

BONNIER
Publications

ILLUSTRERAD

VETENSKAP

Media kit 2026



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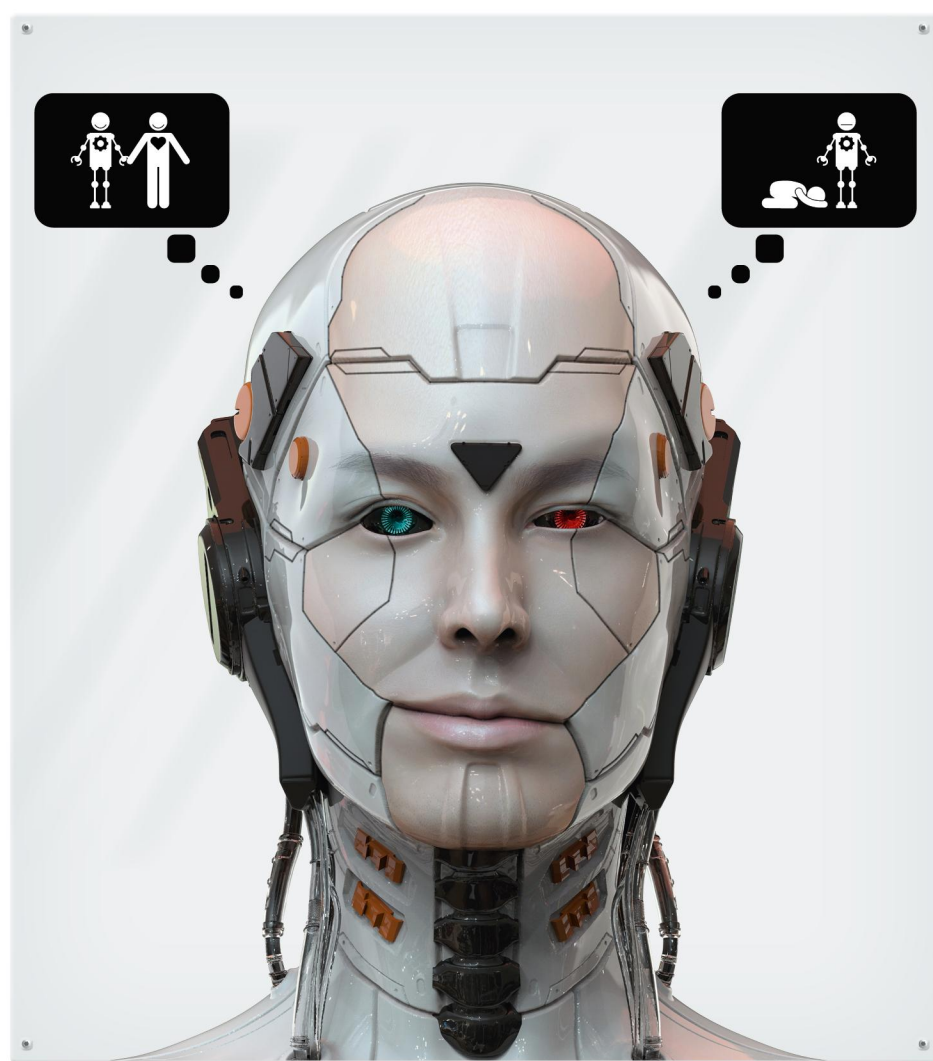
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Illustrerad Vetenskap is the biggest magazine in the Nordic countries covering science, nature and technology. We enable people to become explorers in the world of science.

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





1.333.000

Monthly pageviews



129.300

Newsletter subscribers



Digital users

Facebook

45%

male

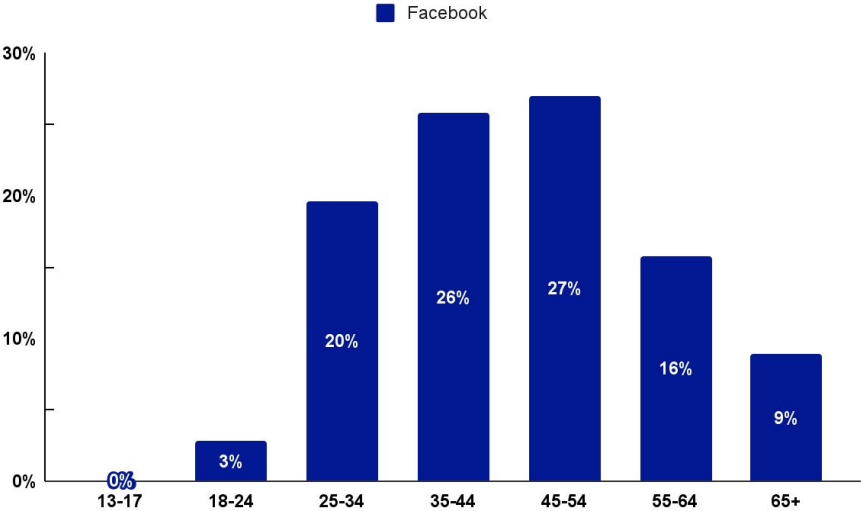


55%

female



Age





Editorial schedules, rate cards and formats

January – May 2026

No.	Publishing date	Week	Deadline
2	07/01/2026	02	27/11/2025
3	21/01/2026	04	15/12/2025
4	11/02/2026	07	09/01/2026
5	25/02/2026	09	23/01/2026
6	18/03/2026	12	13/02/2026
7	08/04/2026	15	03/03/2026
8	29/04/2026	18	24/03/2026
9	13/05/2026	20	09/04/2026

June –September 2026

No.	Publishing date	Week	Deadline
10	03/06/2026	23	01/05/2026
11	24/06/2026	26	21/05/2026
12	08/07/2026	28	04/06/2026
13	29/07/2026	31	26/06/2026
14	12/08/2026	33	10/07/2026
15	02/09/2026	36	31/07/2026
16	16/09/2026	38	14/08/2026

October –December 2026

No.	Publishing date	Week	Deadline
17	07/10/2026	41	04/09/2026
18	21/10/2026	43	18/09/2026
19	11/11/2026	46	09/10/2026
20	25/11/2026	48	23/10/2026
1/27	16/12/2026	51	13/11/2026

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

Mobile	Price in SEK*
Mobile standard banner	CPM 75

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

Format	Price in SEK*
Newsletter banner	CPM 150

*Gross prices

Digital formats

See visualizations and ad specifications further below

*Contact 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 adnami.io/specs .

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

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.

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[GO TO FAQ](#)



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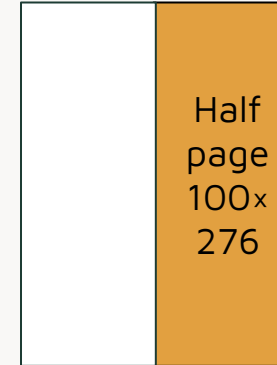
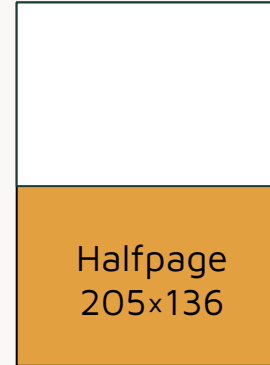
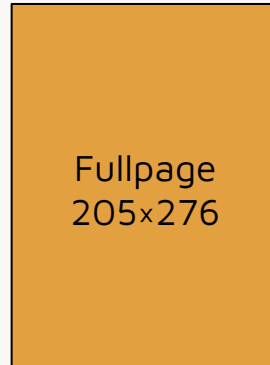
SIEBREN OOSTWOUD

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

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

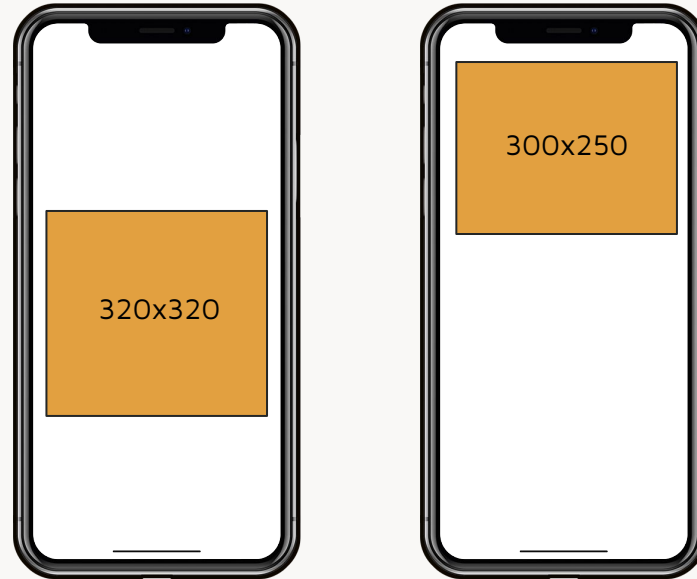
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

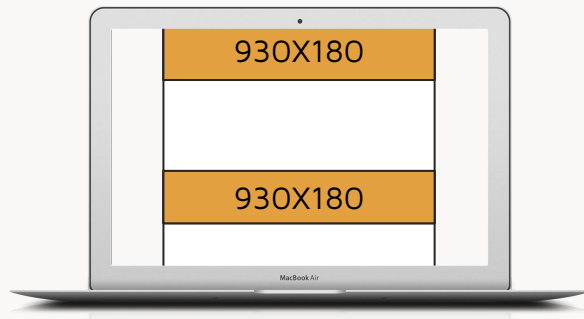


Desktop standard banner

Specifications:

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

Incl. URL / tracking

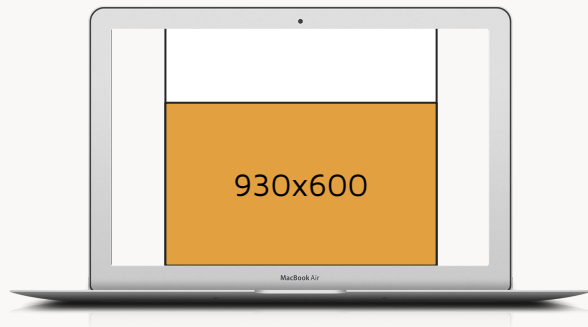


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

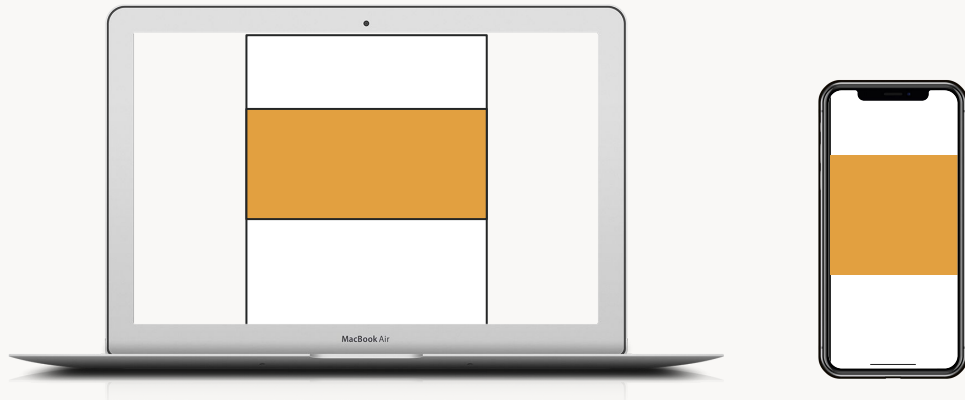
Desktop ratio: 16:9
(1920x1080)

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

