

BONNIER
Publications

K **KOMPUTER FOR ALLE**

Media kit 2026

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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.





64.000

Magazine readership*

133.00

Monthly pageviews

19.40

Newsletter subscribers

8.308

Facebook likes

*Index Denmark - H2 2024 / H1 2025

Digital users

Facebook

66%

male

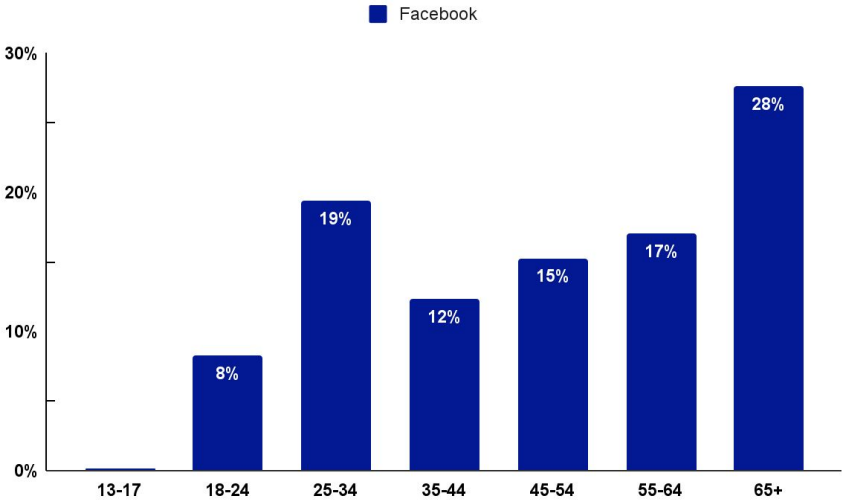


34%

female



Age



Print readers

Gender

73%

male



28%

female



Geography

47%

east region

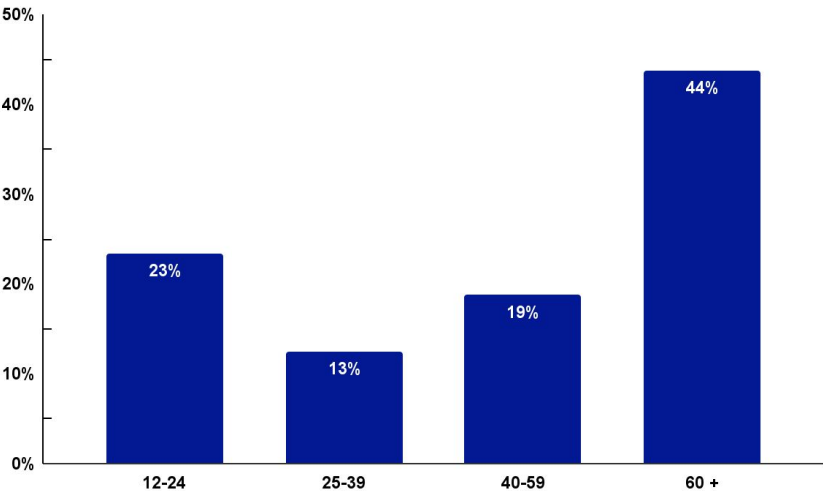


53%

west region



Age





Editorial schedules, rate cards and formats

Januar –Maj 2026

No.	Publishing date	Week	Deadline	Theme
2	08/01/2026	02	01/12/2025	3D-print
3	22/01/2026	04	10/12/2026	Smartphones
4	12/02/2026	07	09/01/2026	Harddisk
5	26/02/2026	09	26/01/2026	Antivirus
6	19/03/2026	12	16/02/2026	Windows 11
7	09/04/2026	15	04/03/2026	YouTube
8	30/04/2026	18	25/03/2026	Printing
9	12/05/2026	20	10/04/2026	Password Managers

Juni – September 2026

No.	Publishing date	Week	Deadline	Theme
10	04/06/2026	23	29/04/2026	Everything Copilot
11	25/06/2026	26	21/05/2026	Security/Travel
12	09/07/2026	28	08/06/2026	WiFi
13	30/07/2026	31	29/06/2026	AI
14	13/08/2026	33	13/07/2026	How to buy a new pc
15	03/09/2026	36	03/08/2026	Software + search engines
16	17/09/2026	38	17/08/2026	Privacy online

October –December 2026

No.	Publishing date	Week	Deadline	Theme
17	08/10/2026	41	07/09/2026	Security online
18	22/10/2026	43	21/09/2026	Backup + ransomware
19	12/11/2026	46	12/10/2026	Best products of the year
20	26/11/2026	48	26/10/2026	Security
1/27	17/12/2026	51	16/11/2026	Keep your pc ready for 2027

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



Jan Byskou

Annoncesalg

jan@frontmedia.dk



KLAUS NYGAARD

Editor in Chief

klaus.nygaard@digitalfoto.dk



Caroline A. Kongslev

Advertising Material

caroline.kongslev@bonnier.dk



KENNI PEDERSEN

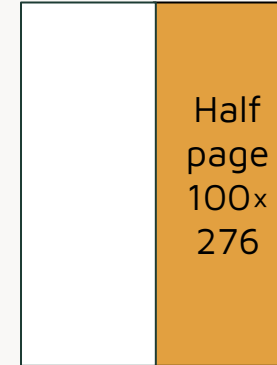
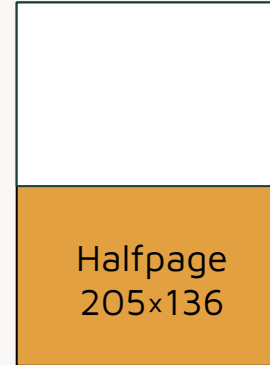
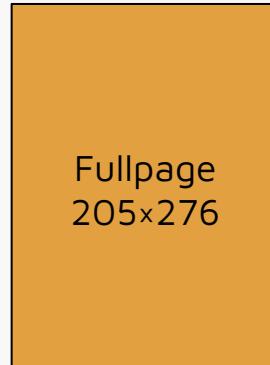
Digital Team Lead

kenni.pedersen@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

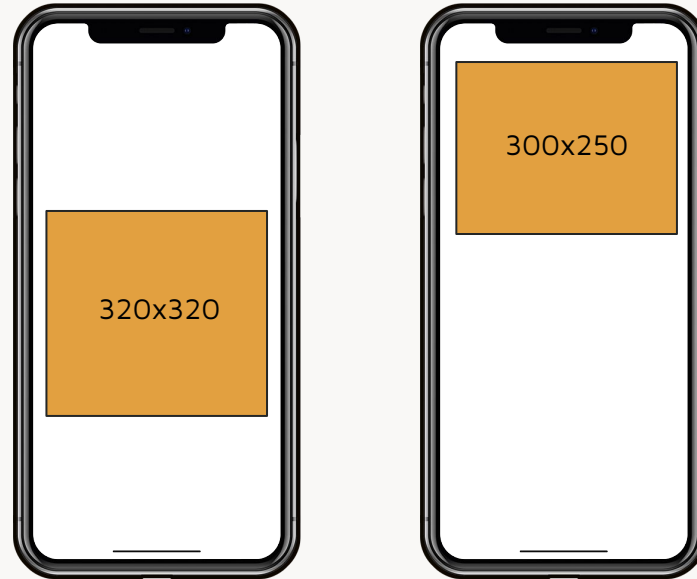
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

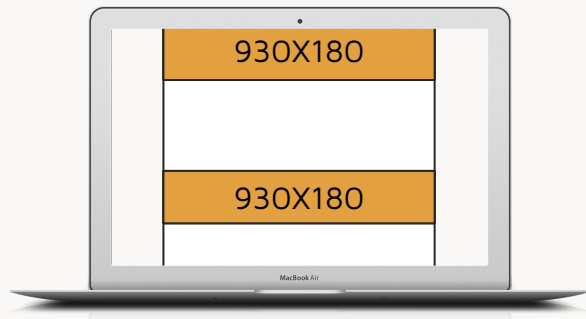


Desktop standard banner

Specifications:

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

Incl. URL / tracking

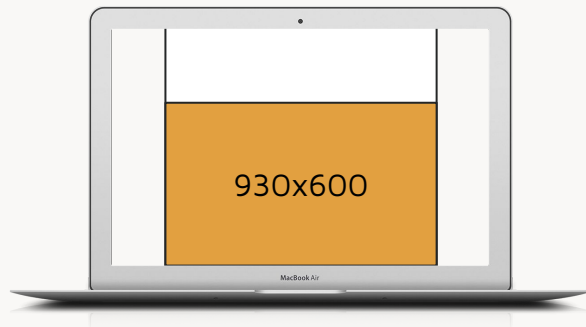


Desktop mega banner

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

