

**BONNIER**  
Publications

**DIGITAL FOTO**  
**Media kit 2026**

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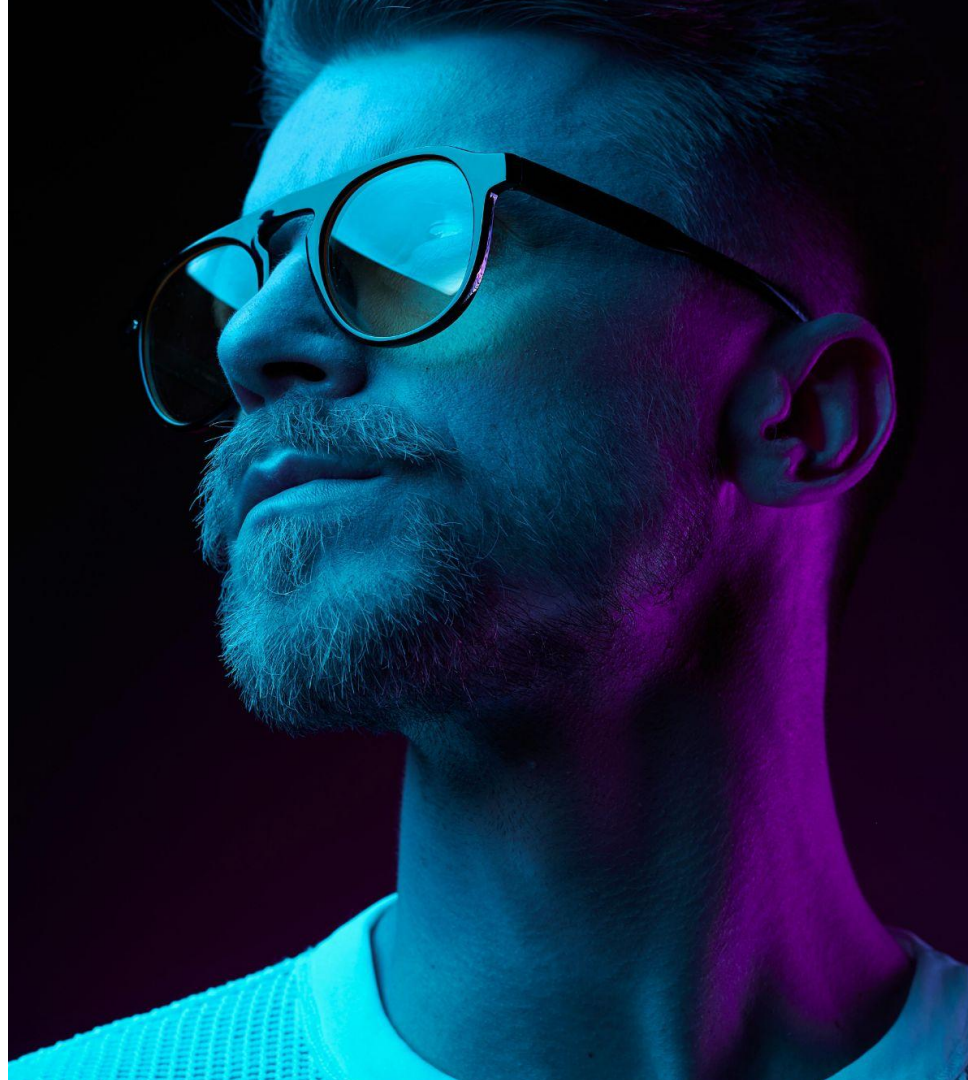
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## Digital Foto is the biggest magazine for amateur photography enthusiasts in the Nordic countries

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.digital-foto.no](http://www.digital-foto.no)





24.933

Monthly pageviews



10.743

Newsletter subscribers



6.955

Facebook likes

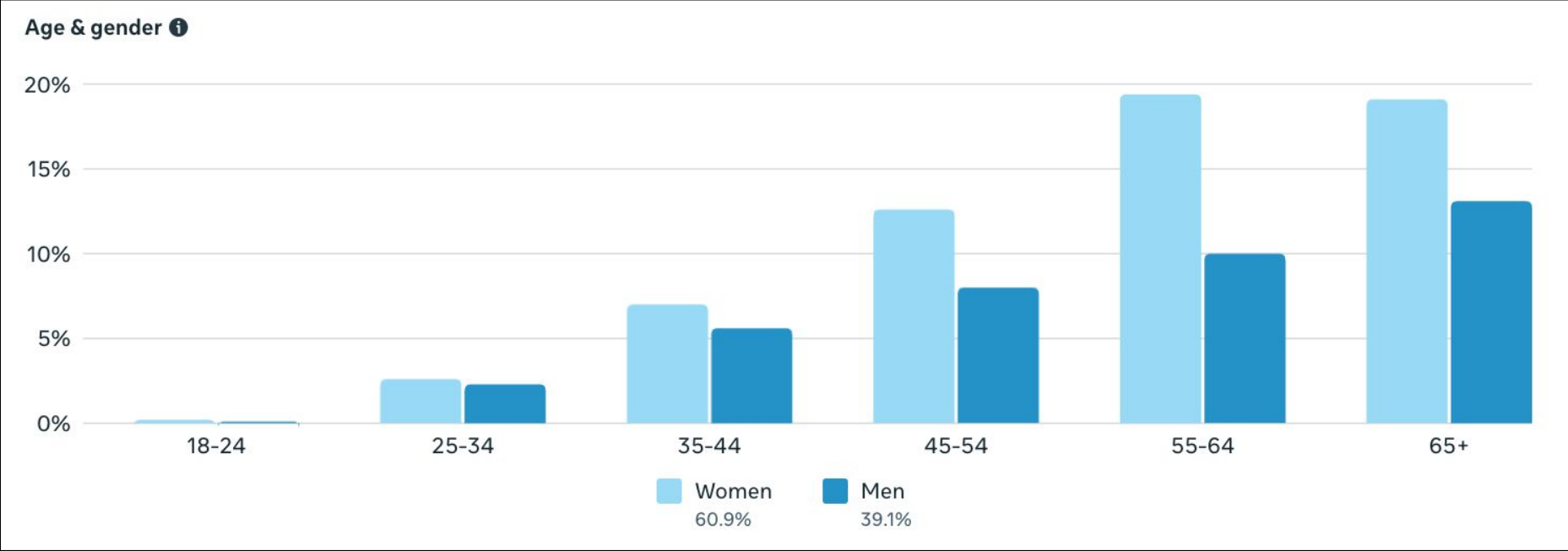


6.420

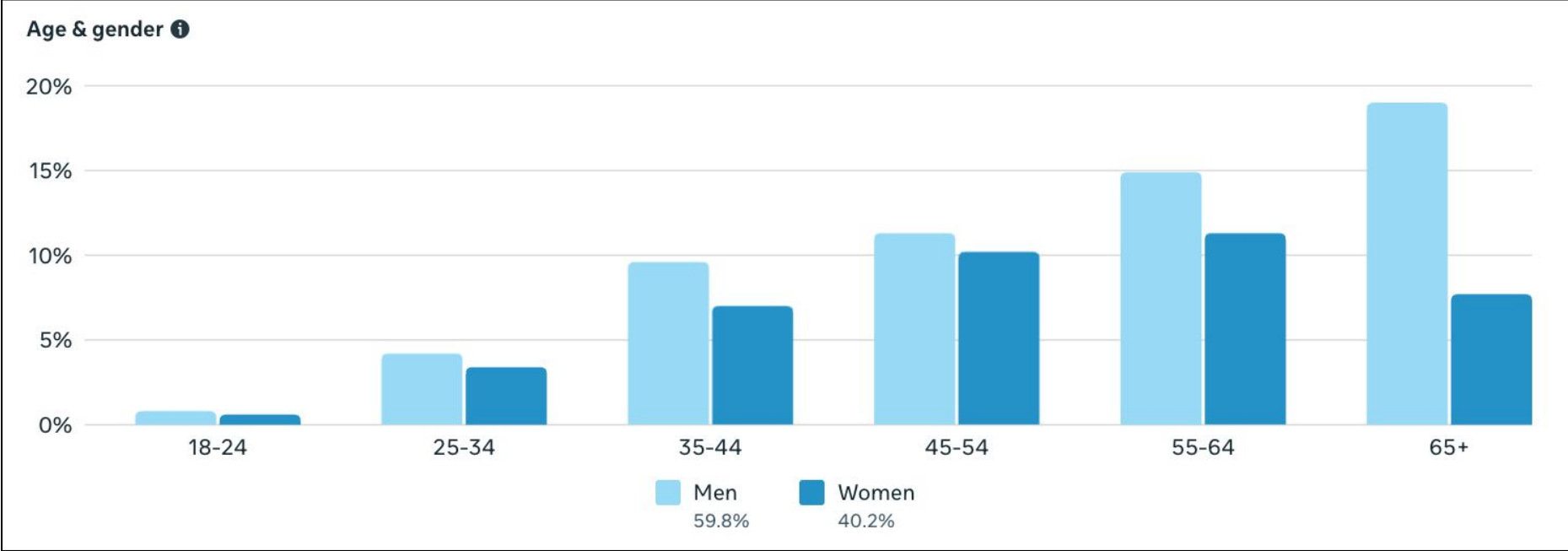
Instagram followers



# Digital users – Facebook



# Digital users – Instagram





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

# January – May 2026

| No. | Publishing date | Week | Deadline   | Theme            |
|-----|-----------------|------|------------|------------------|
| 2   | 06/01/2026      | 02   | 01/12/2025 |                  |
| 3   | 27/01/2026      | 05   | 18/12/2025 | Northern Lights  |
| 4   | 17/02/2026      | 08   | 19/01/2026 | Camera test      |
| 5   | 10/03/2026      | 11   | 09/02/2026 | 3D-printing      |
| 6   | 31/03/2026      | 14   | 02/03/2026 | Memory cards     |
| 7   | 21/04/2026      | 17   | 18/03/2026 | AI photo editing |
| 8   | 05/05/2026      | 19   | 01/04/2026 | Camera drones    |

# June –September 2026

| No. | Publishing date | Week | Deadline   | Theme                                 |
|-----|-----------------|------|------------|---------------------------------------|
| 9   | 26/05/2026      | 22   | 24/04/2026 | DSLR vs. mirrorless cameras           |
| 10  | 16/06/2026      | 25   | 13/05/2026 | Test of action cameras                |
| 11  | 07/07/2026      | 28   | 08/06/2026 | Sports photography                    |
| 12  | 28/07/2026      | 31   | 29/06/2026 | Test of mirrorless cameras            |
| 13  | 11/08/2026      | 33   | 13/07/2026 | Microphones/sound for video recording |
| 14  | 01/09/2026      | 36   | 03/08/2026 | Camera bags                           |
| 15  | 22/09/2026      | 39   | 24/08/2026 | Astro photography                     |

# October –December 2026

| No.  | Publishing date | Week | Deadline   | Theme                     |
|------|-----------------|------|------------|---------------------------|
| 16   | 06/10/2026      | 41   | 07/09/2026 | Video editing             |
| 17   | 27/10/2026      | 44   | 28/09/2026 | Tba                       |
| 18   | 17/11/2026      | 47   | 19/10/2026 | Adobe Photoshop Lightroom |
| 19   | 01/12/2026      | 49   | 02/11/2026 | Lenses                    |
| 1/27 | 22/12/2026      | 52   | 23/11/2026 | Test of smartphones       |

# Print Advertising rate card

| Product          | Pricing in NOK* |
|------------------|-----------------|
| 2/1 page         | 39.900          |
| 1/1 page         | 23.500          |
| ½ page           | 15.300          |
| Back cover       | 30.600          |
| Inner back cover | 28.200          |
| Page 2-3         | 49.900          |

| Product                 | Pricing in NOK* |
|-------------------------|-----------------|
| First right-hand page   | 28.200          |
| 2/1 page Native Article | 49.900**        |
| 1/1 page Native Article | 29.400**        |

\*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 NOK* |
|-----------------|---------------|
| Standard banner | CPM 75        |
| Megabanner      | CPM 90        |

| 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

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           |
| 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 <a href="https://adnami.io/specs">adnami.io/specs</a> .                                                                                                                             |

| Video-in-banner | Format            |
|-----------------|-------------------|
| Desktop video   | Ratio: 16:9       |
| Mobile video    | Ratio: 1:1 or 4:3 |

# NTA

## Advertising rate card

| Product        | Pricing in NOK*    |
|----------------|--------------------|
| 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 written 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**



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**SIEBREN OOSTWOUD**

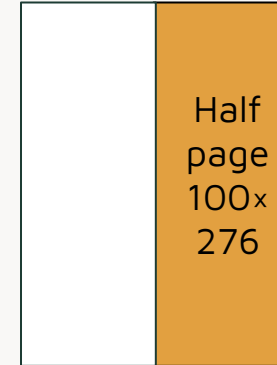
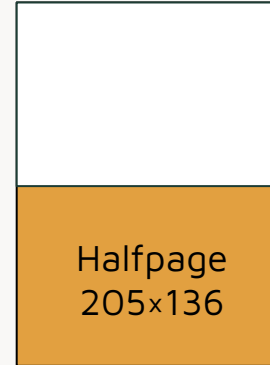
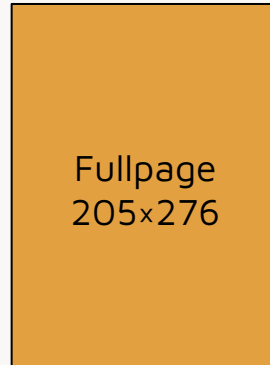
Head of Ad Operations & Programmatic

siebren.oostwoud@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

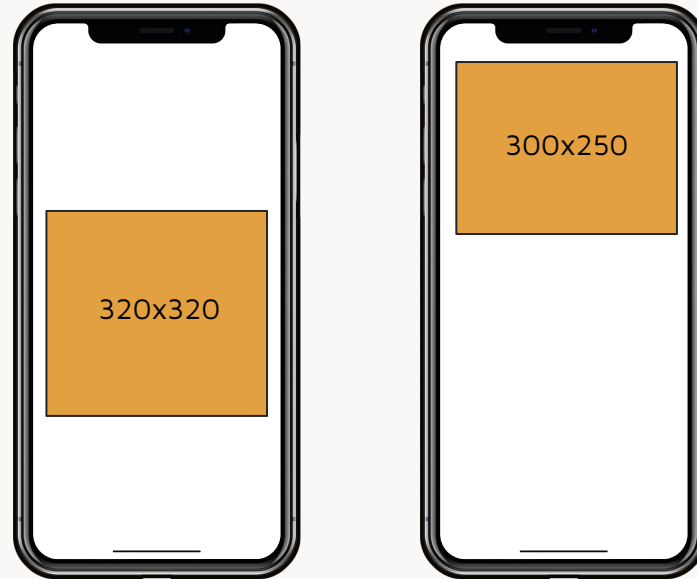
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

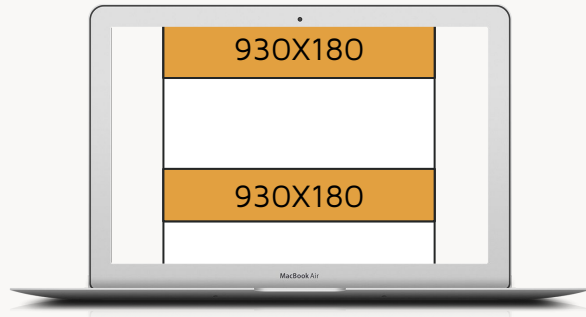


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking

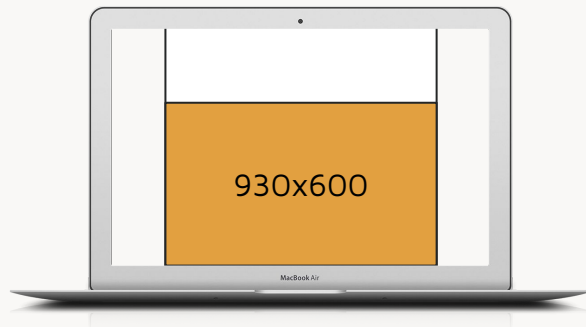


# Desktop mega banner

## 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

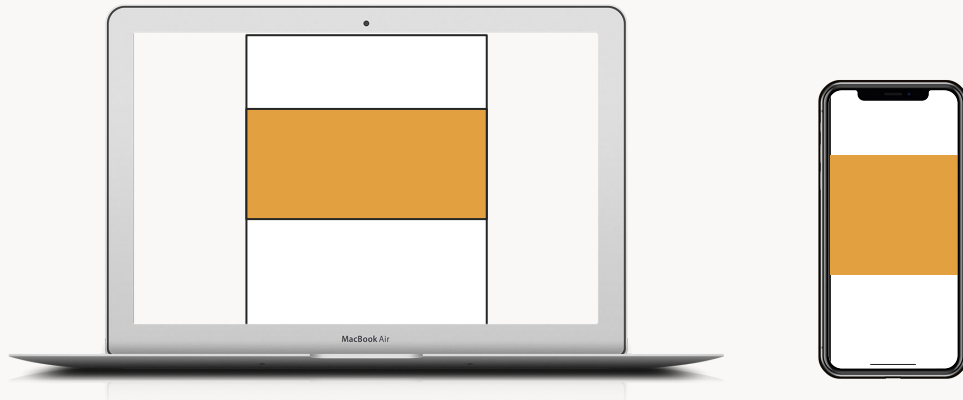
Desktop ratio: 16:9  
(1920x1080)

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

