BONNIER
Publications

BIL magasinet

Media kit 2027



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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.

https://bilmagasinet.dk/







*Index Denmark - 2. halvår 2025 / 1. halvår 2026

109.000

Magazine readership*

793.604

Monthly pageviews

48.516

Newsletter subscribers

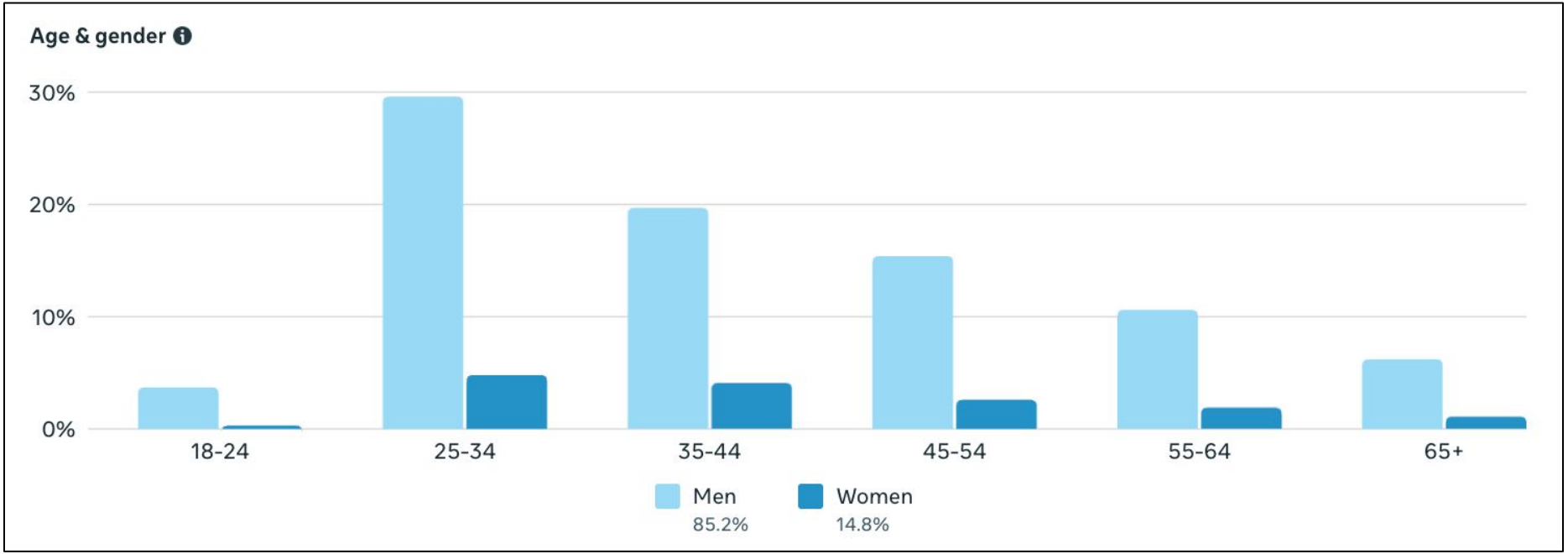
100.680

Facebook likes

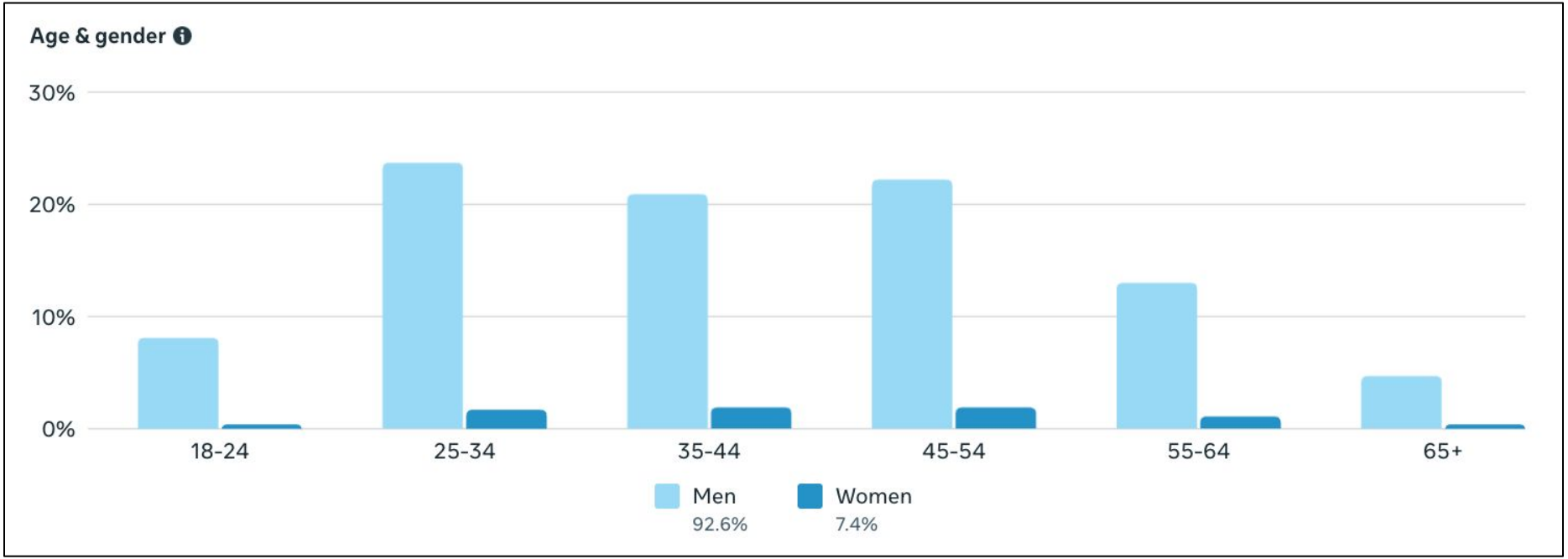
17.116

Instagram followers

Digital users – Facebook



Digital users – Instagram



Print readers

Gender

84%

male

16%

female

Geography

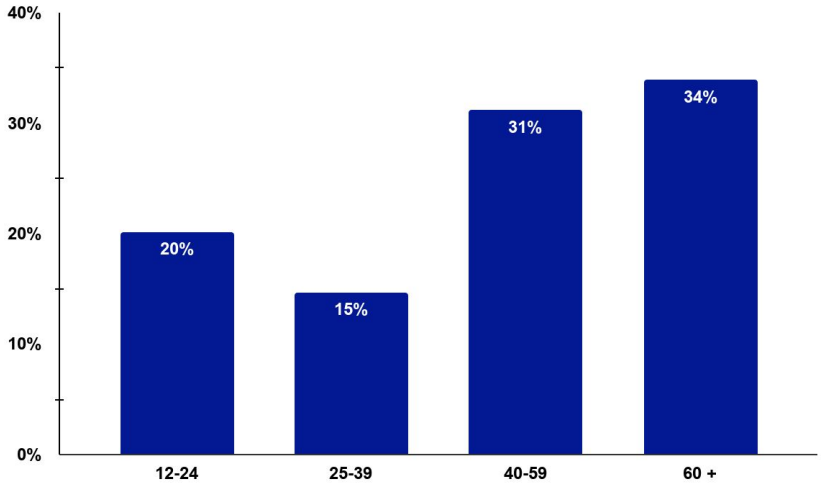
40%

east region

60%

west region

Age



Index Denmark - 2. halvår 2025 / 1. halvår 2026

Editorial schedules, rate cards and formats

January –June 2027

No.	Publishing date	Week	Deadline
2	14/01/2027	02	04/12/2026
3	11/02/2027	06	08/01/2027
4	11/03/2027	10	05/02/2027
5	15/04/2027	15	09/03/2027
6	13/05/2027	19	09/04/2027
7	17/06/2027	24	13/05/2027
8	15/07/2027	28	10/06/2027

July –December 2027

No.	Publishing date	Week	Deadline
9	12/08/2027	32	09/07/2027
10	09/09/2027	36	06/08/2027
11	07/10/2027	40	03/09/2027
12	04/11/2027	44	01/10/2027
13	02/12/2027	48	29/10/2027
1/28	29/12/2027	52	25/11/2027

Revy – **Editorial schedule 2027**

No.	Publishing date	Week	Deadline
Retro Revyen	28/01/2027	4	14/12/2025
MC Revyen	23/03/2027	12	18/02/2027
Årets Biler	10/06/2027	23	10/05/2027
El-Bil Revyen	05/08/2027	31	30/06/2027
Brugte Drømmebiler	23/09/2027	38	18/08/2027
Bil Revyen	11/11/2027	45	06/10/2027

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

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

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).

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**

Valid for	Product	Format
Retro Revyen, MC Revyen, Brugte Drømmebiler, Bil Revyen & Årets Biler	2/1 page	374x255*
Retro Revyen, MC Revyen, Brugte Drømmebiler, Bil Revyen & Årets Biler	1/1 page	187x255

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

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

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

See visualizations and ad specifications further below

*Contact **traffic@bonnier.dk** for more info.

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



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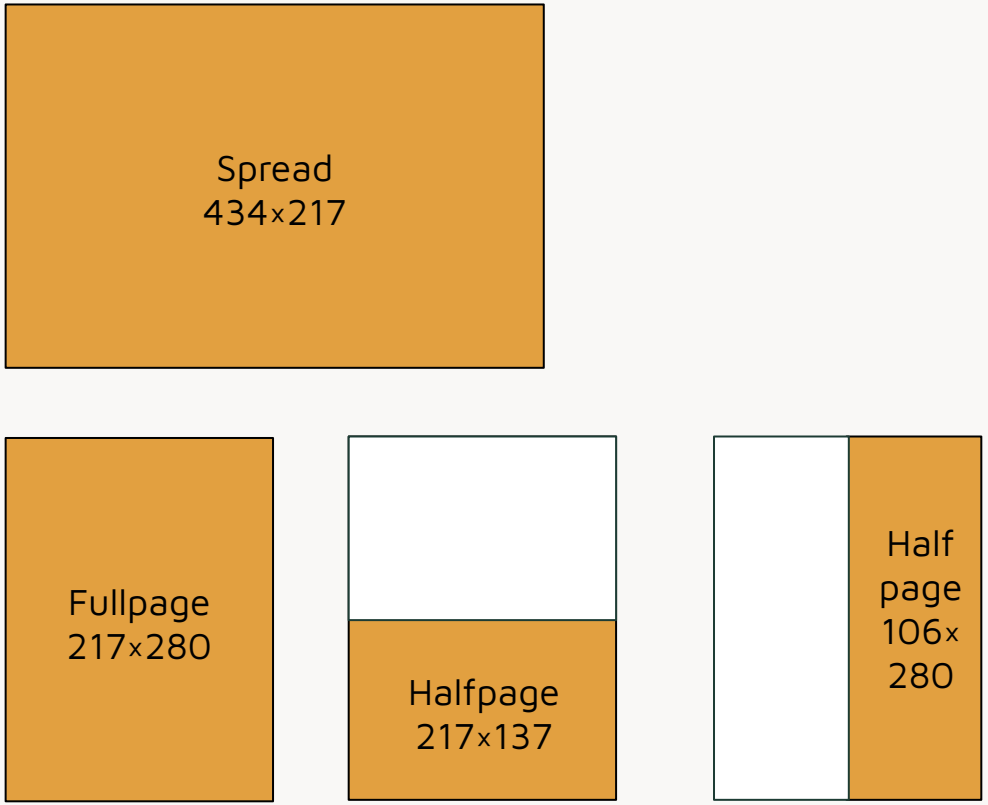


THERESE GUNNI
Advertising Material
therese.gunni@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



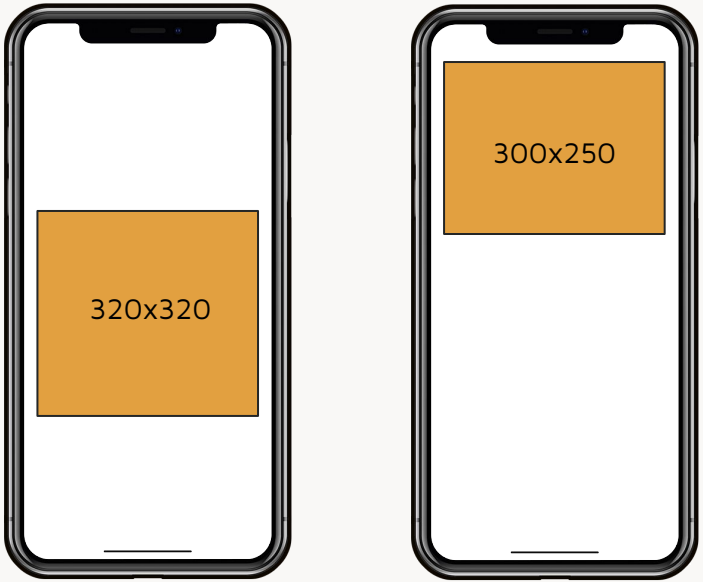
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

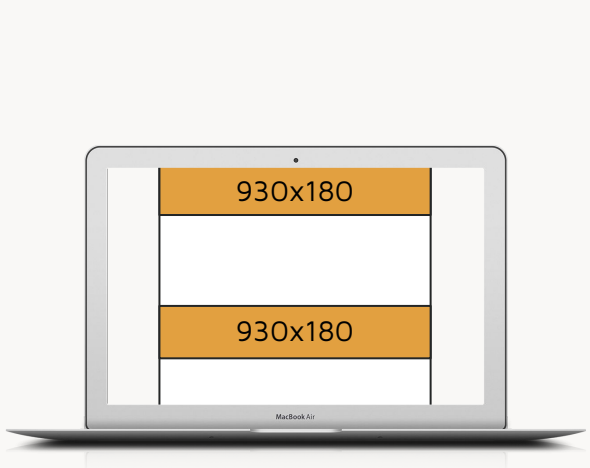


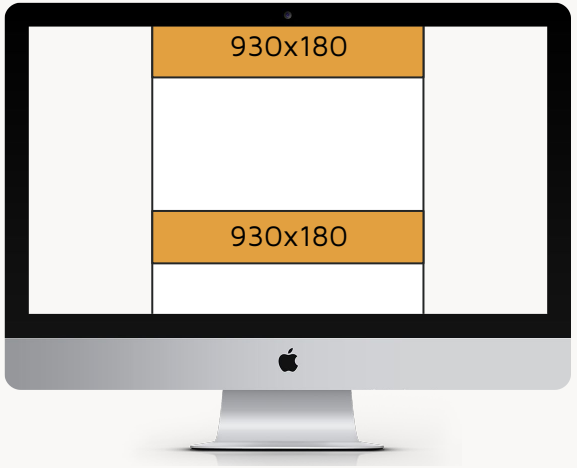
Desktop standard banner

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

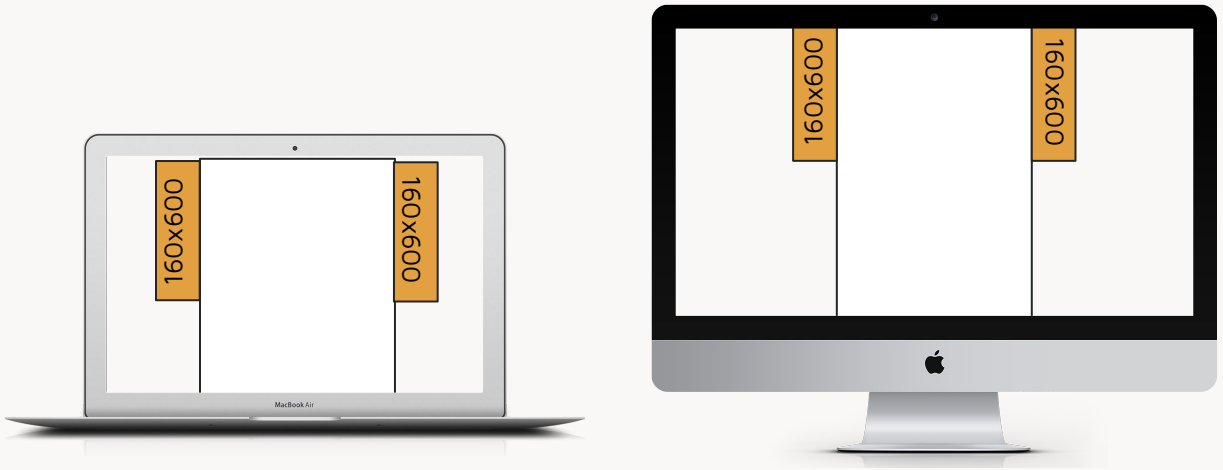


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

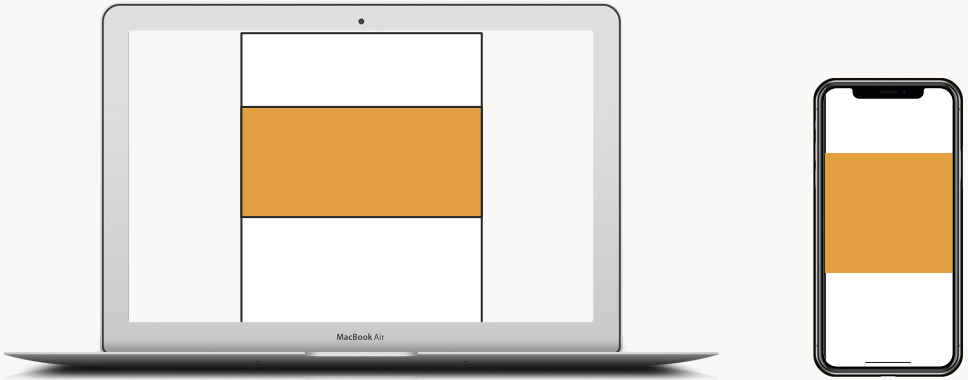
- MP4, MPEG4, MOV files.
- VAST

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

