

BONNIER
Publications

WOMAN

Media kit 2024

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Woman is all about the things that cross our paths, as women.

We guide readers through everything from what-to-wear crises to life crises. Articles include the latest on television series, beauty, love and friends. Woman is a haven, and one that is all about you!





**Google Analytics - July 2023

1.873.470

Monthly pageviews**



87.265

Facebook likes



9.691

Newsletter subscribers



18.749

Instagram followers



Digital users

Instagram

4%

male



96%

female



Facebook

10%

male

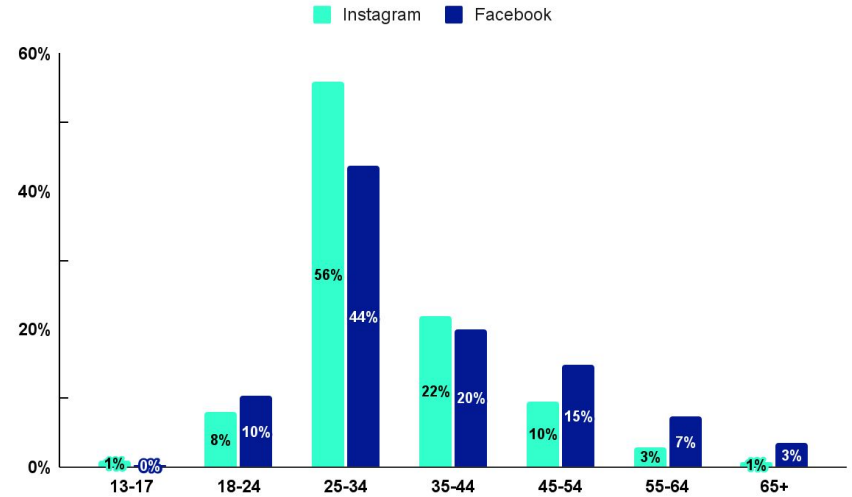


90%

female



Age





Editorial schedules, rate cards and formats

Woman Special – January –December 2024

| No. | Publishing date | Week | Deadline | Theme |
|-----|-----------------|------|------------|-------------------|
| 1 | 09/02/2024 | 6 | 11/01/2024 | Your best life |
| 2 | 06/06/2024 | 23 | 06/05/2024 | Summer special |
| 3 | 12/09/2024 | 37 | 19/08/2024 | Health and beauty |

Print Advertising rate card

| Product | Pricing in DKK** |
|------------|------------------|
| 1/1 page | 10.000 |
| 2/1 page | 15.000 |
| Back cover | 15.000 |

*Gross prices only

**In addition, production cost

Woman Special Print formats

| Product | Format |
|------------|------------|
| 1/1 page | 210x275 |
| 2/1 page | 420x275*** |
| Back cover | 210x275 |

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 DKK* |
|-------------------|---------------|
| Standard banner | CPM 50 |
| Megabanner | CPM 60 |
| Skyscraper/sticky | CPM 50 |
| Wallpaper | CPM 100 |

| High impact formats | Price in DKK* |
|---|-----------------------------|
| Ex. Topscroll, Midscroll and Double Midscroll | CPM 100 + CPM 5 ad tech fee |

| Format | Price in DKK* |
|-----------------|---------------|
| Video-in-banner | CPM 60 |

| Mobile / Tabet | Price in DKK* |
|------------------------|---------------|
| Mobile standard banner | CPM 50 |
| Tablet standard banner | CPM 50 |

| Format | Price in DKK* |
|-------------------|---------------|
| Newsletter banner | CPM 100 |

*Gross prices

Digital formats

| 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 |

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

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

| Product | Pricing in DKK* |
|----------------|---------------------|
| Native Article | 25.000 |
| Competition | 10.000-20.000 |
| NTA Newsletter | 10.000 |
| Instagram | 10.000 |
| Facebook | 10.000 |
| 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

Woman.dk

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](#)



KRISTINA LANGBERG

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Karen Greve
Editor-in-Cheif - WOMAN
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KENNI PEDERSEN

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Woman Special

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kristina@frontmedia.dk



MARIA ROTHMAR

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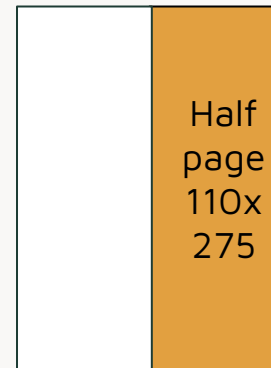
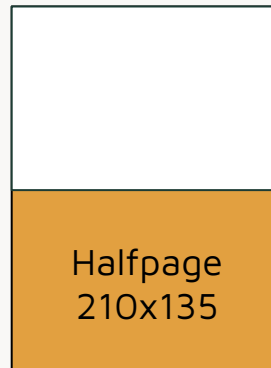
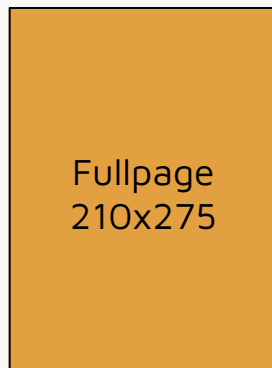
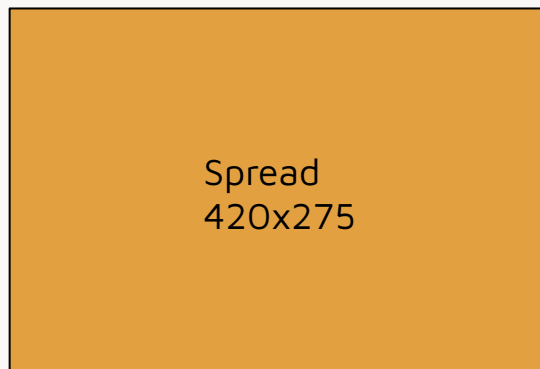
THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Woman Special **Print-** **formats**



Missing some prices?

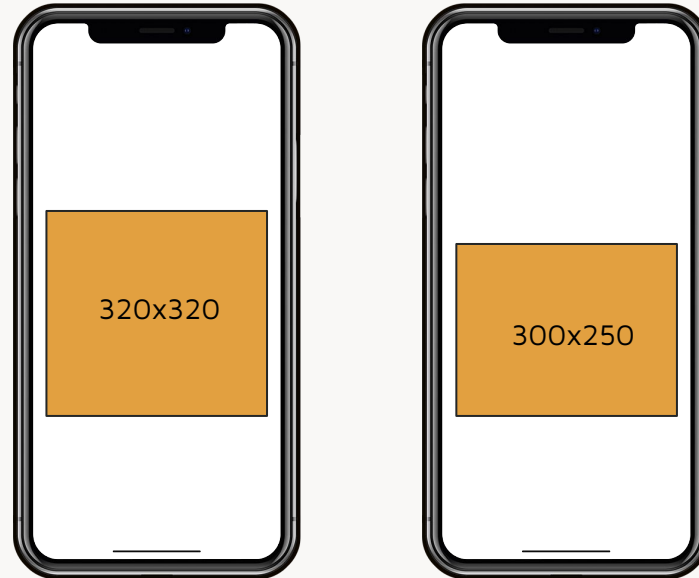
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

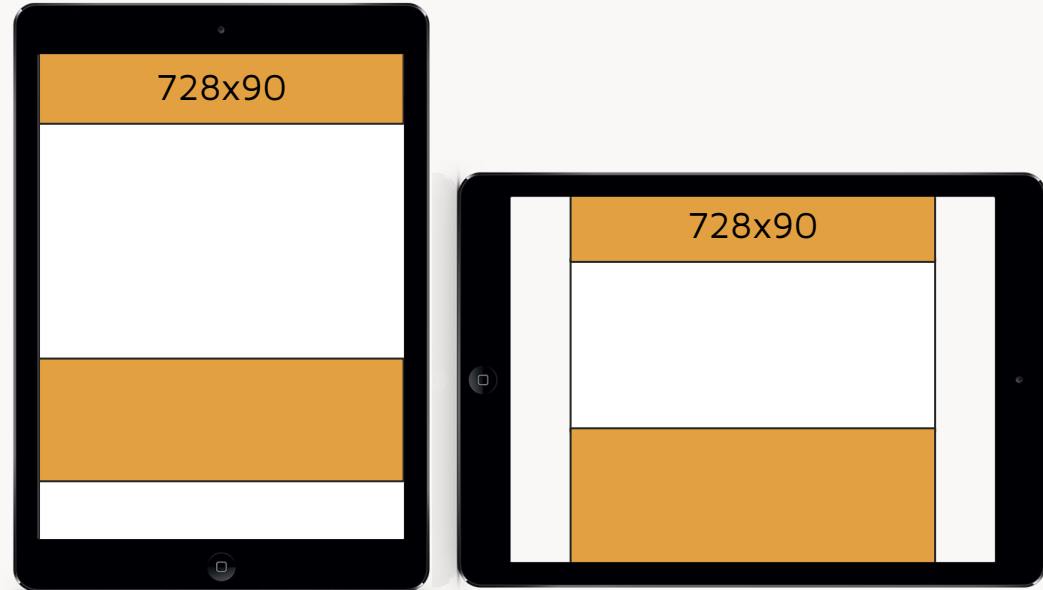


Tablet standard banner

Specifications:

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

Incl. URL / tracking

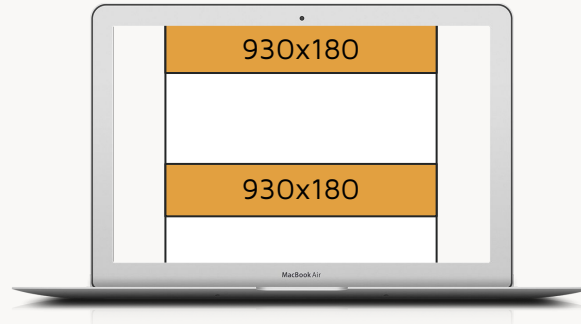


Desktop standard banner

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

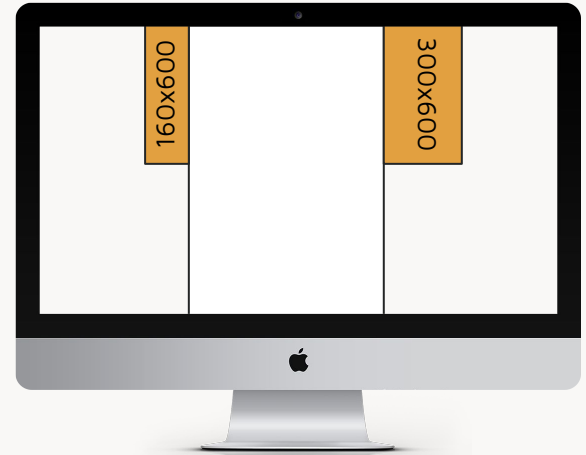
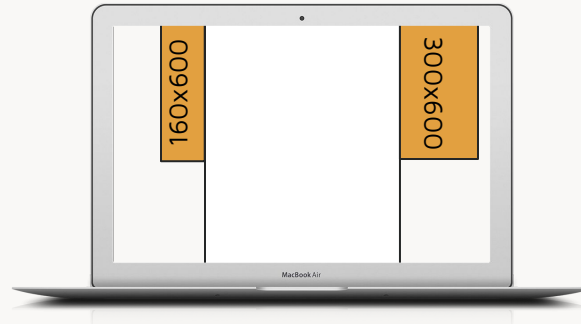


Skyscraper/ Sticky

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:

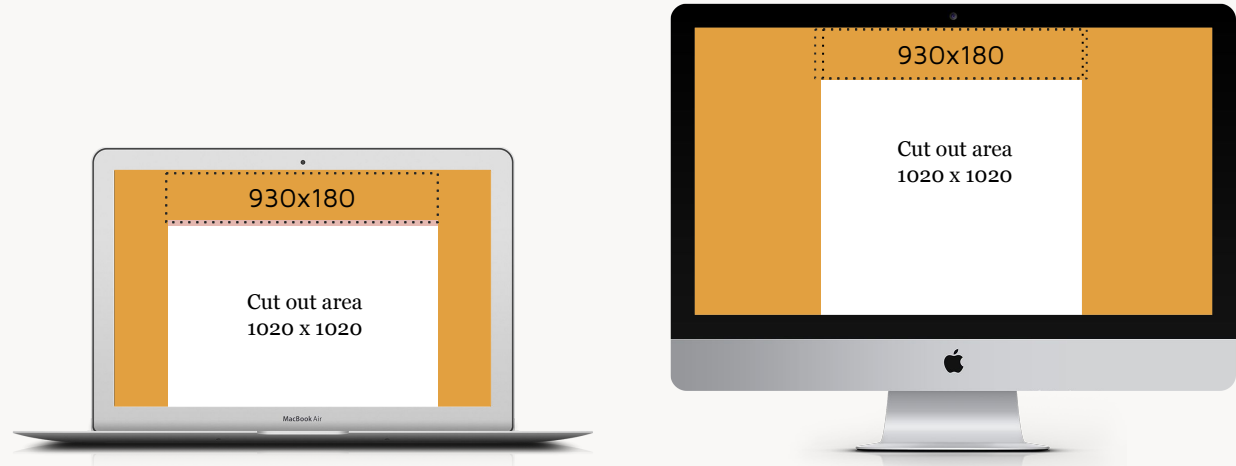
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum 150 kb

Incl. URL / tracking



Video in-banner

Specifications:

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

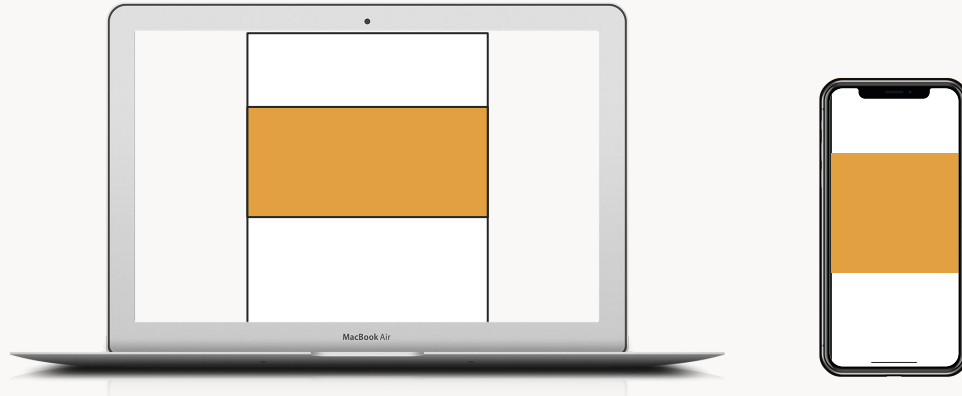
Desktop ratio: 16:9

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

