

BONNIER
Publications

K **KOMPUTER FOR ALLE**

Media kit 2024

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Komputer for alle is the only PC magazine for users at all levels.

We write about PCs and the Internet, tablets and smartphones, programs and websites – in a way that everyone understands. We always provide thorough step-by-step guides, tell you what's new and write about lots of new product tests that interest the common user.





72.000

Magazine readership*



153.538

Monthly pageviews**



13.755

Newsletter subscribers



8.380

Facebook likes



*Index Denmark -

**Google Analytics -

July 2023

Digital users

Facebook

66%

male

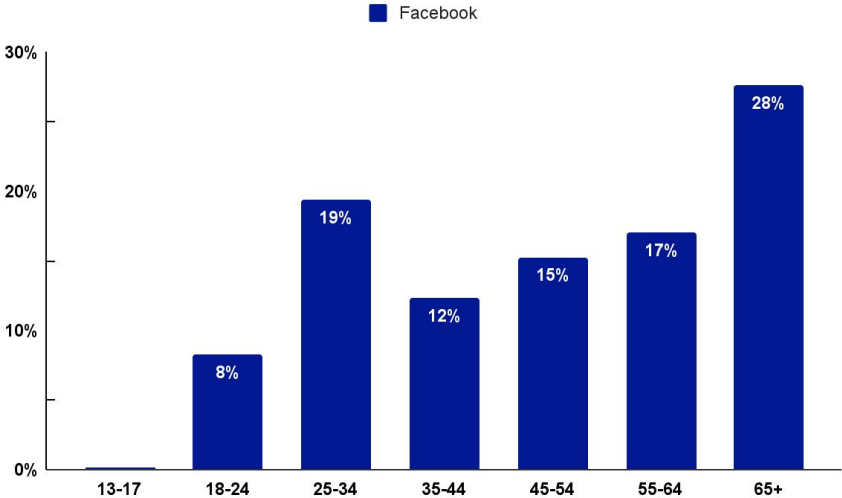


34%

female



Age



Print readers

Gender

74%

male



26%

female



Geography

49%

east region

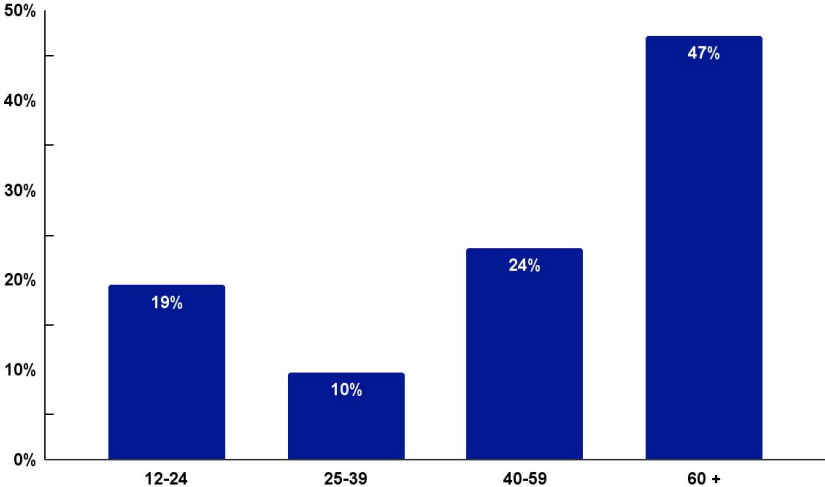


51%

west region



Age





Editorial schedules, rate cards and formats

Januar –Maj 2024

No.	Publishing date	Week	Deadline	Theme
2	11/01/2024	2	01/12/2023	
3	25/01/2024	4	15/12/2023	
4	15/02/2024	7	11/01/2024	
5	29/02/2024	9	29/01/2024	
6	21/03/2024	12	15/02/2024	
7	04/04/2024	14	28/02/2024	
8	25/04/2024	17	19/03/2024	
9	07/05/2024	19	05/04/2024	

Juni – September 2024

No.	Publishing date	Week	Deadline	Theme
10	30/05/2024	22	23/04/2024	
11	20/06/2024	25	14/05/2024	
12	04/07/2024	27	31/05/2024	
13	25/07/2024	30	20/06/2024	
14	08/08/2024	32	08/07/2024	
15	29/08/2024	35	26/07/2024	
16	19/09/2024	38	15/08/2024	

October - December 2024

No.	Publishing date	Week	Deadline	Theme
17	03/10/2024	40	02/09/2024	
18	24/10/2024	43	20/09/2024	
19	14/11/2024	46	10/10/2024	
20	28/11/2024	48	28/10/2024	
1/25	19/12/2024	51	14/11/2024	

Print Advertising rate card

Product	Pricing in DKK*
2/1 page	72.900
1/1 page	38.200
½ page	25.000
Back cover	47.900
Inner back cover	44.000

Product	Pricing in DKK*
Page 2-3	95.600
2/1 page Native Article	91.100**
1/1 page Native Article	47.800**

*Gross prices only

**In addition, production cost

Print formats

See visualizations and ad specifications further below

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 DKK*
Standard banner	CPM 50
Megabanner	CPM 60
Skyscraper/sticky	CPM 50
Wallpaper	CPM 100

High impact formats	Price in DKK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 100 + CPM 5 ad tech fee

Format	Price in DKK*
Video-in-banner	CPM 60

Mobile / Tabet	Price in DKK*
Mobile standard banner	CPM 50
Tablet standard banner	CPM 50

Format	Price in DKK*
Newsletter banner	CPM 100

*Gross prices

Digital formats

Desktop	Format
Standard banner	930x180
Megabanner	930x600
Skyscraper/sticky	160x600 / 300x600
Wallpaper	2560x1200 + optional standard banner

Mobile / Tablet	Format
Mobile standard banner	320x320 / 300x250
Tablet standard banner	728x90

Newsletter	Format
Newsletter banner	620x300

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

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

NTA Advertising rate card

Product	Pricing in DKK*
Native Article	25.000
Competition	10.000-20.000
Newsletter	10.000
Instagram	10.000
Facebook	10.000
Sponsorship	Contact for price**
Video	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. Incl traffic drivers
Competition	Competition with prize from distributor
Newsletter	The native article is included in editorial newsletters
Instagram	Post in feed or Story. Story available for 24 hours
Facebook	Postings on the brand's Facebook wall.
Sponsorship	Under Categories, selected articles or creative formats such as route planner and similar
Video	Video clips formed as an editorial clip, but with a commercial message.

*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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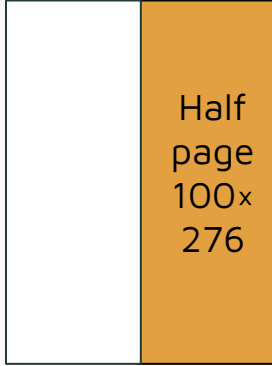
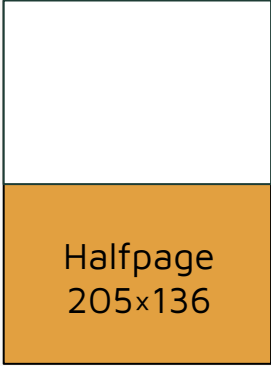
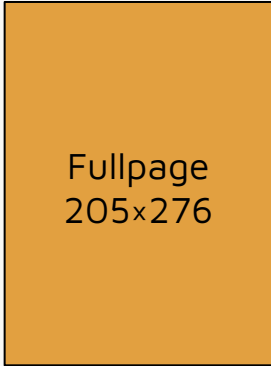
KENNI PEDERSEN

Digital Team Lead
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



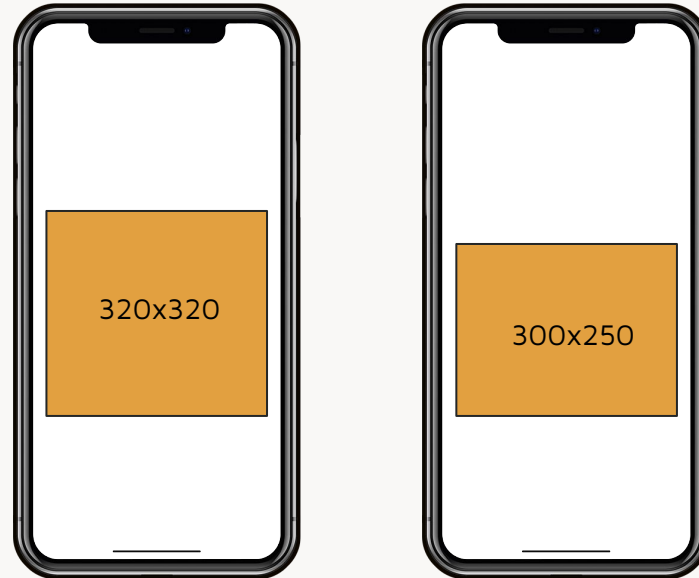
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

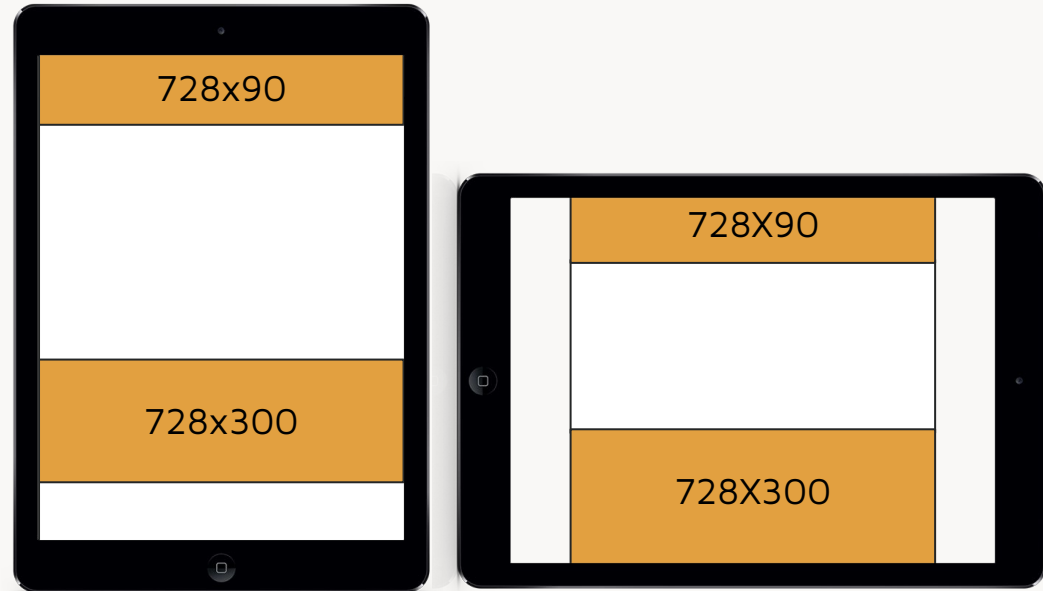


Tablet standard banner

Specifications:

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

Incl. URL / tracking



Desktop standard banner

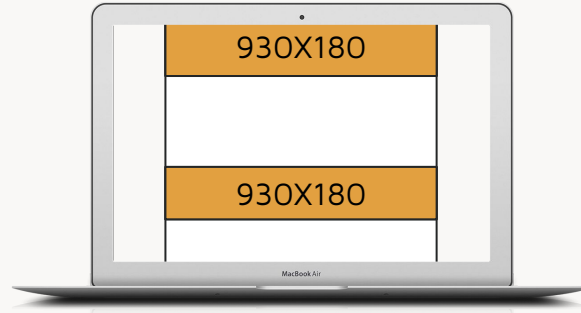
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

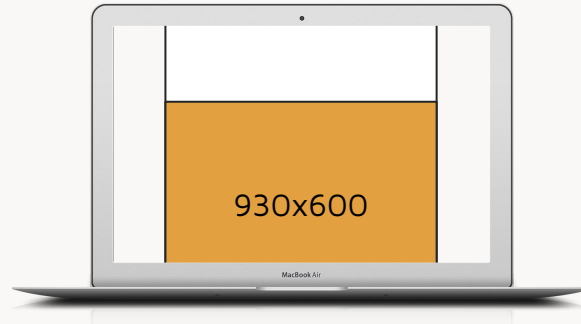


Desktop mega banner

Specifications:

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

Incl. URL / tracking

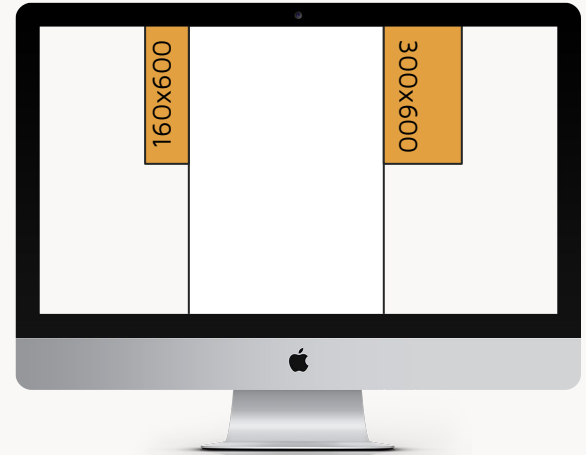
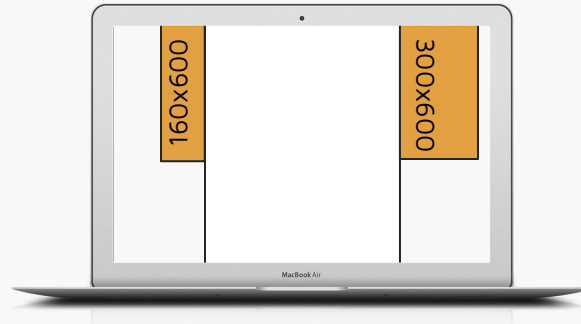


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Desktop Wallpaper + standard banner

Asset Specs (size in px):

Wallpaper: 2560x1200

Standard banner: 930x180

Asset type:

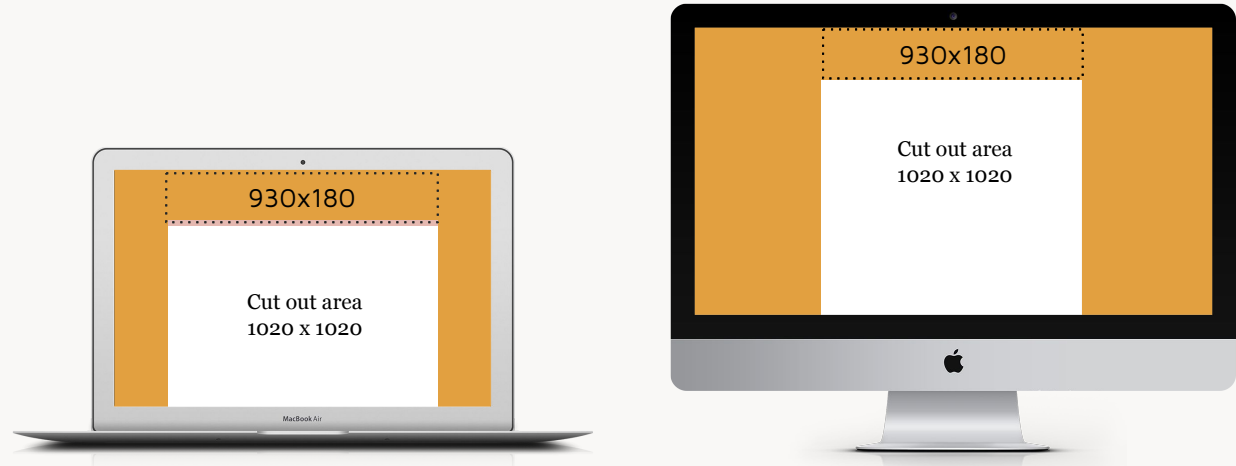
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum 150 kb

Incl. URL / tracking



Video in-banner

Specifications:

- MPEG4, 3GPP, MOV
- AVI
- MPEGS
- WMV, MP3

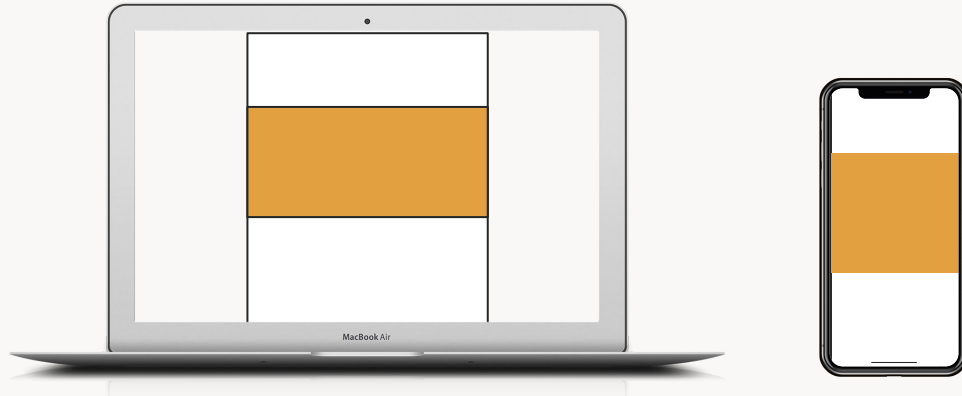
Desktop ratio: 16:9

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

