

BONNIER
Publications

WOMAN

Media kit 2025

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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!





1.272.796

Monthly pageviews*



86.217

Facebook likes



23.000

Newsletter subscribers



19.176

Instagram followers



Digital users

Instagram

4%

male



96%

female



Facebook

10%

male

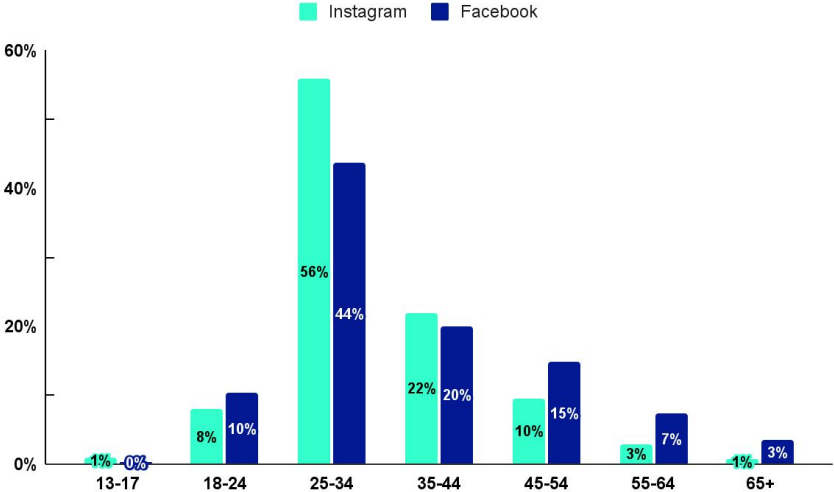


90%

female



Age





Editorial schedules, rate cards and formats

Woman Special – January –December 2025

No.	Publishing date	Week	Deadline	Theme
1	05/02/2025	6	12/01/2025	
2	03/06/2025	23	07/05/2025	
3	11/09/2025	37	18/08/2025	

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**

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
1/1 page	210x275
2/1 page	420x275***
Back cover	210x275

Digital Advertising rate card

Desktop	Price in DKK*
Standard banner	CPM 50
Megabanner	CPM 60
Skyscraper/sticky	CPM 50

Mobile	Price in DKK*
Mobile standard banner	CPM 50

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

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

Newsletter	Price in DKK*
Newsletter banner	CPM 100

*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 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**

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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Digital Team Lead
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Woman Special

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GO TO FAQ



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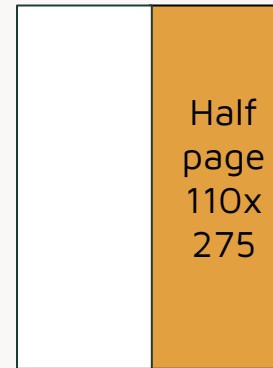
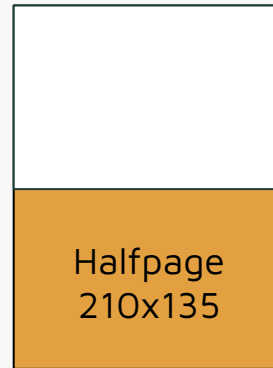
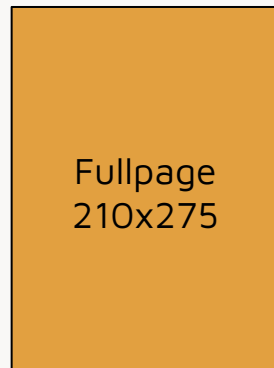
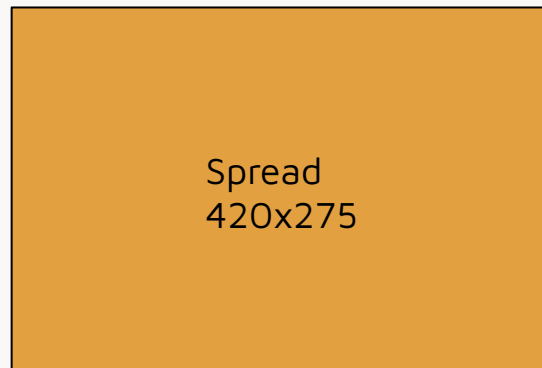
THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

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



Missing some prices?

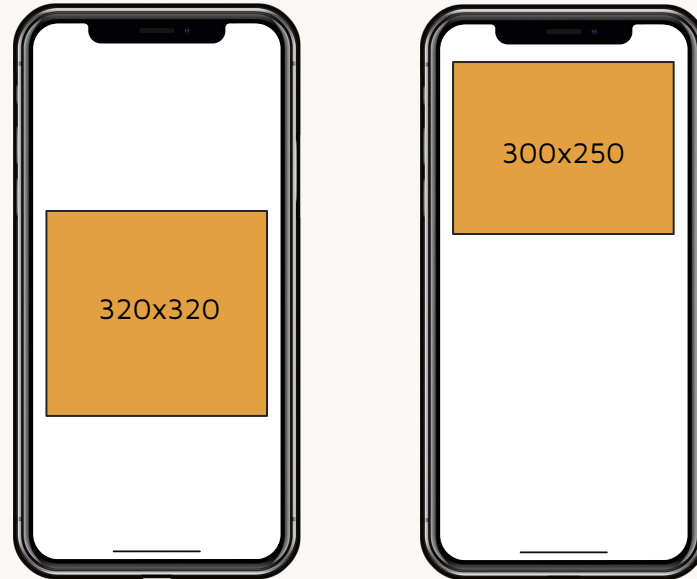
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

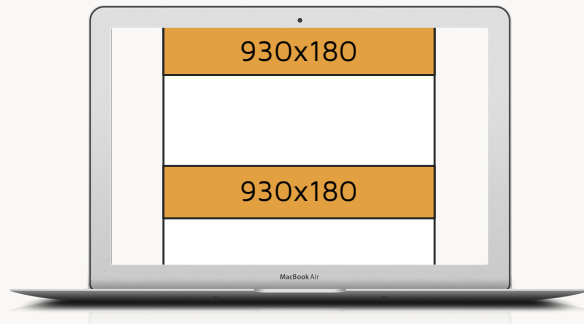


Desktop standard banner

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

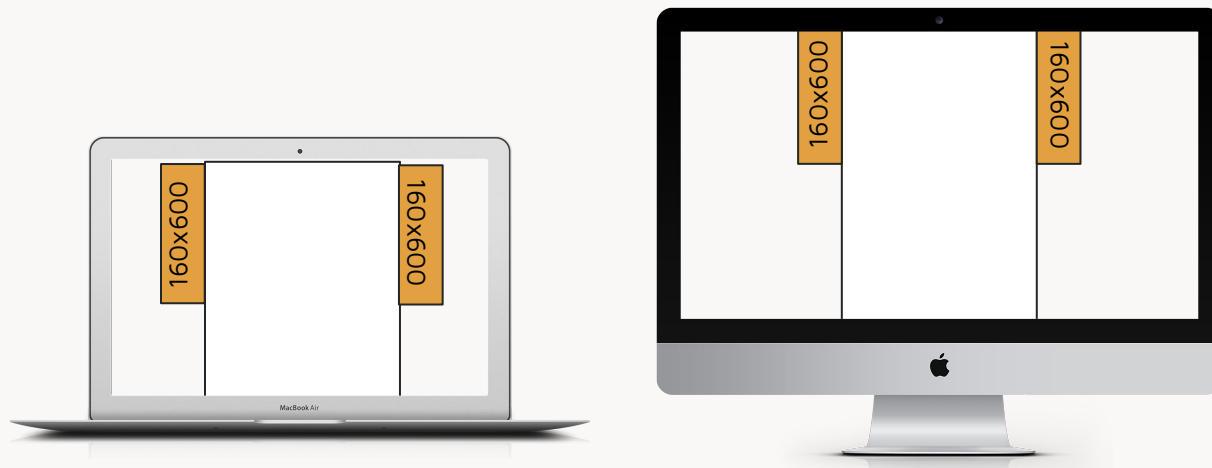


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

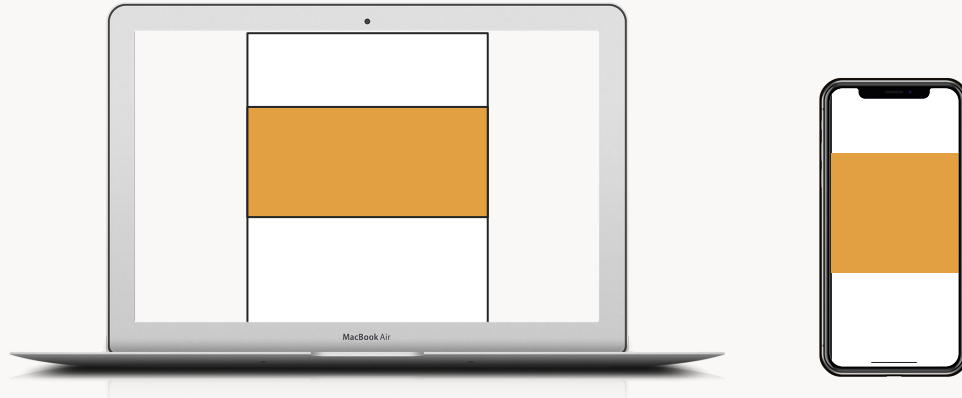
Desktop ratio: 16:9
(1920x1080)

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

