BONNIER
Publications

Gör Det Själv

Media kit 2027



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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











168.123

Monthly pageviews

50.799

Newsletter subscribers

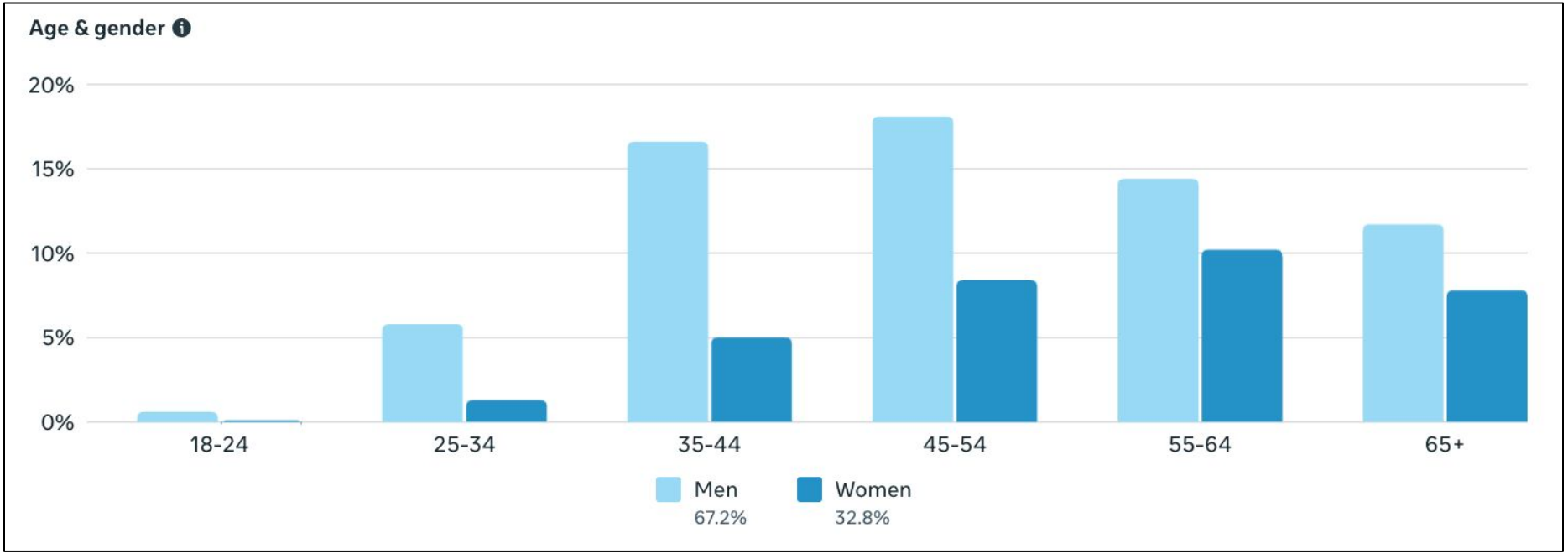
40.211

Facebook likes

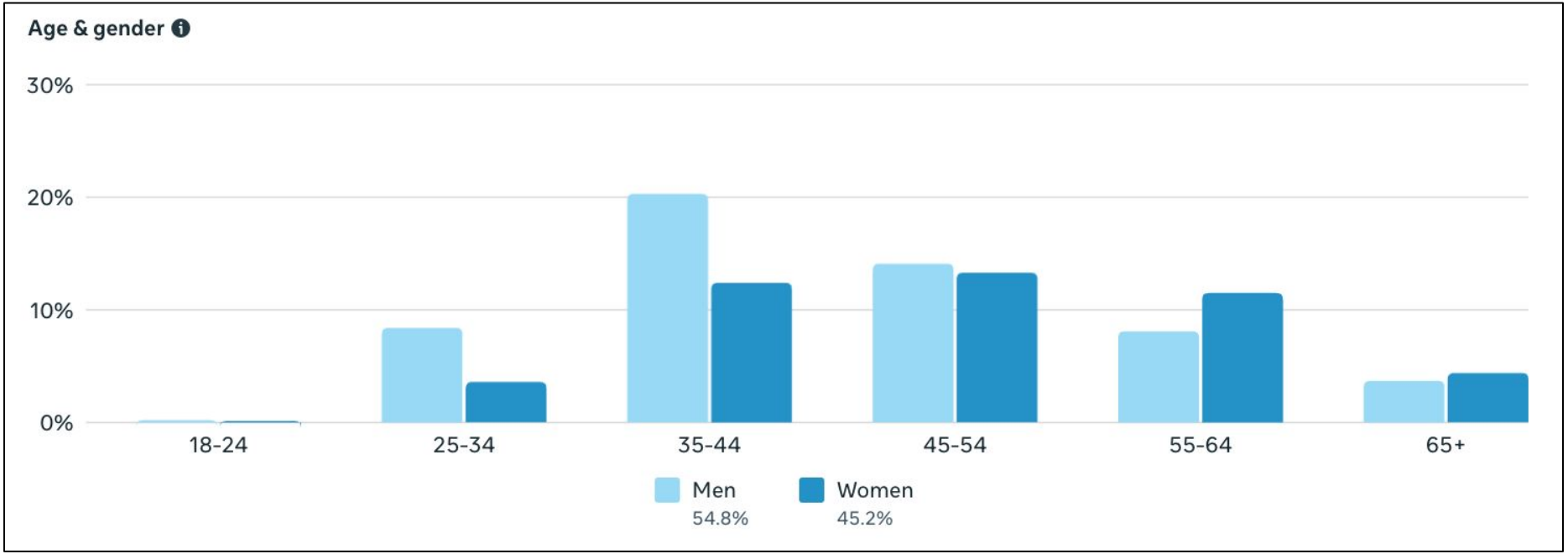
8.375

Instagram followers

Digital users – Facebook



Digital users – Instagram



Editorial schedules, rate cards and formats

January –April 2027

No.	Publishing date	Week	Deadline	Theme
2	05/01/2027	01	27/11/2026	Home & garden all year around
3	26/01/2027	04	16/12/2026	Click flooring
4	16/02/2027	07	15/01/2027	Smart home
5	02/03/2027	09	29/01/2027	Doors/windows
6	16/03/2027	11	12/02/2027	Save the planet
7	06/04/2027	14	02/03/2027	Lawn
8	27/04/2027	17	23/03/2027	Shed

May-September 2027

No.	Publishing date	Week	Deadline	Theme
9	11/05/2027	19	08/04/2027	Terrace
10	25/05/2027	21	21/04/2027	Fencing
11	08/06/2027	23	04/05/2027	Lounge
12	22/06/2027	25	21/05/2027	Outdoors
13	06/07/2027	27	03/06/2027	Covered terrace
14	27/07/2027	30	25/06/2027	DIY workshop
15	17/08/2027	33	16/07/2027	Outdoors projects
16	07/09/2027	36	06/08/2027	DBGDSP 2027 (Best project 2027)

October –December 2027

No.	Publishing date	Week	Deadline	Theme
17	28/09/2027	39	27/08/2027	Walls
18	19/10/2027	42	17/09/2027	Skylight
19	09/11/2027	45	08/10/2027	When DIY goes wrong
20	30/11/2027	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 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

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 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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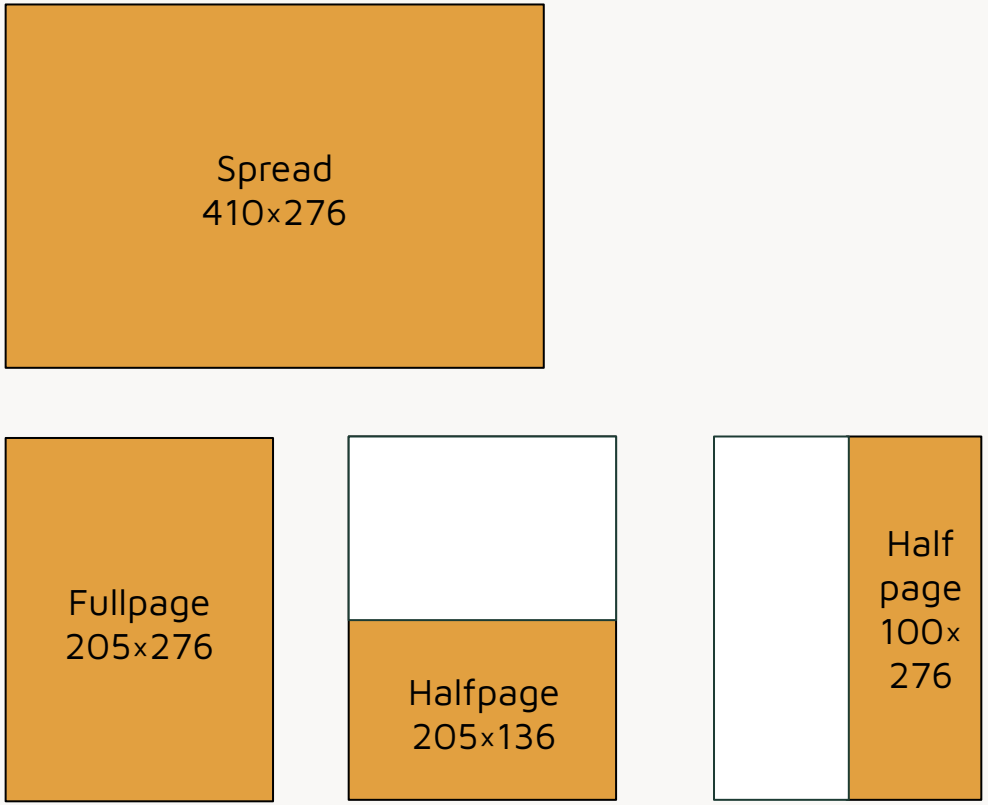


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Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



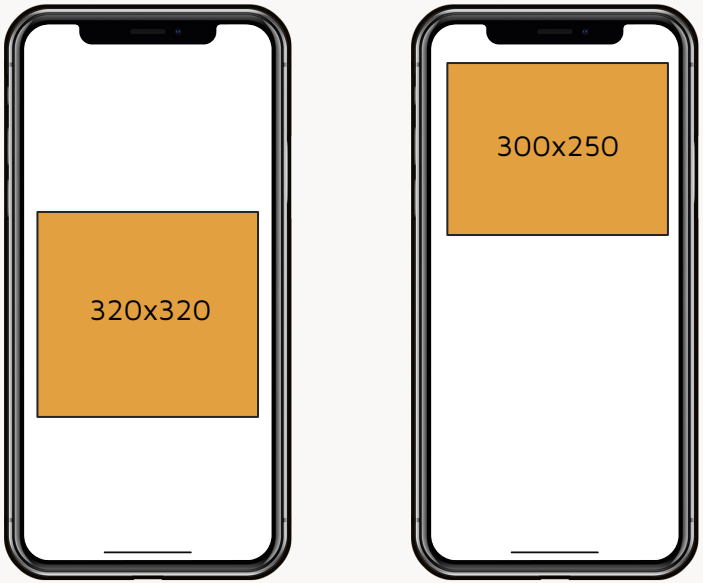
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

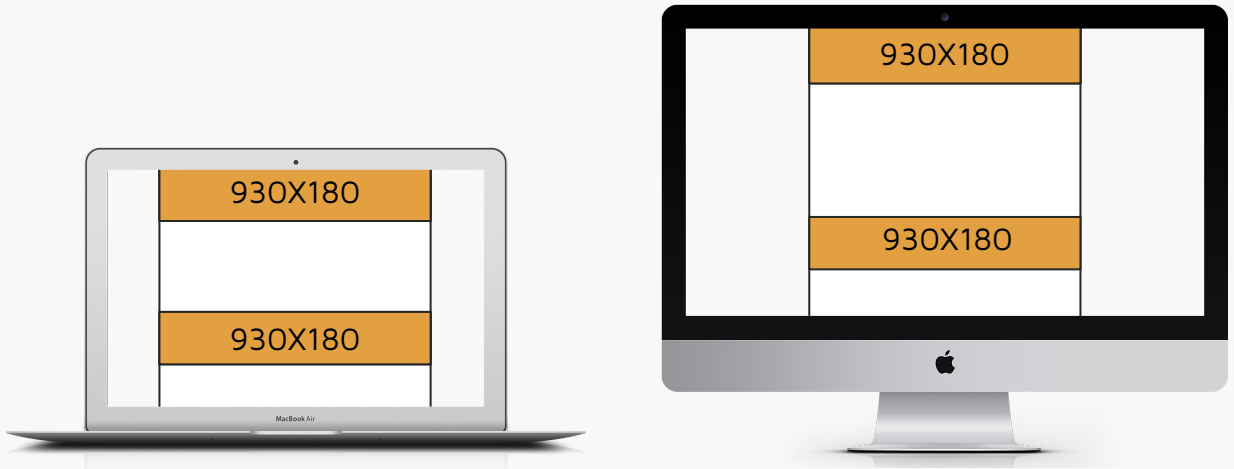


Desktop standard banner

Specifications:

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

Incl. URL / tracking

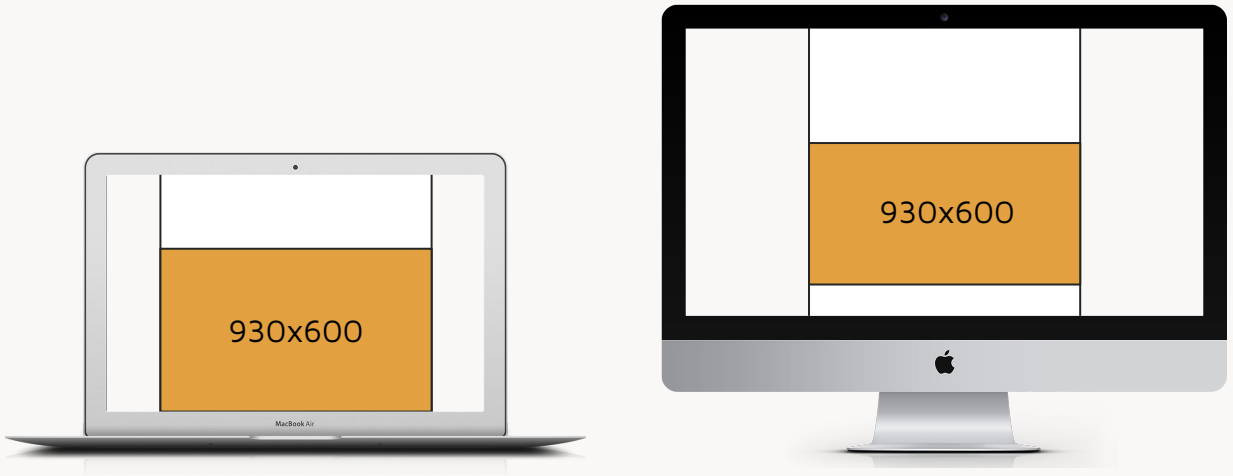


Desktop mega banner

Specifications:

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

Incl. URL / tracking

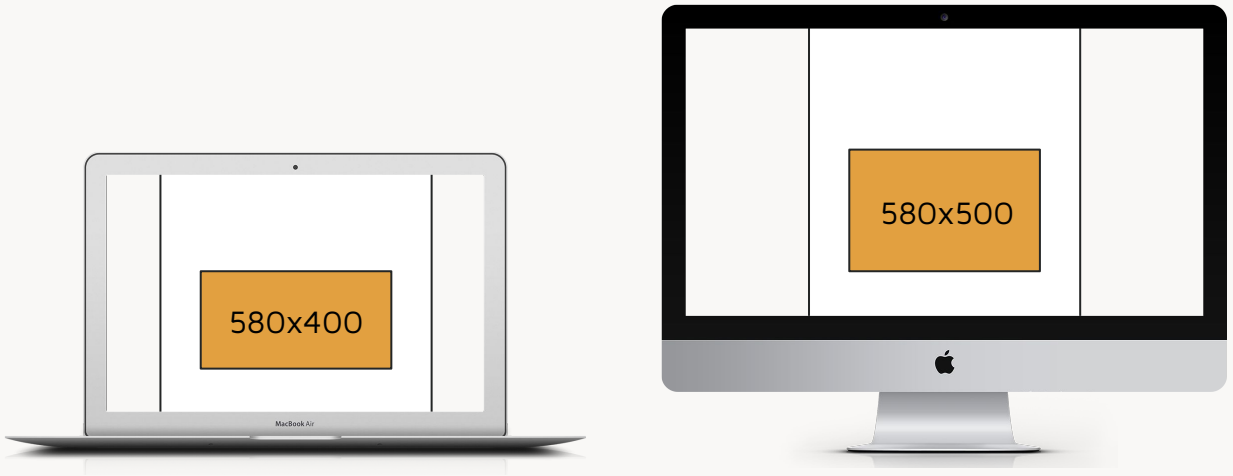


Desktop standard banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

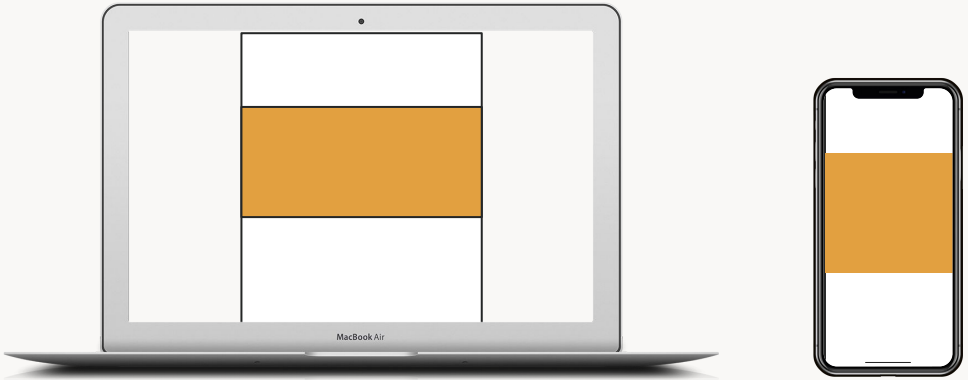
- MP4, MPEG4, MOV files.
- VAST

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

