


BONNIER
Publications

# BOLIG PLUSS

## Media kit 2027

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Our universe

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**BoligPluss 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.boligpluss.no








**142.955**

Monthly pageviews

**53.220**

Facebook likes

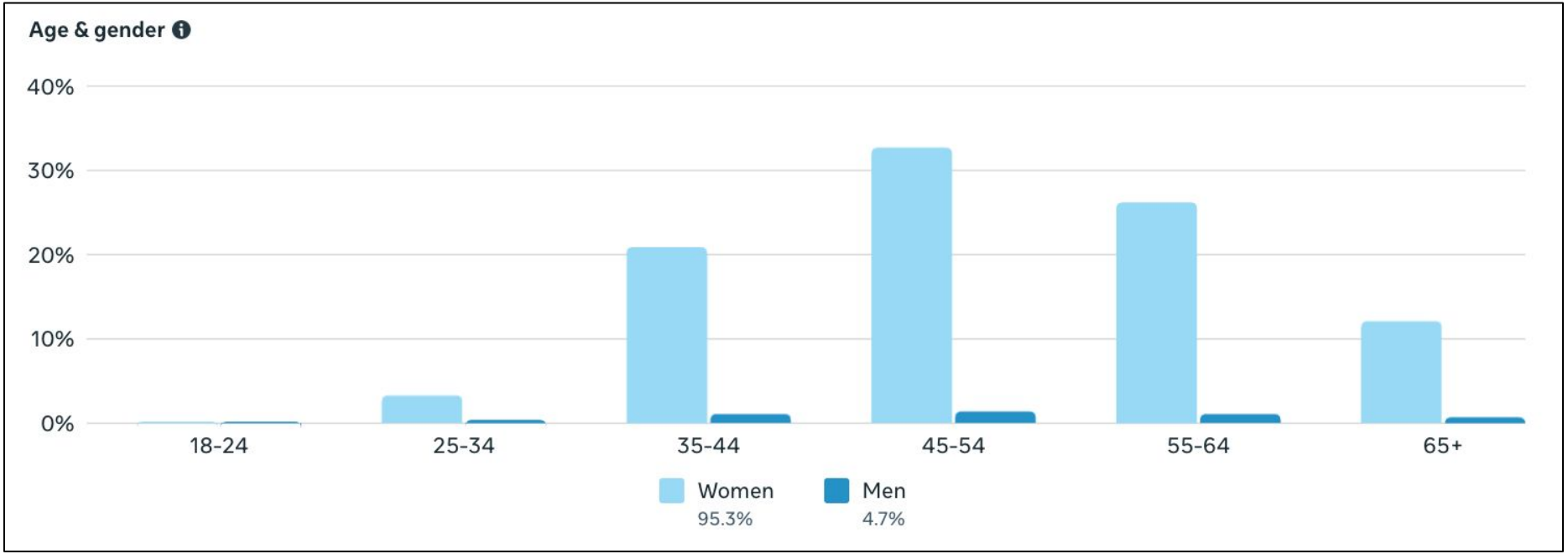
**17.634**

Newsletter subscribers

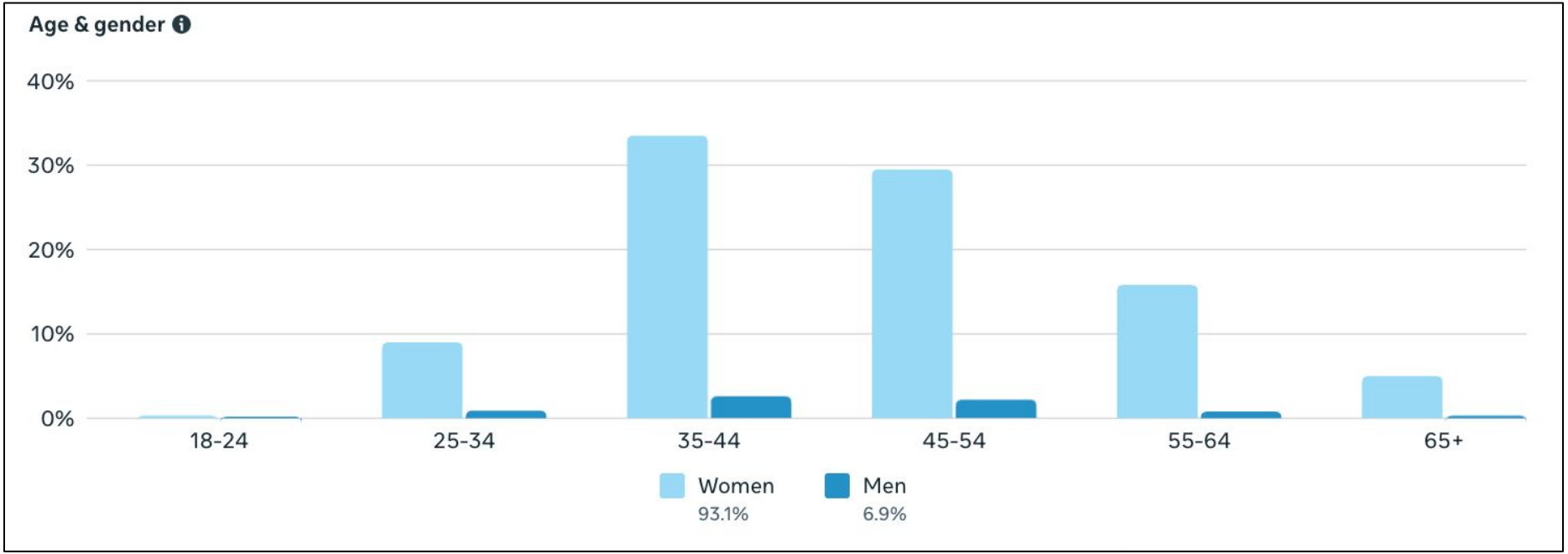
**109.294**

Instagram followers

# Digital users – Facebook



# Digital users – Instagram



# Editorial schedules, rate cards and formats

# Januar -December 2027

| No. | Publishing date | Week | Deadline | Theme |
|---|---|---|---|---|
| 1 | 08/01/2027 | 01 | 02/12/2026 | Winter cheer, carpets, lamps, sofas, trends 2027 |
| 2 | 26/02/2027 | 08 | 26/01/2027 | Bathrooms, bathroom makeovers + storage |
| 3 | 09/04/2027 | 14 | 04/03/2027 | Kitchen, new large appliances + bedroom |
| 4 | 14/05/2027 | 19 | 12/04/2027 | Spring vibes! Outdoor furniture and acc., greenhouse/orangery |
| 5 | 25/06/2027 | 25 | 25/05/2027 | Summer homes, gardens and terraces, outdoor lighting |
| 6 | 06/08/2027 | 31 | 06/07/2027 | Makeover issue: paint, wallpaper, curtains, art, ceramics and glass, tiles, carpets |
| 7 | 10/09/2027 | 36 | 10/08/2027 | Kitchen & Bath! Design/furniture news, the new lamps and lighting |
| 8 | 15/10/2027 | 41 | 14/09/2027 | Christmas homes, new Christmas ornaments and decorations, gifts |
| 9 | 26/11/2027 | 47 | 26/10/2027 | Christmas homes and decorations, new Christmas ornaments and decorations, table-setting, |

# Extra magazines – **Editorial schedule 2027**

| No. | Publishing date | Week | Deadline | Theme |
|---|---|---|---|---|
| 1 | 09/04/2027 | 14 | 04/03/2027 | Spring* |
| 2 | 25/06/2027 | 25 | 25/05/2027 | Summer* |
| 3 | 10/09/2027 | 36 | 10/08/2027 | Makeover* |
| 4 | xx/2027 | 44 | xx/2027 | Christmas* |

*Contact local office for prices.

# Bookazines – **Editorial schedule 2027**

| No. | Publishing date | Week | Deadline | Theme | Print run |
|---|---|---|---|---|---|
| 1 | 23/04/2027 | 16 | 22/03/2027 | Spring | 4.000 |
| 2 | 18/06/2027 | 24 | 20/05/2027 | Summer | 4.000 |
| 2 | 22/10/2027 | 42 | 21/09/2027 | Christmas | 4.000 |
| 4 | 30/12/2027 | 52 | 26/11/2027 | Make-over | 4.000 |

# Print Advertising rate card

These print formats are for Bolig Pluss and Bolig Pluss extra magazines

| Product | Pricing in NOK* | Product | Pricing in NOK* |
|---|---|---|---|
| 2/1 page | 58.700 | ½ page | 21.300 |
| Page 2-3 | 73.400 | Back cover | 44.900 |
| Page 4-5 | 70.400 | Inner back cover | 41.400 |
| Page 6-7 | 67.400 | 1. Right page | 41.400 |
| Page 8-9 | 64.500 | 2. Right page | 39.700 |
| Page 10-11 | 61.600 | 2/1 page Native Article | 73.400** |
| 1/1 page | 34.500 | 2/1 page Native Article | 43.100** |

*Gross prices only
**In addition, production cost

# Bookazines **Print Advertising rate card**

These print formats are for Bolig Pluss bookazines

| Product | Pricing in NOK* |
|---|---|
| 2/1 page | 15.000 |
| 1/1 page | 22.000 |
| Back cover | 18.000 |

*Gross prices only
**In addition, production cost

# Print formats

Print formats are for both Bolig Pluss, Bolig Pluss extra magazines and Bolig Pluss bookazines

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 NOK* |
|---|---|
| Standard banner | CPM 75 |
| Megabanner | CPM 90 |
| Skyscraper/sticky | CPM 75 |

| Mobile | Price in NOK* |
|---|---|
| Mobile standard banner | CPM 75 |

| High impact formats | Price in NOK* |
|---|---|
| Ex. Topscroll, Midscroll and Double Midscroll | CPM 150 + CPM 5 ad tech fee |

| Format | Price in NOK* |
|---|---|
| Video-in-banner | CPM 90 |

| Format | Price in NOK* |
|---|---|
| Newsletter banner | CPM 150 |

*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.<br>Contact us for specific formats available for this site or for more info*.<br><br>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 | Contact for price** |
| Instagram | Contact for price** |
| Facebook | Contact for price** |
| 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:

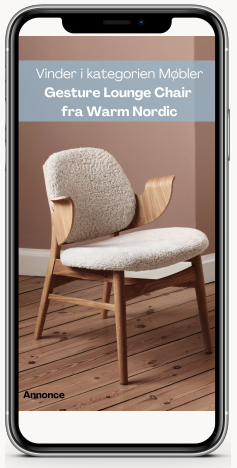
1. **Nominate your brand/products**
   - It is **free of charge** to nominate a brand/product in one or more of the main categories.
2. **The judges nominates**
   - If one or more of your products are nominated by the judges you pay a handling fee per. nomination.*
   - It is possible to buy an active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







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**




**CECILIE KONTERUD**
Markedssjef
cecilie.konterud@bonnier.no





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





**THERESE GUNNI**
Advertising Material
therese.gunni@bonnier.dk





**HENRIK MADER**
Sales Manager DK og NO
henrik.mader@bonnier.dk

Bookazines

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**CECILIE KONTERUD**
Markedssjef
cecilie.konterud@bonnier.no





**MI SKJOLD BRIX**
Editor in Chief
mi.brix@boligmagasinet.dk





**THERESE GUNNI**
Advertising Material
therese.gunni@bonnier.dk



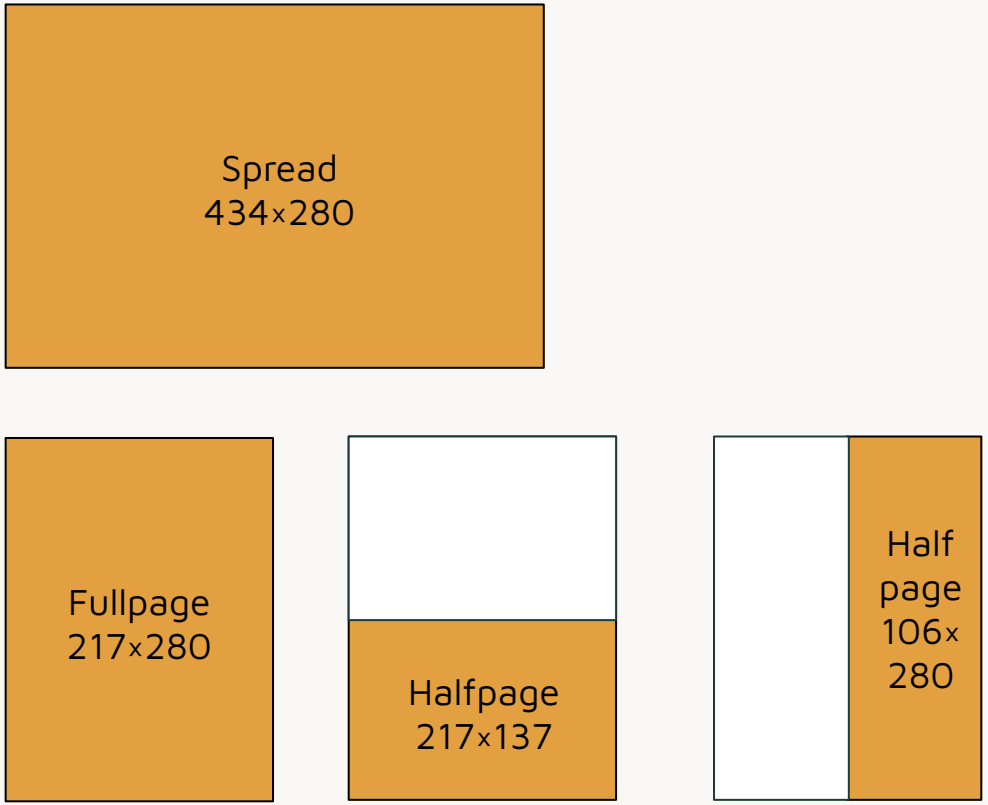


**HENRIK MADER**
Sales Manager DK og NO
henrik.mader@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print-formats



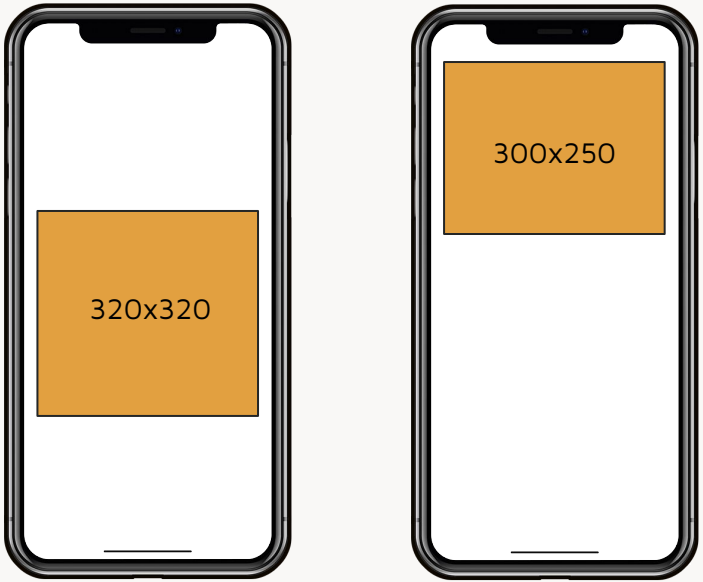

**Missing some prices?**
See details about pricing above

# Mobile standard banners

**Specifications:**

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

Incl. URL / tracking

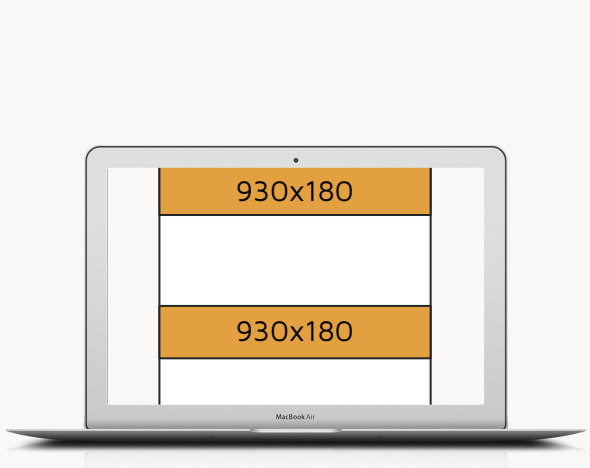


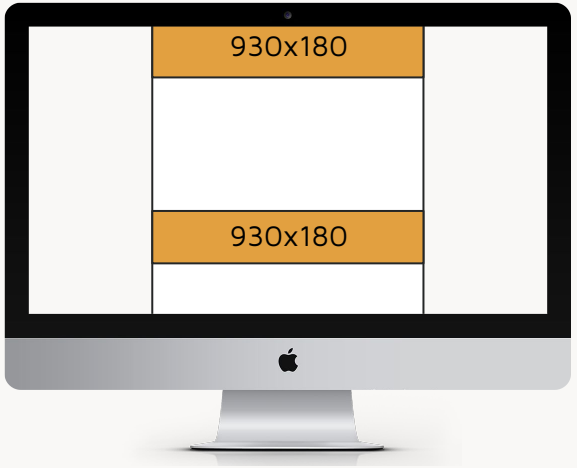
# Desktop standard banner

**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

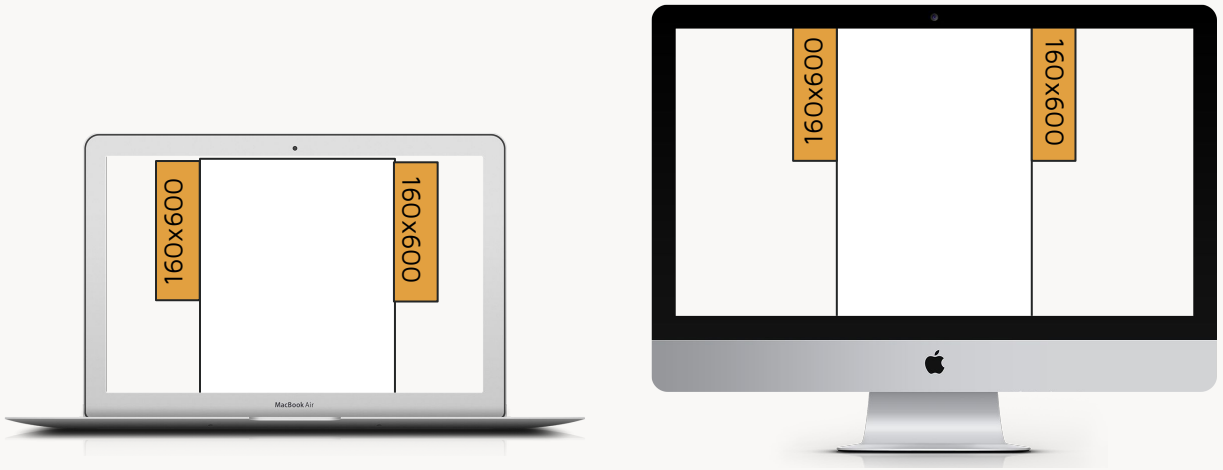


# Skyscraper/ Sticky

**Specifications:**

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

Incl. URL / tracking



# Video outstream / instream

**Specifications:**

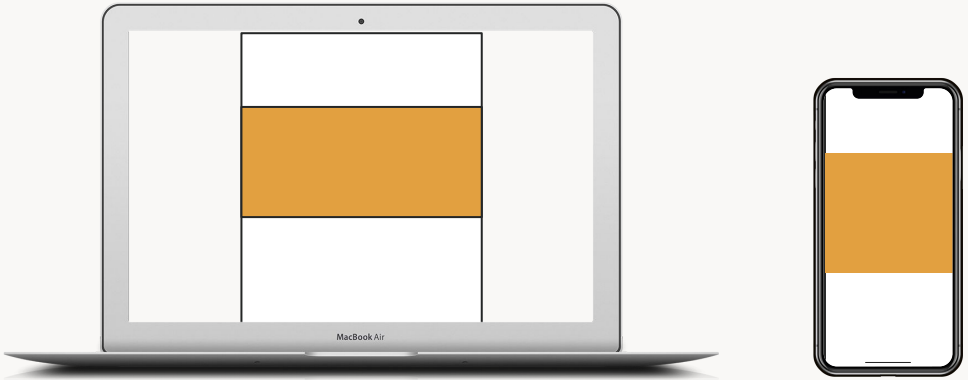
- MP4, MPEG4, MOV files.
- VAST

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

