
BONNIER
Publications
DIGI
KUVA
Media kit 2027

Index

Our universe

Editorial schedules, rate cards and formats

- Print
- Digital
- NTA

Contact

Advertisement specifications



Digi Kuva is the biggest magazine for amateur photography enthusiasts in the Nordic countries

Digi Kuva 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.digi-kuva.fi











23.333

Monthly pageviews

15.626

Newsletter subscribers

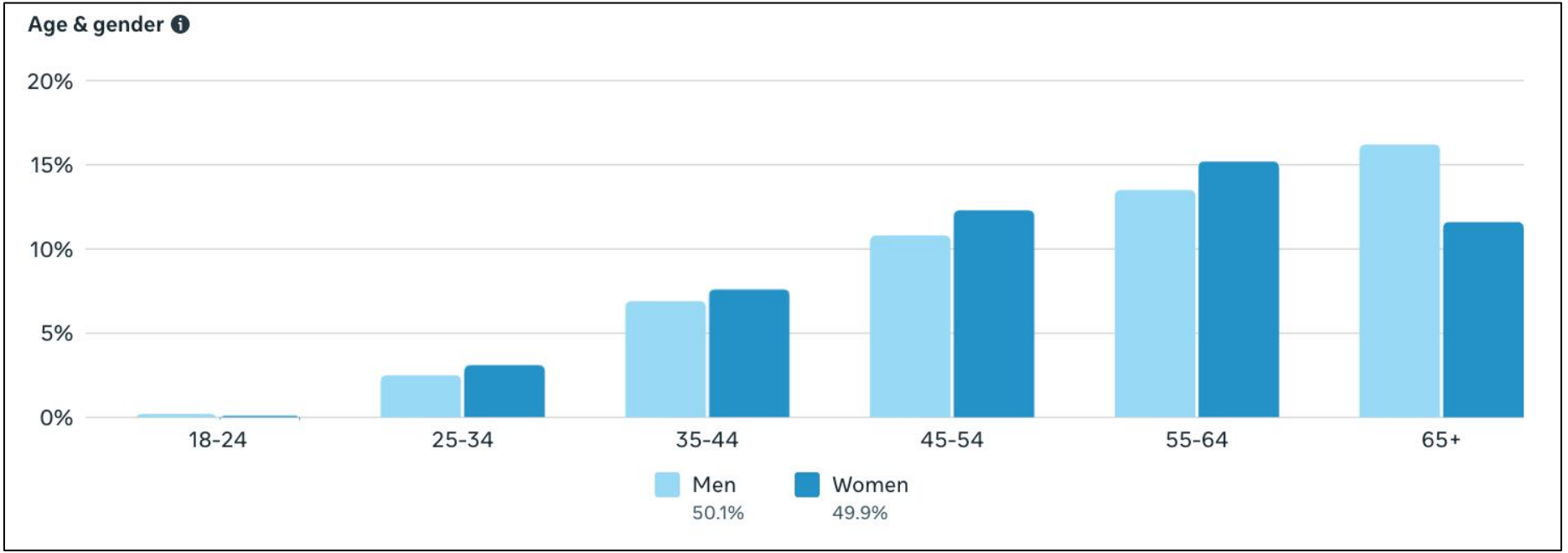
4.836

Facebook likes

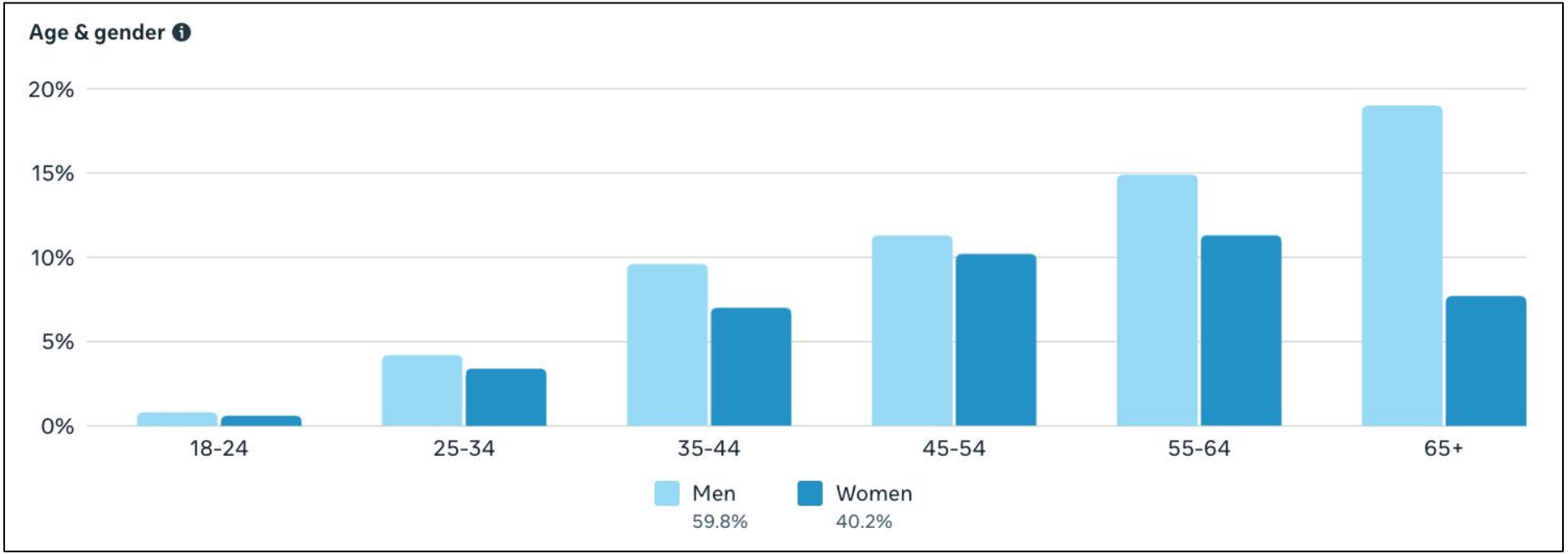
6.381

Instagram followers

Digital users – Facebook



Digital users – Instagram



Editorial schedules, rate cards and formats

January – May 2027

No.	Publishing date	Week	Deadline	Theme
2	13/01/2027	02	04/12/2026	Bird photography
3	03/02/2027	05	23/12/2026	Adobe Lightroom
4	24/02/2027	08	22/01/2027	Mirrorless and all-in-one cameras
5	17/03/2027	11	12/02/2027	Flash for portraits
6	07/04/2027	14	02/03/2027	Motorsports photography
7	28/04/2027	17	23/03/2027	Smartphones
8	12/05/2027	19	09/04/2027	360° cameras

May – September 2027

No.	Publishing date	Week	Deadline	Theme
9	02/06/2027	22	27/04/2027	Travel photography issue
10	23/06/2027	25	21/05/2027	Lens filters
11	14/07/2027	28	09/06/2027	Action cameras
12	04/08/2027	31	02/07/2027	Lenses
13	18/08/2027	33	16/07/2027	Camera bags
14	08/09/2027	36	06/08/2027	Macro photography
15	29/09/2027	39	27/08/2027	Selling used equipment

October – December 2027

No.	Publishing date	Week	Deadline	Theme
16	13/10/2027	41	10/09/2027	Portrait photography
17	03/11/2027	44	10/09/2027	Smartphones
18	24/11/2027	47	22/10/2027	Adobe photoshop
19	08/12/2027	49	05/11/2027	Film scanning
1/28	28/12/2027	52	24/11/2027	Astrophotography

Print Advertising rate card

Product	Pricing in EURO*
2/1 page	4.200
1/1 page	2.500
½ page	1.300
Back cover	Contact for price
Inner back cover	Contact for price

Product	Pricing in EURO*
Page 2-3	Contact for price
2/1 page Native Article	Contact for price
1/1 page Native Article	Contact for price

*Gross prices only
**In addition, production cost

Print formats

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

See visualizations and ad specifications further below

Digital Advertising rate card

Desktop	Price in EUR*
Standard banner	CPM 7
Megabanner	CPM 8

Mobile	Price in EUR*
Mobile standard banner	CPM 7

High impact formats	Price in EUR*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 14 + CPM 0,70 ad tech fee

Format	Price in EUR*
Video-in-banner	CPM 8

Format	Price in EUR*
Newsletter banner	CPM 14

*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 EURO*
Native Article	Contact for price*
Facebook boost	Contact for price*
Newsletter	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
Facebook boost	The native article is posted on FB with boost
Newsletter	The native article is included in editorial newsletters

*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



MINNA HIRSIMÄKI
Local Sales contact
minna.hirsimaki@doublem.fi

KLAUS NYGAARD
Editor in Chief
klaus.nygaard@digitalfoto.dk





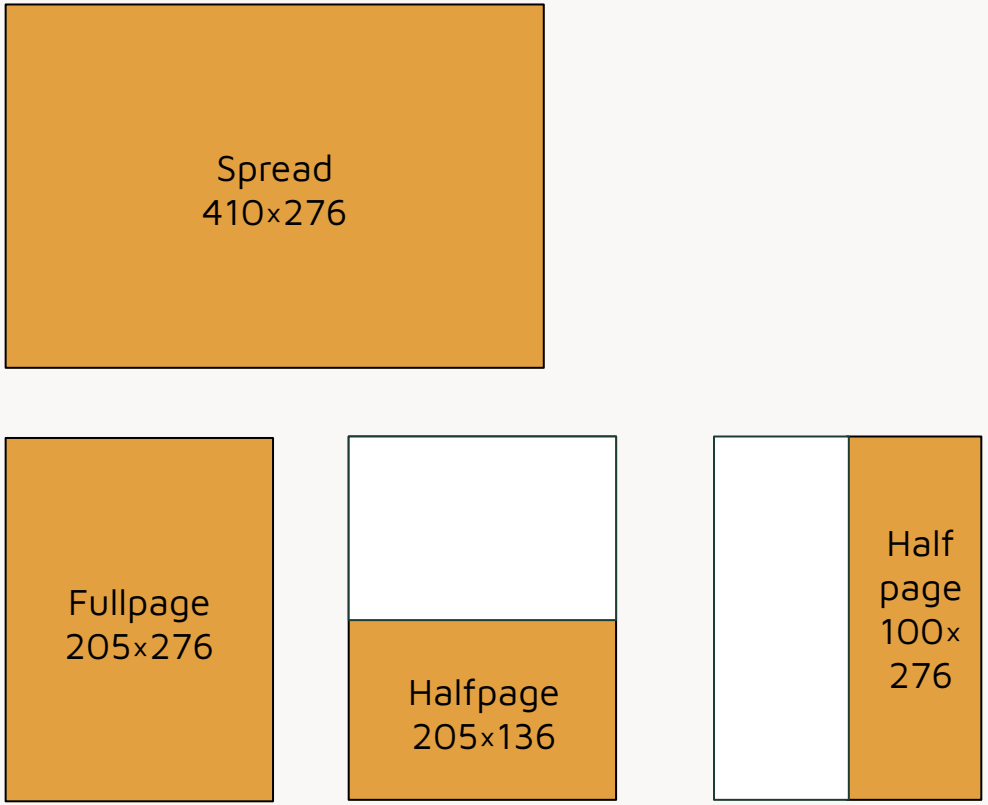
THERESE GUNNI
Advertising Material
therese.gunni@bonnier.dk

SIEBREN OOSTWOUD
Head of Ad Operations & Programmatic
siebren.oostwoud@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



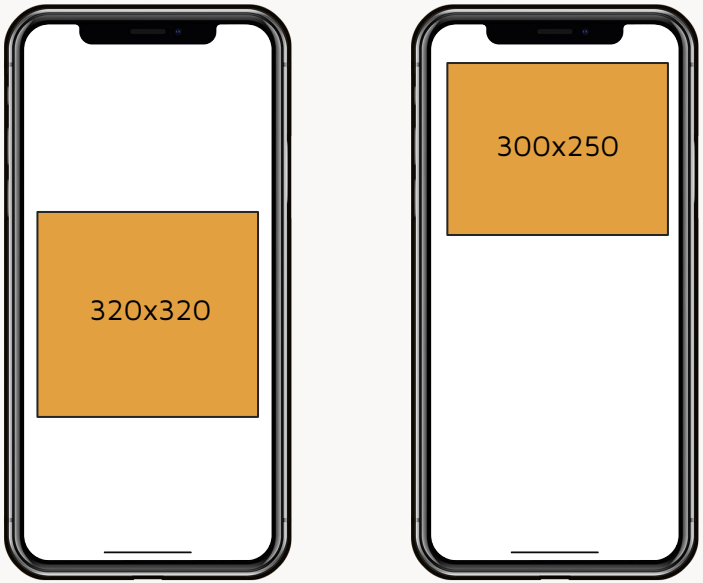
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

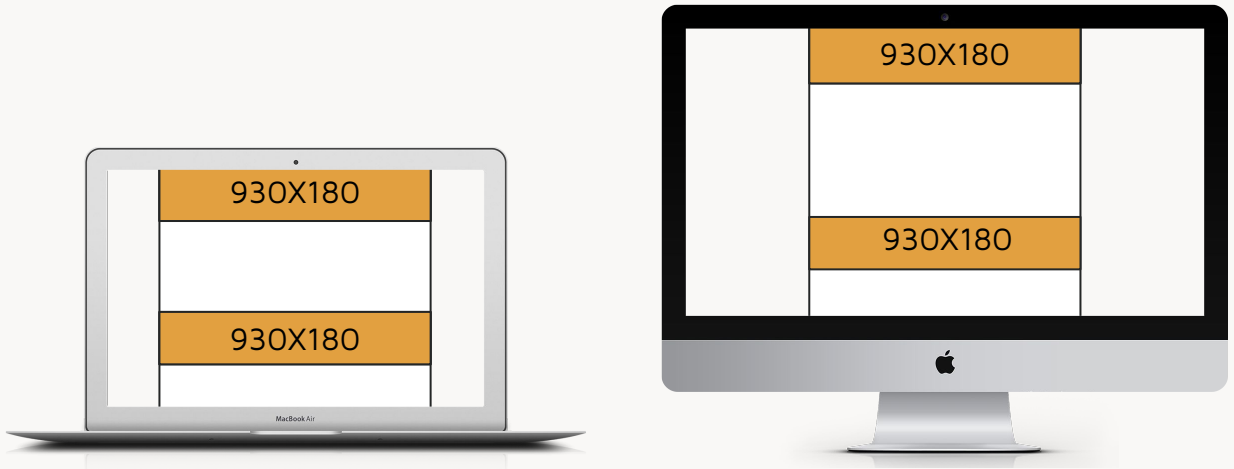


Desktop standard banner

Specifications:

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

Incl. URL / tracking

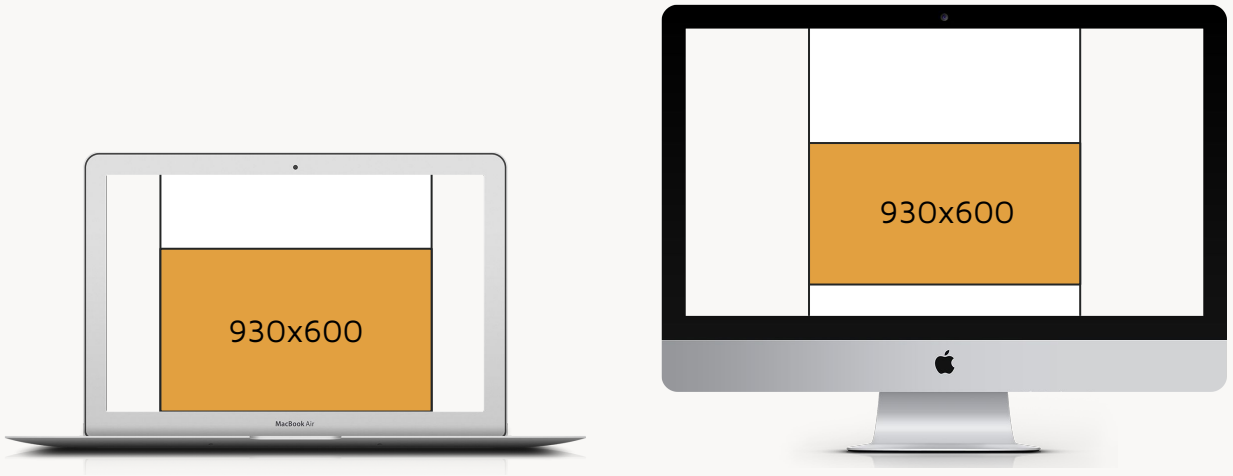


Desktop mega banner

Specifications:

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

Incl. URL / tracking

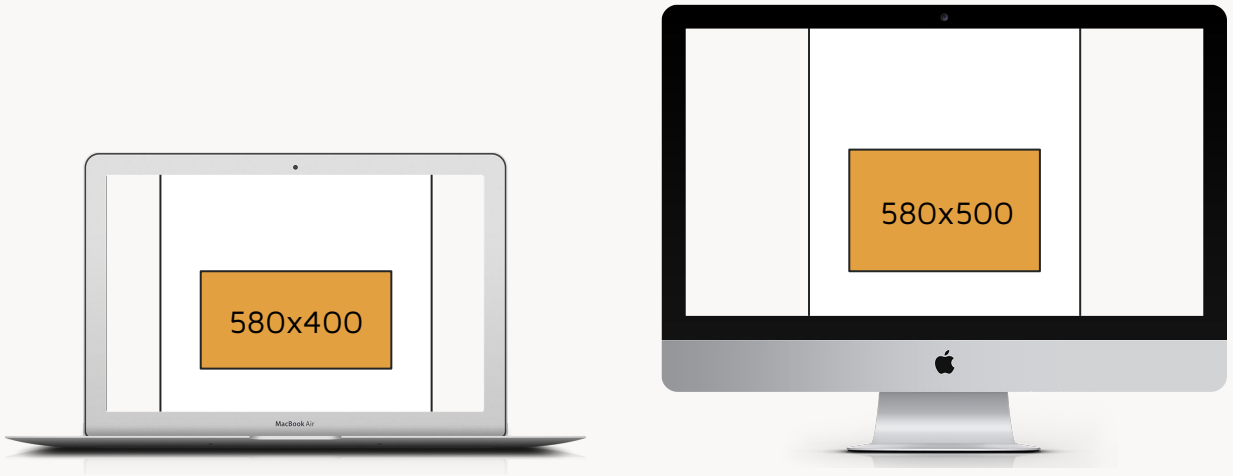


Desktop standard banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

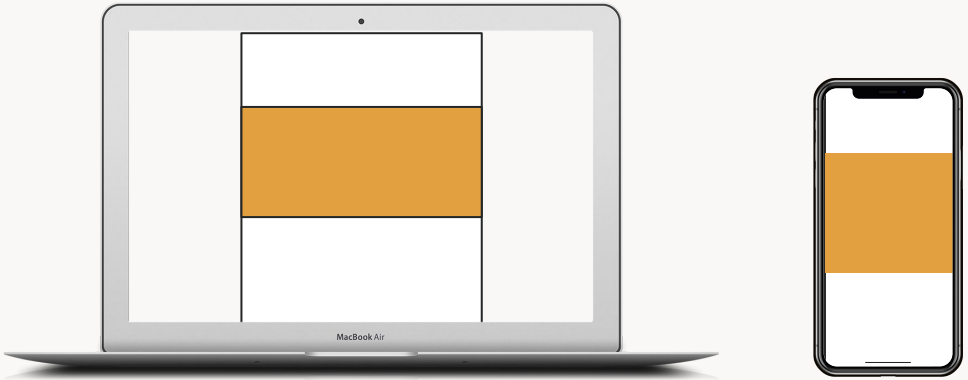
- MP4, MPEG4, MOV files.
- VAST

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

