

BONNIER
Publications

tara

Media kit 2024



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Tara is Norway's largest magazine for the grown-up female.

Quality content in matters such as self-development, health, adult fashion, tasty and healthy food, culture, exciting travel destinations and, not least, inspiring interviews with women whose stories and experience we can learn from.

Tara Frisk is all about the healthy life for grown women. Here you can learn more about everything from hot flashes and hormones to the latest research and manageable workouts. You'll also find in depth guides to subjects such as a healthy sex life, strong bones, quality sleep and a flexible body.





314.375

Monthly pageviews**

47.680

Facebook likes

16.600

Newsletter subscribers

11.613

Instagram followers

Digital users

Instagram

4%

male



96%

female



Facebook

2%

male

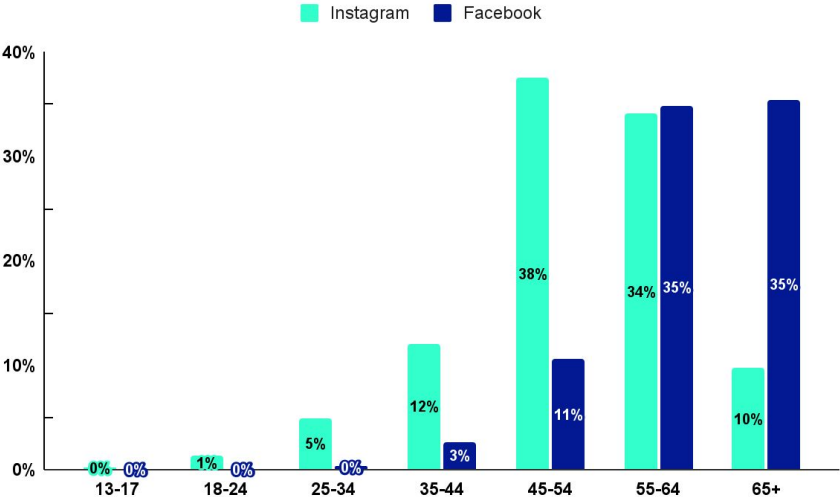


98%

female



Age





Editorial schedules, rate cards and formats

January –June 2024

No.	Publishing date	Week	Deadline	Theme
2	19/01/2024	3	14/12/2023	The big health issue: new forms of exercise, memory, health skin, broccoli
3	16/02/2024	7	18/01/2024	Yoga, spring cleaning of skin and hair, winter holiday menu, spring fashion trends
4	15/03/2024	11	19/02/2024	Health: connective tissue and swimming, Easter skin, buyer's guide to sunglasses, youthful hairstyles
5	05/04/2024	14	01/03/2024	Night-time skin care, salads, jackets and coats for spring, guide to sneakers, porch
6	03/05/2024	18	03/04/2024	The big body positivity issue: understanding the body, spring fashion in all sizes, bathroom makeover
7	24/05/2024	21	19/04/2024	Health: menopause, sun products, beautiful in a snap, summer dresses, vases, Norway in Summer
8	21/06/2024	25	22/05/2024	Health: sugar cravings, hair guide, after sun care, swimwear in all sizes, Danish summer

July – December 2024

No.	Publishing date	Week	Deadline	Theme
9	12/07/2024	28	12/06/2024	The big summer issue: mental wellness, summer cookies, light summer fashion, Summer homes, the Swedish coastal landscape
10	09/08/2024	32	11/07/2024	The big relationship issue: love guide, sex and cohabitation, food for love, fall fashion trends, Paris – the city of love
11	30/08/2024	35	02/08/2024	Exercise and training, your stomach, this fall's nicest knits, kitchen issue
12	27/09/2024	39	27/08/2024	Fall and winter workouts, stews for fall, festive clothes, winter skin
13	25/10/2024	43	27/09/2024	The big issue on menopause, health: menopause, beauty: menopause skin and hair, food: menopause diet, we decorate for Christmas
14	22/11/2024	47	28/10/2024	The big Christmas issue: digestion, festive make-up and fragrance, Christmas dishes, festive clothes and jewellery
1/25	20/12/2024	51	20/11/2024	Health, weight loss, winners of the Pro-Age Favourites 2024, festive menu, soft fashion for lazy day

Tara extra magazines – January –December 2024

No.	Publishing date	Week	Deadline	Theme
1	15/03/2024	11	16/02/2024	Tara Home
2	30/08/2024	35	07/08/2024	Tara Home
3	04/10/2024	40	12/09/2024	Tara Christmas

Tara Frisk – Januar –December 2024

No.	Publishing date	Week	Deadline	Theme	Print run
1	04/04/2024	14	07/03/2024		4.000
2	13/09/2024	37	19/08/2024		4.000
3	27/12/2024	52	28/11/2024		4.000

Product	Format
2/1 page	450x295
1/1 page	225x295

Tara Bookazine – Januar –December 2024

No.	Publishing date	Week	Deadline	Theme	Print run
1	15/03/2024	11	19/02/2024	Easter	4.000
2	14/06/2024	24	16/05/2024	Spring	4.000
3	06/09/2024	36	12/08/2024	Late summer	4.000

Product	Format
2/1 page	450x295
1/1 page	225x295

Print Advertising rate card

Format	Pricing in NOK*
2/1 page	98.600
1/1 page	53.500
½ page	36.400
Back cover	77.100
Inner back cover	66.600

Format	Pricing in NOK*
Page 2-3	127.600
Page 4-5	122.800
1. Right page	66.600
2. Right page	64.000
2/1 page Native Article	123.200**
1/1 page Native Article	66.900**

*Gross prices only

**In addition, production cost

Print formats

Attention:
From issue no. 8 we change the print format:
1/1 page 217 x 280
2/1 page 434 x 280

Product	Format
2/1 page	434x280*
1/1 page	217x280
Vertical ½ page	106x280
Horizontal ½ page	217x137
Back cover	217x280
Inner back cover	217x280

Product	Format
Page 2-3	434x280*
2/1 page Native Article	434x280*
1/1 page Native Article	217x280

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).

Extra magazines **Print** **Advertising** **rate card**

Format	Pricing in NOK*
2/1 page	79.100
1/1 page	43.000

Format	Pricing in NOK*
Page 2-3	102.900
Back cover	62.400

*Gross prices only

**In addition, production cost

Bookazines

Print formats & rate card

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).

Product	Format	Pricing in SEK**
2/1 page	450x295***	22.000
1/1 page	225x295	15.000
Back cover	225x295	18.000

Digital Advertising rate card

Desktop	Price in NOK*
Standard banner	CPM 75
Megabanner	CPM 90
Skyscraper/sticky	CPM 75
Wallpaper	CPM 150

Mobile / Tablet	Price in NOK*
Mobile standard banner	CPM 75
Tablet standard banner	CPM 75

High impact formats	Price in NOK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 150 + CPM 5 ad tech fee

Format	Price in NOK*
Video-in-banner	CPM 90

Format	Price in NOK*
Newsletter banner	CPM 150

*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
Skyscraper/sticky	160x600 / 300x600
Wallpaper	2560x1200 + optional standard banner

Mobile / Tablet	Format
Mobile standard banner	320x320 / 300x250
Tablet standard banner	728x90

Newsletter	Format
Newsletter banner	620x500

High impact formats – All devices
We partner with Adnami to deliver a wide range of high impact formats. Possibilities include topscroll, midscroll and double midscroll. 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 NOK*
Native Article	35.000 (incl. production)
Competition	10.000-20.000
NTA Newsletter	Contact for price**
Instagram	Contact for price**
Facebook	Contact for price**
Sponsorship	Contact for price**
Video	Contact for price**

NTA* formats

Product	Format
Native Article	Ad as on online article. The focus can be either on content storytelling or branding of products in a gallery. Incl traffic drivers
Competition	Competition with prize from distributor
NTA 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	Ownership on categories or events
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



LISA LIND NOER

Key Account Manager, Local contact
ln@hsmedia.no



TORUNN PETTERSEN

Editor in Chief - Tara
torunn.pettersen@tara.no



THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk



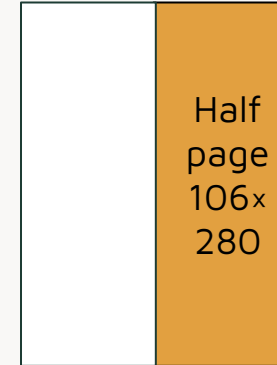
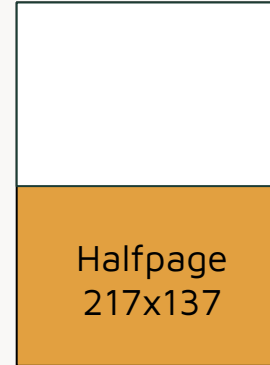
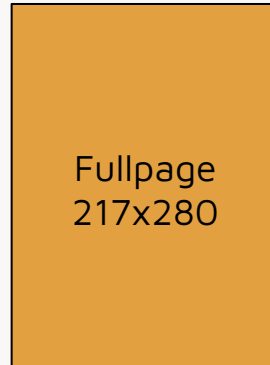
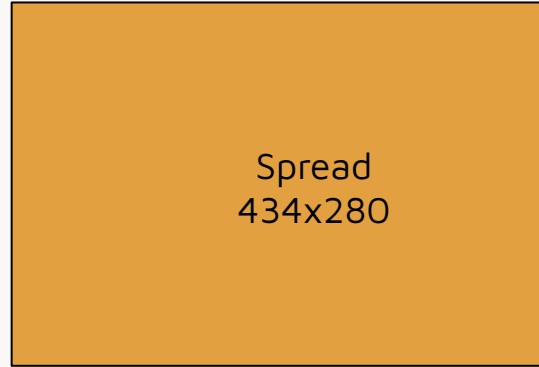
MALIN A. KJELLGREN SUNDET

Key Account Manager, Local contact
mas@hsmedia.no

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

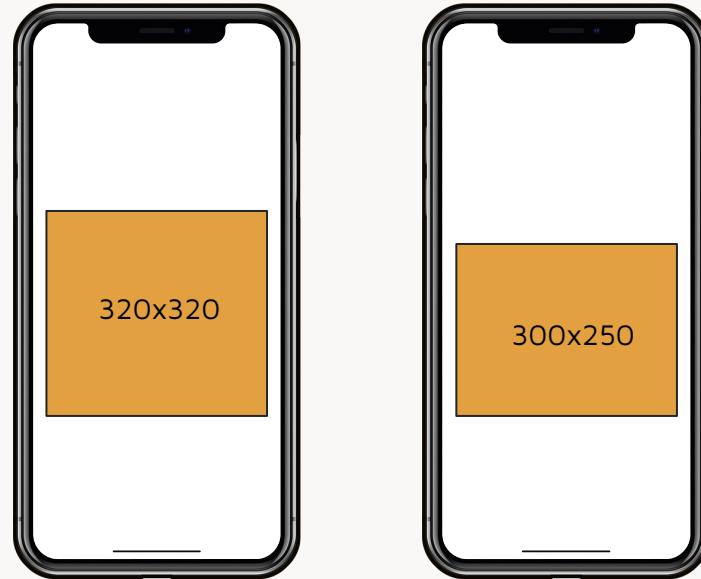
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

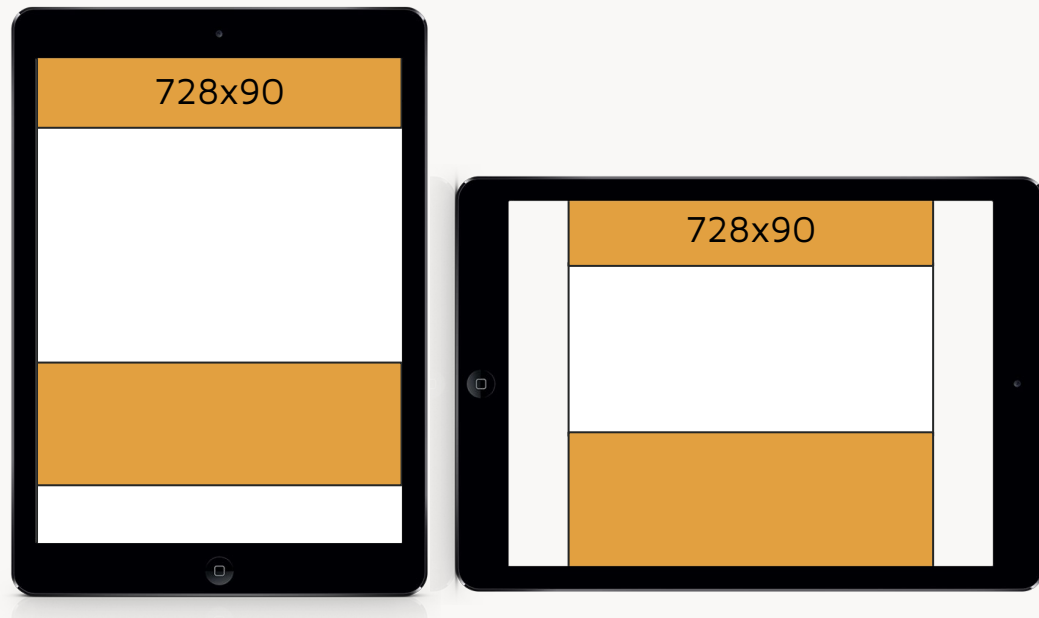


Tablet standard banner

Specifications:

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

Incl. URL / tracking

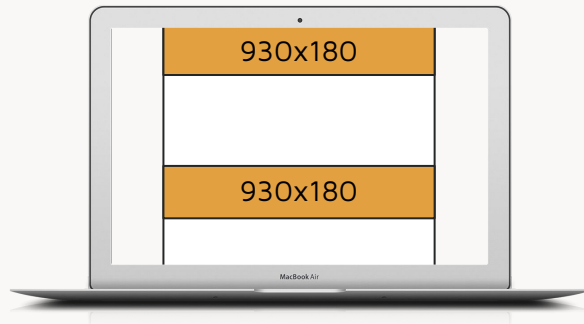


Desktop standard banner

Specifications:

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

Incl. URL / tracking



Desktop mega banner

Specifications:

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

Incl. URL / tracking

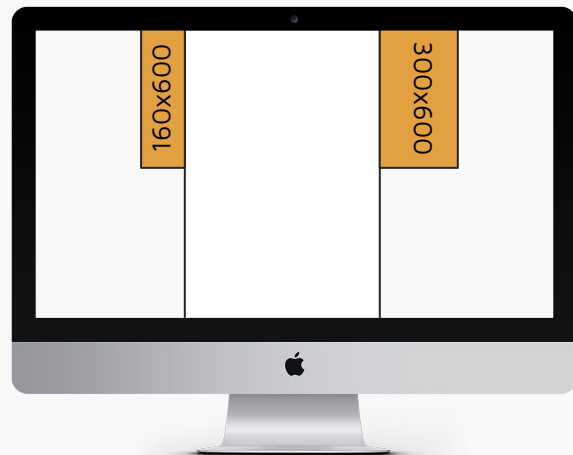
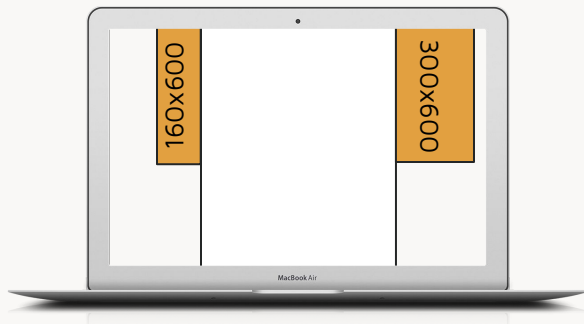


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Desktop Wallpaper + standard banner

Asset Specs (size in px):

Wallpaper: 2560x1200

Standard banner: 930x180

Asset type:

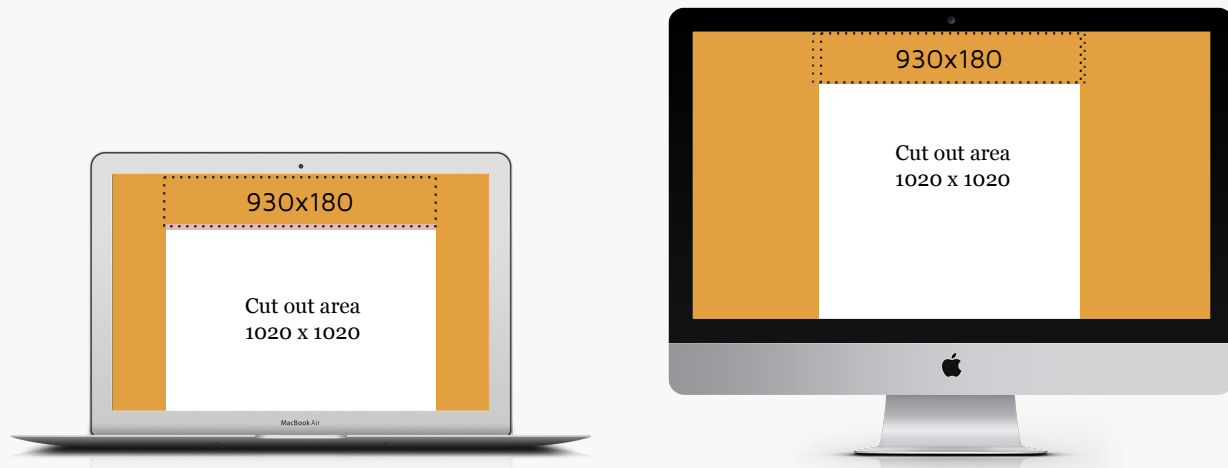
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum 150 kb

Incl. URL / tracking



Video in-banner

Specifications:

- MPEG4, 3GPP, MOV
- AVI
- MPEGS
- WMV, MP3

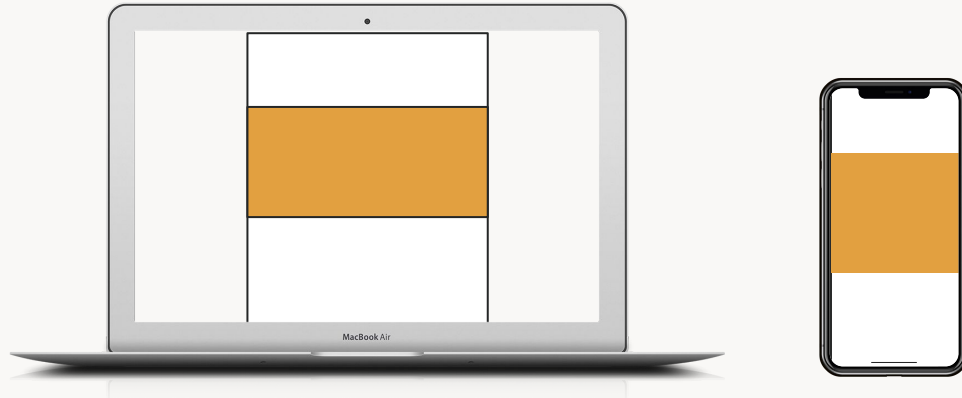
Desktop ratio: 16:9

Mobile ratio: 1:1 or 4:3

Max. weight 512 MB

Recommended to keep
under 15 seconds

Incl. URL / tracking



Newsletter

Specifications:

JPG / PNG / GIF
Max 150KB

Incl. URL / tracking

