9

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

