



BONNIER  
Publications Online

SCANDINAVIAN  
**LIVING**  
BY BO BEDRE

Media kit 2026

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Our universe

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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



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

**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 2026

No.	Publishing date	Week	Deadline	Theme
1	00/00/2026	00	00/00/2026	
2	00/00/2026	00	00/00/2026	
3	00/00/2026	00	00/00/2026	
4	00/00/2026	00	00/00/2026	
5	00/00/2026	00	00/00/2026	

# 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	Minimum reach: <b>150.000</b>	Clicks
2 x Instagram stories (incl. 3-5 frames)	Duration: 2-3 weeks Can link to external website	Reach Engagement
Incl. boost	Can link to Advertisers own SoMe page	Impressions CTR
<b>Total in SEK</b>		<b>30.000</b>

# NTA Advertisin g 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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# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print-formats



Spread  
446×295



Fullpage  
223×295

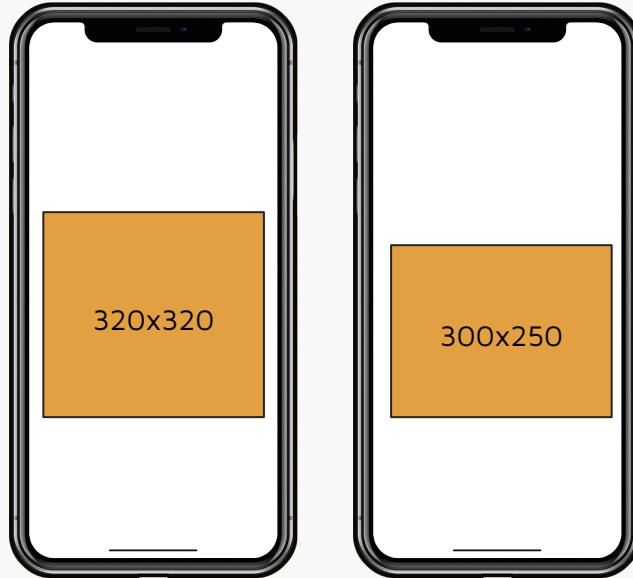
**Missing some prices?**

See details about pricing above

# Mobile standard banners

## Specifications:

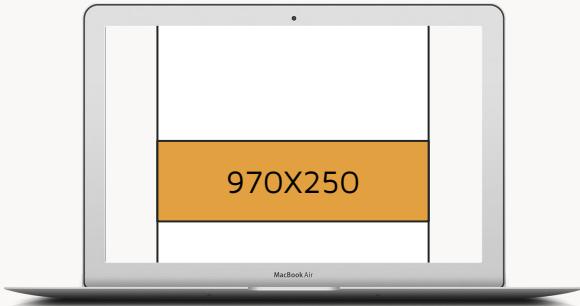
HTML5 banner  
JPG / PNG / GIF  
3rd party tag  
Max 150 KB



# 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

