

BONNIER
Publications

ILLUSTRERAD

VETENSKAP

Media kit 2025



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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.





1.450.42

Monthly pageviews**

4

35.281

Newsletter subscribers

Digital users

Facebook

45%

male

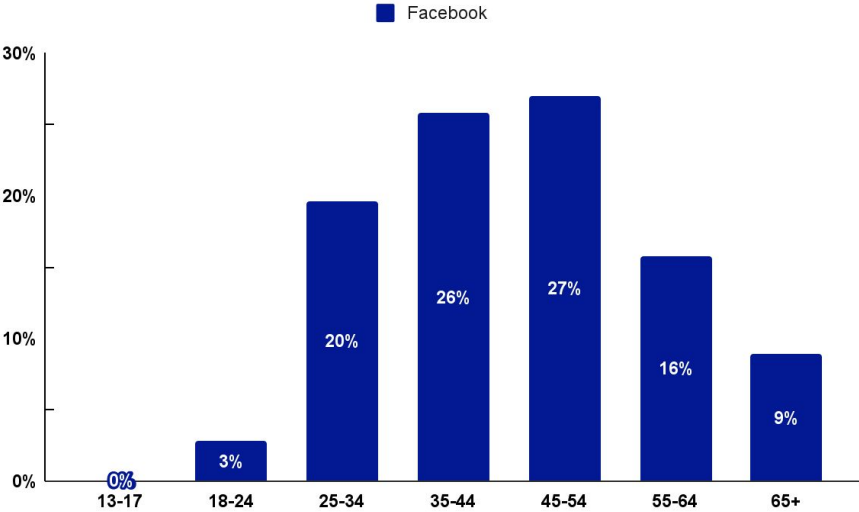


55%

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.

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 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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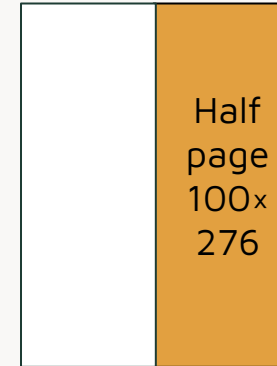
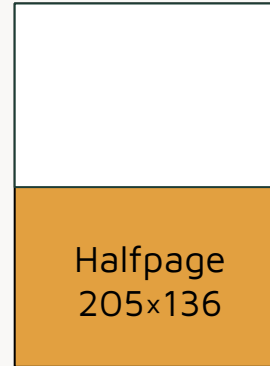
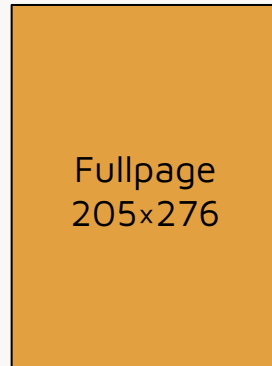
SIEBREN OOSTWOUD

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

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

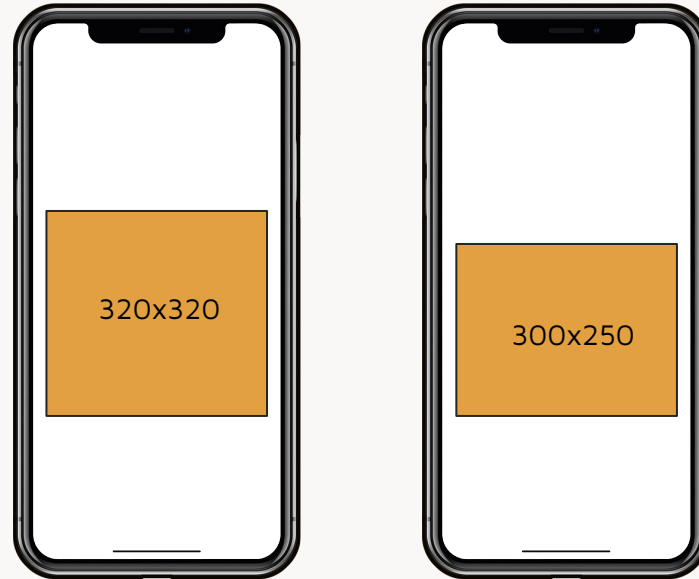
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

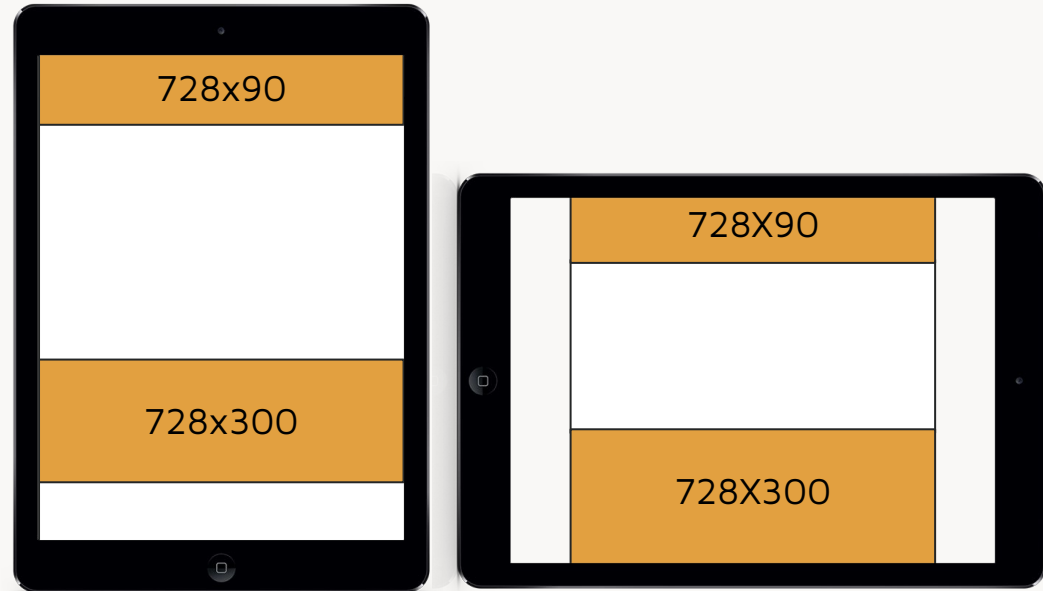


Tablet standard banner

Specifications:

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

Incl. URL / tracking



Desktop standard banner

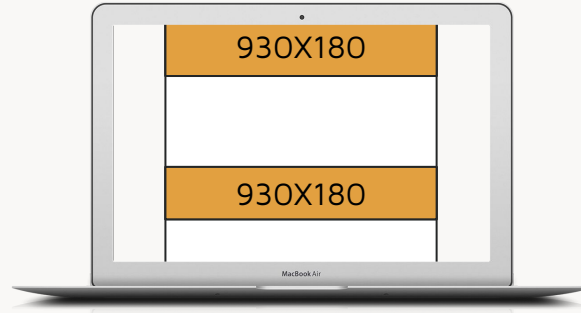
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

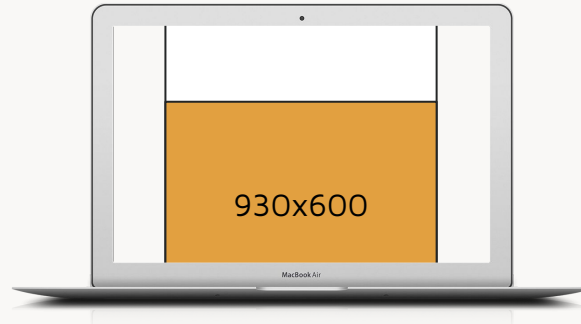


Desktop mega banner

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

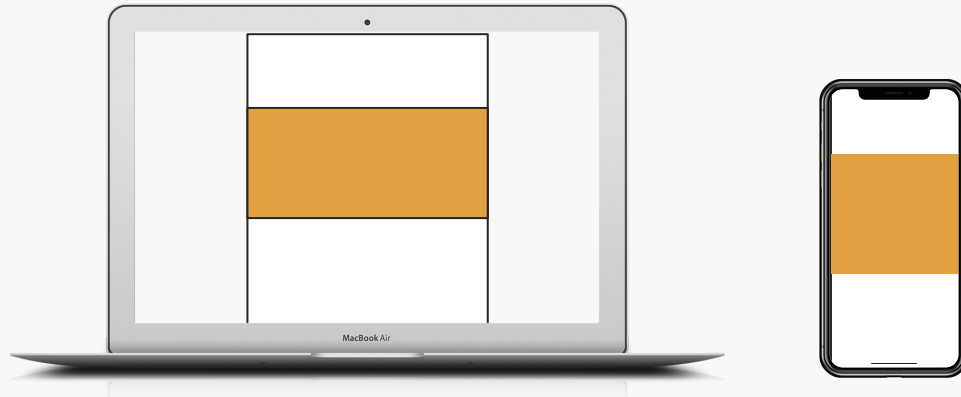
Desktop ratio: 16:9

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

