

BONNIER
Publications

tara

Media kit 2025



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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.





309.511

Monthly pageviews



49.061

Facebook likes



20.000

Newsletter subscribers



12.323

Instagram followers



Digital users

Instagram

4%

male



96%

female



Facebook

2%

male

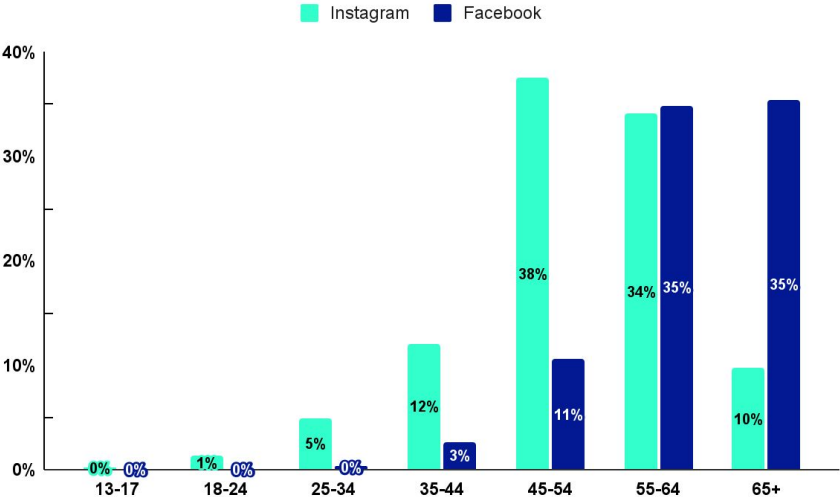


98%

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

Mobile	Price in NOK*
Mobile 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

Mobile	Format
Mobile standard banner	320x320 / 300x250

Newsletter	Format
Newsletter banner	600x500

High impact formats – All devices
We partner with Adnami to deliver a wide range of high impact formats. Possibilities include Topscroll, Midscroll and Desktop Skin. 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

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

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THERESE GUNNI

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therese.gunni@bonnier.dk



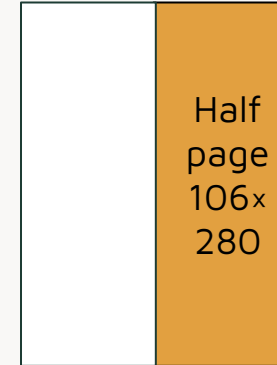
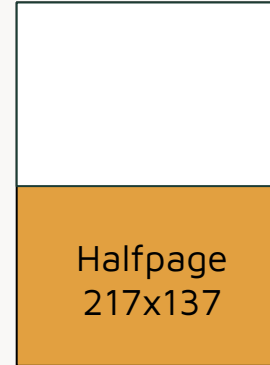
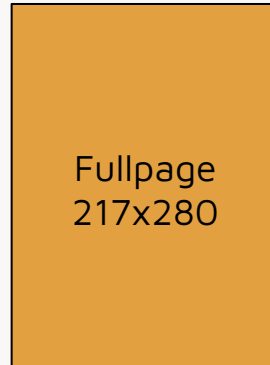
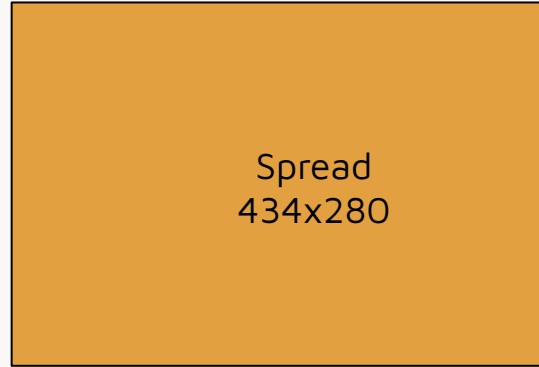
TORUNN PETTERSEN

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

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

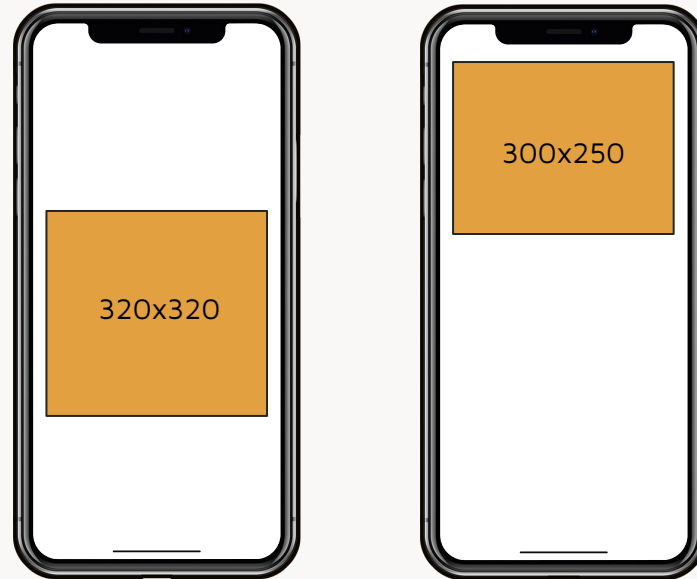
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

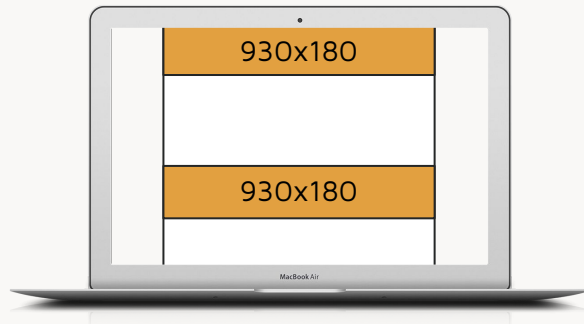


Desktop standard banner

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:

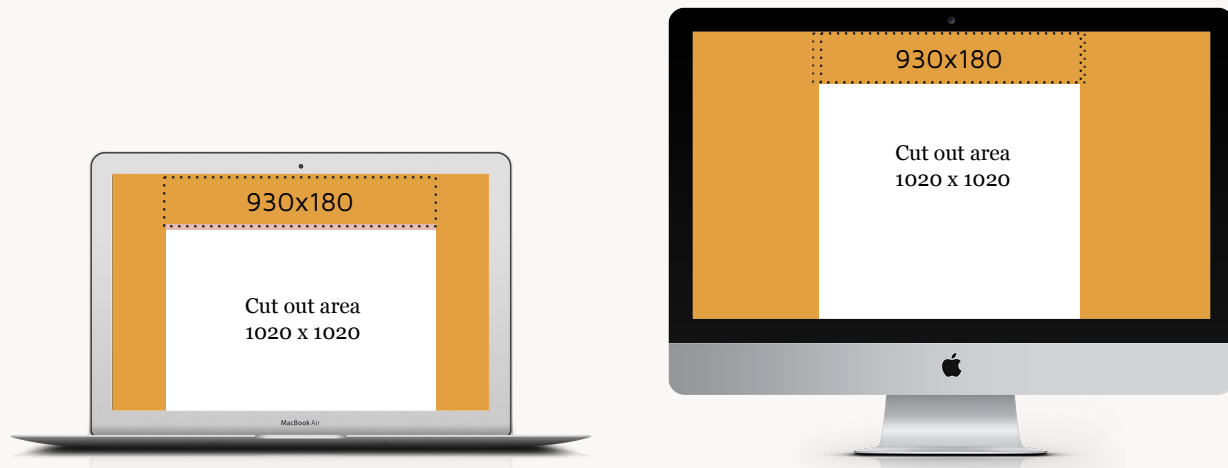
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

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

