

**BONNIER**  
Publications

# **BIL** *magasinet* **Media kit 2026**



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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 - H2 2024 / H1 2025

**110.000**

Magazine readership\*



**842.000**

Monthly pageviews



**49.000**

Newsletter subscribers



**84.311**

Facebook likes



**14.657**

Instagram followers



# Digital users

## Instagram

95%

male



5%

female



## Facebook

85%

male

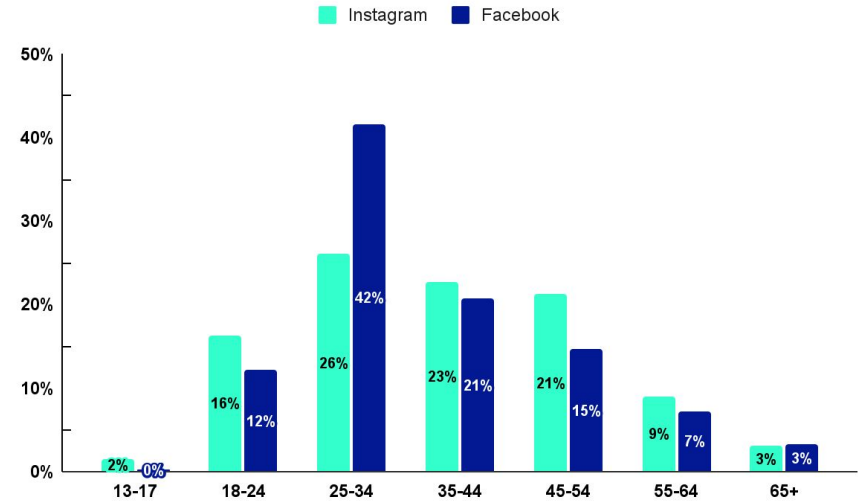


15%

female



## Age



# Print readers

## Gender

83%

male



17%

female



## Geography

45%

east region

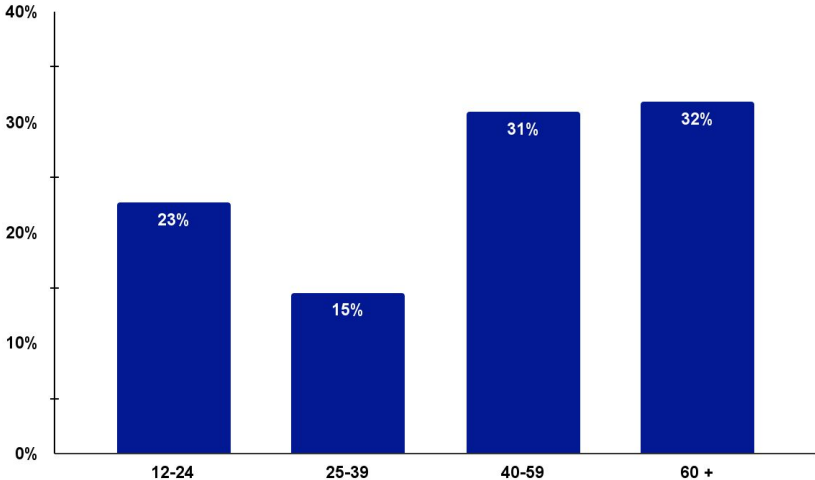


55%

west region



## Age





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

# January –June 2026

| No. | Publishing date | Week | Deadline   |
|-----|-----------------|------|------------|
| 2   | 15/01/2026      | 02   | 11/12/2025 |
| 3   | 05/02/2026      | 06   | 05/01/2026 |
| 4   | 05/03/2026      | 10   | 02/02/2026 |
| 5   | 01/04/2026      | 14   | 02/03/2026 |
| 6   | 07/05/2026      | 19   | 01/04/2026 |
| 7   | 04/06/2026      | 23   | 30/04/2026 |
| 8   | 02/07/2026      | 27   | 27/05/2026 |

# July – December 2026

| No.  | Publishing date | Week | Deadline   |
|------|-----------------|------|------------|
| 9    | 30/07/2026      | 31   | 29/06/2026 |
| 10   | 27/08/2026      | 35   | 27/07/2026 |
| 11   | 24/09/2026      | 39   | 24/08/2026 |
| 12   | 22/10/2026      | 43   | 21/09/2026 |
| 13   | 19/11/2026      | 47   | 19/10/2026 |
| 1/26 | 17/12/2026      | 51   | 16/11/2026 |

# Revy - Editorial schedule 2026

| No.                | Publishing date | Week | Deadline   |
|--------------------|-----------------|------|------------|
| Retro Revyen       | 29/01/2026      | 5    | 15/12/2025 |
| MC Revyen          | 31/03/2026      | 14   | 25/02/2026 |
| Årets Biler        | 11/06/2026      | 24   | 05/05/2026 |
| EI-Bil Revyen      | 06/08/2026      | 32   | 30/06/2026 |
| Brugte Drømmebiler | 24/09/2026      | 39   | 16/08/2026 |
| Bil Revyen         | 12/11/2026      | 46   | 21/10/2026 |

# 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

| 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](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 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



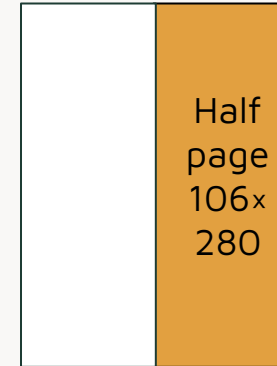
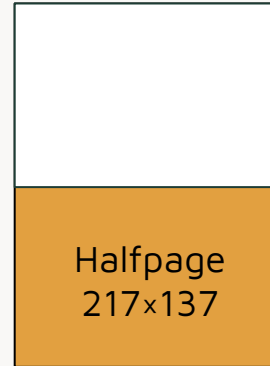
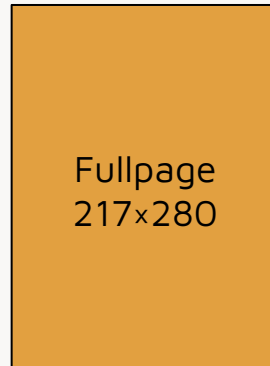
**THERESE GUNNI**

Advertising Material  
therese.gunni@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

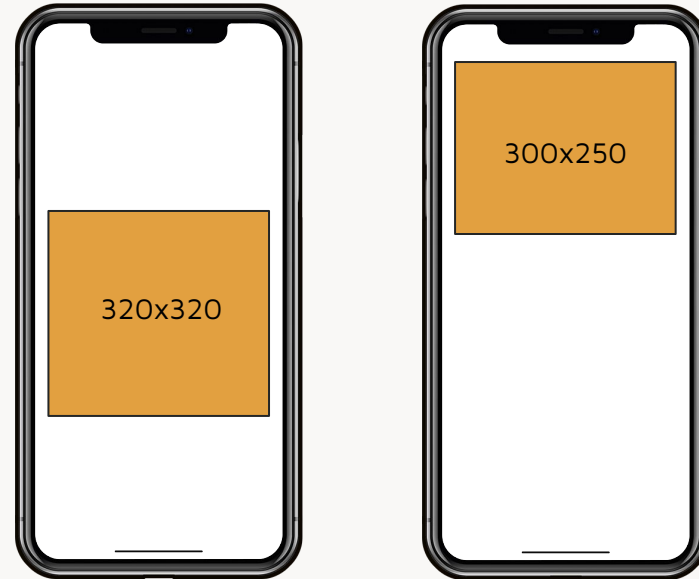
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

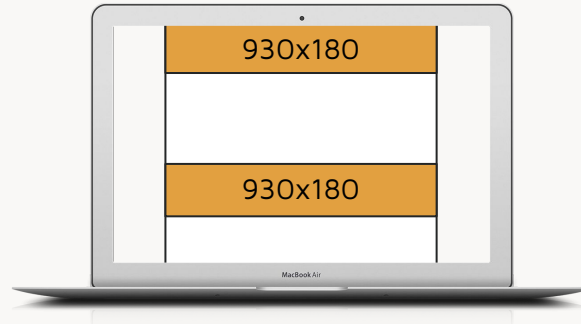


# Desktop standard banner

## 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

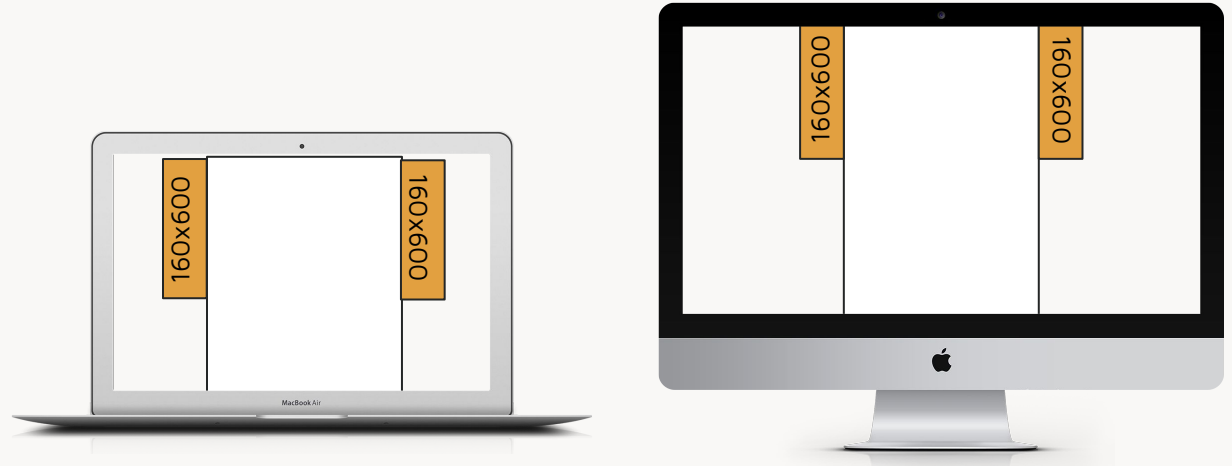


# Skyscraper/ Sticky

## Specifications:

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

Incl. URL / tracking



# Video outstream / instream

## Specifications:

- MP4, MPEG4, MOV files.
- VAST

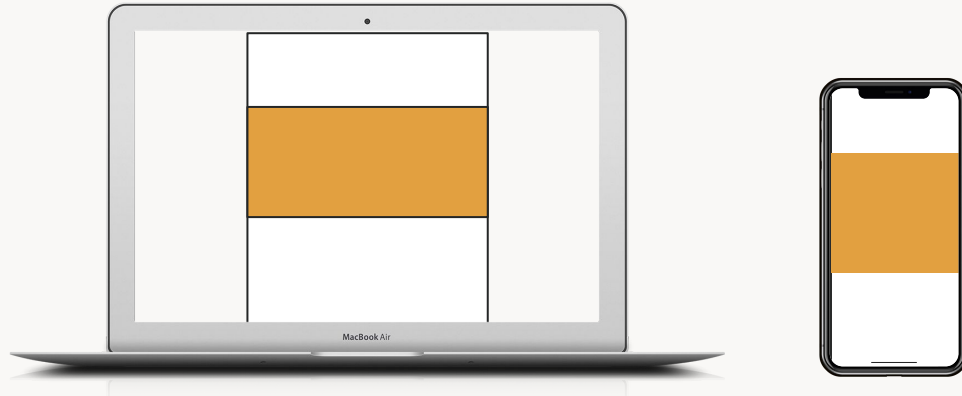
Desktop ratio: 16:9  
(1920x1080)

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

