
BONNIER
Publications
VÄRLDENS
Historia
ILLUSTRERAD
VETENSKAP
Media kit 2027

Index

Our universe

Editorial schedules, rate cards and formats

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Contact

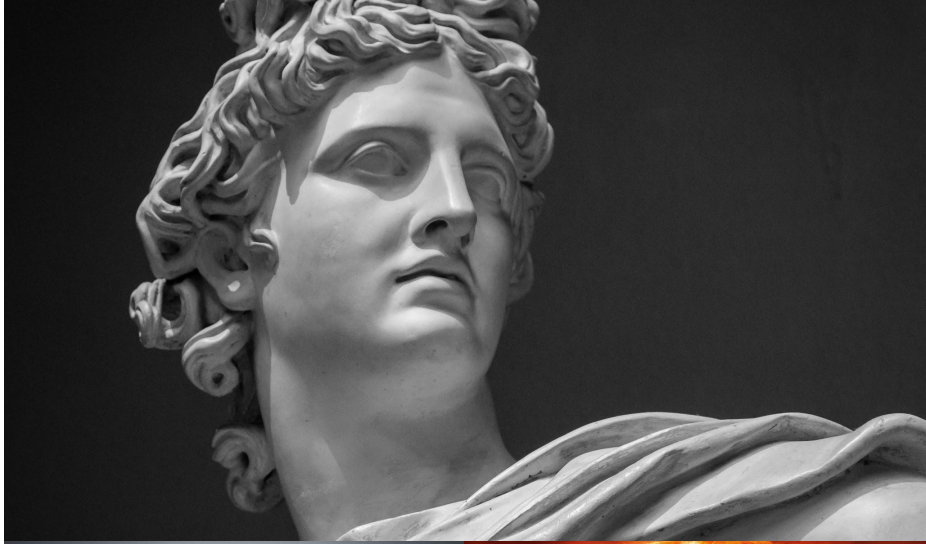
Advertisement specifications



Historia addresses all of world history and covers a wide range of topics – from intense war dramas and explorers to triumphs in technology and the masterpieces of world art.

The core idea behind Historie is to revive the past, put the present into perspective and give the reader more knowledge on why the world is as it is today.

www.varldenshistoria.se









749.643

Monthly pageviews

81.457

Newsletter subscribers

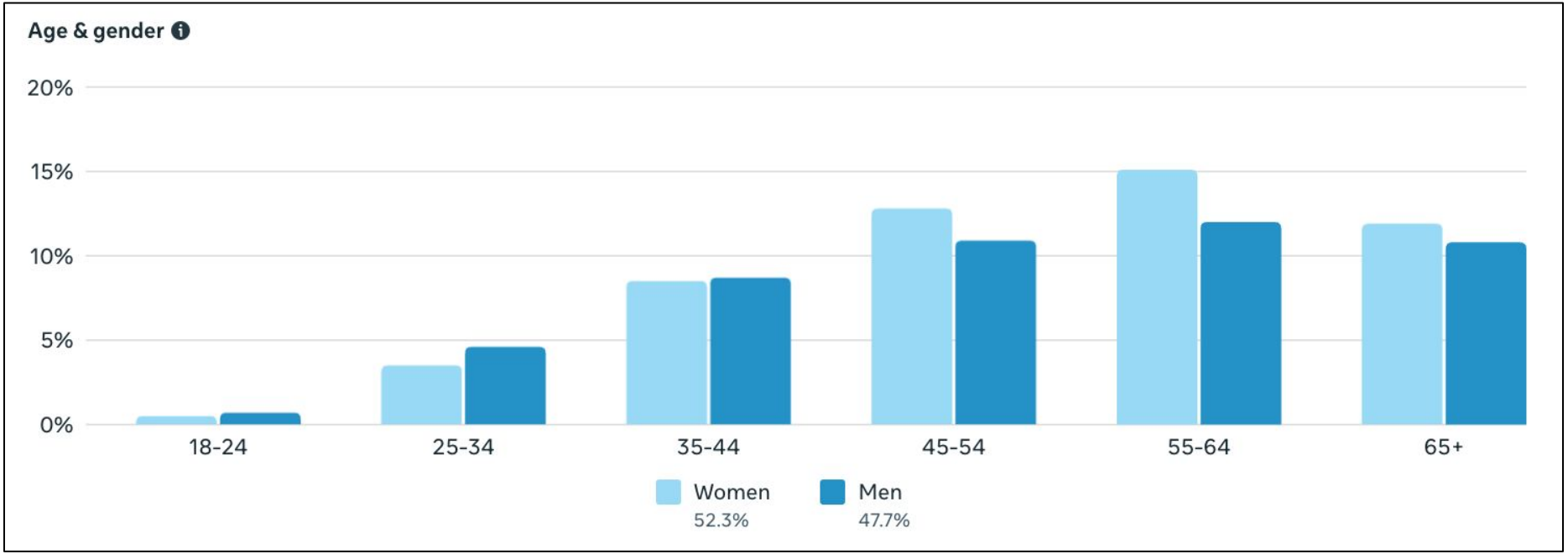
48.633

Facebook likes

1.147

Instagram followers

Digital users – Facebook



Editorial schedules, rate cards and formats

January –April 2027

No.	Publishing date	Week	Deadline
2	13/01/2027	02	04/12/2026
3	27/01/2027	04	16/12/2026
4	10/02/2027	06	08/01/2027
5	03/03/2027	09	29/01/2027
6	17/03/2027	11	12/02/2027
7	07/04/2027	14	02/03/2027
8	28/04/2027	17	23/03/2027

May –August 2027

No.	Publishing date	Week	Deadline
9	19/05/2027	20	14/04/2027
10	09/06/2027	23	04/05/2027
11	23/06/2027	25	21/05/2027
12	14/07/2027	28	11/06/2027
13	28/07/2027	30	25/06/2027
14	18/08/2027	33	16/07/2027
15	01/09/2027	35	30/07/2027

September –December 2027

No.	Publishing date	Week	Deadline
16	22/09/2027	38	20/08/2027
17	06/10/2027	40	03/09/2027
18	27/10/2027	43	24/09/2027
19	17/11/2027	46	15/10/2027
20	01/12/2027	48	29/10/2027
1/28	22/12/2027	51	24/11/2027

Print Advertising rate card

Product	Pricing in SEK*
2/1 page	48.000
1/1 page	24.000
½ page	15.600
Back cover	contact for price
Inner back cover	Contact for price
Page 2-3	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

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

See visualizations and ad specifications further below

*We recommend offsetting any images that cross the spine 2,5 mm to each side (5 mm on the first/last spread).

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

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 as an online article. Incl traffic drivers
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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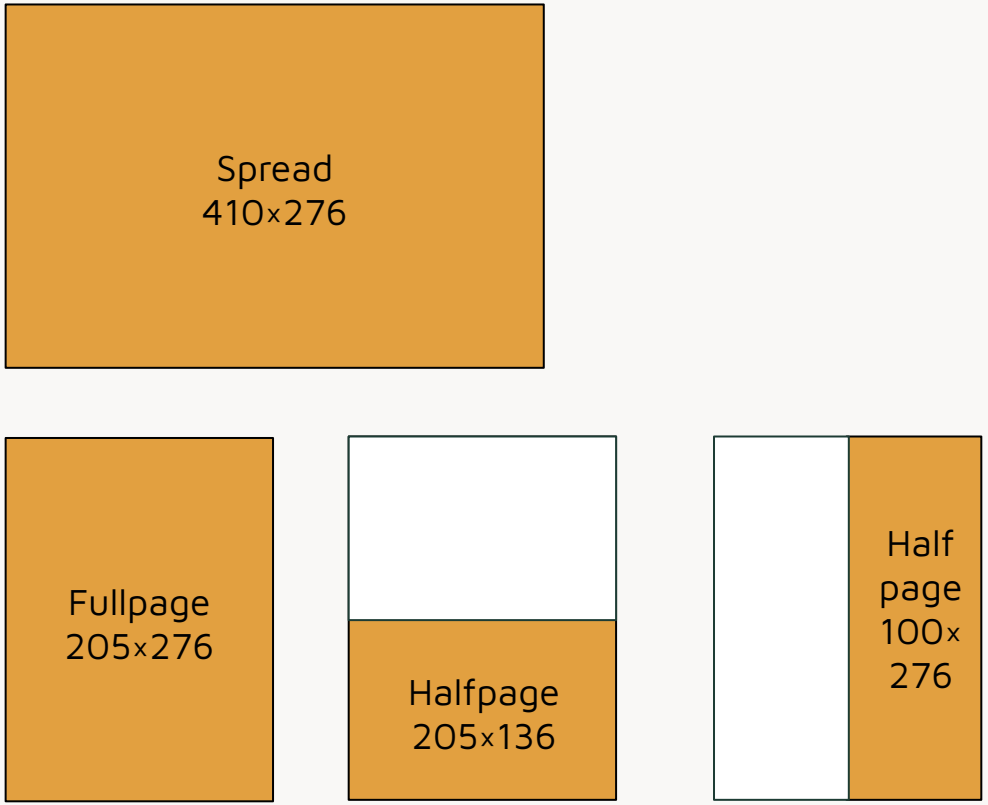


SIEBREN OOSTWOUD
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



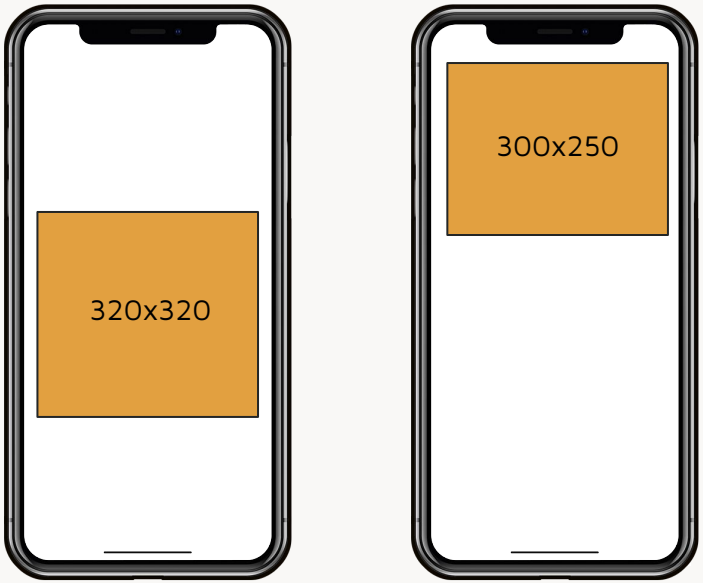
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

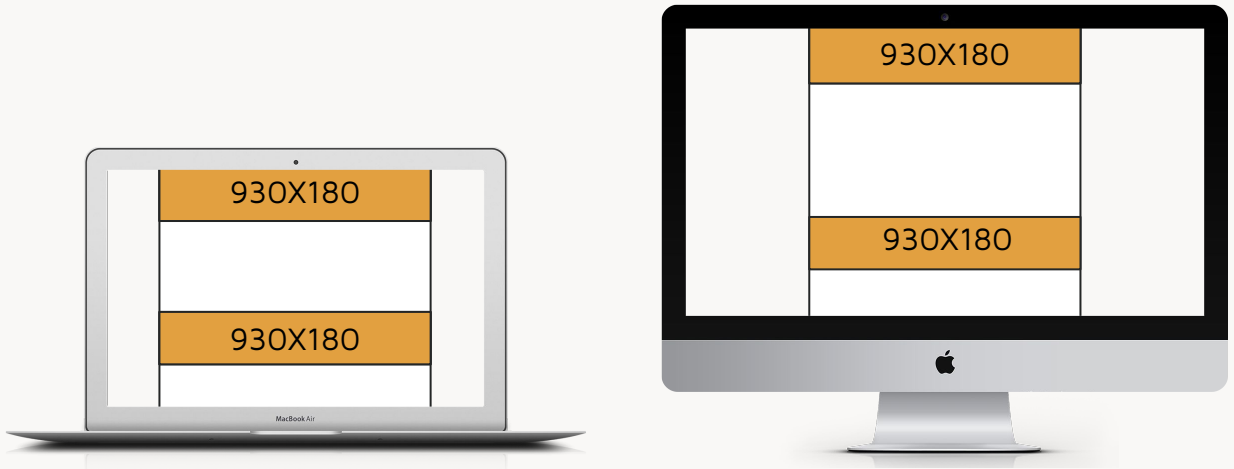


Desktop standard banner

Specifications:

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

Incl. URL / tracking

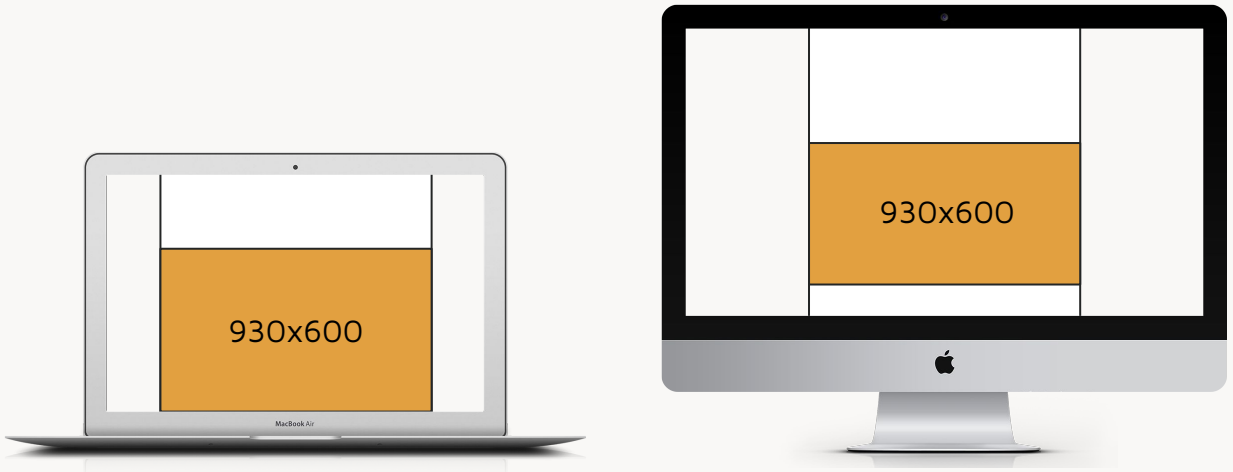


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

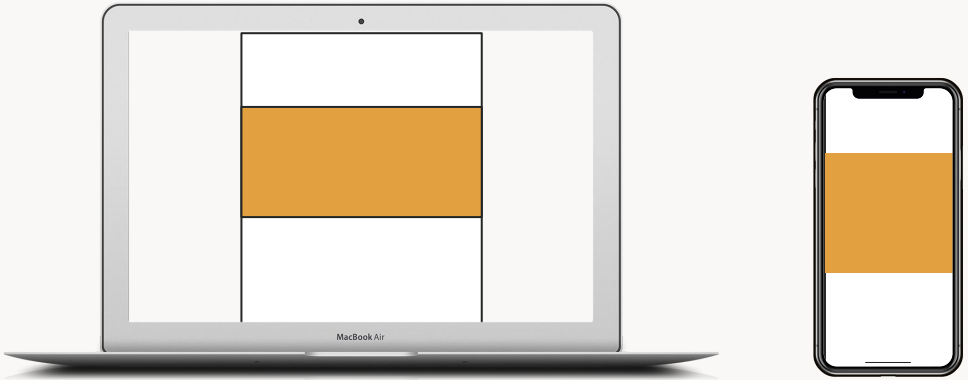
- MP4, MPEG4, MOV files.
- VAST

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

