
BONNIER
Publications
DIGITAL
FOTO
Media kit 2027

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Digital Foto is Denmark's biggest magazine for amateur photography enthusiasts.

Digital Foto presenting lots of inspiration, interviews with the best photographers, instructive articles which show you how to take fantastic pictures, courses in photo editing, tests of cameras, lenses and other related equipment, advice columns and much more.

www.digitalfoto.dk











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

© Konsta Punkka

33.000

Magazine readership*

36.562

Monthly pageviews

15.751

Newsletter subscribers

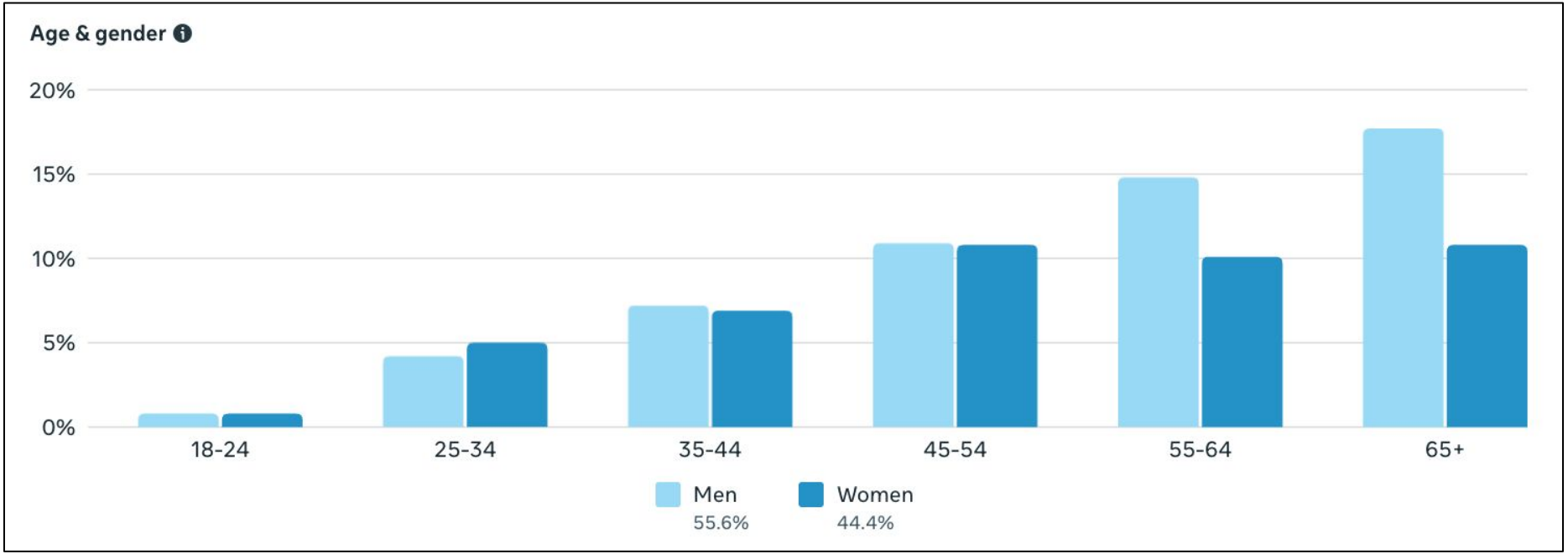
7.902

Facebook likes

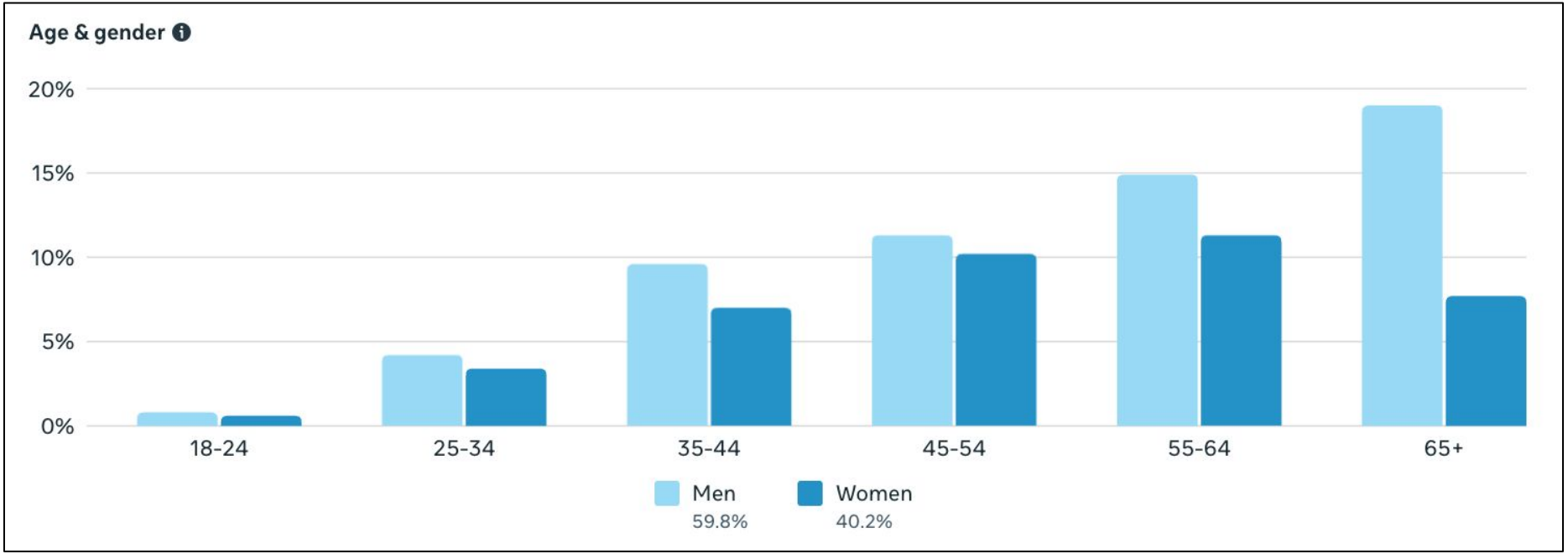
6.381

Instagram followers

Digital users – Facebook



Digital users – Instagram



Print readers

Gender

71%

male

29%

female

Geography

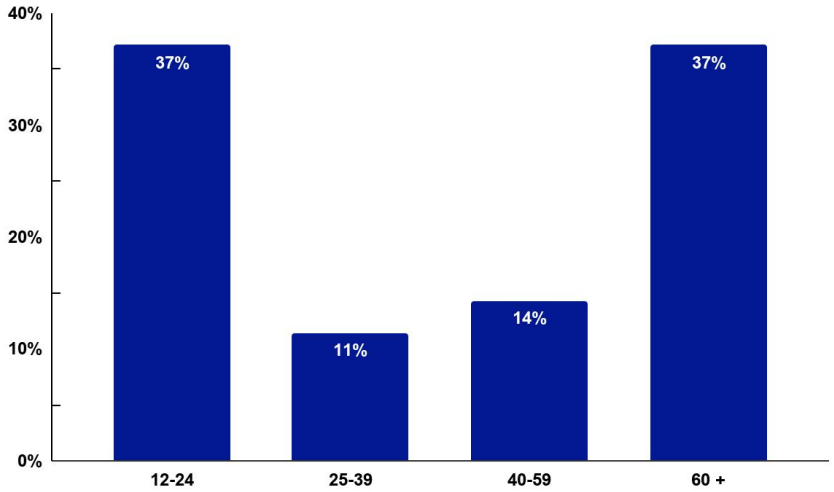
43%

east region

57%

west region

Age



Editorial schedules, rate cards and formats

January – May 2027

No.	Publishing date	Week	Deadline	Theme
2	12/01/2027	02	04/12/2026	Bird photography
3	02/02/2027	05	23/12/2026	Adobe Lightroom
4	23/02/2027	08	22/01/2027	Mirrorless and all-in-one cameras
5	16/03/2027	11	12/02/2027	Flash for portraits
6	06/04/2027	14	02/03/2027	Motorsports photography
7	27/04/2027	17	23/03/2027	Smartphones
8	11/05/2027	19	09/04/2027	360° cameras

May – September 2027

No.	Publishing date	Week	Deadline	Theme
9	01/06/2027	22	27/04/2027	Travel photography issue
10	22/06/2027	25	21/05/2027	Lens filters
11	13/07/2027	28	09/06/2027	Action cameras
12	03/08/2027	31	02/07/2027	Lenses
13	17/08/2027	33	16/07/2027	Camera bags
14	07/09/2027	36	06/08/2027	Macro photography
15	28/09/2027	39	27/08/2027	Selling used equipment

October – December 2027

No.	Publishing date	Week	Deadline	Theme
16	12/10/2027	41	10/09/2027	Portrait photography
17	02/11/2027	44	10/09/2027	Smartphones
18	23/11/2027	47	22/10/2027	Adobe photoshop
19	07/12/2027	49	05/11/2027	Film scanning
1/28	28/12/2027	52	24/11/2027	Astrophotography

Print Advertising rate card

Product	Pricing in DKK*
2/1 page	42.200
1/1 page	22.100
½ page	14.500
Back cover	27.700
Inner back cover	25.400
Page 2-3	55.400

Product	Pricing in DKK*
2/1 page + cover flap	106.200
1/1 page + half page flap	40.900**
2/1 page Native Article	80.300**
1/1 page Native Article	47.500**

*Gross prices only
**In addition, production cost

Print formats

See visualizations and ad specifications further below

Product	Format
2/1 page	410x276
1/1 page	205x276
Vertical ½ page	100x276
Horizontal ½ page	205x136
Back cover	205x276
Inner back cover	205x276

Product	Format
Page 2-3	410x276
2/1 page Native Article	410x276
1/1 page Native Article	205x276

Digital Advertising rate card

Desktop	Price in DKK*
Standard banner	CPM 50
Megabanner	CPM 60

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

Format	Price in DKK*
Video-in-banner	CPM 60

Format	Price in DKK*
Newsletter banner	CPM 100

*Gross prices

Digital formats

Desktop	Format
Standard banner	930x180
Megabanner	930x600
Standard banner	580x400 / 580x500

Mobile	Format
Mobile 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 or 4:3

See visualizations and ad specifications further below

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

NTA Advertising rate card

Product	Pricing in DKK*
Native Article	25.000
Competition	10.000-20.000
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 an online article. Incl traffic drivers
Competition	Competition with prize from distributor
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	Under Categories, selected articles or creative formats such as route planner and similar
Video	Video clips formed as an editorial clip, but with a commercial message.

*Non traditional advertising

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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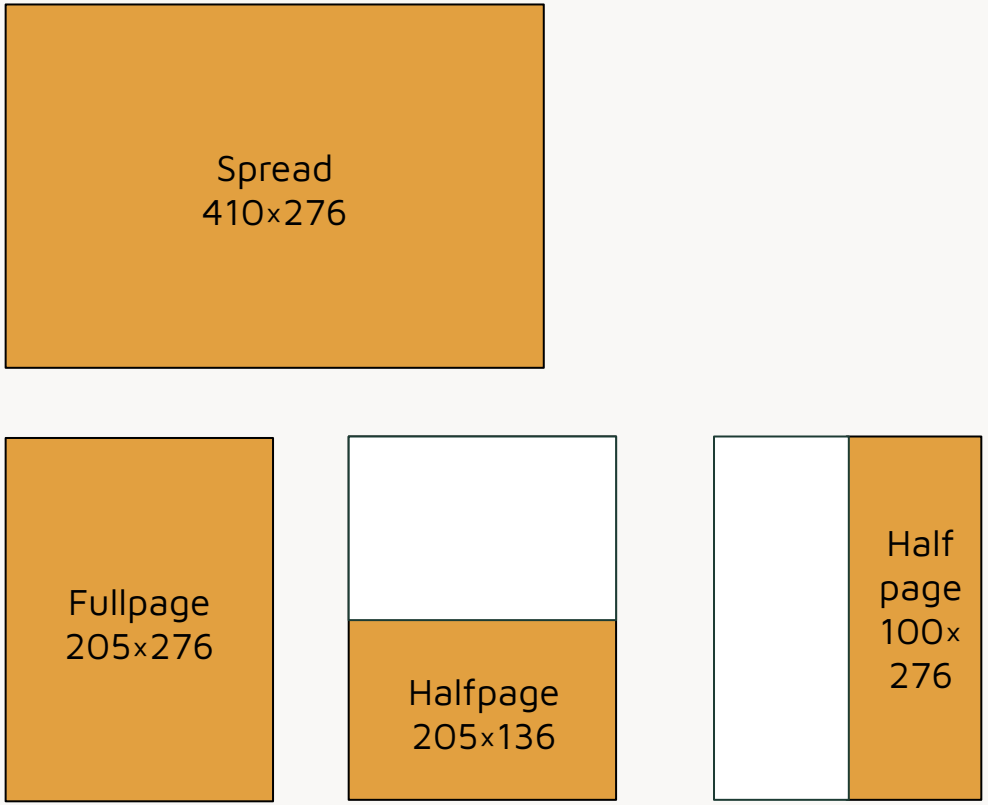


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Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



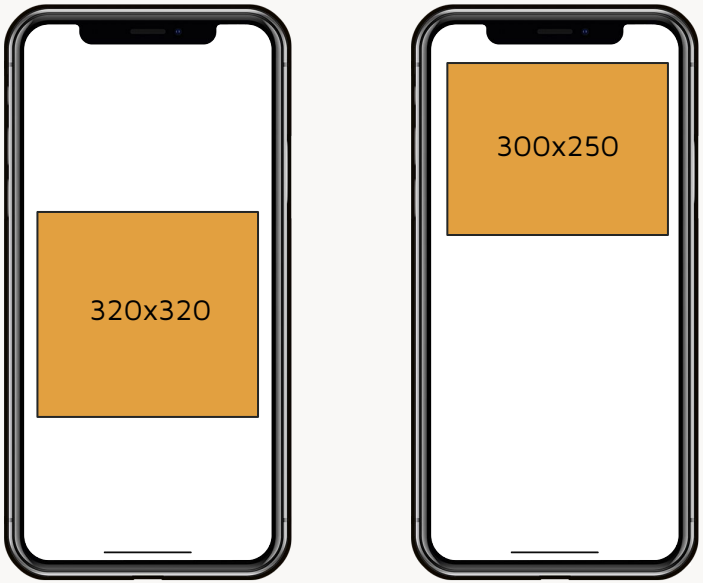
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

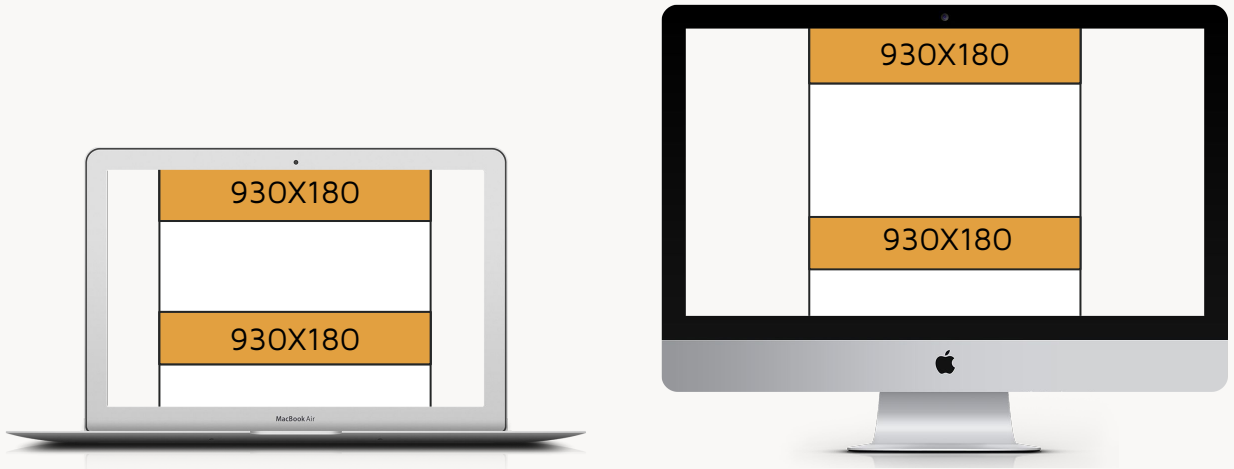


Desktop standard banner

Specifications:

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

Incl. URL / tracking

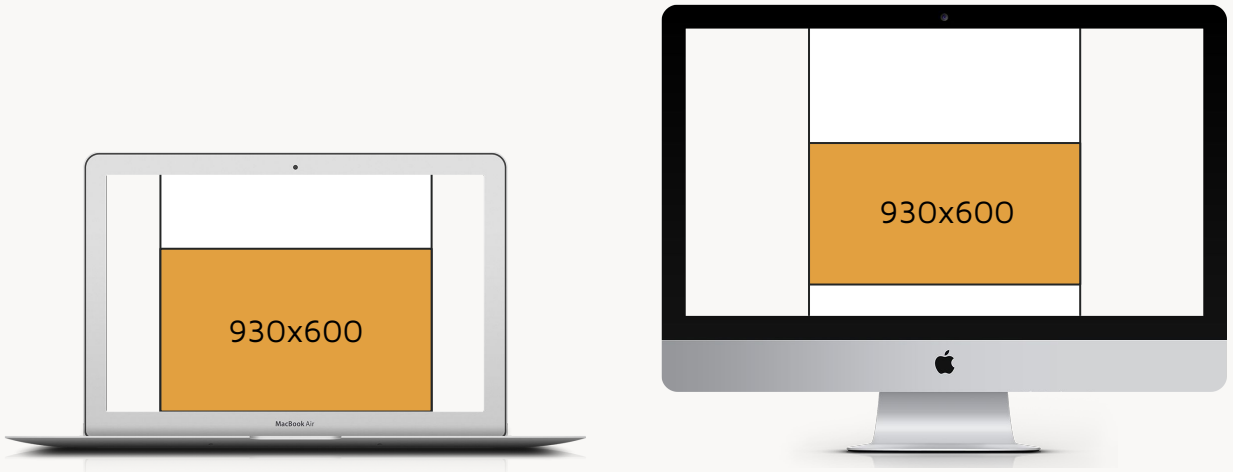


Desktop mega banner

Specifications:

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

Incl. URL / tracking

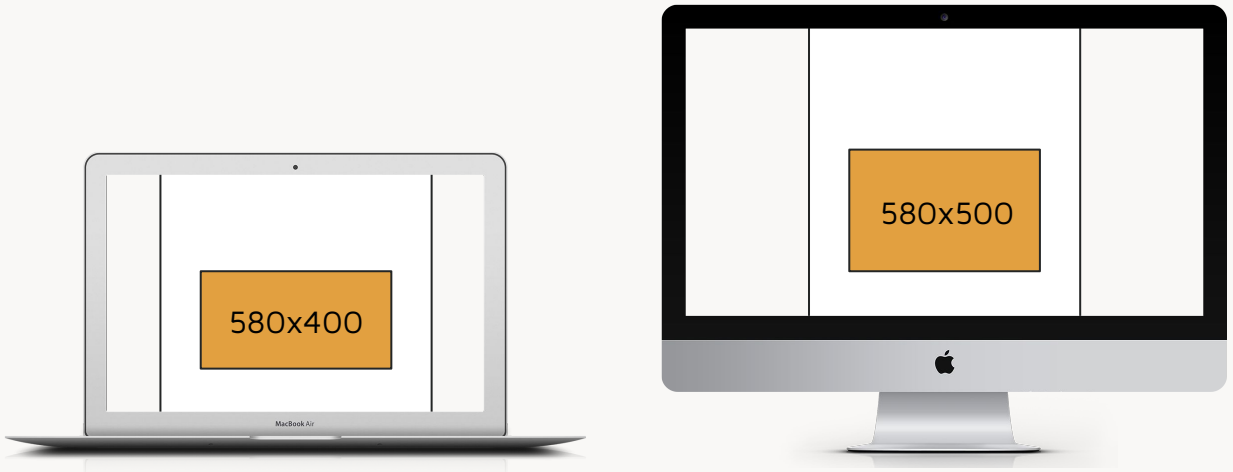


Desktop standard banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

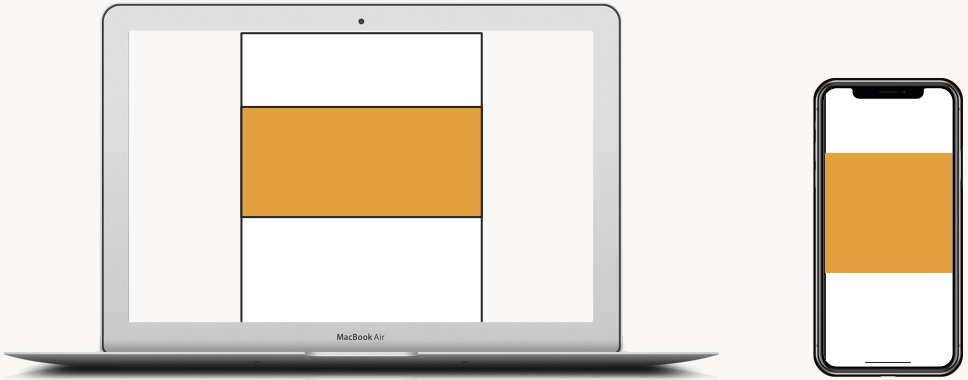
- MP4, MPEG4, MOV files.
- VAST

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 150 KB

Incl. URL / tracking

