

**BONNIER**  
Publications

# tara

## Media kit 2026



# Index

Our universe

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

Print

Tara

Tara extra magazines

Tara Frisk

Tara Bookazines

Digital

NTA

Contact

Advertisement specifications



## 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.





**273.000**

Monthly pageviews



**49.061**

Facebook likes



**21.000**

Newsletter subscribers



**12.323**

Instagram followers



# Digital users

## Instagram

4%

male



96%

female



## Facebook

2%

male

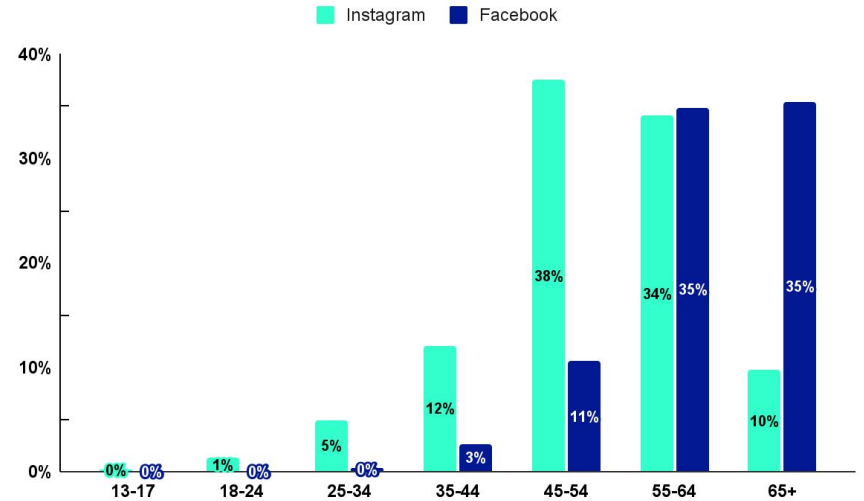


98%

female



## Age





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

# January – June 2026

No.	Publishing date	Week	Deadline	Theme
2	30/01/2026	05	19/12/2025	SPRING FASHION TRENDS - Health: Iron deficiency. Beauty: Winners of PRO AGE 2025. Travel: OL - Milano-guide
3	06/03/2026	10	03/02/2026	Fashion: Denim-guide - Health: Zone-therapy. Beauty: Beauty clock. Food: Slow cooking and easter food. Travel: Catalonia
4	10/04/2026	15	05/03/2026	MENOPAUSE ISSUE - Menopause and work - weight - Vitamins and supplements. Fashion: May 17th + sneakers. Beauty: Skincare. Travel: Kenya
5	22/05/2026	21	20/04/2026	SWIMWEAR AND ACCESSORIES - Summer hair. Health: Dopamine doping and summertime joy. Food: Grilled dinner. Travel: Summertime in Denmark and Karlstad
6	26/06/2026	26	22/05/2026	SUMMER ISSUE - Fashion: Summer-wardrobe. Beauty: SUN and skin. Health: Summer-detox. Food: vegan grill. Travel: Summertime in Norway
7	21/08/2026	34	21/07/2026	THEME ISSUE - Grief in adulthood. Health: Grief and the body. Beauty: Beauty sleep. Fashion: Autumn trends. Travel: Late summer in Rome. Culture: Autumn new books

# July – December 2026

No.	Publishing date	Week	Deadline	Theme
8	25/09/2026	39	25/08/2026	THEME ISSUE - Strength. Personal growth: Mental and physical strength in Autumn. Health: Stress, weight and big energy guide. Fashion: Autumn sweaters and coats. Beauty: skin midlife crisis. Food: Berit Nordstrand's best dishes
9	30/10/2026	44	29/09/2026	Fashion: Warm winter winners. Health: Early menopause. Beauty: 40 + guide: Current trends: Treatments and products. Travel: Malaga
10	04/12/2026	49	03/11/2026	CHRISTMAS ISSUE - Fashion: Party. Beauty: party makeup. Health: digestion + exercise. Food: Christmas treats. Gift guide: Books under the tree

# Tara extra magazines – January –December 2026

No.	Publishing date	Week	Deadline	Theme	Print run
1	10/042026	15	00/00/2026	Tara Home	11.000
2	21/082026	34	00/00/2026	Tara Home	11.000
3	30/102026	44	00/00/2026	Tara Christmas	11.000

Product	Format
1/1 page	217x280

# Tara Frisk – Januar – December 2026

No.	Publishing date	Week	Deadline	Theme	Print run
1	27/03/2026	13	02/032026	Health	4.000
2	28/12/2026	53	27/11/2026	Health	4.000

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

# Tara SMAK – Januar –December 2026

No.	Publishing date	Week	Deadline	Theme
1	12/062026	24	13/052026	Spring
2	04/092026	36	10/08/2026	Late summer

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

# Tara Bookazine – Januar –December 2026

No.	Publishing date	Week	Deadline	Theme
1	27/03/2026	13	24/02/2026	Home
2	28/08/2026	35	28/07/2026	Home
3	02/10/2026	40	01/09/2026	Christmas

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

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

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).

# 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

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](https://adnami.io/specs).

Video-in-banner	Format
Desktop video	Ratio: 16:9
Mobile video	Ratio: 1:1

See visualizations and ad specifications further below

\*Contact [traffic@bonnier.dk](mailto:traffic@bonnier.dk) for more info.

# NTA Advertising rate card

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**

\* Gross prices only

\*\*Contact local office for prices  
- Contact information further  
below

# 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

# Lesernes Bok Favoritter

Lesernes Bok Favoritter is our annual award and your opportunity to be showcased in the universe of Tara. Our panel of judges makes a selection from the nominated brands/products and afterwards it is up to our digital users to choose their favorites. This is how it works:

## 1. Nominate your book

- It is **free of charge** to nominate a book in one or more of the main categories.

## 2. The judges nominates

- If one or more of your products are nominated by the judges you pay a handling fee per. nomination.\*
- It is possible to buy an active link to a website/webshop of your choice.\*

## 3. Our digital users vote for their favorites

- Our users vote for their favorites and choose the winners.

\*Contact local office for prices - contact information further below

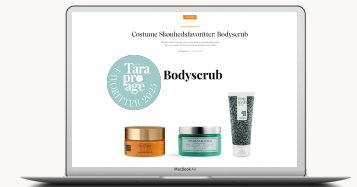
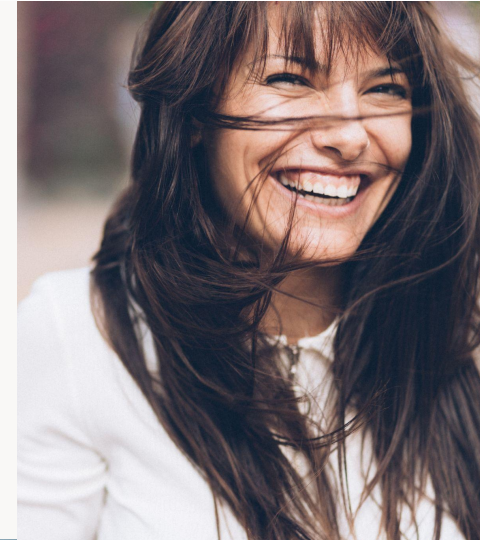


# Pro Age Favoritter

Pro Age Favoritter is our annual award and your opportunity to be showcased in the universe of Tara. Our panel of judges makes a selection from the nominated brands/products and afterwards it is up to our digital users to choose their favorites. This is how it works:

- 1. Nominate your brand/products**
  - It is **free of charge** to nominate a brand/product in one or more of the main categories.
- 2. The judges nominates**
  - If one or more of your products are nominated by the judges you pay a handling fee per. nomination.\*
  - It is possible to buy an active link to a website/webshop of your choice.\*
- 3. Our digital users vote for their favorites**
  - Our users vote for their favorites and choose the winners.

\*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.

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



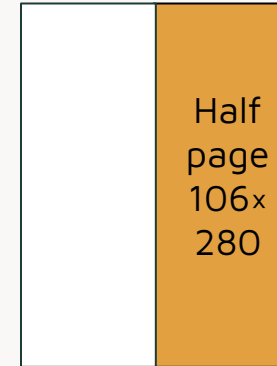
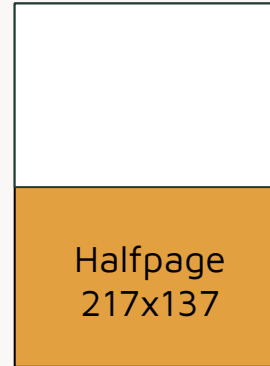
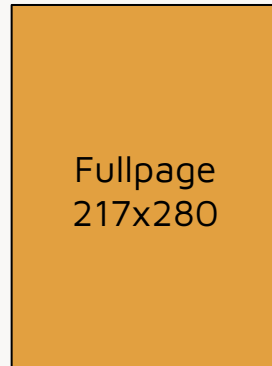
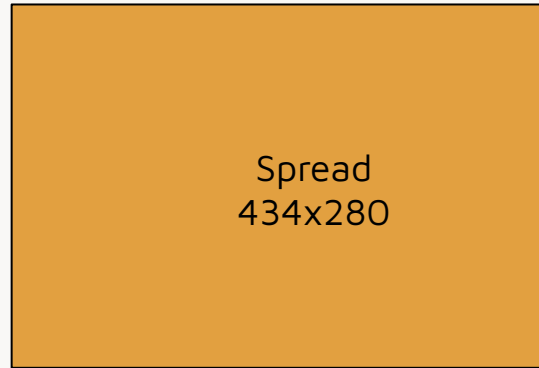
## **TORUNN PETERSEN**

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

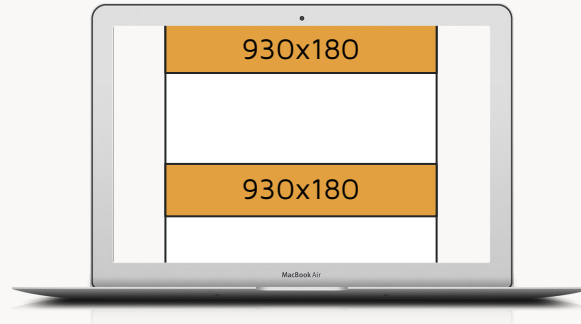


# Desktop standard banner

## 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

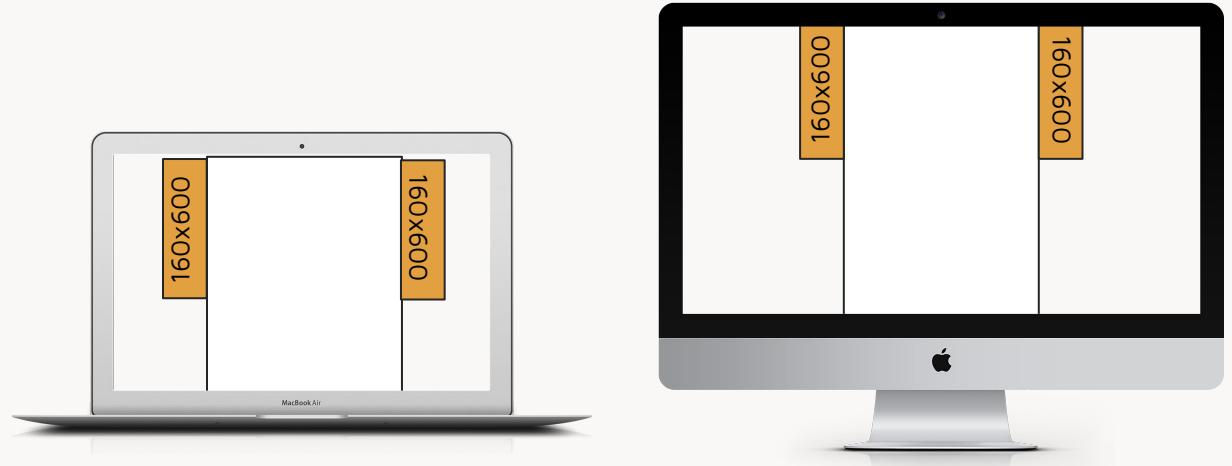


# Skyscraper/ Sticky

## Specifications:

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

Incl. URL / tracking



# Video outstream / instream

## Specifications:

- MP4, MPEG4, MOV files.
- VAST

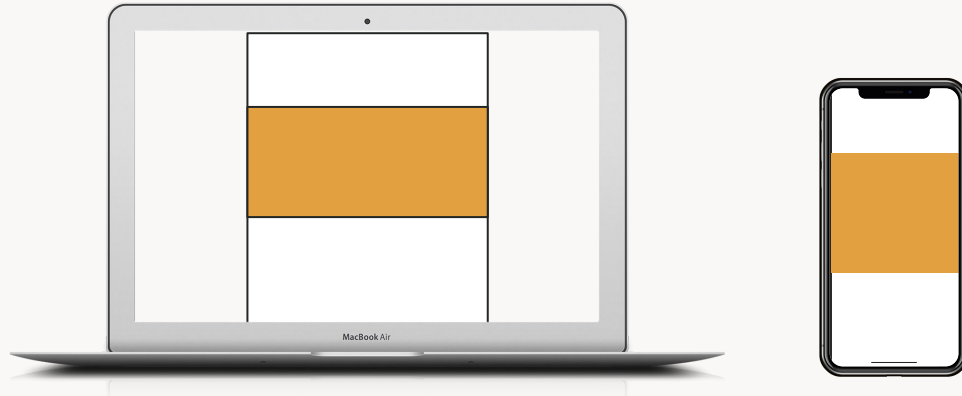
Desktop ratio: 16:9  
(1920x1080)

Mobile ratio: 1:1  
(1080x1080)

Max. weight: 5 MB

Recommended to keep  
under 15 seconds. Max. 30.

Incl. URL / tracking



# Newsletter

## Specifications:

JPG / PNG / GIF  
Max 150KB

Incl. URL / tracking

