

BONNIER  
Publications

SCANDINAVIAN  
LIVING

BY BO BEDRE

Media kit 2025

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## 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



# 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	Furniture and Outdoor Theme
3	02/07/2025	27	26/05/2025	Kitchens 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: <b>150.000</b> Duration: 2-3 weeks Can link to external website Can link to Advertisers own SoMe page	Clicks Reach Engagement Impressions CTR
<b>Total in SEK</b>		<b>30.000</b>

# 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.

[GO TO OCAST](#)

[GO TO FAQ](#)



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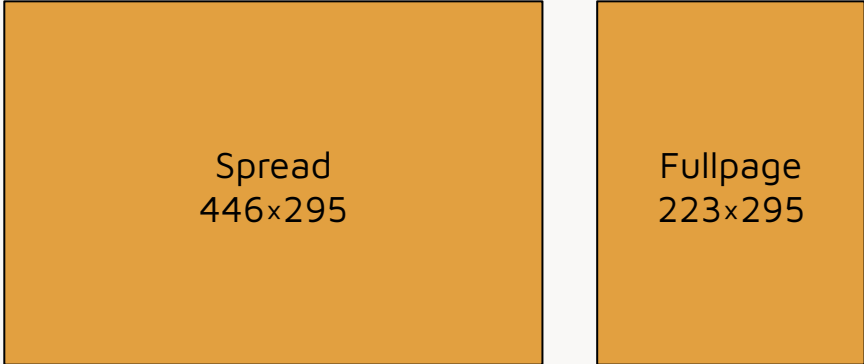
**HENRIK MADER**

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# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



Spread  
446x295

Fullpage  
223x295

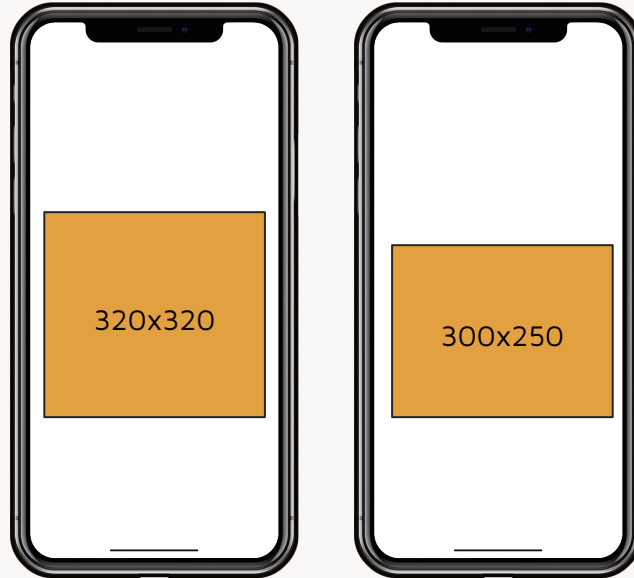
## Missing some prices?

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

