



BONNIER  
Publications

**Gör Det Själv**

Media kit 2026

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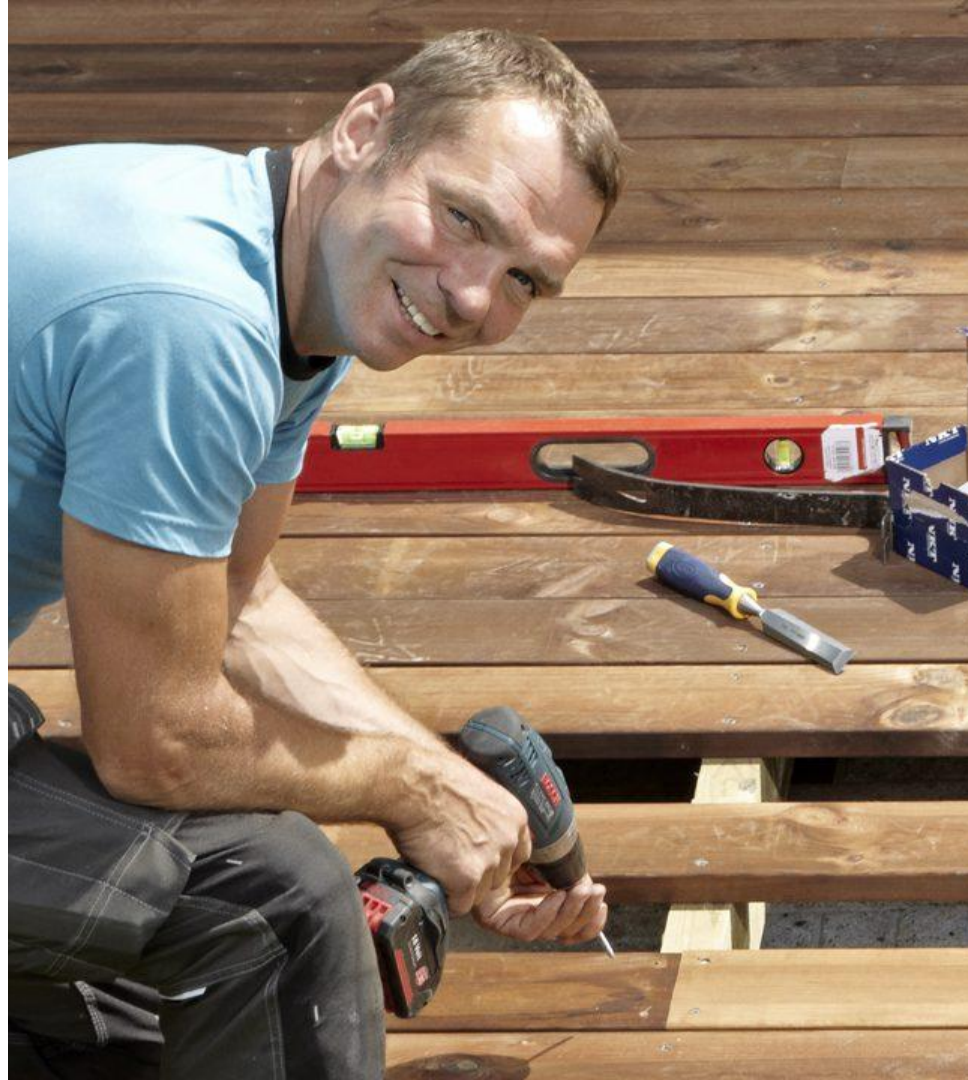
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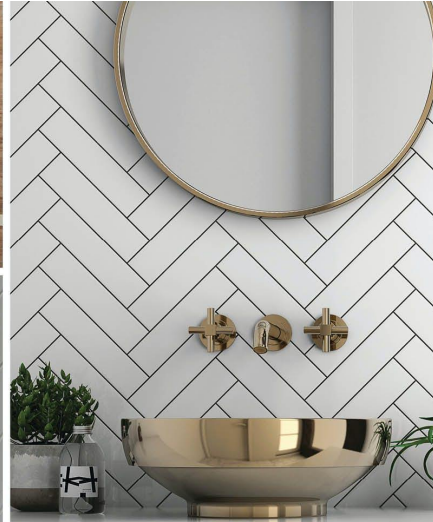
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## Gör Det Själv focuses on the joy of doing it yourself.

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.gds.se](http://www.gds.se)





**191.350**

Monthly pageviews

**47.480**

Newsletter subscribers

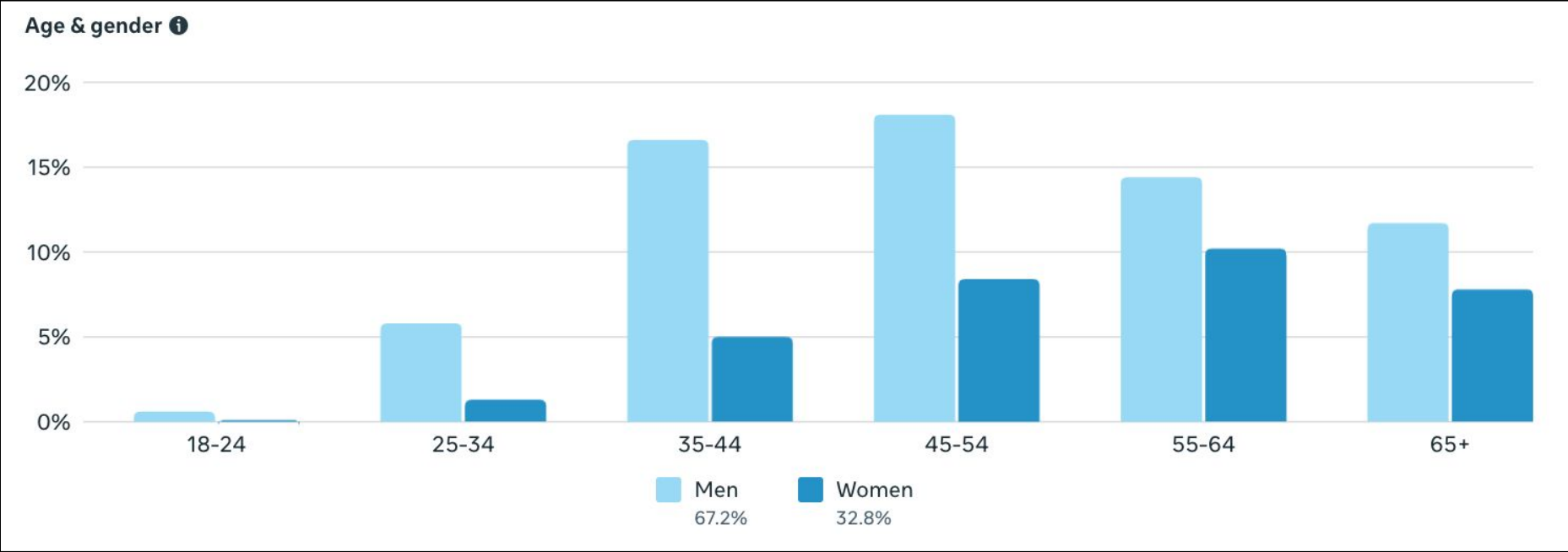
**39.869**

Facebook likes

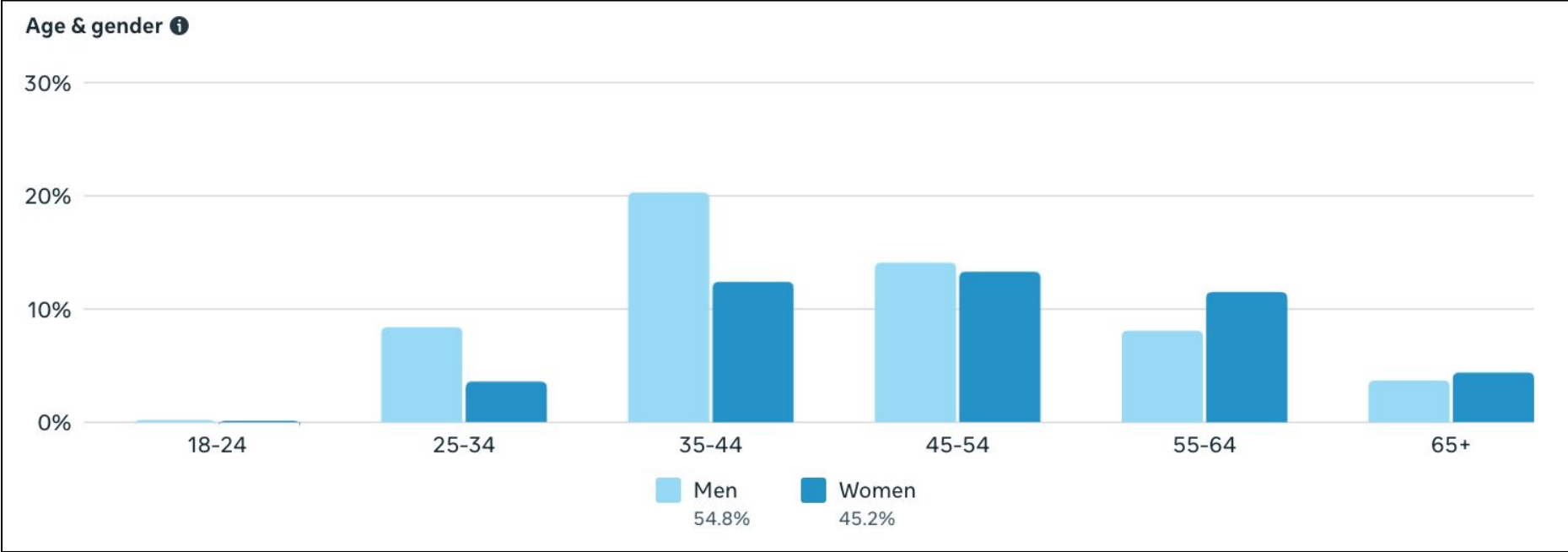
**8.074**

Instagram followers

# Digital users – Facebook



# Digital users – Instagram





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

# January – April 2026

| No. | Publishing date | Week | Deadline   | Theme          |
|-----|-----------------|------|------------|----------------|
| 2   | 06/01/2026      | 02   | 01/12/2025 | Wood nerd      |
| 3   | 27/01/2026      | 05   | 18/12/2025 | Spackling      |
| 4   | 17/02/2026      | 08   | 19/01/2026 | Upcycling      |
| 5   | 10/03/2026      | 11   | 09/02/2026 | 100 tips       |
| 6   | 24/03/2026      | 13   | 23/02/2026 | Shed           |
| 7   | 07/04/2026      | 15   | 04/03/2026 | Wooden terrace |
| 8   | 28/04/2026      | 18   | 05/03/2026 | Garden         |

# May – September 2026

| No. | Publishing date | Week | Deadline   | Theme                           |
|-----|-----------------|------|------------|---------------------------------|
| 9   | 12/05/2026      | 20   | 10/04/2026 | Orangery                        |
| 10  | 26/05/2026      | 22   | 24/05/2026 | Fences                          |
| 11  | 09/06/2026      | 24   | 06/05/2026 | Flooring                        |
| 12  | 23/06/2026      | 26   | 21/05/2026 | Paving                          |
| 13  | 07/07/2026      | 28   | 08/06/2026 | Shelter                         |
| 14  | 28/07/2026      | 31   | 29/06/2026 | Kids and animals in the garden  |
| 15  | 18/08/2026      | 34   | 20/07/2026 | Furniture                       |
| 16  | 08/09/2026      | 37   | 11/08/2026 | DBGDSP 2026 (Best Project 2026) |

# October –December 2026

| No.  | Publishing date | Week | Deadline   | Theme            |
|------|-----------------|------|------------|------------------|
| 17   | 29/09/2026      | 40   | 31/08/2026 | Paint test       |
| 18   | 20/10/2026      | 43   | 21/09/2026 | Kitchen          |
| 19   | 10/11/2026      | 46   | 12/10/2026 | More space       |
| 20   | 01/12/2026      | 49   | 02/11/2026 | Tool of the year |
| 1/27 | 15/12/2026      | 51   | 16/11/2026 | Roofing          |

# Print Advertising rate card

| Product           | Pricing in SEK*   |
|-------------------|-------------------|
| 2/1 page          | 69.750            |
| 1/1 page          | 34.850            |
| Vertical ½ page   | 22.850            |
| Horizontal ½ page | 22.850            |
| Back cover        | Contact for price |
| Inner back cover  | Contact for price |
| 2/1 page          | Contact for price |

| Product                 | Pricing in SEK*     |
|-------------------------|---------------------|
| 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

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  |
|-------------------------|---------|
| 2/1 page Native Article | 410x276 |
| 1/1 page Native Article | 205x276 |

# Digital Advertising rate card

| Desktop         | Price in SEK* |
|-----------------|---------------|
| Standard banner | CPM 75        |
| Megabanner      | CPM 90        |

| Mobile                 | Price in SEK* |
|------------------------|---------------|
| Mobile standard banner | CPM 75        |

| High impact formats                           | Price in SEK*               |
|-----------------------------------------------|-----------------------------|
| Ex. Topscroll, Midscroll and Double Midscroll | CPM 150 + CPM 5 ad tech fee |

| Format          | Price in SEK* |
|-----------------|---------------|
| Video-in-banner | CPM 90        |

| Format            | Price in SEK* |
|-------------------|---------------|
| 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 SEK*    |
|----------------|--------------------|
| 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 or visit Ocast.

Try our FAQ page, if you need support on how to upload ad material, technical guidance etc.

[\*\*GO TO OCAST\*\*](#)

[\*\*GO TO FAQ\*\*](#)



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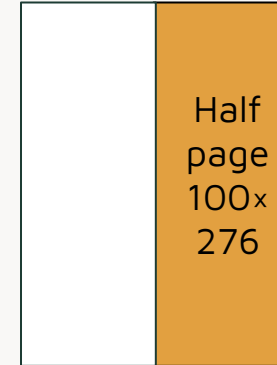
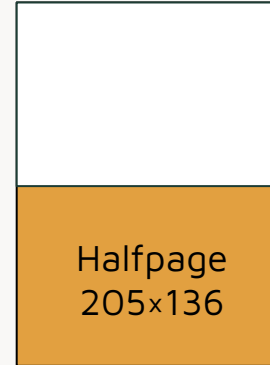
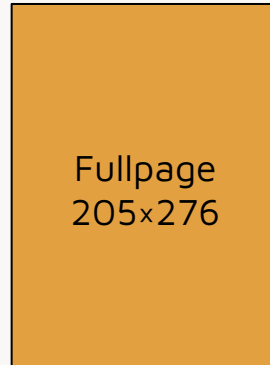
**SIEBREN OOSTWOUD**

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

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

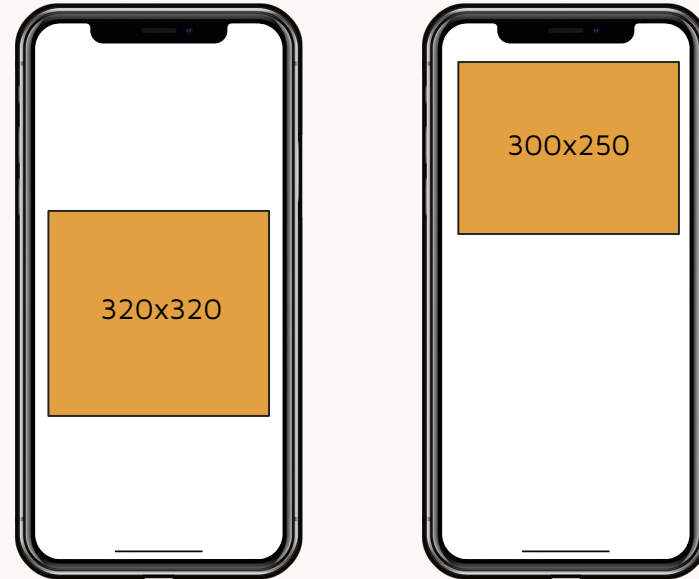
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

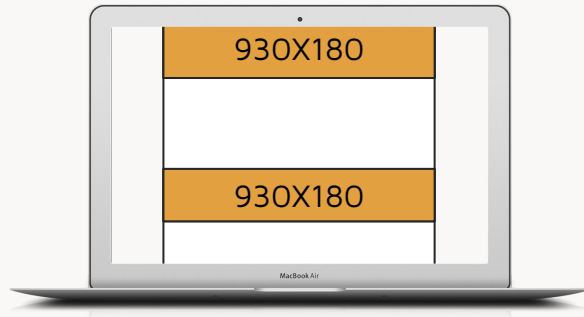


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking

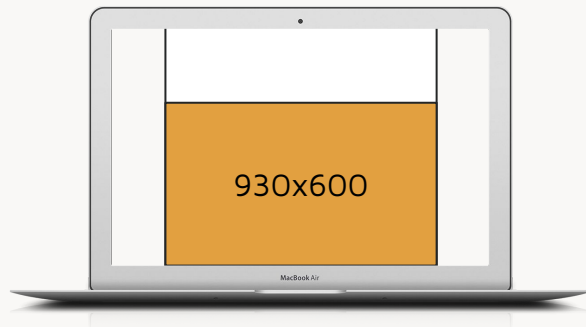


# Desktop mega banner

## 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

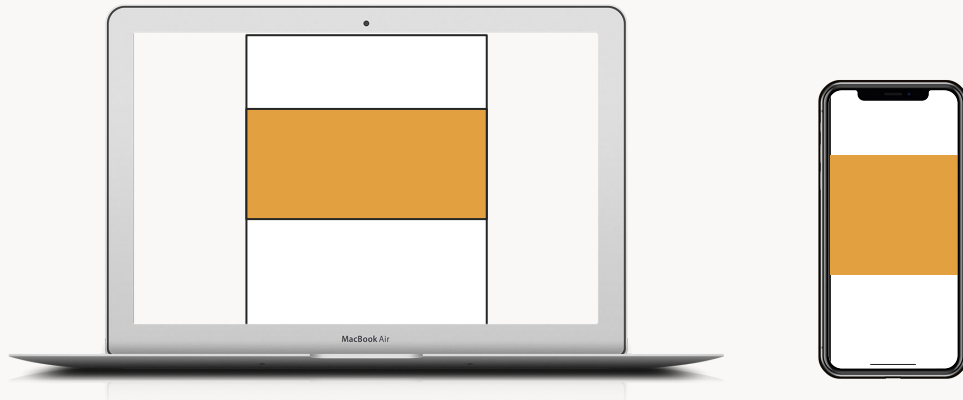
Desktop ratio: 16:9  
(1920x1080)

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

