

BONNIER  
Publications

# tara

## Media kit 2025



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Our universe

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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

15.454

Newsletter subscribers

11.61

Instagram followers

3

# Digital users

## Instagram

4%

male



96%

female



## Facebook

2%

male

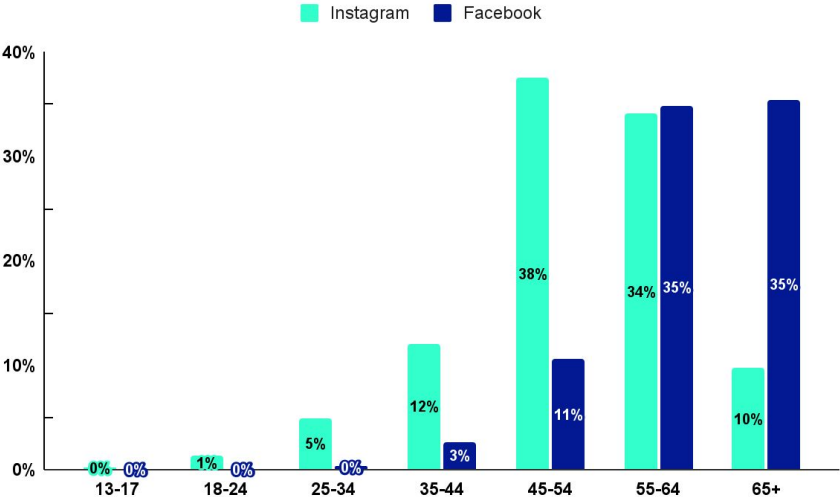


98%

female



## Age





# **Editorial schedules, rate cards and formats**

# January – July 2025

No.	Publishing date	Week	Deadline	Theme
2	24/01/2025	4	16/12/2024	40+ body, soft fashion, digestion and weight, fedon mediterranean food, vietnam WINTER VACATION SPECIAL - CABIN LIFE AND WINTER FOOD
3	28/02/2025	9	29/01/2025	ANNIVERSARY ISSUE - 20 YEARS! 20 years - norwegian celebrities tell their stories, spring trends with Tara's own models, sugar addiction - how to take control, Antwerp
4	04/04/2025	14	04/03/2025	Major theme: Women and cars, sporty fashion, strengthen connective tissue, big fitness special, Czech Republic
5	30/04/2025	18	27/03/2025	STRESS MANAGEMENT SPECIAL, outfits for manifestos, menopause special, malaga and surrounding areas
6	30/05/2025	22	29/04/2025	Garden life, strengthen the brain, summer dresses, alcohol, sweets you win with mile team, Danish summer
7	27/06/2025	26	21/05/2025	7 days to more love, summer vacation wardrobe, life after menopause, around Norway - late summer gems, what we're reading this summer - big book guide, summer flowers in the garden, summer's best dishes

# August –December 2025

No.	Publishing date	Week	Deadline	Theme
8	01/08/2025	31	01/07/2025	Life alone - in the countryside, in the forest, in the mountains, linen in every outfit (a bit Gudrun S-like), how to get fit - our hiking favorites, Seattle - a Scandinavian favorite
9	29/08/2025	35	29/07/2025	MAJOR MENOPAUSE SPECIAL, Tara's writing school, menopause - latest news, goodbye to those extra summer pounds, fall fashion sneak peek and jeans guide, Krakow
10	26/09/2025	39	26/08/2025	New choices in adulthood, great fall fashion special, ALL ABOUT SLEEP. Florida, great food special
11	24/10/2025	43	23/09/2025	Genealogy - and its importance, knitted sweaters, cycling in Italy
12	21/11/2025	47	21/10/2025	CHRISTMAS ISSUE, fighting anxiety and depression, how to get more energy, Christmas dresses and suits
1/26	19/12/2025	51	18/11/2025	Joy guide into the new year, winter outfits, big vitamin guide, Europe's 4 favorites: London, Paris, Rome and Berlin



# Tara extra magazines – January –December 2025

No.	Publishing date	Week	Deadline	Theme	Print run
1	30/05/2025	22	29/04/2025	Tara Home	11.000
2	29/08/2025	35	29/07/2025	Tara Home	11.000
3	24/10/2025	43	23/09/2025	Tara Christmas	11.000

Product	Format
1/1 page	217x280

# Tara Frisk – Januar –December 2025

No.	Publishing date	Week	Deadline	Theme	Print run
1	04/04/2025	14	12/03/2025	Health	4.000
2	12/09/2025	37	21/08/2025	Health	4.000
3	29/12/2025	01	02/12/2025	Health	4.000

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

# Tara Bookazine – Januar –December 2025

No.	Publishing date	Week	Deadline	Theme	Print run
2	13/06/2025	24	19/05/2025	Smak	4.000
3	05/09/2025	36	14/08/2025	Smak	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** **Advertisin** **g 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](mailto: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 <a href="https://adnami.io/specs">adnami.io/specs</a> .

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**

## **Elisabeth Retteraasen Wåde**

Media Advisor, Local contact  
elisabeth@salgsfabrikken.no

## **Vivian Karlsen**

Media Advisor, Local contact  
Vivian@salgsfabrikken.no



## **THERESE GUNNI**

Advertising Material  
therese.gunni@bonnier.dk



## **TORUNN PETTERSEN**

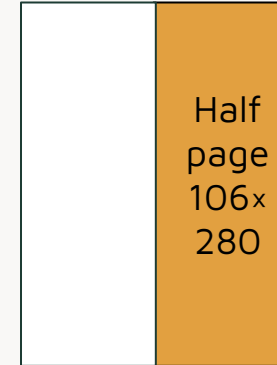
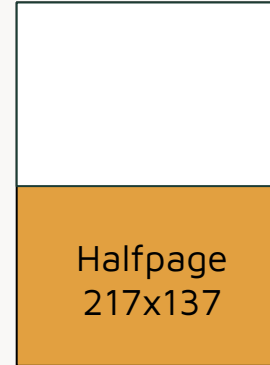
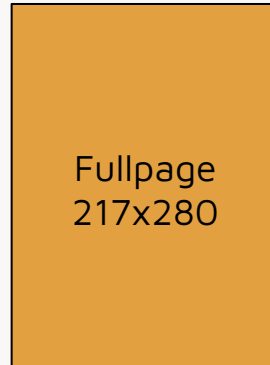
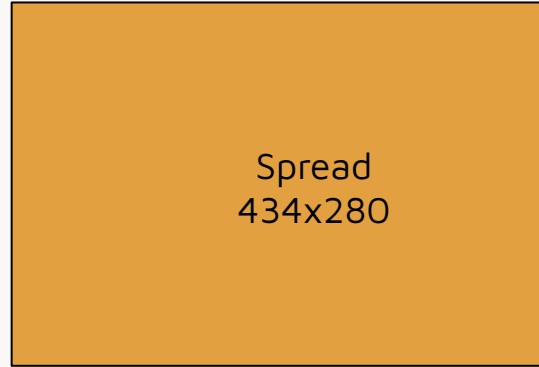
Editor in Chief - Tara  
torunn.pettersen@tara.no



# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

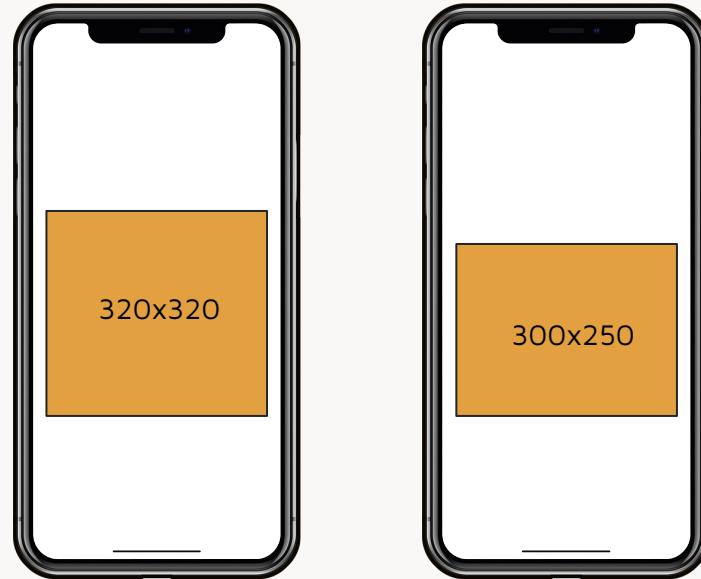
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

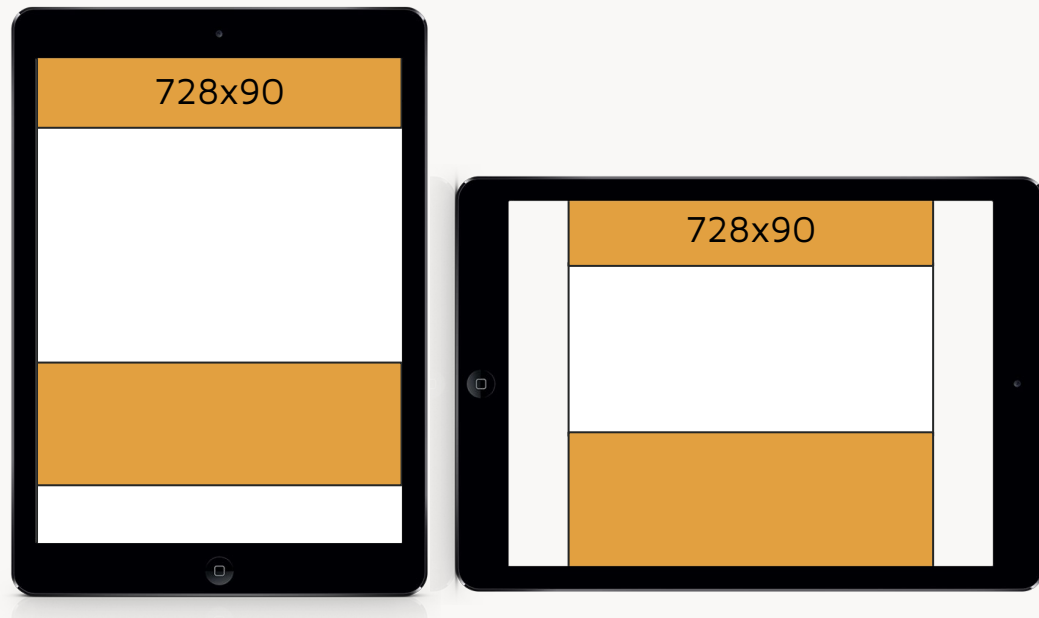


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking

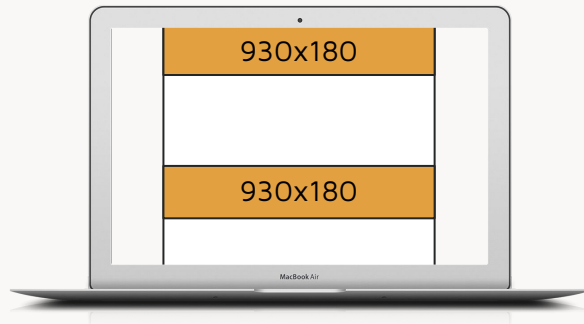


# Desktop standard banner

## 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



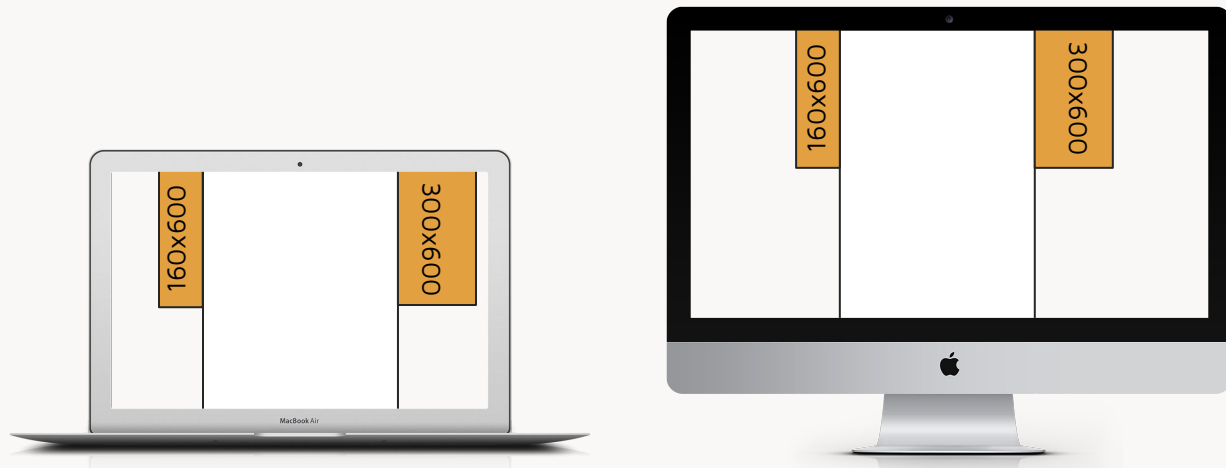


# Skyscraper/ Sticky

## 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:

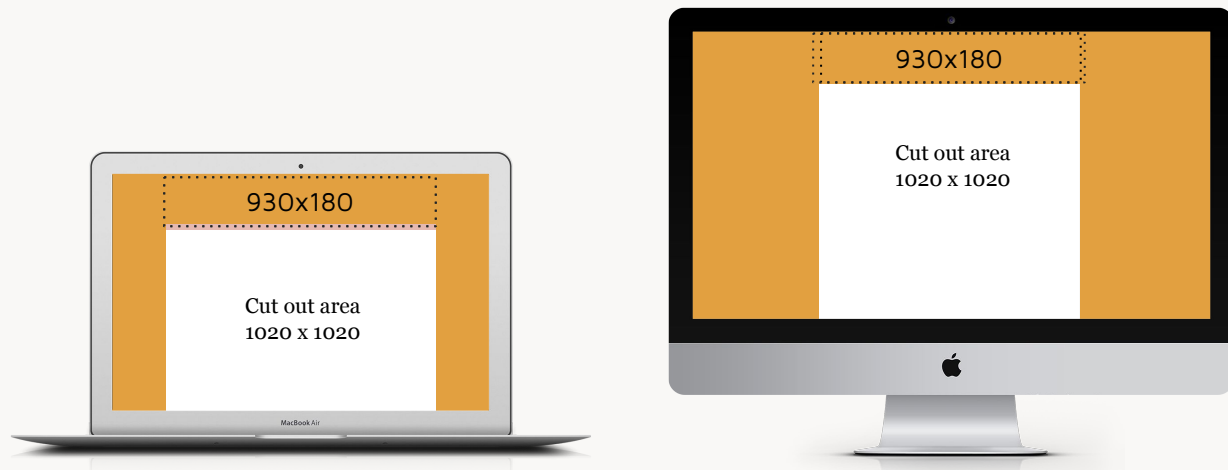
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

## Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum 150 kb

Incl. URL / tracking



# Video in-banner

## Specifications:

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

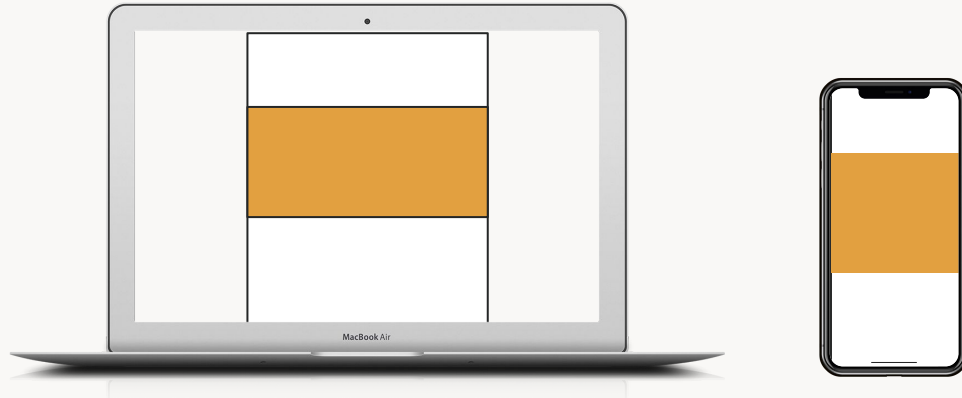
Desktop ratio: 16:9

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

