
BOLIG
MAGASINET
Media kit 2027

Index

Our universe

Editorial schedules, rate cards and formats

- Print
- Digital
- NTA

Design Favoritter

Contact

Advertisement specifications



Bolig Magasinet helps readers turn interior dreams into beautiful homes through unique, guiding content – on both print and digitally, through written words, videos and stills.

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

www.boligmagasinet.dk











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

**Boligmagasinet er en del af Woman.dk

107.000

Magazine readership*

1.871.045

Monthly pageviews**

22.012

Newsletter subscribers

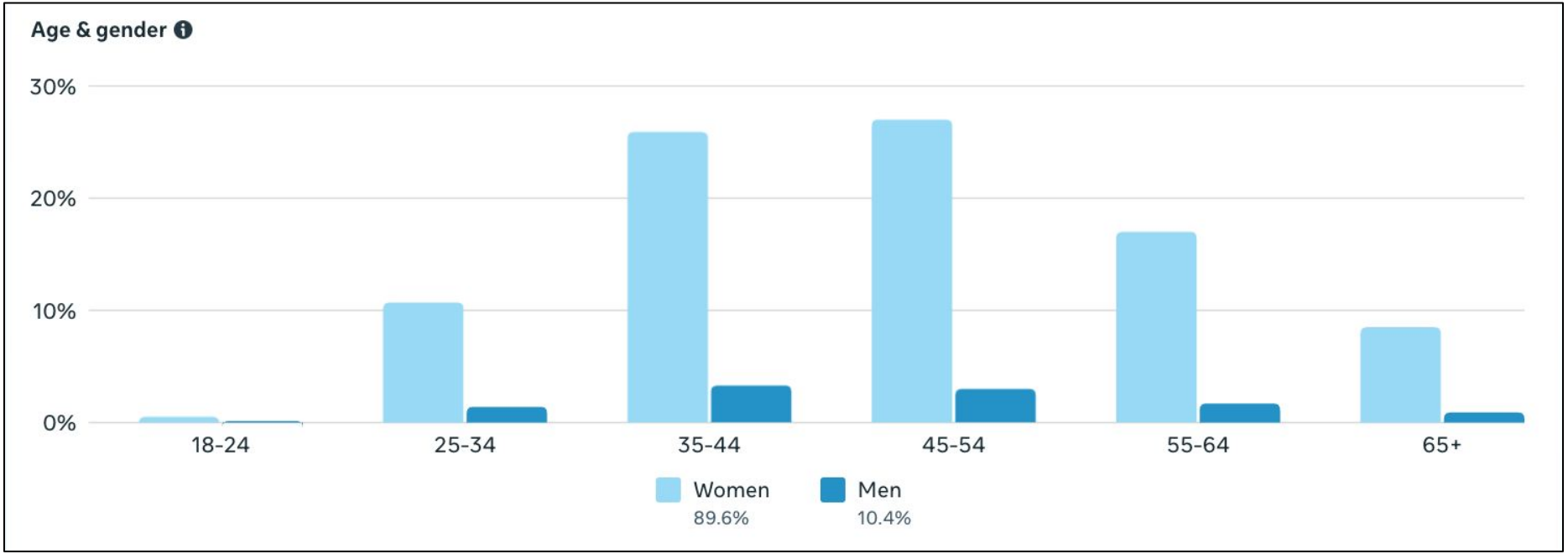
79.785

Facebook likes

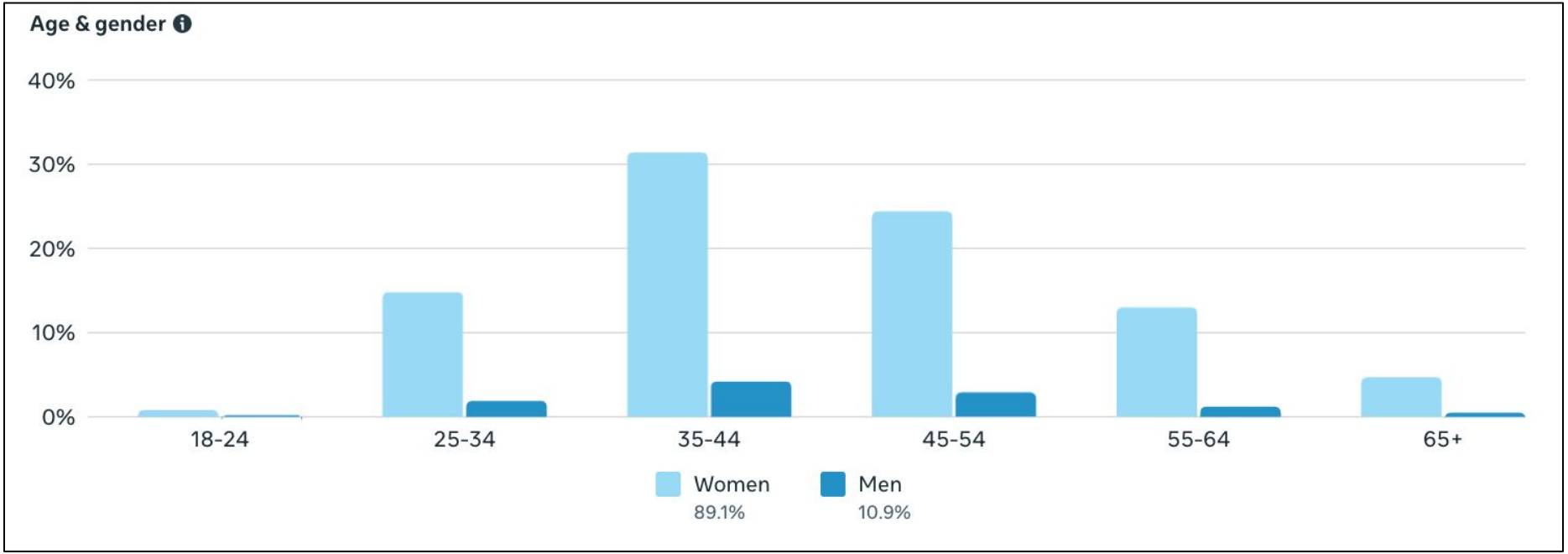
242.721

Instagram followers

Digital users – Facebook



Digital users – Instagram



Print readers

Gender

41%

male

59%

female

Geography

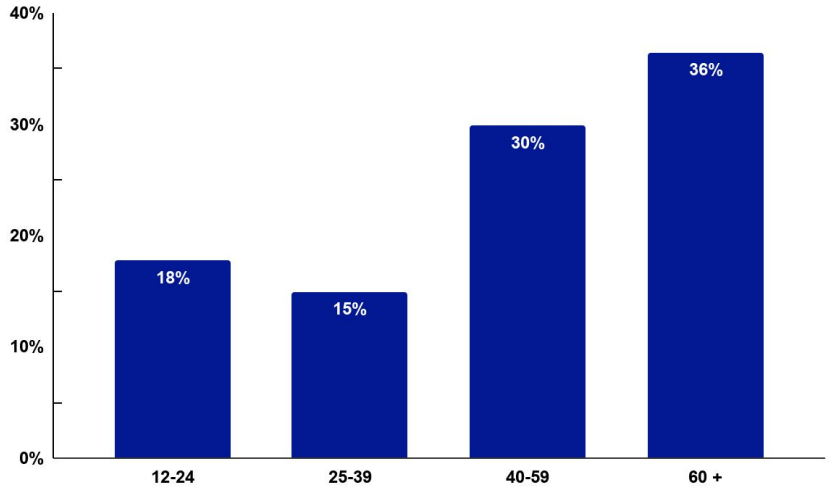
48%

east region

52%

west region

Age



Editorial schedules, rate cards and formats

Januar –June 2027

No.	Publishing date	Week	Deadline	Theme
1	08/01/2027	01	02/12/2026	Bathrooms, bathroom makeovers + storage
2	26/02/2027	08	26/01/2027	Kitchen, new large appliances + bedroom
3	09/04/2027	14	04/03/2027	Spring vibes! Outdoor furniture and acc., greenhouse/orangery
4	14/05/2027	19	12/04/2027	Summer homes, gardens and terraces, outdoor lighting
5	25/06/2027	25	25/05/2027	Makeover issue: paint, wallpaper, curtains, art, ceramics and glass, tiles, carpets
6	06/08/2027	31	06/07/2027	Kitchen & Bath! Design/furniture news, the new lamps

July –December 2027

No.	Publishing date	Week	Deadline	Theme
7	10/09/2027	36	10/08/2027	Christmas homes, new Christmas ornaments and decorations, gifts
8	15/10/2027	41	14/09/2027	Christmas homes and decorations, new Christmas ornaments and decorations, table-setting, Design Awards winners.
9	26/11/2027	47	26/10/2027	Trends 2028, carpets, lamps, sofas, new furniture, tech

Extra magazines – **Editorial schedule**

No.	Publishing date	Week	Deadline	Theme
1	18/03/2027	11	09/02/2027	Spring*
2	27/05/2027	21	15/04/2027	Summer*
3	02/09/2027	36	27/07/2027	Makeover*
4	07/10/2027	40	31/08/2027	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

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

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	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

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:

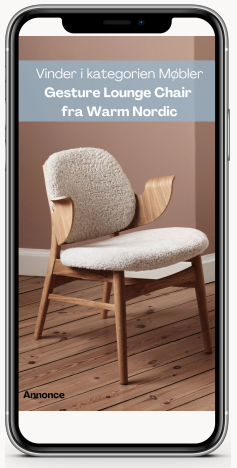
1. **Nominate your brand/products**
   - It is **free of charge** to nominate a brand/product in one or more of the main categories.
2. **The judges nominates**
   - If one or more of your products are nominated by the judges you pay a handling fee per. nomination.*
   - It is possible to buy an active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

BOLIG MAGASINET
DESIGN FAVORITTER 2025
BO BEDRE







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





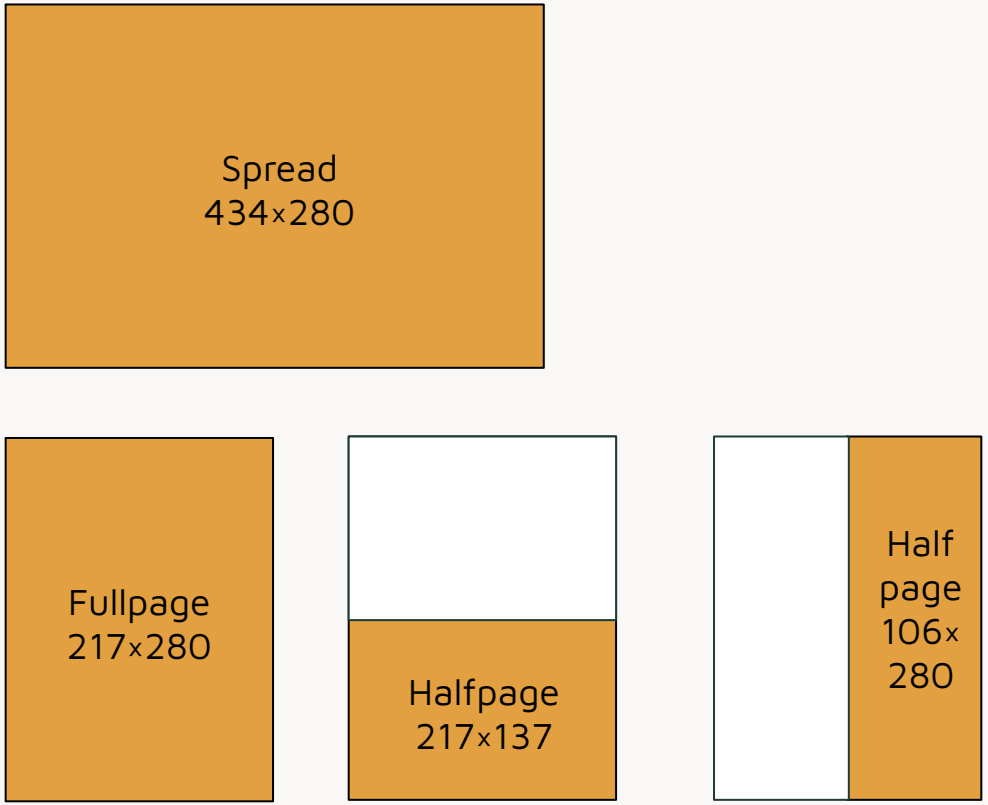
Ida Sofie Amdal
Advertising Material
ida-sofie.amdal@bonnier.dk

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

Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



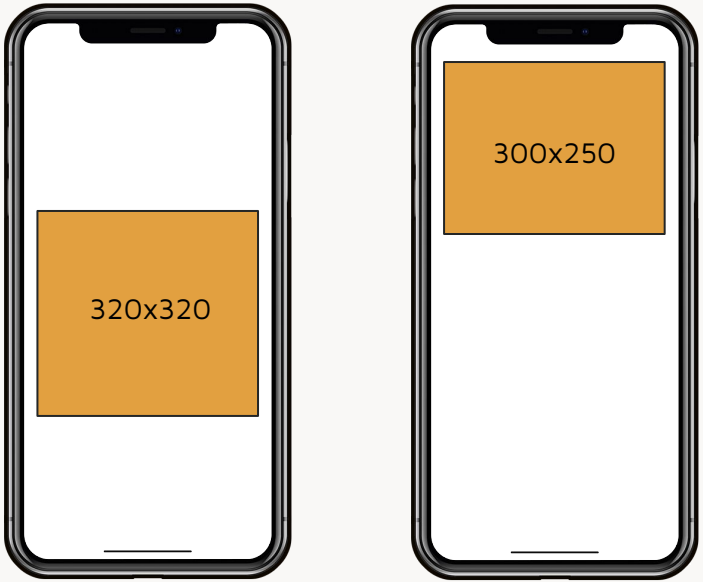
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

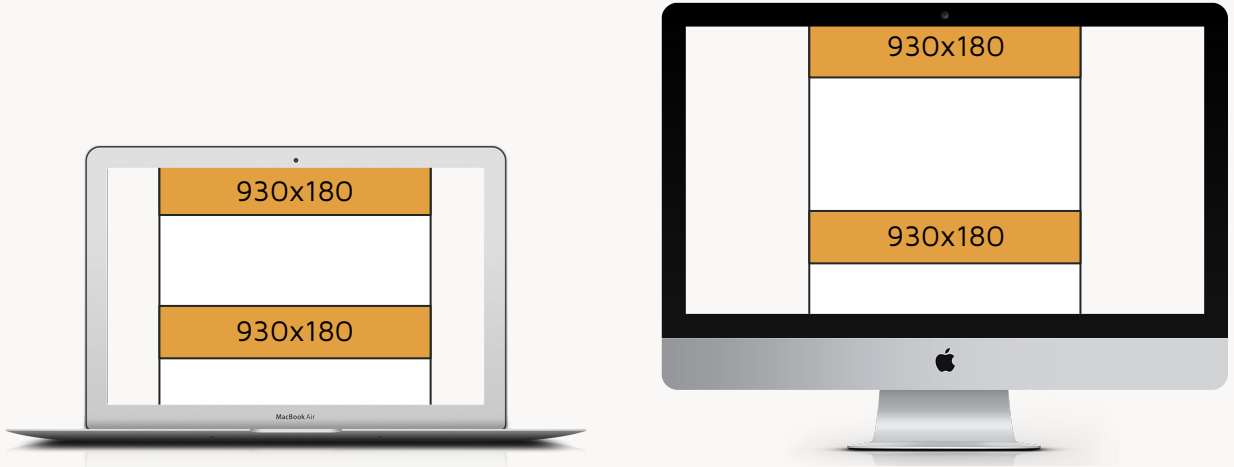


Desktop standard banner

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

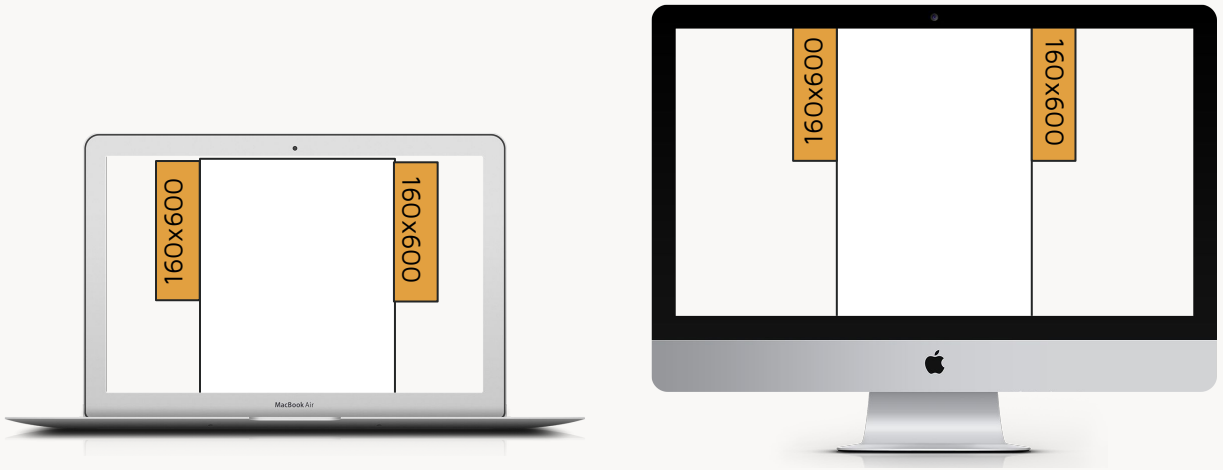


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

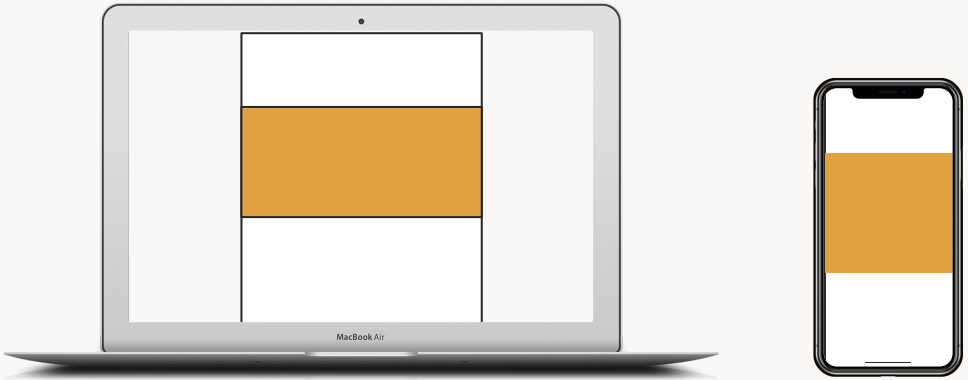
- MP4, MPEG4, MOV files.
- VAST

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

