BONNIER
Publications

Gør Det Selv

Media kit 2027



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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 - 2. halvår 2025 / 1. halvår 2026

118.000

Magazine readership*

207.509

Monthly pageviews

42.421

Newsletter subscribers

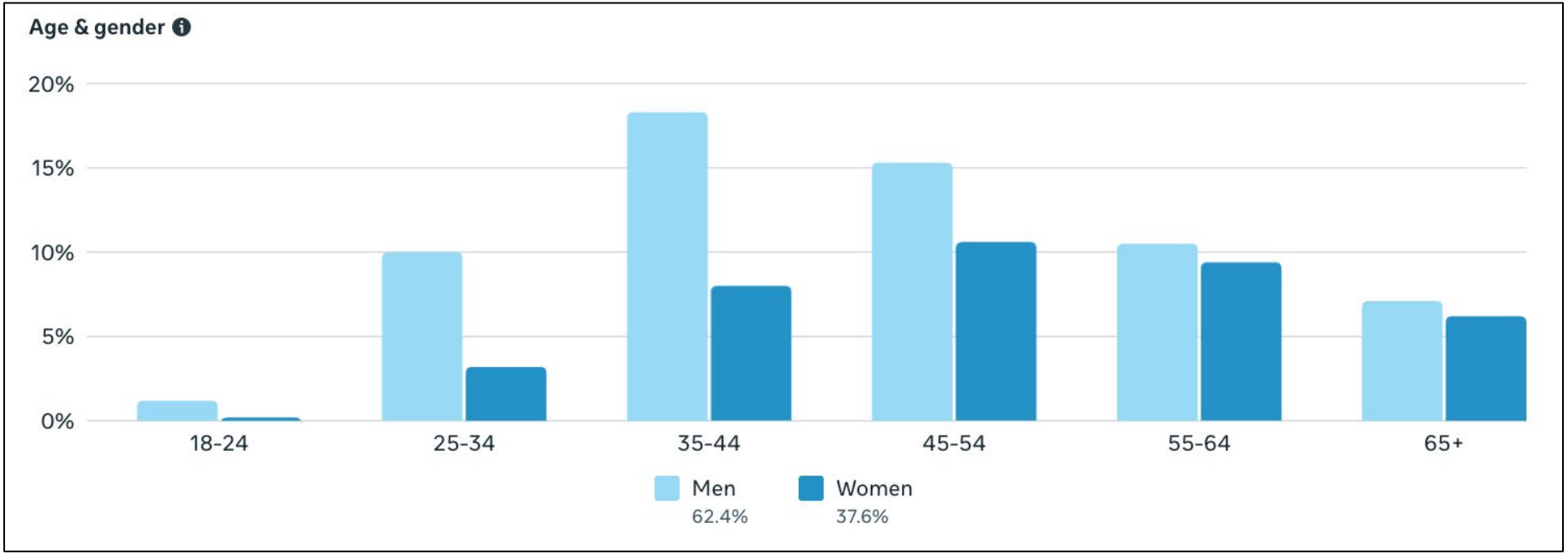
9.211

Instagram followers

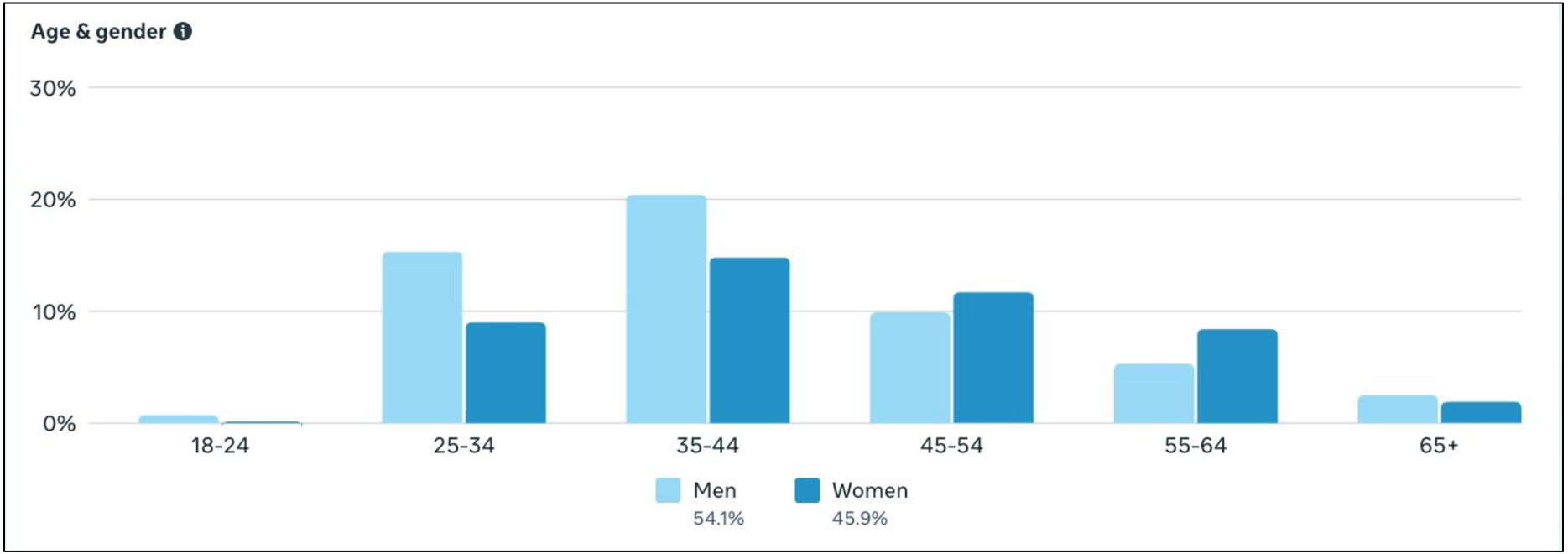
60.418

Facebook likes

Digital users – Facebook



Digital users – Instagram



Print readers

Gender

65%

male

35%

female

Geography

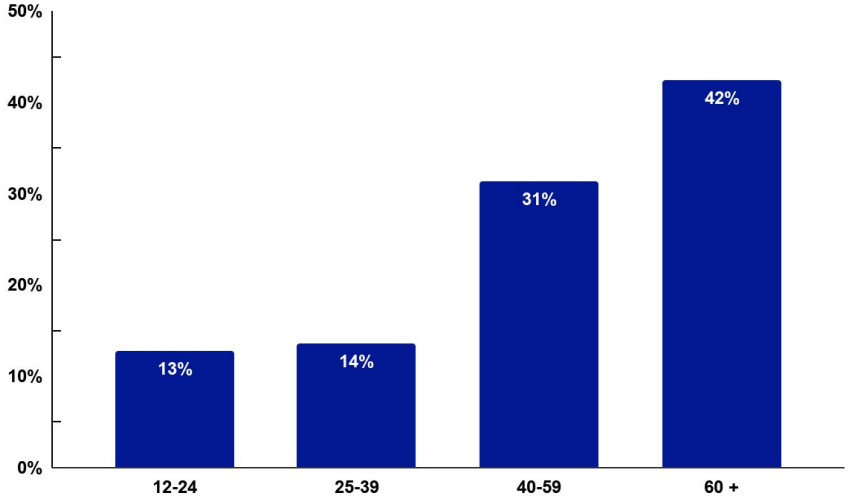
42%

east region

58%

west region

Age



Index Denmark – 2. halvår 2025 / 1. halvår 2026

Editorial schedules, rate cards and formats

January –April 2027

No.	Publishing date	Week	Deadline	Theme
2	07/01/2027	01	27/11/2026	Home & garden all year around
3	28/01/2027	04	16/12/2026	Click flooring
4	18/02/2027	07	15/01/2027	Smart home
5	04/03/2027	09	29/01/2027	Doors/windows
6	18/03/2027	11	12/02/2027	Save the planet
7	08/04/2027	14	02/03/2027	Lawn
8	29/04/2027	17	23/03/2027	Shed

May-September 2027

No.	Publishing date	Week	Deadline	Theme
9	13/05/2027	19	08/04/2027	Terrace
10	27/05/2027	21	21/04/2027	Fencing
11	10/06/2027	23	04/05/2027	Lounge
12	24/06/2027	25	21/05/2027	Outdoors
13	08/07/2027	27	03/06/2027	Covered terrace
14	29/07/2027	30	25/06/2027	DIY workshop
15	19/08/2027	33	16/07/2027	Outdoors projects
16	09/09/2027	36	06/08/2027	DBGDSP 2027 (Best project 2027)

October –December 2027

No.	Publishing date	Week	Deadline	Theme
17	30/09/2027	39	27/08/2027	Walls
18	21/10/2027	42	17/09/2027	Skylight
19	11/11/2027	45	08/10/2027	When DIY goes wrong
20	02/12/2027	48	29/10/2027	Tool of the year
1/28	21/12/2027	51	24/11/2027	Roof

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

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
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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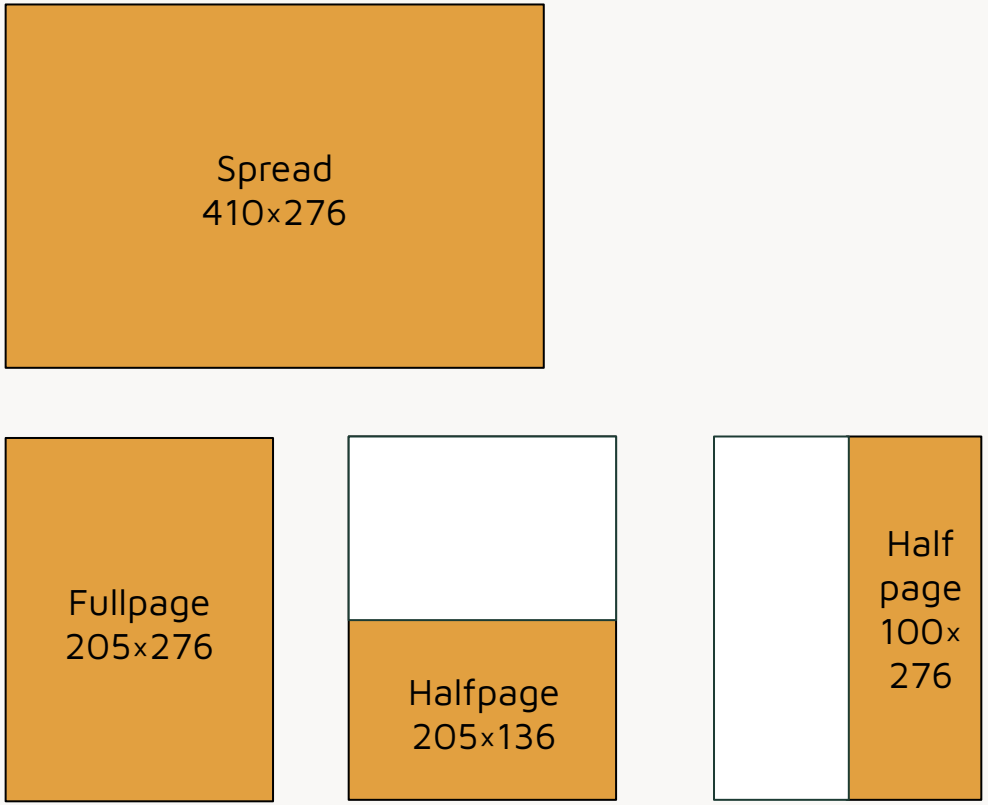


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Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



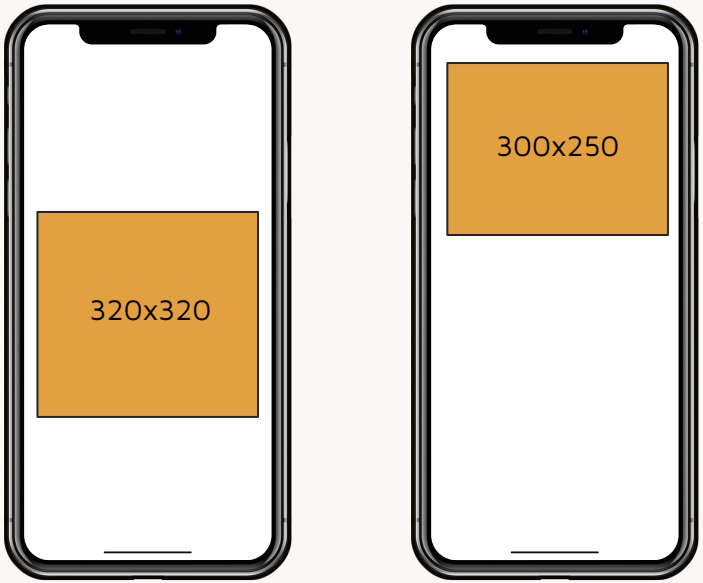
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

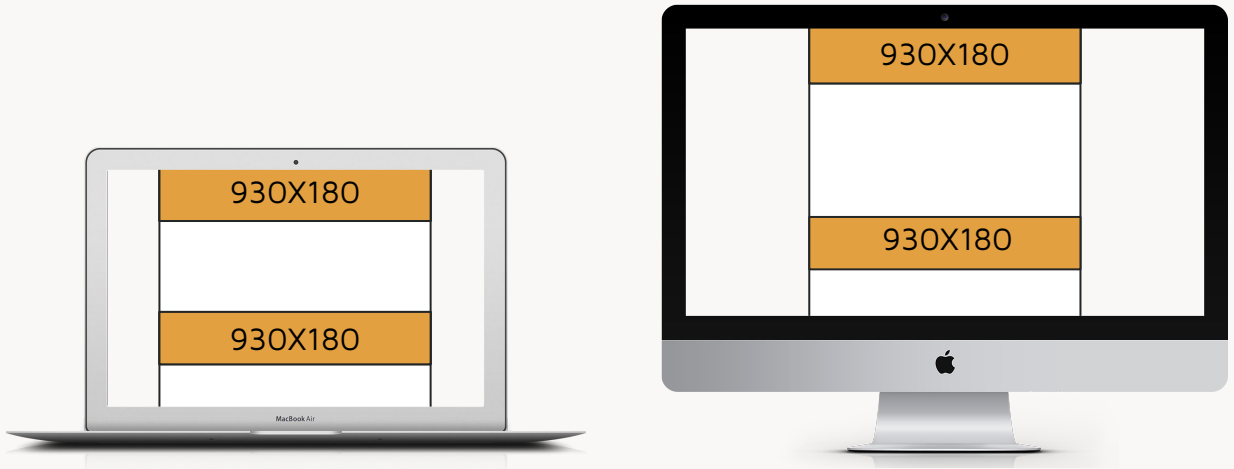


Desktop standard banner

Specifications:

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

Incl. URL / tracking

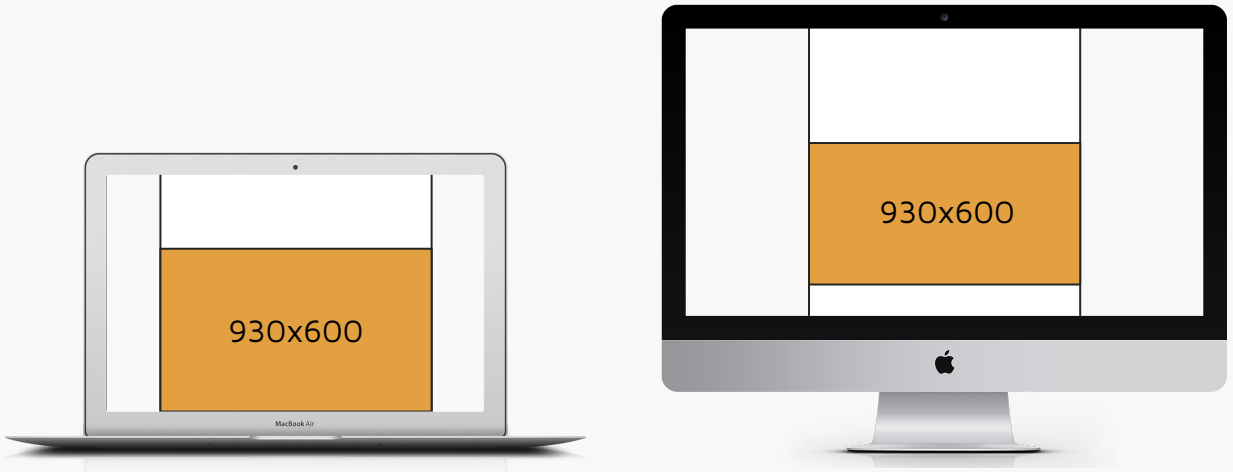


Desktop mega banner

Specifications:

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

Incl. URL / tracking

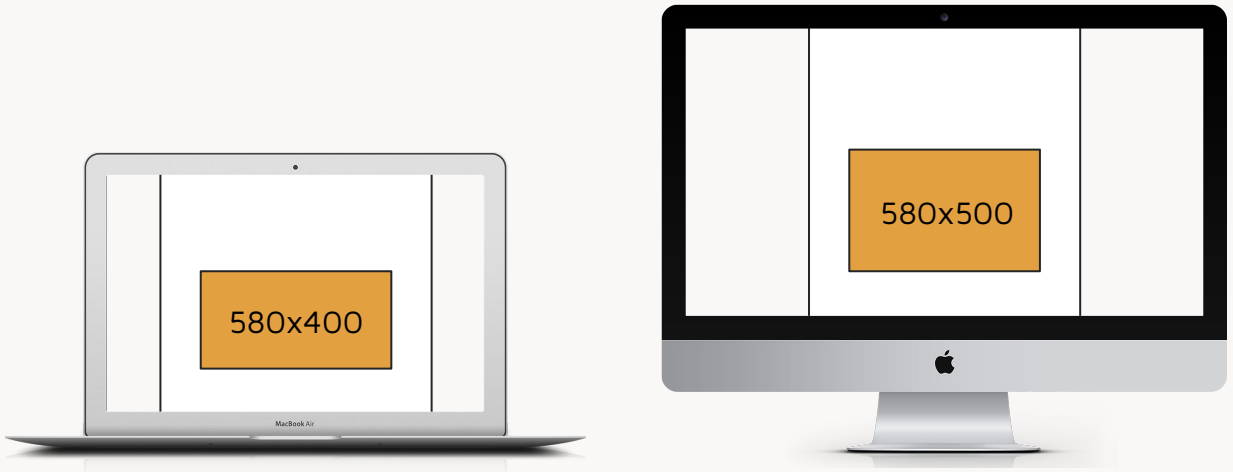


Desktop standard banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

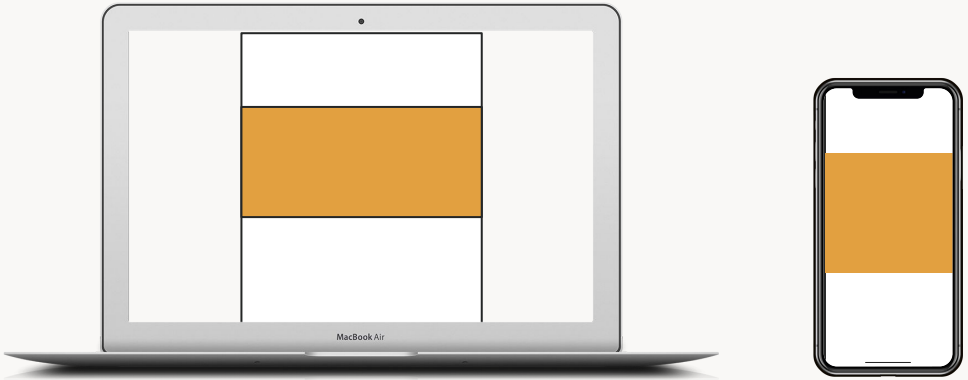
- MP4, MPEG4, MOV files.
- VAST

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

