

BONNIER
Publications

K **KOMPUTER FOR ALLE**

Media kit 2025

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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.





70.000

Magazine readership*



196.874

Monthly pageviews



19.30

Newsletter subscribers



8.308

Facebook likes



*Index Denmark - 2024

Digital users

Facebook

66%

male

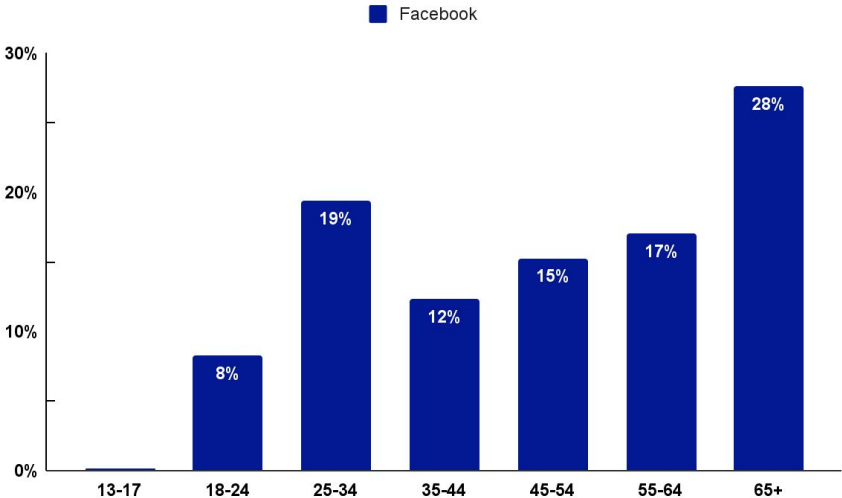


34%

female



Age



Print readers

Gender

71%

male



29%

female



Geography

47%

east region

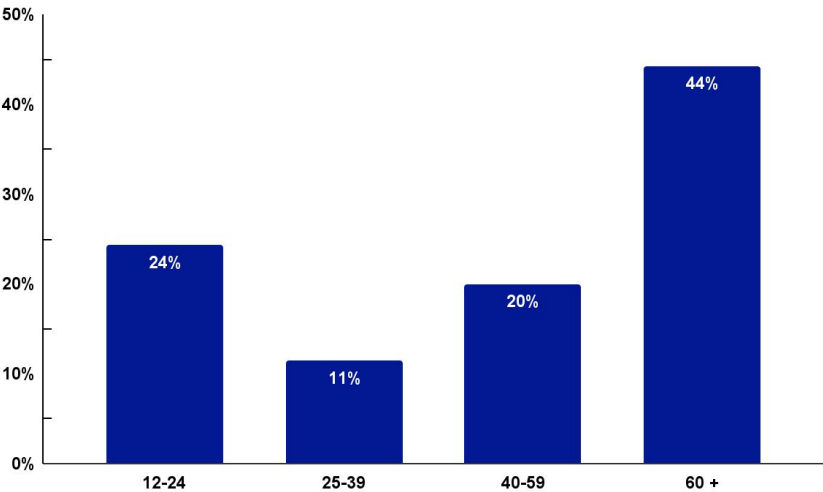


53%

west region



Age





Editorial schedules, rate cards and formats

Januar –Maj 2025

No.	Publishing date	Week	Deadline	Theme
2	09/01/2025	2	02/12/2024	
3	23/01/2025	4	12/12/2024	
4	13/02/2025	7	13/01/2025	
5	27/02/2025	9	27/01/2025	
6	20/03/2025	12	17/02/2025	
7	03/04/2025	14	03/03/2025	
8	24/04/2025	17	20/03/2025	
9	08/05/2025	19	02/04/2025	

Juni – September 2025

No.	Publishing date	Week	Deadline	Theme
10	27/05/2025	22	28/04/2025	
11	12/06/2025	24	07/05/2025	
12	03/07/2025	27	27/05/2025	
13	24/07/2025	30	23/06/2025	
14	07/08/2025	32	07/07/2025	
15	28/08/2025	35	28/07/2025	
16	11/09/2025	37	11/08/2025	

October –December 2025

No.	Publishing date	Week	Deadline	Theme
17	02/10/2025	40	01/09/2025	
18	16/10/2025	42	15/09/2025	
19	06/11/2025	45	06/10/2025	
20	27/11/2025	48	27/10/2025	
1/26	18/12/2025	51	17/11/2025	

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

Mobile	Price in DKK*
Mobile standard banner	CPM 50

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

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

Format	Price in DKK*
Newsletter banner	CPM 100

*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
Standard banner	580x400 / 580x500

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

* Gross prices only

**Contact local office for prices
- Contact information further
below

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**

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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Caroline A. Kongslev

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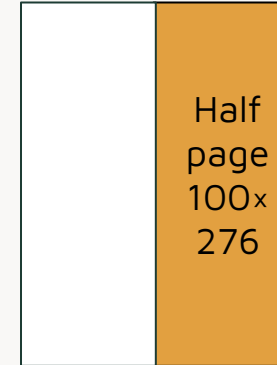
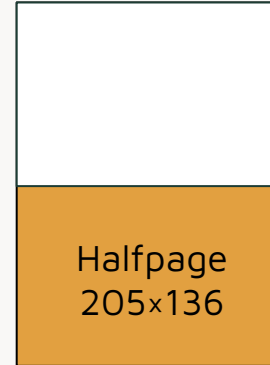
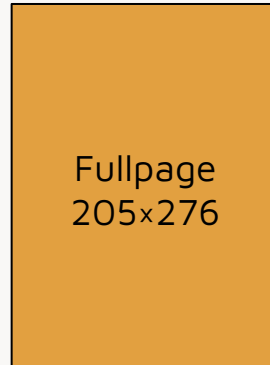
KENNI PEDERSEN

Digital Team Lead
kenni.pedersen@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

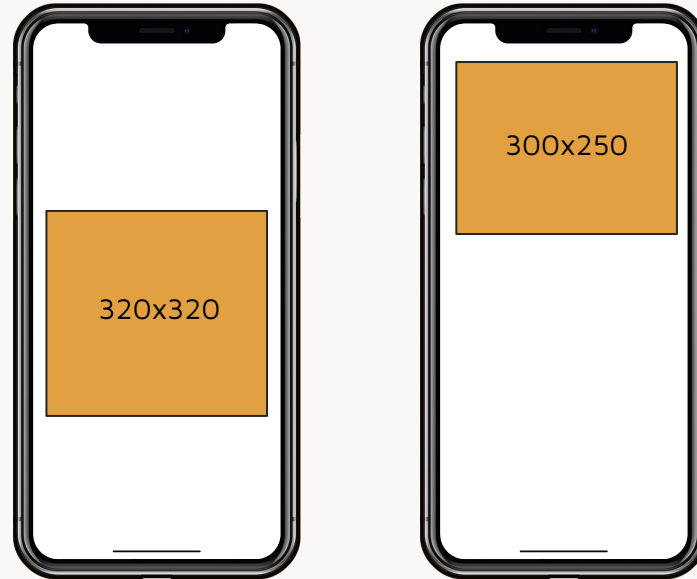
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

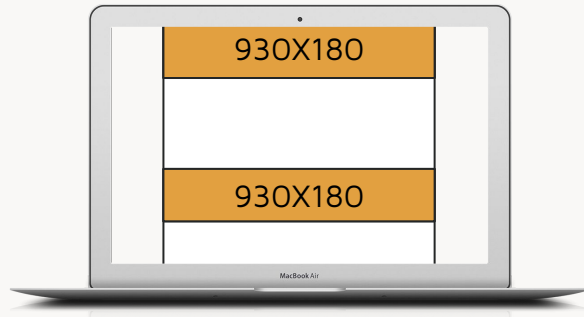


Desktop standard banner

Specifications:

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

Incl. URL / tracking

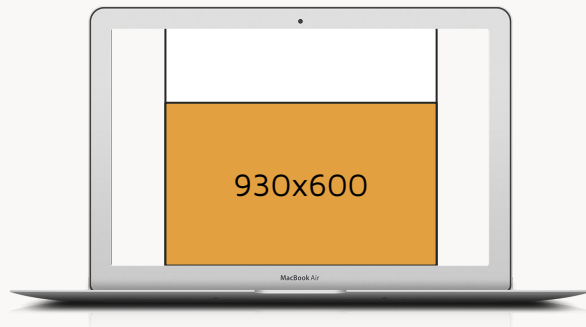


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Desktop standard 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

