

BONNIER
Publications

SCANDINAVIAN
LIVING

BY BO BEDRE

Media kit 2025

Index

Our universe

Editorial schedules, rate cards and formats

Print

Digital

NTA

Contact

Advertisement specifications



Get inspired by the Scandinavian way of living

Scandinavian Living is focused around design, architecture and interior design and represents everything Scandinavia is known for: timeless quality, handcraft, simplicity, sustainability and aesthetics.





90.000

Est. readership



29.000

Instagram followers



6.000

Facebook likes



Print readers

Gender

32%

male

68%

female

Age

35-65

year-olds

90%

cares about art and culture

95%

cares about quality

93%

is interested in design

93%

cares about natural materials

84%

cares about aesthetics

85%

cares about sustainability

Survey made by VIP Media in 2018: 1150 people participated in the study



Editorial schedules, rate cards and formats

January – December 2025

No.	Publishing date	Week	Deadline	Theme
1	12/03/2025	11	13/02/2025	Bathrooms Theme
2	07/05/2025	19	01/04/2025	Kitchens Theme
3	02/07/2025	27	26/05/2025	Furniture and Outdoor Theme
4	27/08/2025	35	25/07/2025	Sleeping Rooms Theme
5	22/10/2025	43	19/09/2025	Christmas Theme

Print formats & rate card

Attention:
From issue no. 2 we change the print format:
1/1 page 223 x 295
2/1 page 446 x 295

Product	Format	Pricing in SEK*
2/1 page	446x295**	70.000
1/1 page	223x295	40.000
Back cover	223x295	70.000

*Gross prices only.
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).

NTA

Instagram package

A branded post is often used to promote a specific product via visually appealing content, or as a traffic driver to a competition or a native article where the storytelling is unfolded.

The branded post is published natively on Scandinavian Living's Facebook or Instagram account, depending on the goal of the campaign.

Package	Details	Measured results
2 x Instagram posts 2 x Instagram stories (incl. 3-5 frames) Incl. boost	Minimum reach: 150.000 Duration: 2-3 weeks Can link to external website Can link to Advertisers own SoMe page	Clicks Reach Engagement Impressions CTR
Total in SEK		30.000

NTA Advertising rate card

Product	Pricing in SEK*
Instagram Package Incl 2 IG post, 2 stories of 3-5 frames incl swipe up, or unique promotion code incl paid social boost	30.000

* Gross prices only

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

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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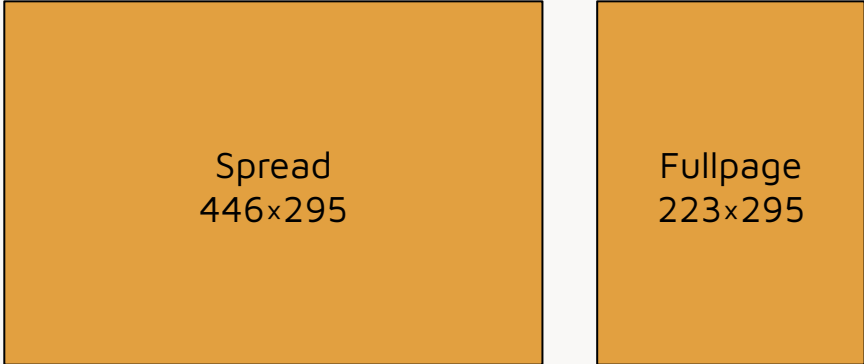
HENRIK MADER

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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Spread
446x295

Fullpage
223x295

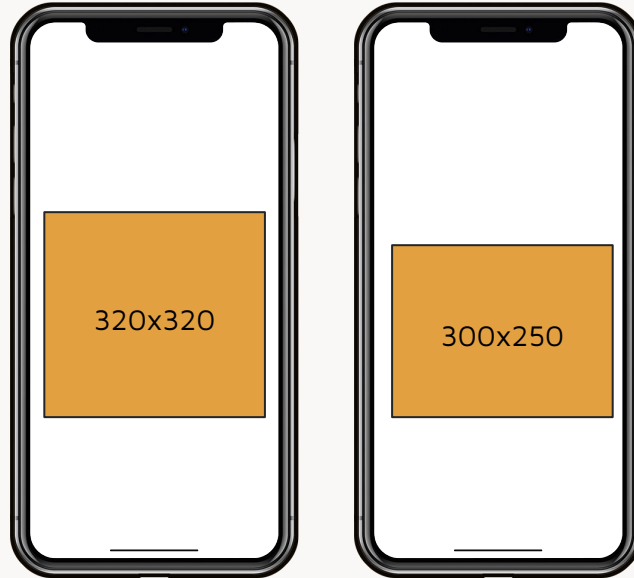
Missing some prices?

See details about pricing above

Mobile standard banners

Specifications:

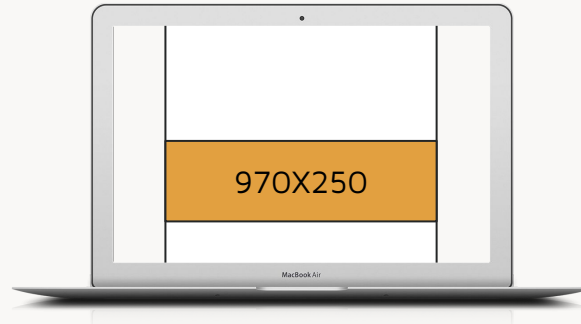
HTML5 banner
JPG / PNG / GIF
3rd party tag
Max 150 KB



Desktop banner

Specifications:

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



Tablet banner

Specifications:

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

