

BONNIER
Publications

BIL *magasinet* **Media kit 2025**



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Every month, Denmark's best automotive journalists and photographers set the agenda for Danish car enthusiasts.

We cover vintage, new, and even cars that you have not seen yet. We provide everything the Danish car enthusiast needs in terms of knowledge and entertainment. And we've been doing this since 1991.





*Index Denmark - 2023/2024

**Google Analytics - July 2023

118.000

Magazine readership*



879.769

Monthly pageviews**



27.520

Newsletter subscribers



84.613

Facebook likes



13.424

Instagram followers



Digital users

Instagram

95%

male



5%

female



Facebook

85%

male

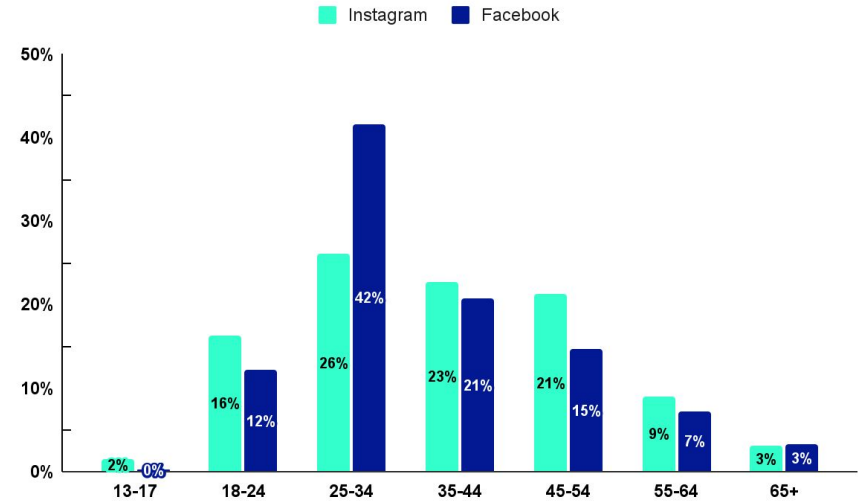


15%

female



Age



Print readers

Gender

87%

male



13%

female



Geography

45%

east region

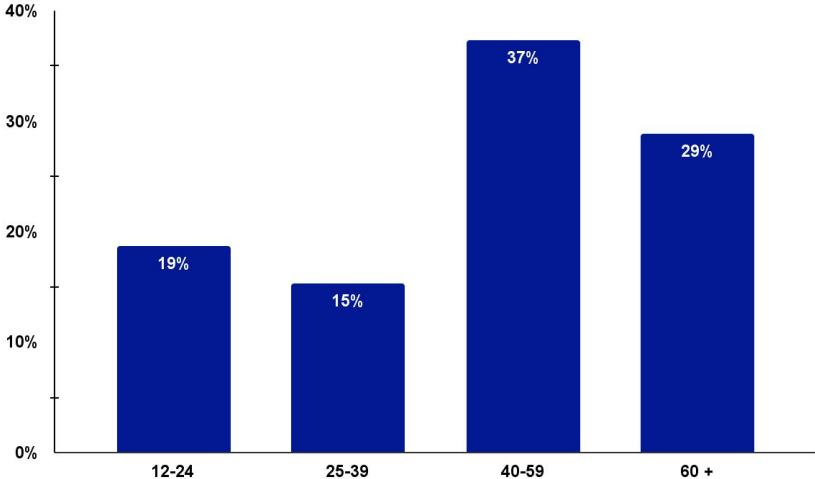


56%

west region



Age





Editorial schedules, rate cards and formats

January - June 2025

No.	Publishing date	Week	Deadline
2	09/01/2025	2	02/12/2024
3	06/02/2025	6	07/01/2025
4	06/03/2025	10	04/02/2025
5	10/04/2025	15	11/03/2025
6	08/05/2025	19	07/04/2025
7	03/06/2025	23	05/05/2025
8	03/07/2025	27	28/05/2025

July - December 2025

No.	Publishing date	Week	Deadline
9	31/07/2025	31	30/06/2025
10	28/08/2025	35	28/07/2025
11	25/09/2025	39	26/08/2025
12	23/10/2025	43	23/09/2025
13	20/11/2025	47	20/10/2025
1/26	18/12/2025	51	18/11/2025

Revy - Editorial schedule 2025

No.	Publishing date	Week	Deadline
Retro Revyen	13/02/2025	7	13/01/2025
MC Revyen	10/04/2025	15	06/03/2025
Årets Biler	19/06/2025	25	13/05/2025
EI-Bil Revyen	07/08/2025	32	07/07/2025
Brugte Drømmebiler	02/10/2025	40	02/09/2025
Bil Revyen	13/11/2025	46	13/10/2025

Print Advertising rate card

Format	Pricing in DKK*
2/1 page	71.500
1/1 page	43.300
½ page	28.300
Back cover	52.300
Inner back cover	50.000

Format	Pricing in DKK*
Page 2-3	108.500
Page 4-5	104.100
2/1 page Native Article	89.400**
1/1 page Native Article	54.100**

*Gross prices only

**In addition, production cost

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
2/1 page	434x280*
1/1 page	217x280
Vertical ½ page	106x280
Horizontal ½ page	217x136
Back cover	217x280
Inner back cover	217x280

Product	Format
Page 2-3	434x280*
Page 4-5	434x280*
2/1 page Native Article	434x280*
1/1 page Native Article	217x280

Revy Print Advertising rate card

Format	Pricing in DKK*
2/1 page	20.000
1/1 page	10.000

*Gross prices only

Revy 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).

Valid for	Product	Format
Retro Revyen, MC Revyen, Formel 1 Revyen, Brugte Drømmebiler & Bil Revyen	2/1 page	374x255*
Retro Revyen, MC Revyen, Formel 1 Revyen, Brugte Drømmebiler & Bil Revyen	1/1 page	187x255
Året Biler	2/1 page	400x250*
Året Biler	1/1 page	200x250

Digital Advertising rate card

Desktop	Price in DKK*
Standard banner	CPM 50
Megabanner	CPM 60
Skyscraper/sticky	CPM 50
Wallpaper	CPM 100

Mobile / Tablet	Price in DKK*
Mobile standard banner	CPM 50
Tablet standard banner	CPM 50

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

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

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](#)



KENN HOLM NICOLAISEN

Key Account Manager
kenn.holm@bonnier.dk



MIKKEL THOMSAGER

Editor in Chief - Bil Magasinet
mikkelt@bilmagasinet.dk



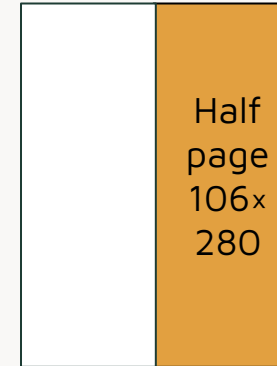
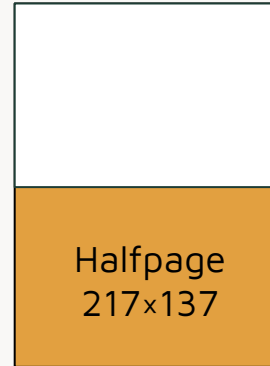
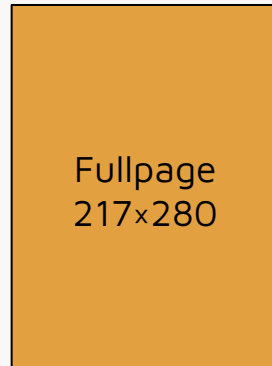
THERESE GUNNI

Advertising Material
therese.gunni@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

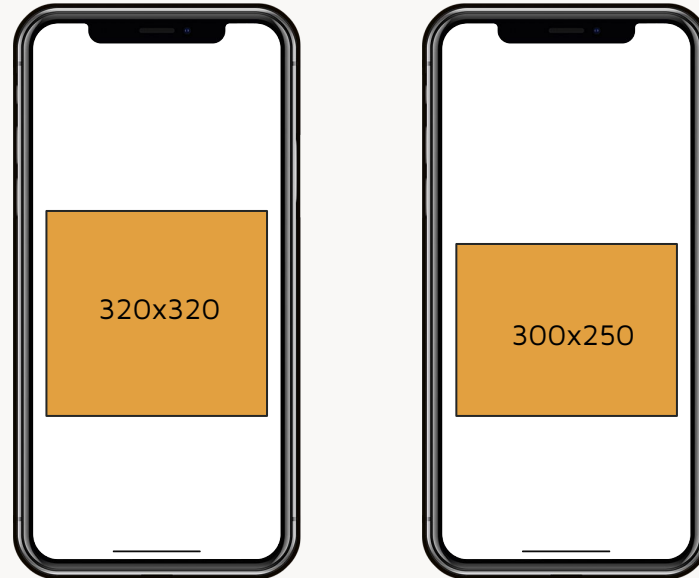
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

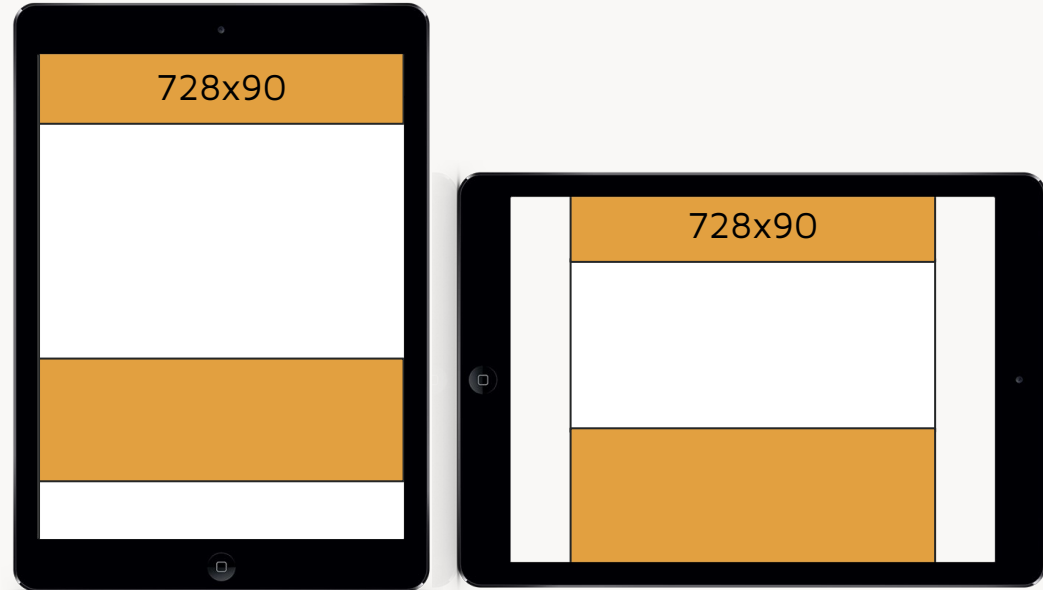


Tablet standard banner

Specifications:

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

Incl. URL / tracking

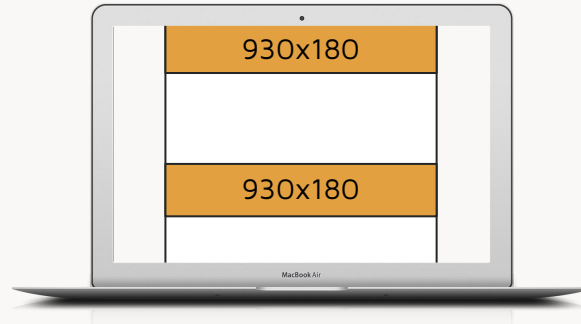


Desktop standard banner

Specifications:

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

Incl. URL / tracking

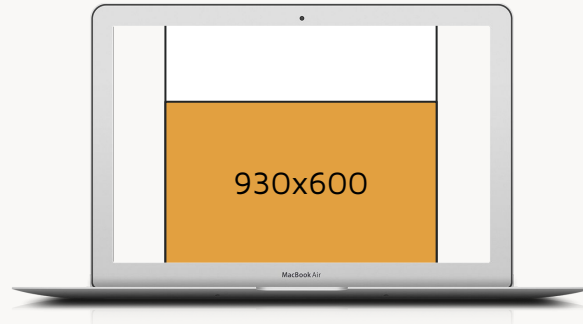


Desktop mega banner

Specifications:

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

Incl. URL / tracking

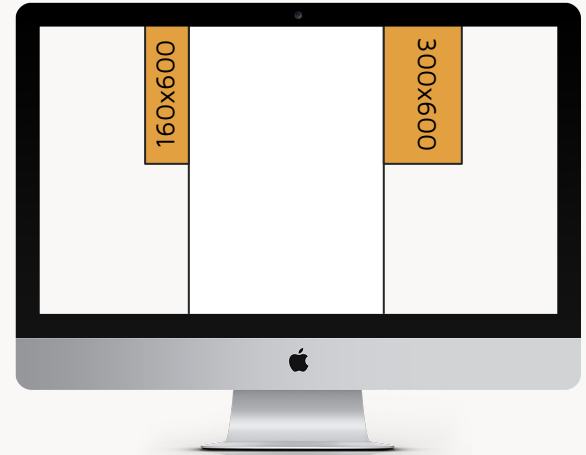
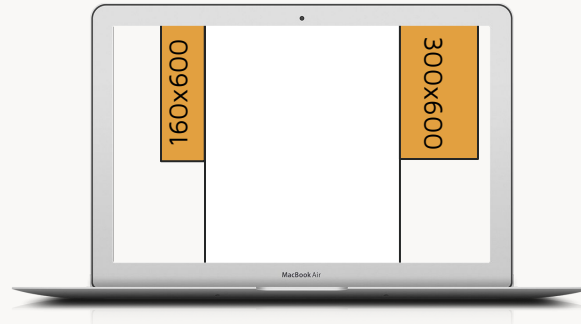


Skyscraper/ Sticky

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:

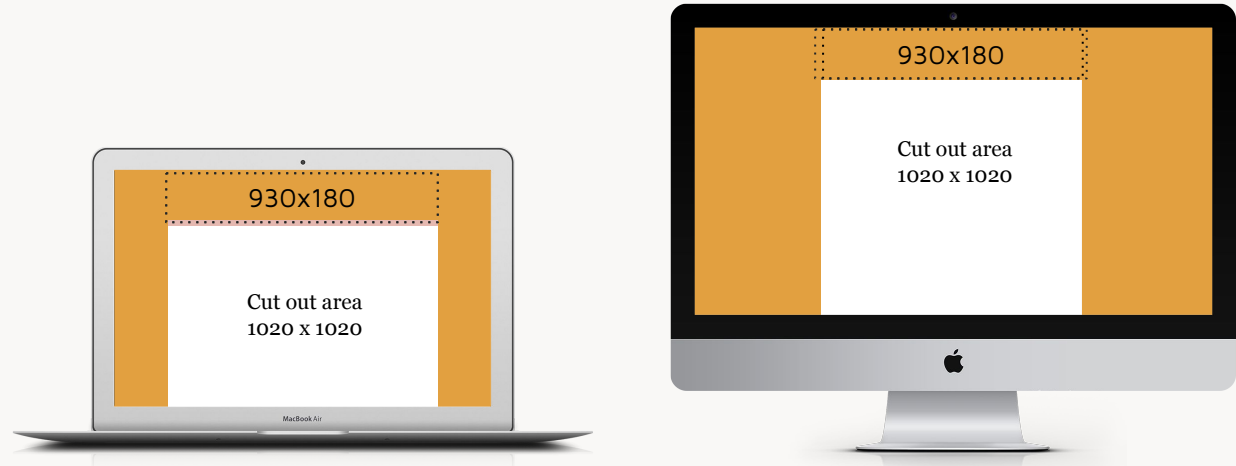
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum 150 kb

Incl. URL / tracking



Video in-banner

Specifications:

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

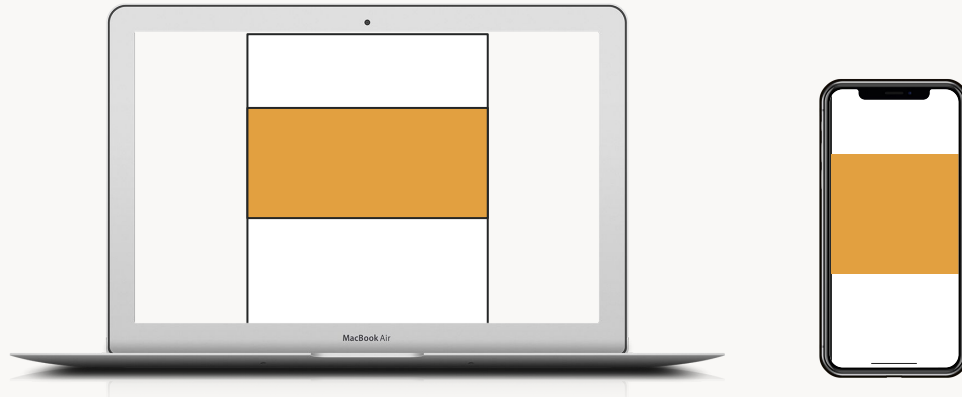
Desktop ratio: 16:9

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

