



**BONNIER**  
Publications

# BOLIG

MAGASINET

Media kit 2026



# Index

[Our universe](#)

**[Editorial schedules, rate cards and formats](#)**

[Print](#)

[Digital](#)

[NTA](#)

[Design Favoritter](#)

[Contact](#)

[Advertisement specifications](#)





**Bolig Magasinet helps transform interior dreams into beautiful homes through design updates, useful guides and inspiring house tours.**

We unite great design, new trends and personal style in a brand that continues to engage both readers and followers.

[www.boligmagasinet.dk](http://www.boligmagasinet.dk)





\*Index Denmark – Helår 2025

\*\*Boligmagasinet er en del af  
Woman.dk

**113.000**

Magazine readership\*

**2.197.233**

Monthly pageviews\*\*

**21.150**

Newsletter subscribers

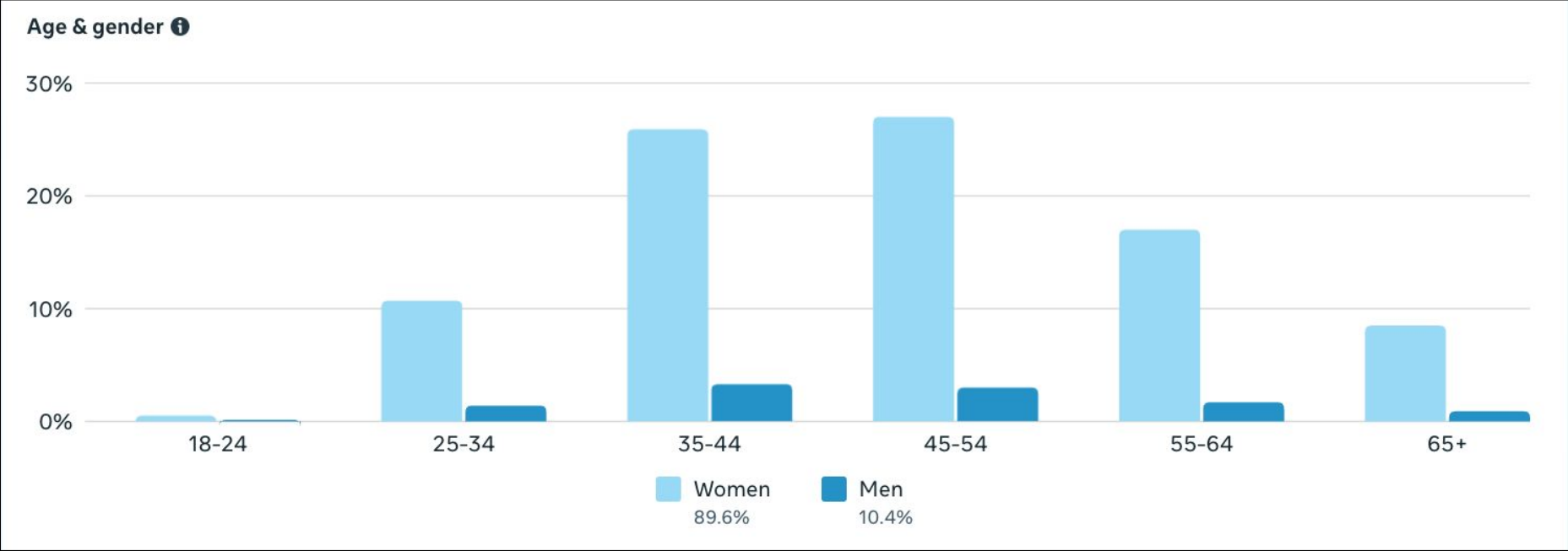
**79.248**

Facebook likes

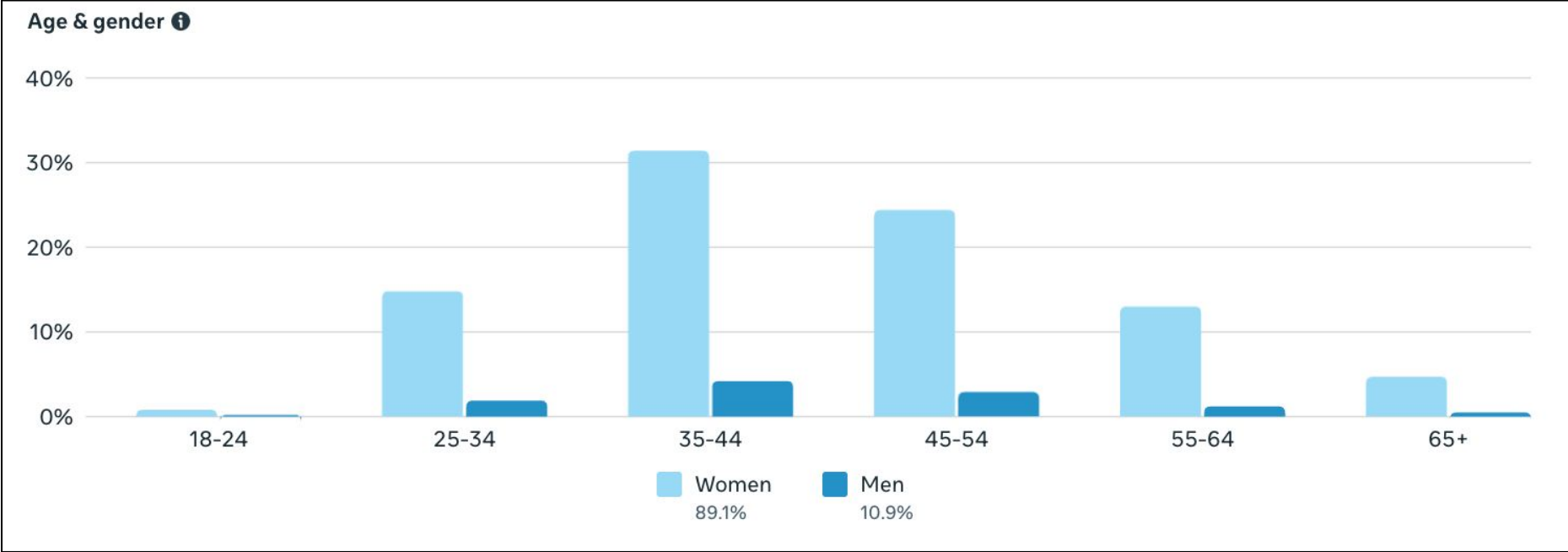
**241.229**

Instagram followers

# Digital users – Facebook



# Digital users – Instagram



# Print readers

## Gender

39%

male



61%

female



## Geography

46%

east region

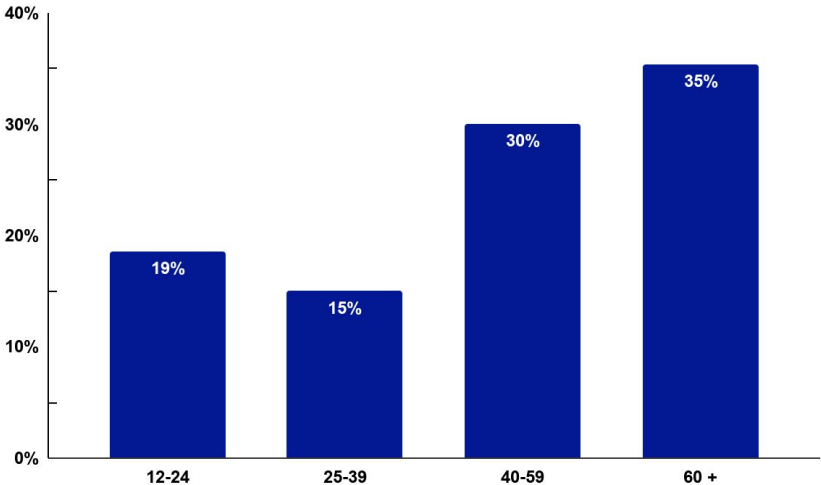


53%

west region



## Age





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



# Januar –June 2026

| No. | Publishing date | Week | Deadline   | Theme                                                                               |
|-----|-----------------|------|------------|-------------------------------------------------------------------------------------|
| 1   | 05/02/2026      | 06   | 05/01/2025 | Bathrooms, bathroom makeovers + storage                                             |
| 2   | 26/03/2026      | 13   | 23/02/2026 | Kitchen, new large appliances + bedroom                                             |
| 3   | 30/04/2026      | 18   | 25/03/2026 | Spring vibes! Outdoor furniture and acc., greenhouse/orangery                       |
| 4   | 28/05/2026      | 22   | 23/04/2026 | Summer homes, gardens and terraces, outdoor lighting                                |
| 5   | 02/07/2026      | 27   | 27/05/2026 | Makeover issue: paint, wallpaper, curtains, art, ceramics and glass, tiles, carpets |
| 6   | 03/09/2026      | 36   | 03/08/2026 | Kitchen & Bath! Design/furniture news, the new lamps                                |

# July –December 2026

| No. | Publishing date | Week | Deadline   | Theme                                                                                                           |
|-----|-----------------|------|------------|-----------------------------------------------------------------------------------------------------------------|
| 7   | 08/10/2026      | 44   | 07/09/2026 | Christmas homes, new Christmas ornaments and decorations, gifts                                                 |
| 8   | 12/11/2026      | 46   | 12/10/2026 | Christmas homes and decorations, new Christmas ornaments and decorations, table-setting, Design Awards winners. |
| 9   | 17/12/2026      | 51   | 16/11/2026 | Trends 2026, carpets, lamps, sofas, new furniture, tech                                                         |

# Extra magazines – Editorial schedule

| No. | Publishing date | Week | Deadline   | Theme      |
|-----|-----------------|------|------------|------------|
| 1   | 26/03/2026      | 13   | 23/02/2026 | Spring*    |
| 2   | 28/05/2026      | 22   | 23/04/2026 | Summer*    |
| 3   | 03/09/2026      | 36   | 03/08/2026 | Makeover*  |
| 4   | 08/10/2026      | 44   | 07/09/2026 | Christmas* |

# Print Advertising rate card

| Product          | Pricing in DKK* |
|------------------|-----------------|
| 2/1 page         | 66.200          |
| 1/1 page         | 39.000          |
| ½ page           | 22.500          |
| Back cover       | 52.500          |
| Inner back cover | 43.600          |
| Page 2-3         | 96.000          |
| Page 4-5         | 92.000          |

| Product                           | Pricing in DKK* |
|-----------------------------------|-----------------|
| 2/1 page first ⅓ part of magazine | 88.000          |
| 1/1 page first ⅓ part of magazine | 46.000          |
| 2/1 page + coverflap              | 184.000         |
| 1/1 page + flap                   | 115.000         |
| 2/1 page Native Article           | 82.700*         |
| 1/1 page Native Article           | 48.700**        |

\*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 | 217x137  |
| 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  |



# 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

See visualizations and ad specifications further below

\*Contact [traffic@bonnier.dk](mailto:traffic@bonnier.dk) for more info.

| 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.<br>Contact us for specific formats available for this site or for more info*. |
| Find all Adnami's specs at <a href="https://adnami.io/specs">adnami.io/specs</a> .                                                                                                                                |

| Video-in-banner | Format      |
|-----------------|-------------|
| Desktop video   | Ratio: 16:9 |
| Mobile video    | Ratio: 1:1  |

# NTA

## Advertising rate card

\* Gross prices only

\*\*Contact local office for prices  
- Contact information further  
below

| 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** |

# 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

# 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.

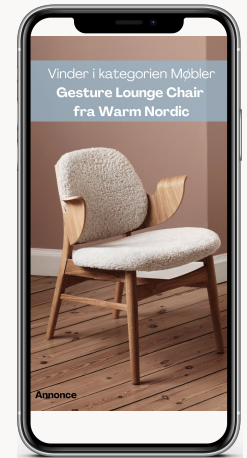
## 2. The judges nominates

- 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**

Sales Manager  
henrik.mader@bonnier.dk



**MI SKJOLD BRIX**

Editor in Chief - Bolig Magasinet  
mi.brix@boligmagasinet.dk



**THERESE GUNNI**

Advertising Material  
therese.gunni@bonnier.dk



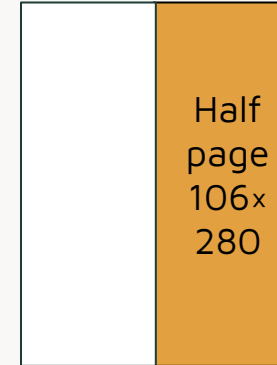
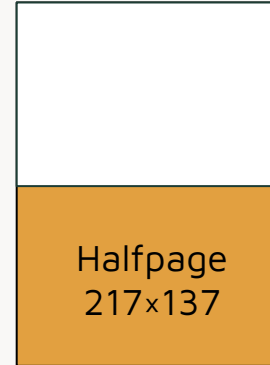
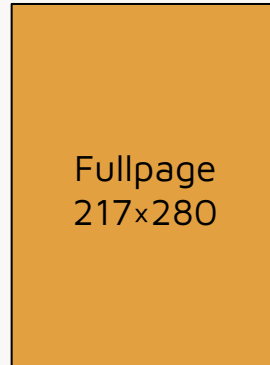
**ANNE JAKOBSEN**

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

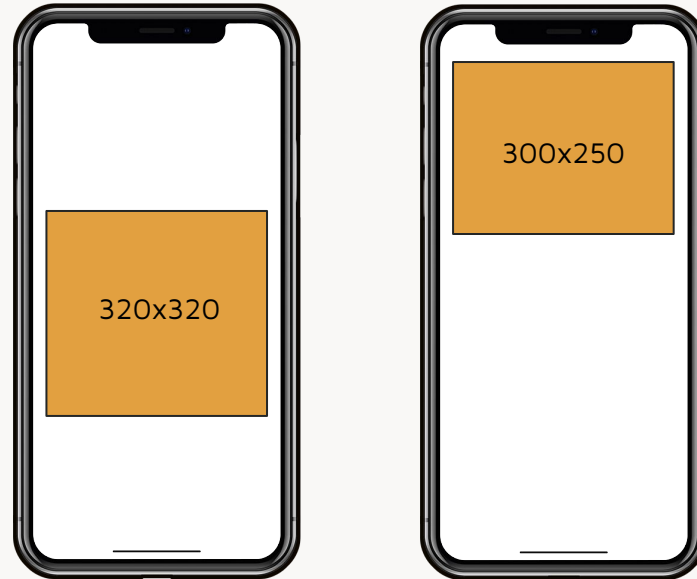


# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

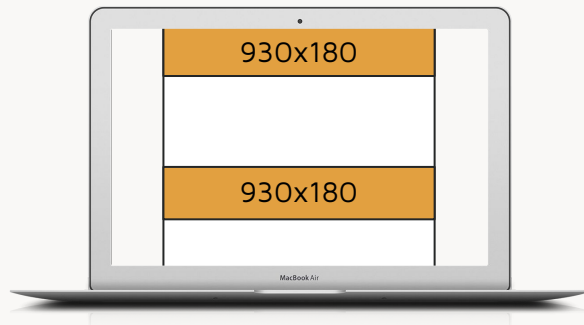


# Desktop standard banner

## 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

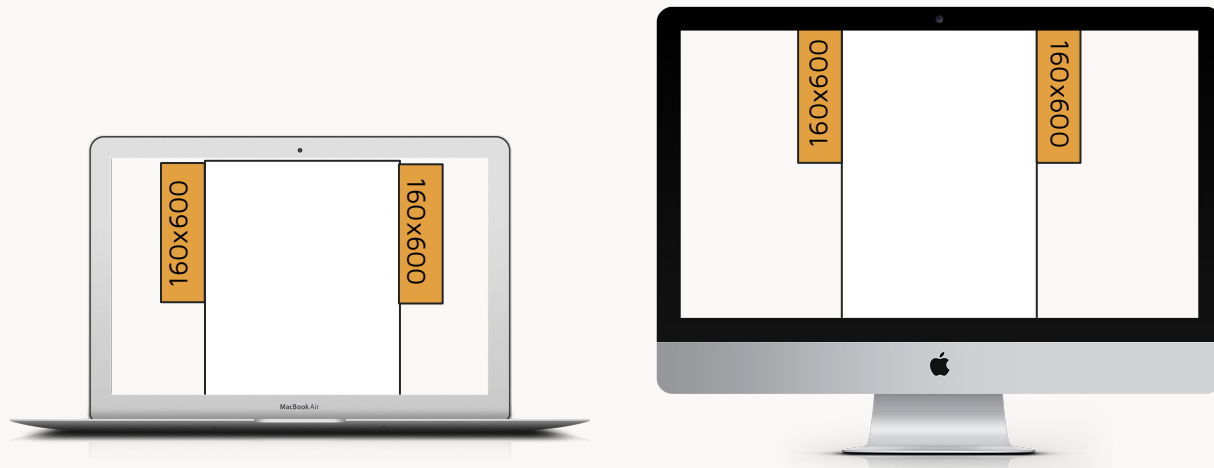


# Skyscraper/ Sticky

## Specifications:

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

Incl. URL / tracking



# Video outstream / instream

## Specifications:

- MP4, MPEG4, MOV files.
- VAST

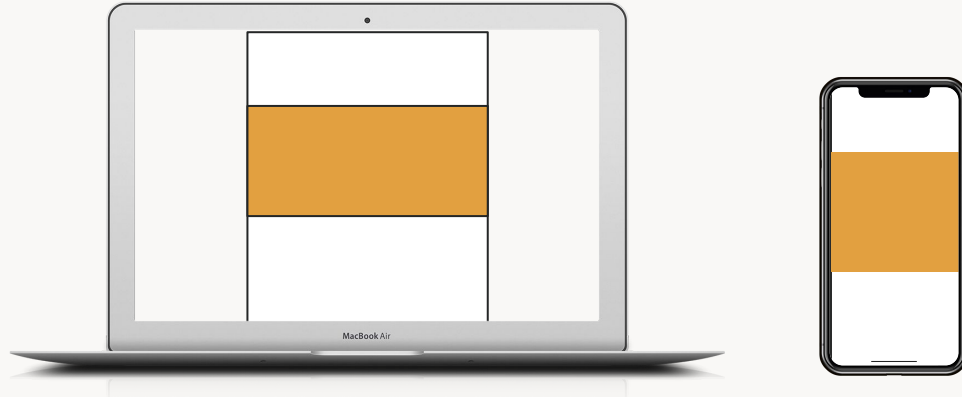
Desktop ratio: 16:9  
(1920x1080)

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

