
BONNIER
Publications
BO BEDRE
Media kit 2027

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BO BEDRE is Norway's leading and most innovative design and interiors magazine

Join us as we invite you into unique and uplifting homes, guide you through Norwegian and international design, and teach you how to enjoy your home to the fullest – BO BEDRE style.

https://bo-bedre.no/









*Fifty5Blue / Forbruker & Media - 2025 / 2026

106.462

Magazine readership*

110.186

Monthly pageviews

30.065

Newsletter subscribers

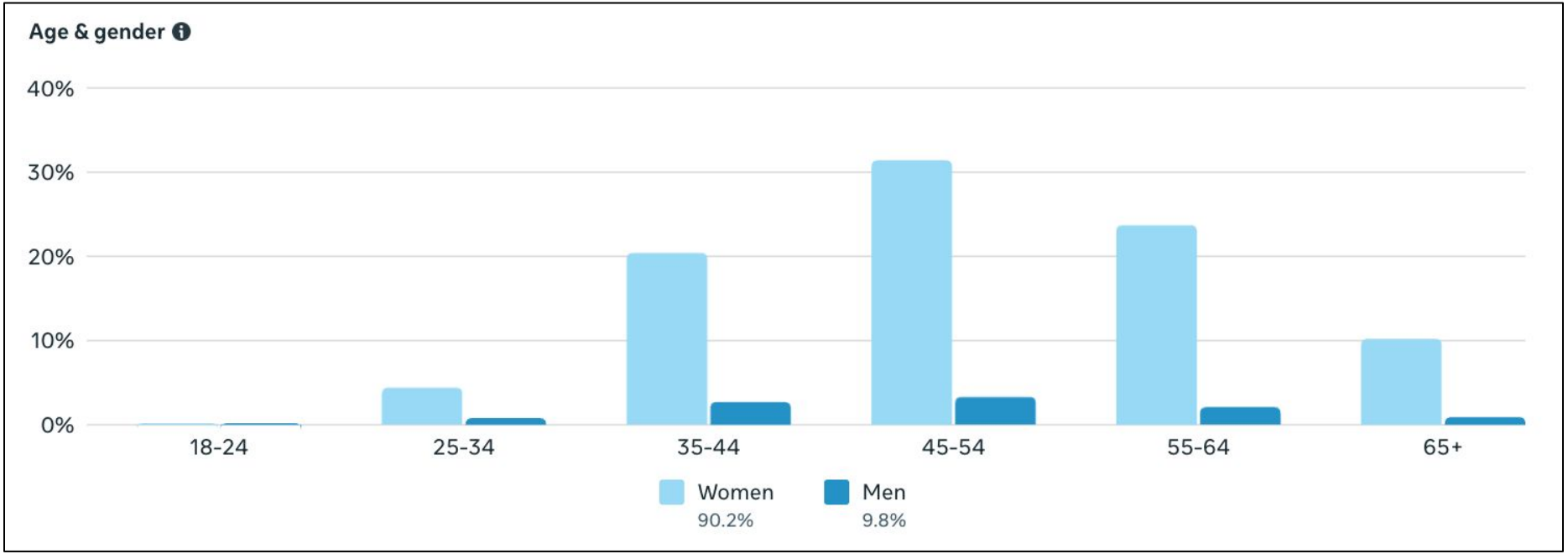
36.622

Facebook likes

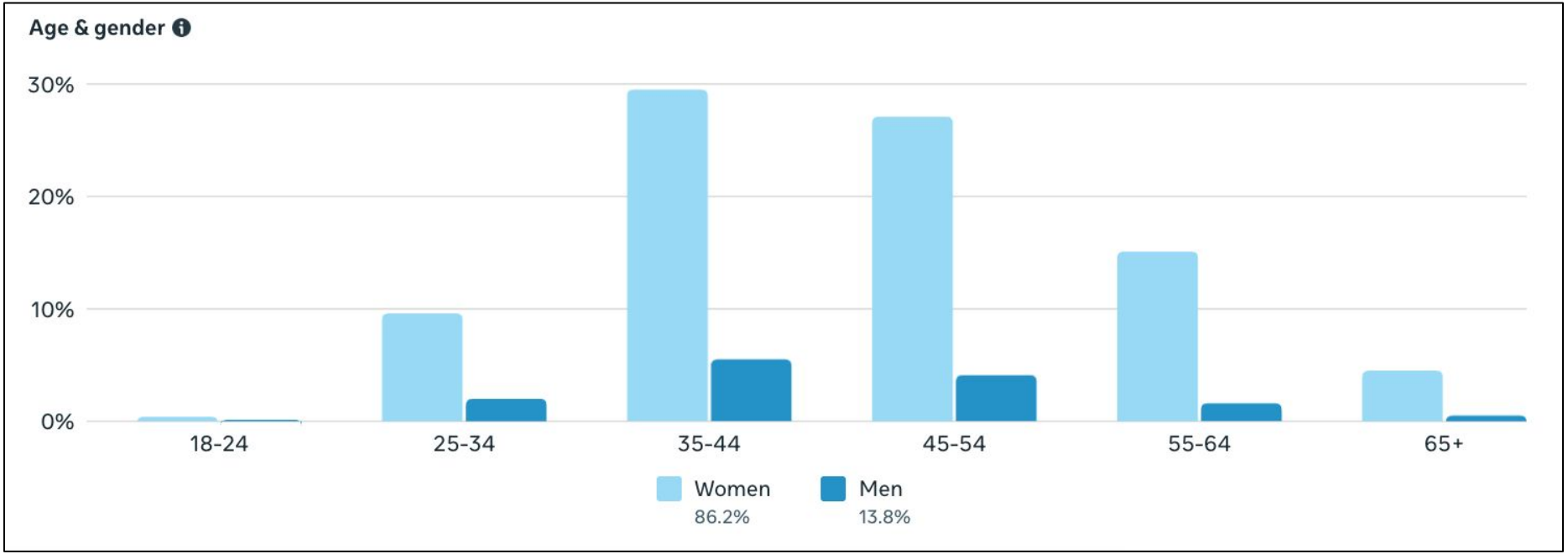
94.730

Instagram followers

Digital users – Facebook



Digital users – Instagram



Editorial schedules, rate cards and formats

January –June 2027

Recurring trends:

No.	Publishing date	Week	Deadline	Theme
2	29/01/2027	04	18/12/2026	Colours and Paint
3	26/02/2027	08	26/01/2027	Bathrooms
4	31/03/2027	13	23/02/2027	Kitchen, Household Appliances and Renovation
5	30/04/2027	17	30/03/2027	The Great Furniture issue and Bedrooms
6	28/05/2027	21	22/04/2027	Green issue, Smart Home and Outdoor Lighting
7	25/06/2027	25	25/05/2027	Holiday Homes and Terraces

July –December 2027

No.	Publishing date	Week	Deadline	Theme
8	23/07/2027	29	22/06/2027	Art issue and Bath
9	20/08/2027	33	20/07/2027	The Great Norwegian Design issue
10	17/09/2027	37	17/08/2027	Great Kitchen issue, Lighting and Beds
11	15/10/2027	41	14/09/2027	The Great Christmas issue
12	19/11/2027	46	19/10/2027	Party, Winter and ‘Hygge’
1/28	23/12/2027	51	23/11/2027	Trends issue

January–December 2027 Bo Bedre Collectors

No.	Publishing date	Week	Deadline	Theme
1	02/07/2027	26	04/06/2027	
2	29/10/2027	43	30/09/2027	

Product	Format
2/1 page	430*275
1/1 page	215*275

January–December 2027, Bo Bedre Bookazin

No.	Publishing date	Week	Deadline	Theme
1	19/03/2027	11	19/02/2027	Garden
2	25/06/2027	25	24/05/2027	Garden
3	22/10/2027	42	20/09/2027	Christmas
4	30/12/2027	52	13/09/2027	Classic

Product	Format
2/1 page	446*295
1/1 page	223*295

Print Advertising rate card

Format	Pricing in NOK*
2/1 page	95.400
Page 2-3	124.000
Page 4-5	118.700
Page 6-7	114.600
Page 8-9	109.800
Page 10-11	105.100
1/1 Page	52.000

Format	Pricing in NOK*
½ page	32.500
Back cover	75.300
Inner back cover	61.000
1. Right page	64.900
2. Right Page	62.300
2/1 page Native Article	119.200**
1/1 page Native Article	65.000**

*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	446x295*
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 NOK*
Standard banner	CPM 250
Megabanner	CPM 250

Mobile	Price in NOK*
Mobile standard banner	CPM 250

High impact formats	Price in NOK*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 250 + CPM 5 ad tech fee

Format	Price in NOK*
Video-in-banner	CPM 250

Format	Price in NOK*
Newsletter package - 1 week, 2 distributions	10.000

*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 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 NOK*
Native Article	35.000 (incl. production)
Competition	10.000-20.000
NTA Newsletter	10.000
Instagram	10.000
Facebook	8.000
Sponsorship	Contact for price**
Video	Contact for price**
Hotspot	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.
Hotspot	Contact for information

*Non traditional advertising

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:

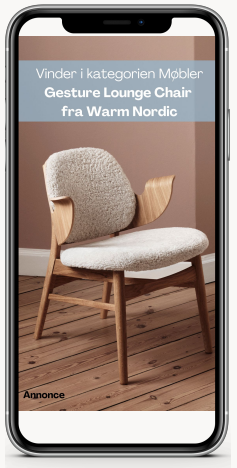
1. **Nominate your brand/products**
   - It is **free of charge** to nominate a brand/product in one or more of the main categories.
2. **The judges nominates**
   - If one or more of your products are nominated by the judges you pay a handling fee per. nomination.*
   - It is possible to buy an active 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

BO BEDRE
DESIGN FAVORITTER 2025
BOLIG PLUSS







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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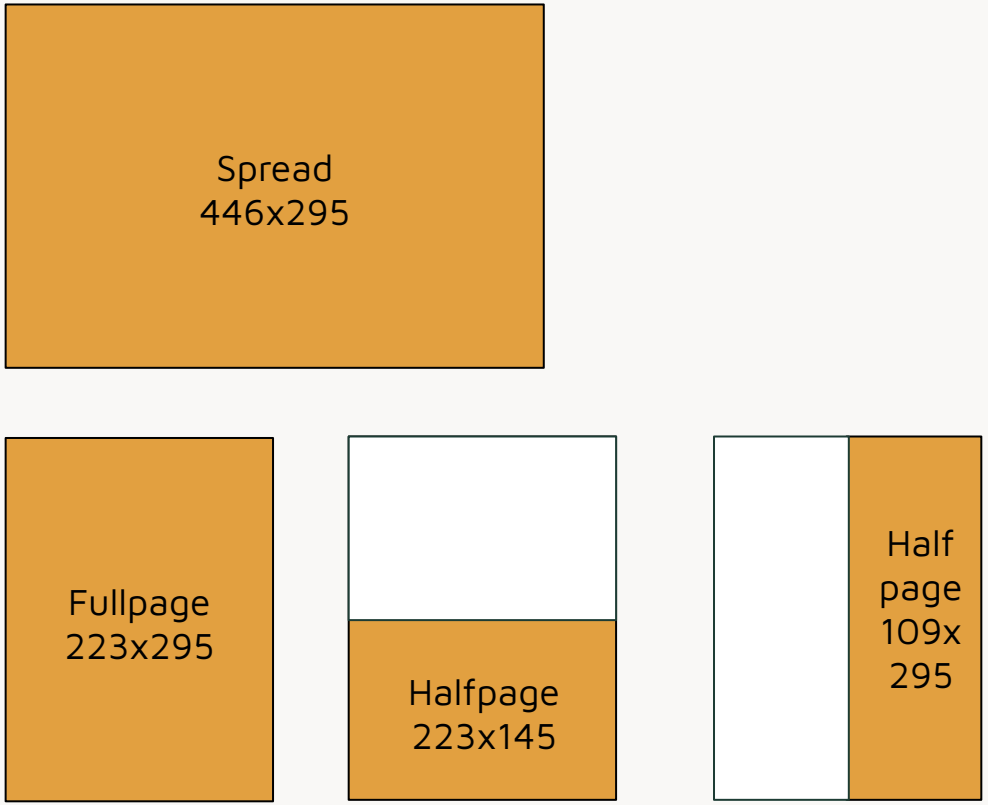


CECILIE KONTERUD
Markedssjef
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



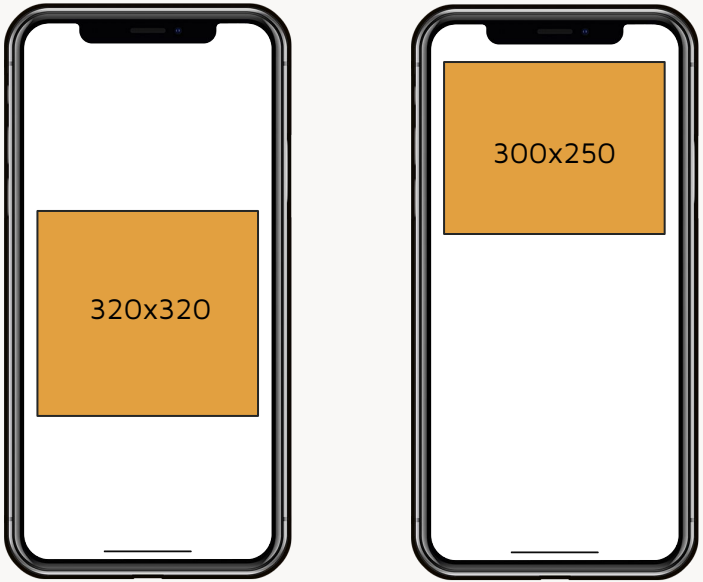
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

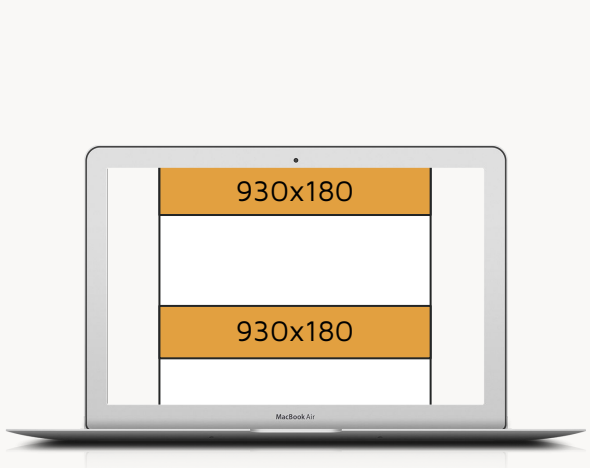


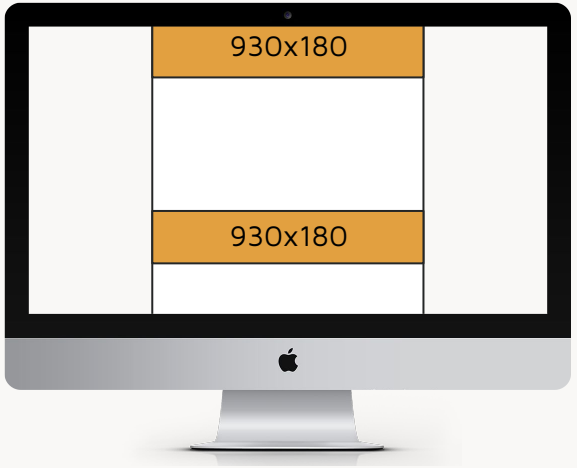
Desktop standard banner

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:

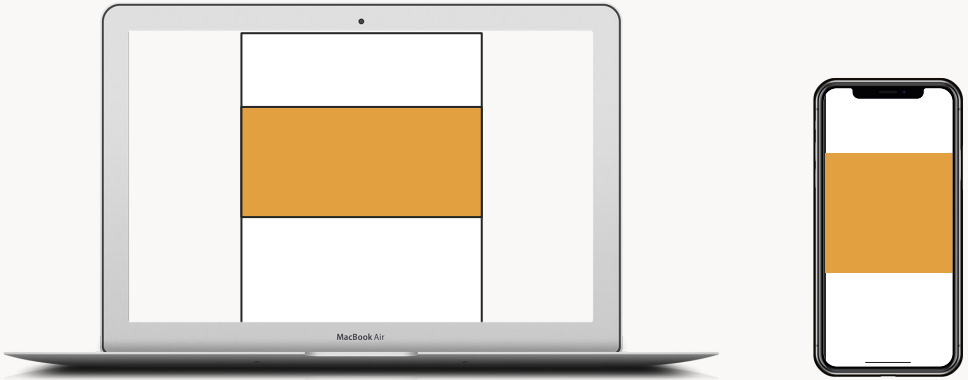
- MP4, MPEG4, MOV files.
- VAST

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

