



BONNIER
Publications

Gør Det Selv **Media kit 2026**

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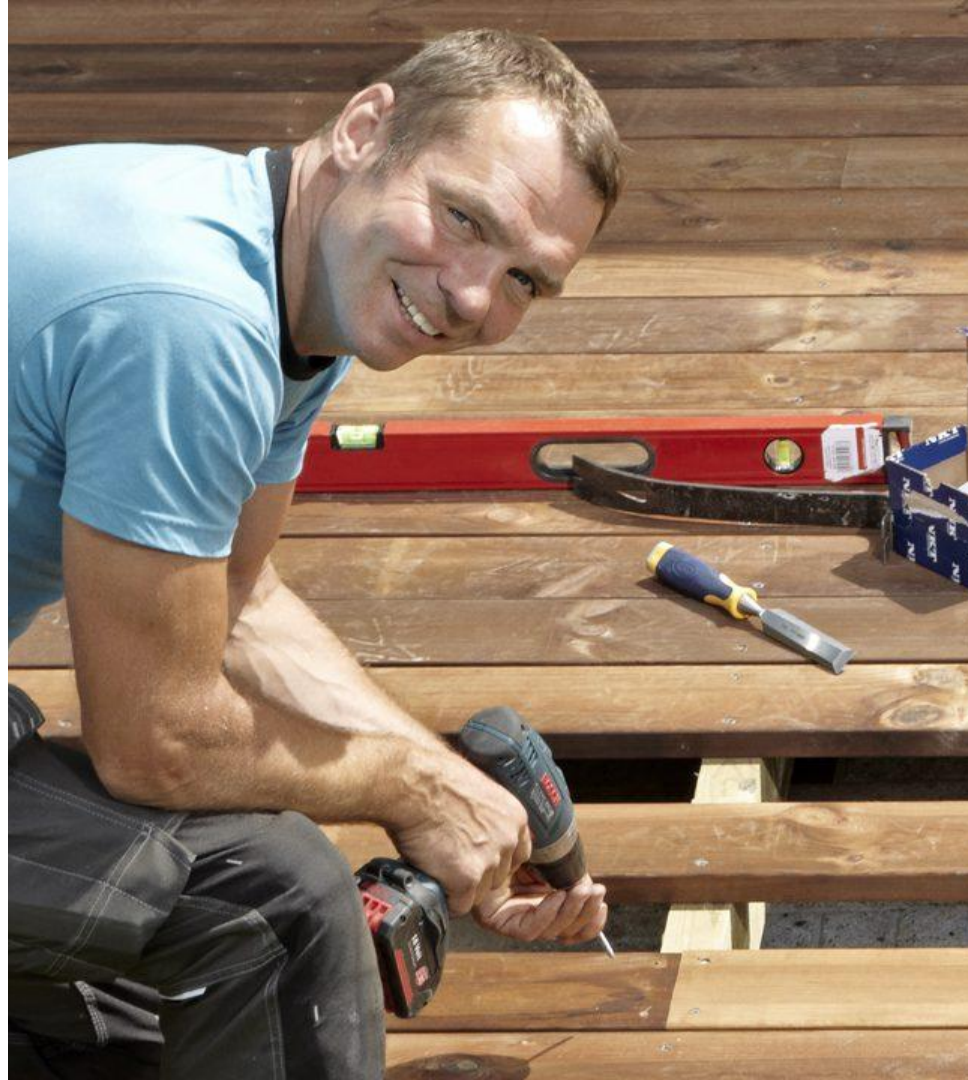
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Gør Det Selv focuses on the joy of doing it yourself.

In close cooperation with professionals, the editorial staff helps, guides and inspires to do many practical jobs in and around the house. The primary target group is men over 30 who enjoy practical work, regardless of whether the motivation is saving money or sheer interest.

www.goerdetselv.dk





*Index Denmark - Høst 2025

123.000

Magazine readership*

240.752

Monthly pageviews

42.245

Newsletter subscribers

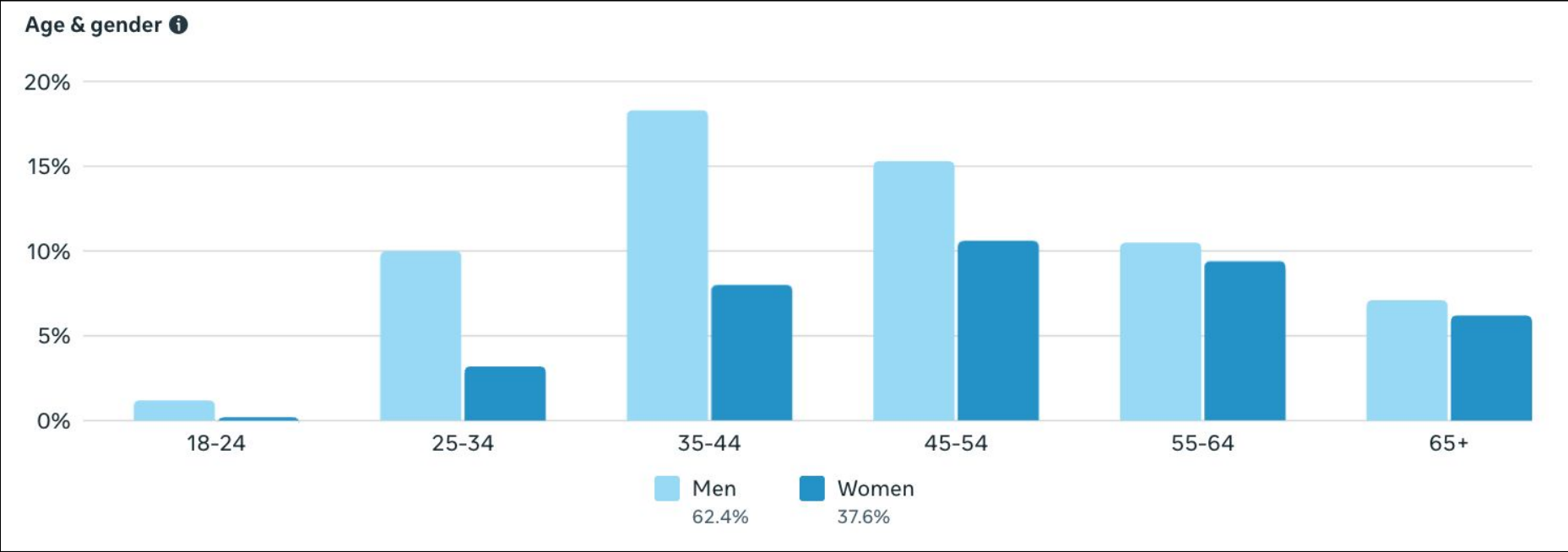
9.031

Instagram followers

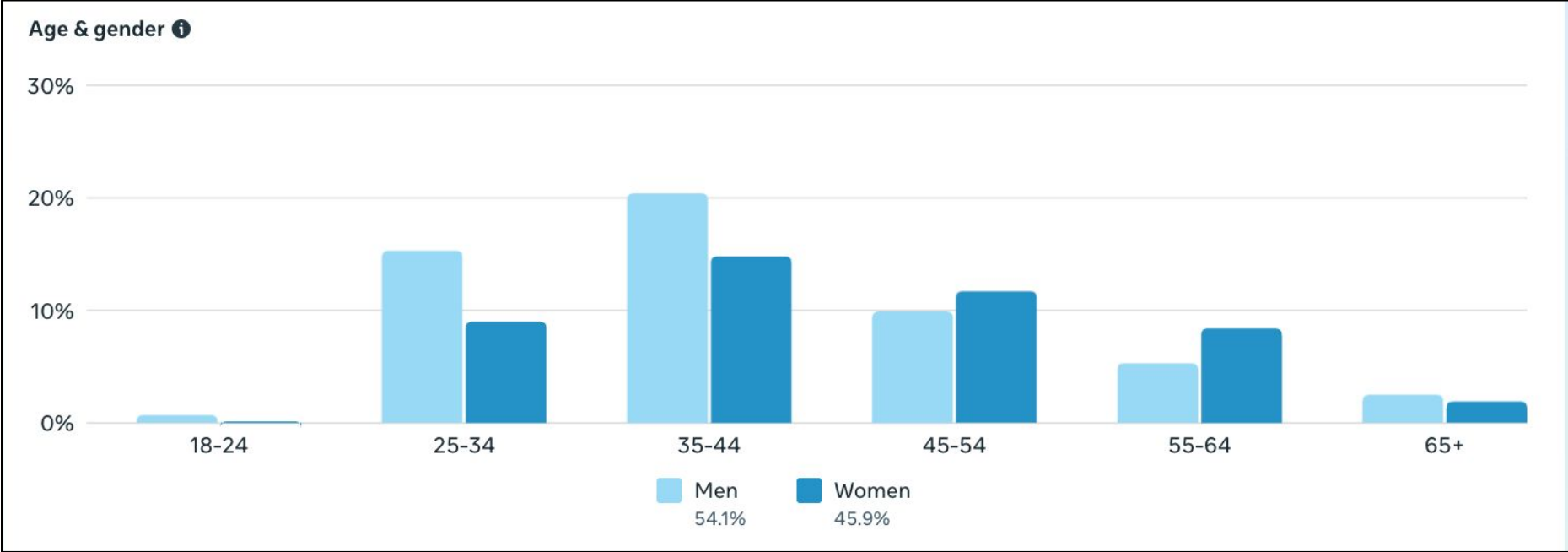
60.198

Facebook likes

Digital users – Facebook



Digital users – Instagram



Print readers

Gender

65%

male



35%

female



Geography

42%

east region

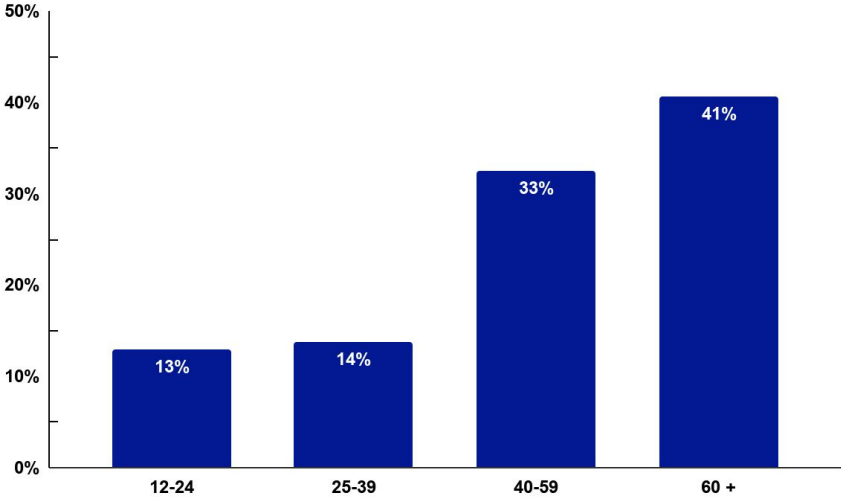


58%

west region



Age





Editorial schedules, rate cards and formats

January – April 2026

No.	Publishing date	Week	Deadline	Theme
2	08/01/2026	02	01/12/2025	Wood nerd
3	29/01/2026	05	18/12/2025	Spackling
4	19/02/2026	08	19/01/2026	Upcycling
5	12/03/2026	11	09/02/2026	100 tips
6	26/03/2026	13	23/02/2026	Shed
7	09/04/2026	15	04/03/2026	Wooden terrace
8	30/04/2026	18	25/03/2026	Garden

May–September 2026

No.	Publishing date	Week	Deadline	Theme
9	12/05/2026	20	10/04/2026	Orangery
10	28/05/2026	22	24/04/2026	Fences
11	11/06/2026	24	06/05/2026	Flooring
12	25/06/2026	26	21/05/2026	Paving
13	09/07/2026	28	08/06/2026	Shelter
14	30/07/2026	31	29/06/2026	Kids and animals in the garden
15	20/08/2026	34	20/07/2026	Furniture
16	10/09/2026	37	11/08/2026	DBGDSP 2026 (Best Project 2026)

October –December 2026

No.	Publishing date	Week	Deadline	Theme
17	01/10/2026	40	31/08/2026	Paint test
18	22/10/2026	43	21/09/2026	Kitchen
19	12/11/2026	46	12/10/2026	More space
20	03/12/2026	49	02/11/2026	Tool of the year
1/27	17/12/2026	51	16/11/2026	Roofing

Print Advertising rate card

Product	Pricing in DKK*
2/1 page	76.600
1/1 page	40.300
½ page	26.200
Back cover	50.300
Inner back cover	46.200
Page 2-3	100.500

Product	Pricing in DKK*
2/1 page Native Article	97.700**
1/1 page Native Article	50.300**
2/1 page cover flap	193.000

*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	205x136
Horizontal ½ page	205x136
Back cover	205x276
Inner back cover	205x276

Product	Format
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

See visualizations and ad specifications further below

*Contact 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 adnami.io/specs .

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

NTA

Advertising rate card

Product	Pricing in DKK*
Native Article	25.000
Competition	10.000-20.000
Newsletter	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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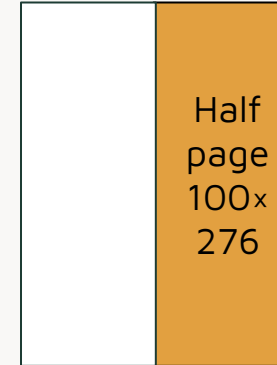
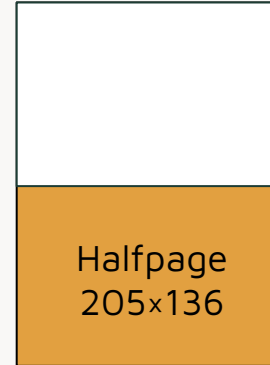
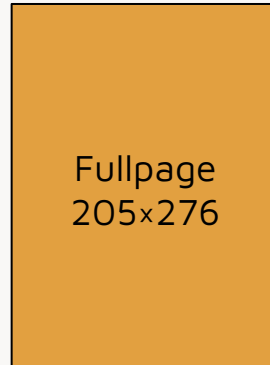
KENNI PEDERSEN

Digital Team Lead
kenni.pedersen@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

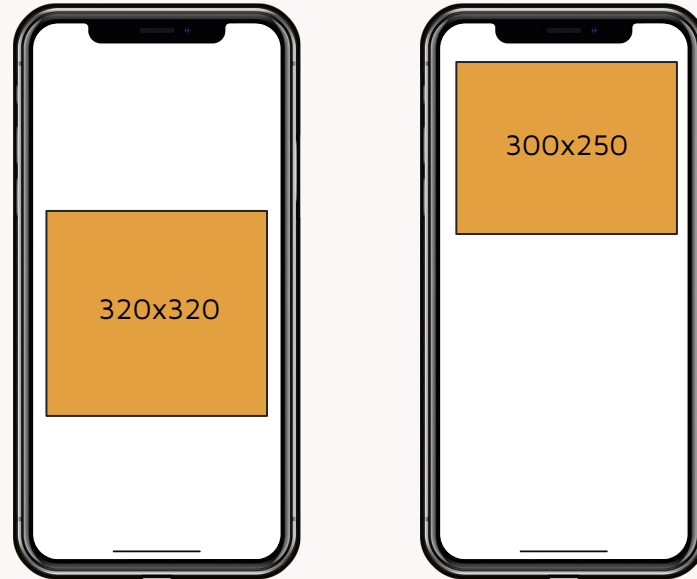
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

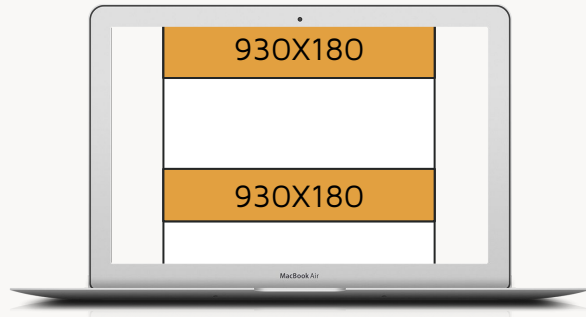


Desktop standard banner

Specifications:

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

Incl. URL / tracking

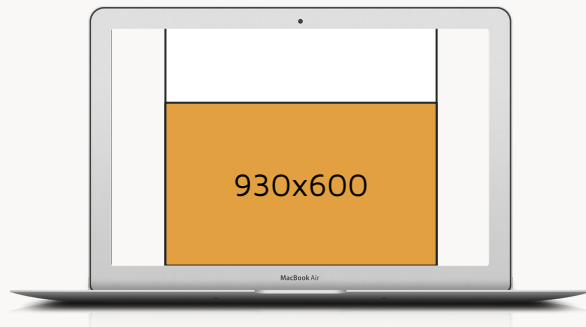


Desktop mega banner

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

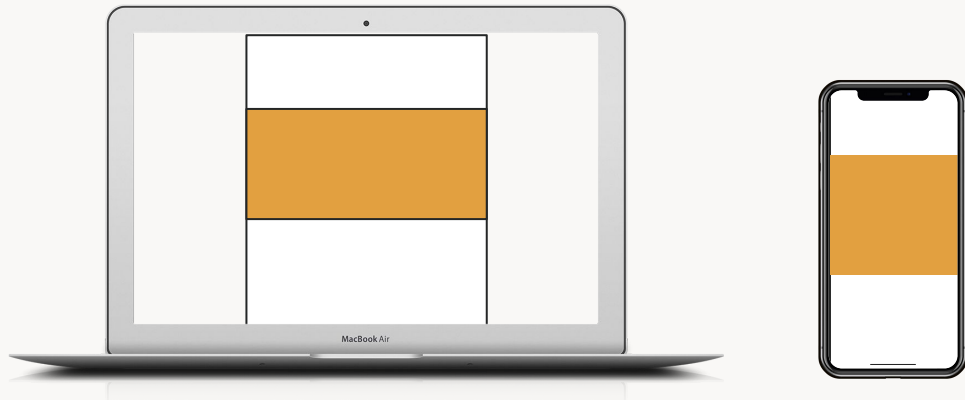
Desktop ratio: 16:9
(1920x1080)

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

