
BONNIER
Publications
BO BEDRE
Media kit 2027

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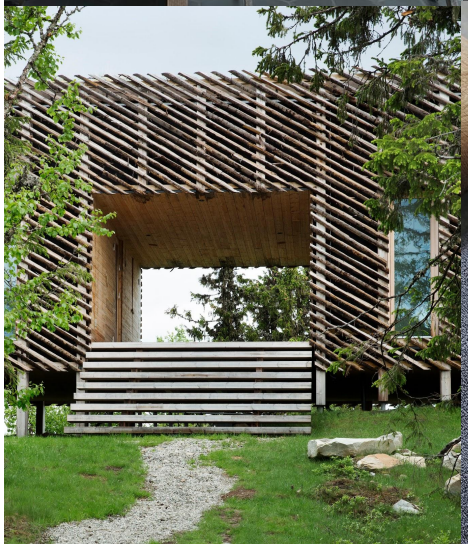
Welcome to Denmark’s most inspiring design and interior universe.

BO BEDRE invites you inside the loveliest Nordic homes and helps you to realise the full potential of your own home.

https://bobedre.dk/











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

240.000

Magazine readership*

239.186

Monthly pageviews

49.265

Newsletter subscribers

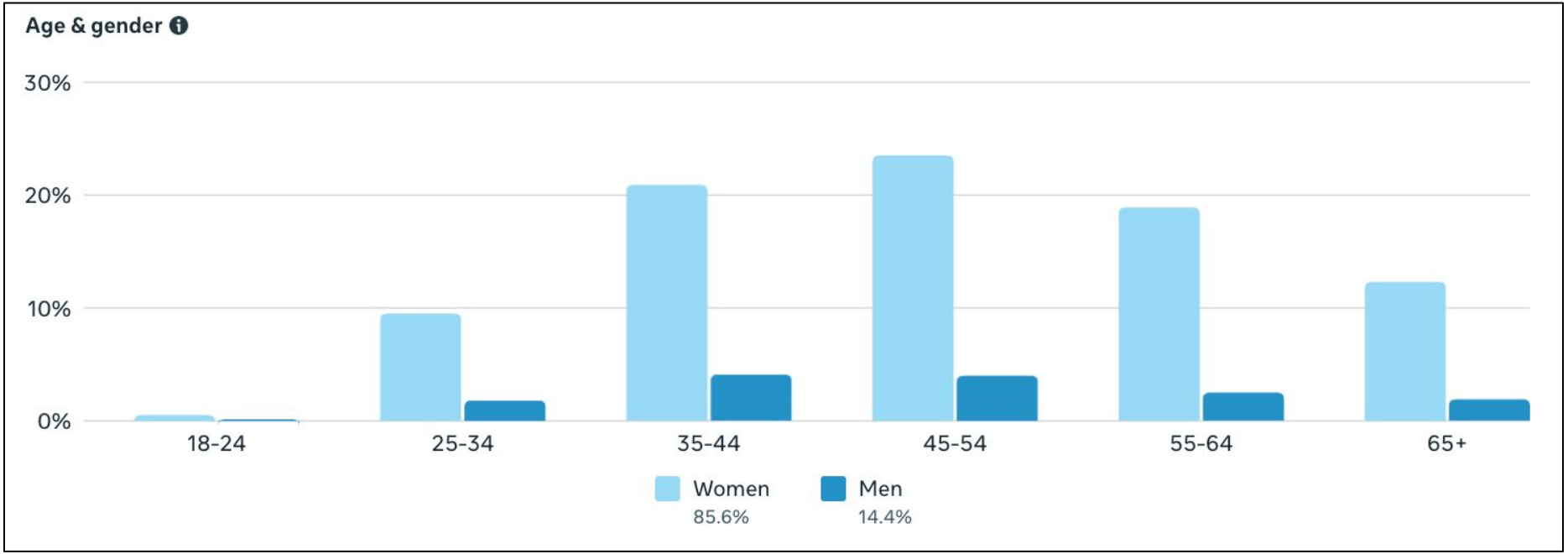
105.563

Facebook likes

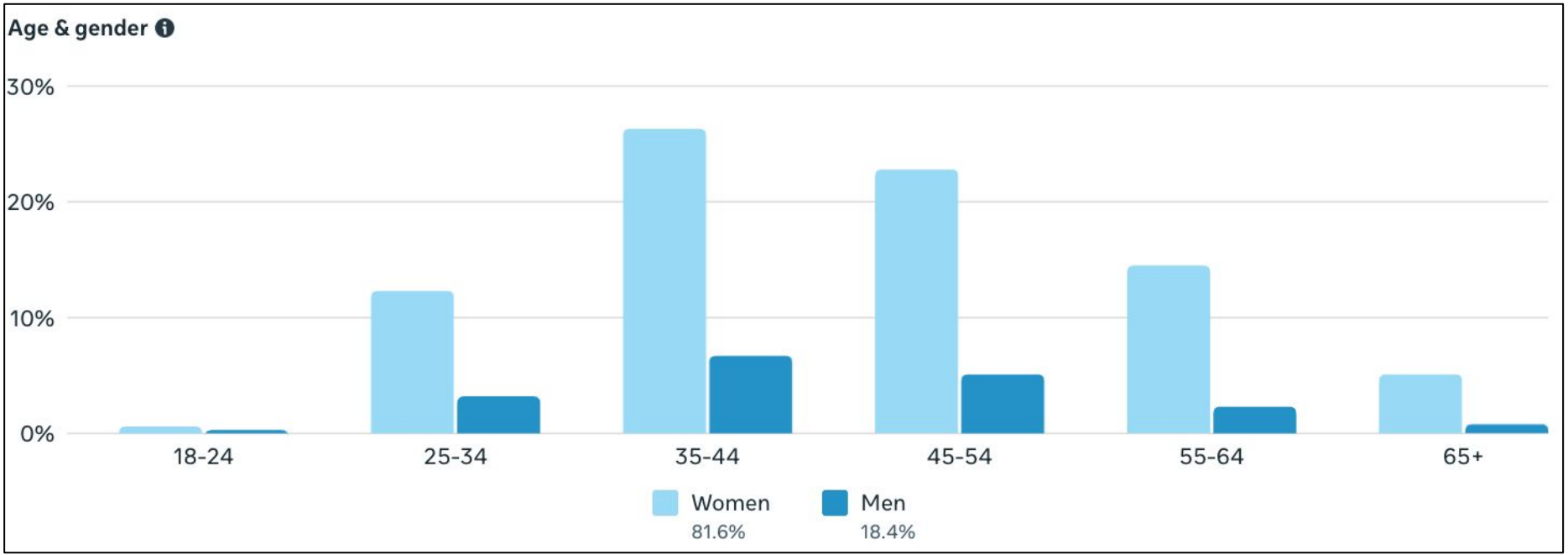
248.272

Instagram followers

Digital users – Facebook



Digital users – Instagram



Print readers

Gender

40%

male

60%

female

Geography

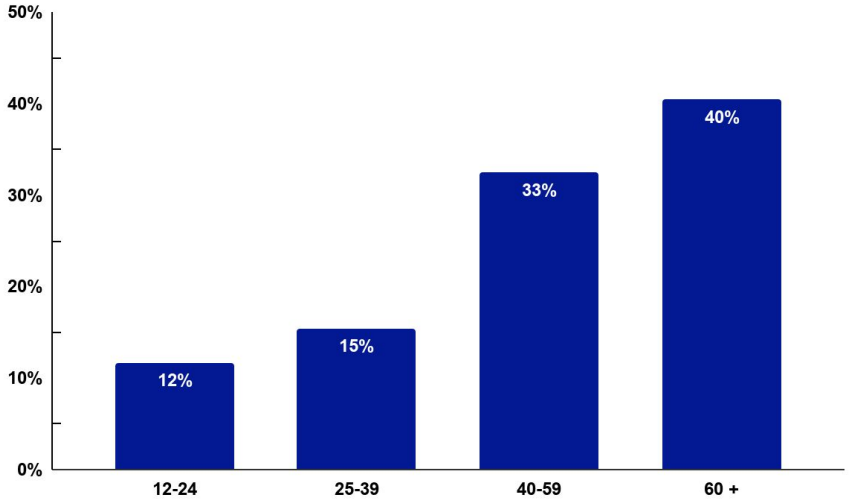
48%

east region

52%

west region

Age



Editorial schedules, rate cards and formats

January –June 2027

Recurring trends: Get more out of your home, clever renovations and new materials

No.	Publishing date	Week	Deadline	Theme
2	21/01/2027	03	15/12/2026	Bathrooms – New Bathrooms and Upgrades (ABC), Colours and Wallpaper
3	18/02/2027	07	15/01/2027	Kitchen, Household Appliances, Worktops, Tiles and Lighting
4	18/03/2027	12	12/02/2027	Renovation, Paint, Silence/Acoustics, Easter, Special Outdoor Furniture
5	22/04/2027	15	16/03/2027	The Great Furniture Issue - Bedrooms, Textiles and Curtains
6	20/05/2027	19	14/04/2027	Green Issue, Smart Home and Outdoor Lighting
7	17/06/2027	24	13/05/2027	Holiday Homes and Terraces, Awnings (Sun Protection)

July –December 2027

No.	Publishing date	Week	Deadline	Theme
8	15/07/2027	07	10/06/2027	Great Art Issue + New Bathrooms, with a Focus on New Products
9	12/08/2027	32	09/07/2027	The Great Danish Design Issue
10	09/09/2027	36	06/08/2027	Great Kitchen Issue, Lighting, Lamps and Beds
11	07/10/2027	40	03/09/2027	The Great Christmas Issue + Additional Christmas Content from the Christmas Book
12	11/11/2027	45	08/10/2027	Celebrations, Winter and ´Hygge`
1/28	21/12/2027	51	25/11/2027	Trends Issue

Bo Bedre Theme magazines – **Editorial schedule 2027**

No.	Publishing date	Week	Deadline	Theme
1	18/03/2027	12	10/02/2027	Garden
2	20/05/2027	19	12/04/2027	Food
3	09/09/2027	36	04/08/2027	Classics
4	07/10/2027	41	01/09/2027	Christmas
5	11/11/2027	45	06/10/2027	Food

Print Advertising rate card

Format	Pricing in DKK*
2/1 page	151.200
1/1 page	79.400
½ page	55.900
Back cover	151.700
Inner back cover	103.500
Page 2-3	198.800
Page 4-5	190.800

Format	Pricing in DKK*
2/1 page first ⅓ part of magazine	181.400
1/1 page first ⅓ part of magazine	95.300
2/1 Gatefold Flap	380.800
1/1 Gatefold Page	148.000
2/1 page Native Article	189.000**
1/1 page Native Article	99.400**
1 Guide module	6000***

*Gross prices only.
**In addition, production cost
*** price pr. module A1/1 module, A2/2 module, A3/3 module,

B1/2 module, B2/3 module, C/4 module)

Bo Bedre Theme magazines **Print Advertising rate card**

Format	Pricing in DKK*
2/1 page	75.000
1/1 page	40.000
Back cover	60.000
Inner back cover	Contact for price
Page 2-3	Contact for price
Page 4-5	Contact for price

Format	Pricing in DKK*
2/1 page Native Article	80.000**
1/1 page Native Article	45.000**

*Gross prices only
**In addition, production cost

Print formats

Product	Format
2/1 page	446x295*
1/1 page	223x295
Vertical ½ page	109x295
Horizontal ½ page	223x145
Back cover	223x295
Inner back cover	223x295

Product	Format
Page 2-3	446x295*
Page 4-5	446x295*
2/1 page Native Article	446295*
1/1 page Native Article	223x295

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 200
Megabanner	CPM 200

Mobile	Price in DKK*
Mobile standard banner	CPM 200

High impact formats	Price in DKK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 200 + CPM 5 ad tech fee

Video	Price in DKK*
Video-in-banner	CPM 200

Newsletter	Price in DKK*
Newsletter package - 1 week, 4 distributions	20.000 DKK

*Gross prices

Digital formats

Desktop	Format
Standard banner	930x180
Megabanner	930x600

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 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

See visualizations and ad specifications further below

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

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

NTA Advertising rate card

Product	Pricing in DKK*
Native Article	35.000
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

Design Favoritter

Design Favoritter is our annual award and your opportunity to be showcased in our universe of design and interior. Our panel of judges makes a selection from the nominated brands/products and afterwards it is up to our digital users to choose their favorites. This is how it works:

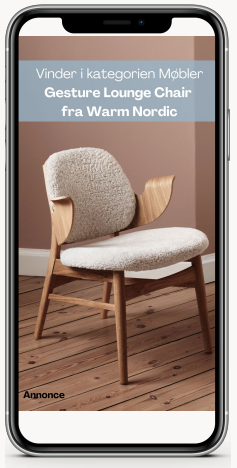
1. **Nominate your brand/products**
   - It is **free of charge** to nominate a brand/product in one or more of the main categories.
2. **The judges nominates**
   - If one or more of your products are nominated by the judges you pay a handling fee per. nomination.*
   - It is possible to buy an active link to a website/webshop of your choice.*
3. **Our digital users vote for their favorites**
   - Our users vote for their favorites and choose the winners.

*Contact local office for prices - contact information further below









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



HENRIK MADER
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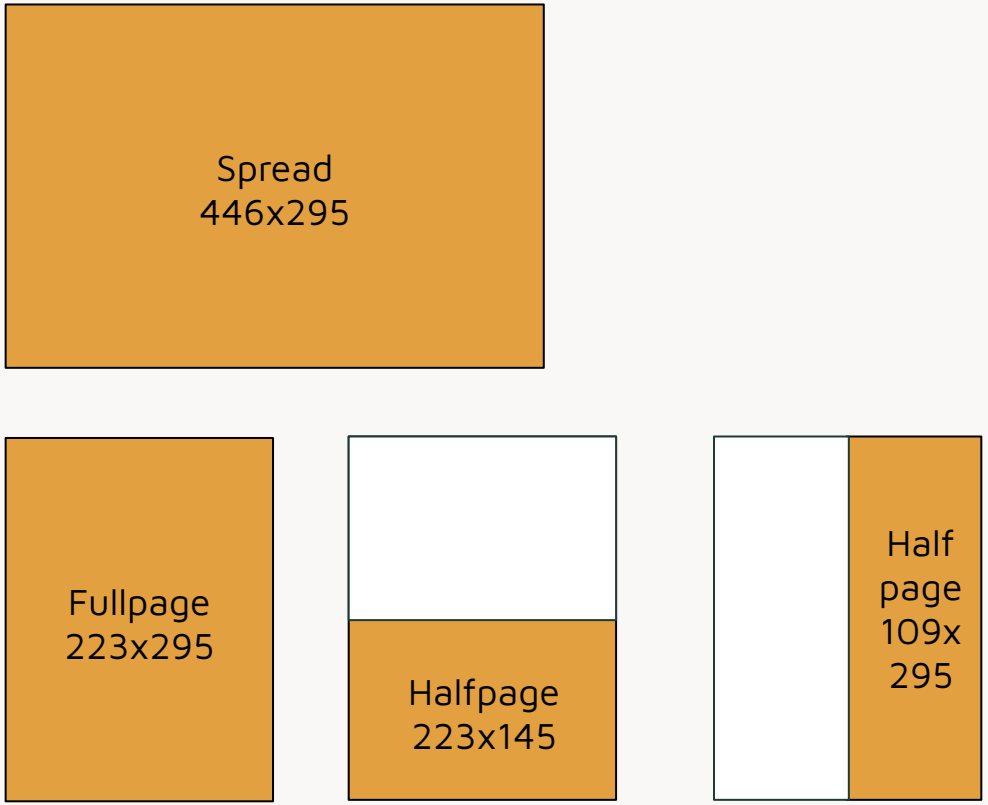


ANNE JAKOBSEN
Key Account Manager
anne.jakobsen@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



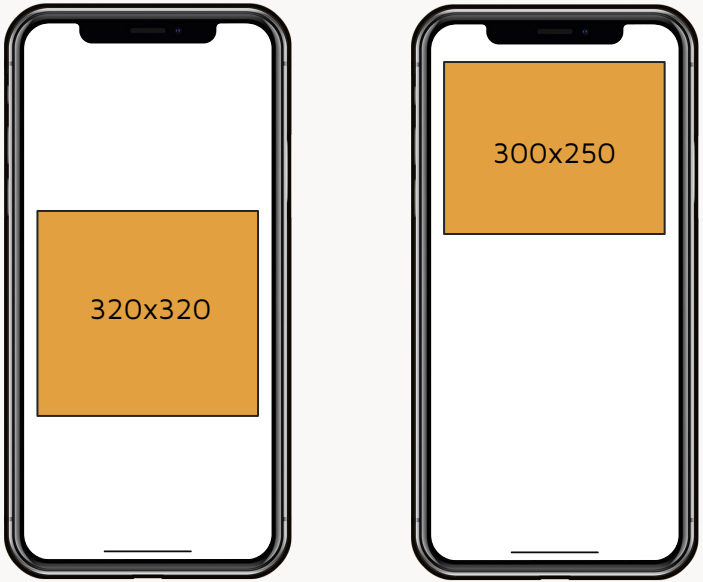
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

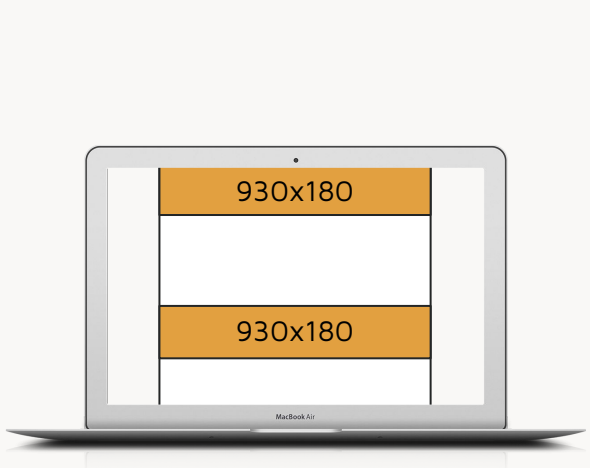


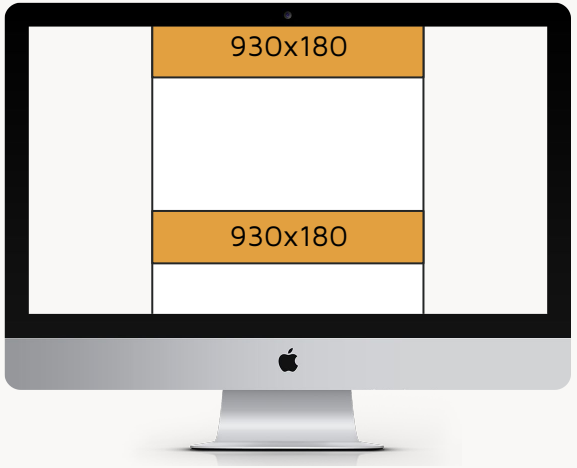
Desktop standard banner

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



Video outstream / instream

Specifications:

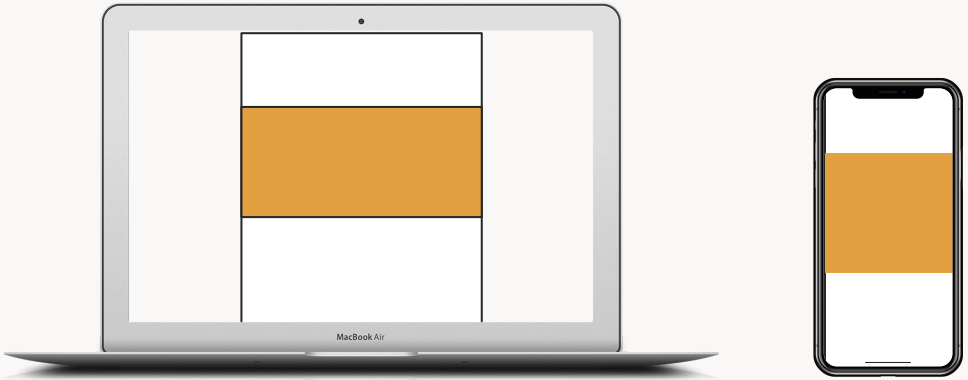
- MP4, MPEG4, MOV files.
- VAST

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

