
BONNIER
Publications
iFORM
Media kit 2027

Index

Our universe

Editorial schedules, rate cards and formats

- Print
- Digital
- NTA

Contact

Advertisement specifications



Living a healthy and active everyday life doesn't have to be an all-consuming project. I FORM is here to help women spot the simple tweaks that make a difference.

With relatable knowledge and hands-on advice and tools I FORM offers motivation and inspiration – and has done so since 1987, where the biggest media brand for women's health in the Nordic countries was launched.

www.iform.dk











*Index Denmark -2. halvår 2025 / 1. halvår 2026

97.000

Magazine readership*

640.776

Monthly pageviews

64.294

Newsletter subscribers

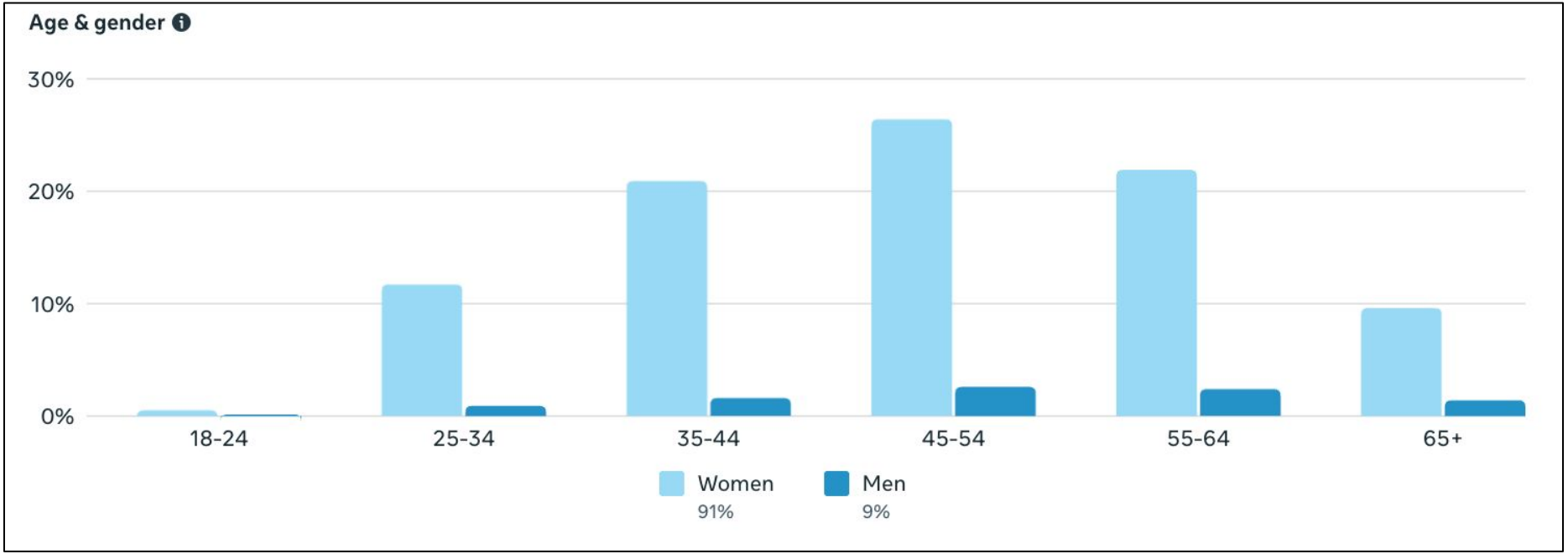
108.634

Facebook likes

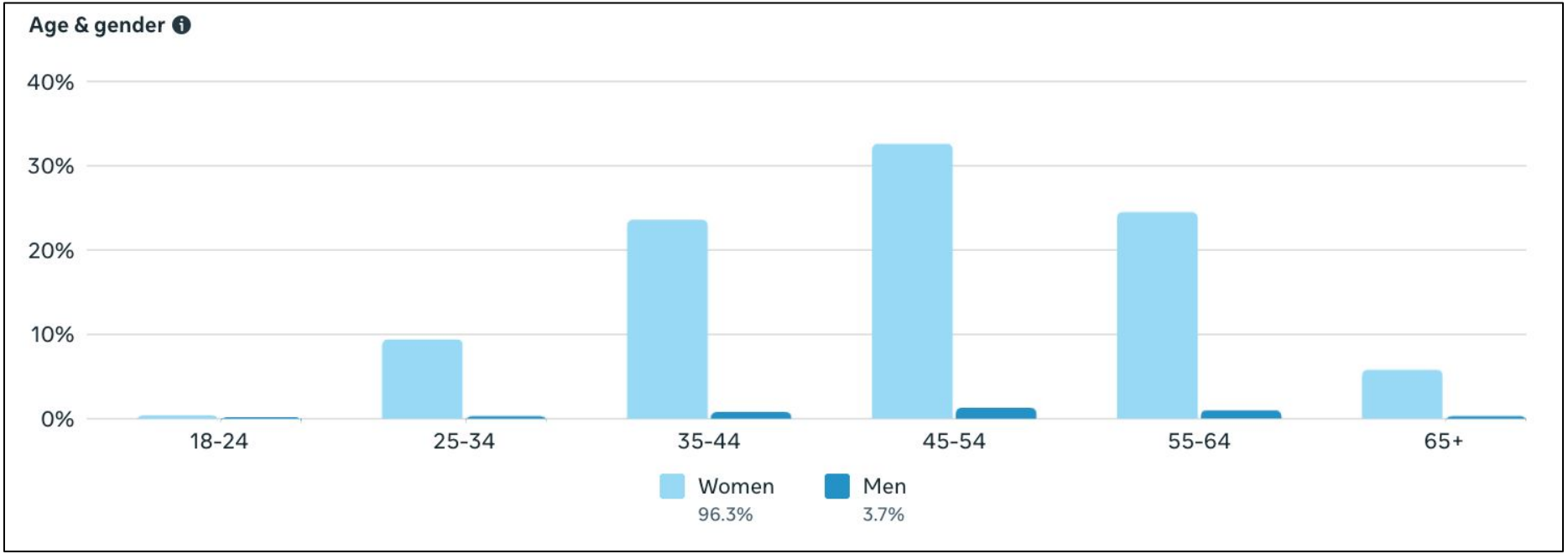
34.699

Instagram followers

Digital users – Facebook



Digital users – Instagram



Print readers

Gender

34%

male

66%

female

Geography

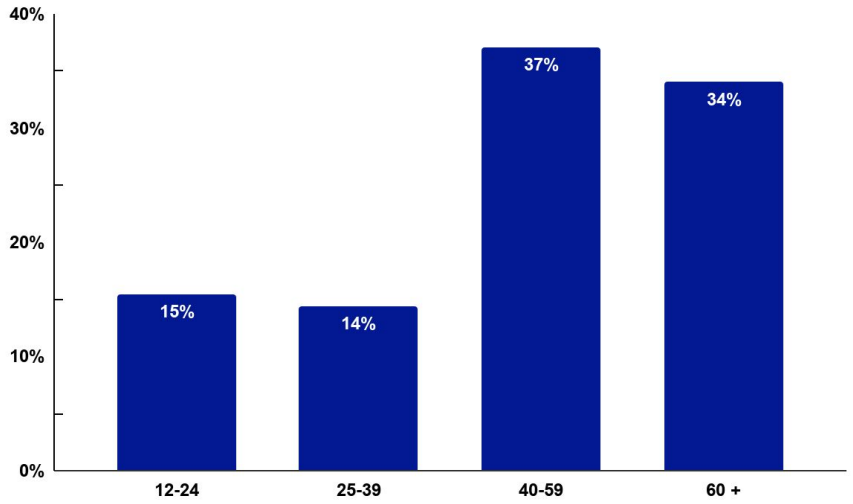
41%

east region

59%

west region

Age



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

Editorial schedules, rate cards and formats

January –July 2027

No.	Publishing date	Week	Deadline	Theme
2	21/01/2027	03	04/12/2026	Strength training, Protein diet with meal plans, Neat (how many calories do you burn in a day), Complicated family dynamics, Hemp seeds, Recipes with proteins
3	11/02/2027	06	08/01/2027	Norwegian intervals, Eat more vegetables, The vagus nerve, Children and health, Weighted vest training.
4	11/03/2027	10	05/02/2027	Menopause and weight loss, Canned fish, Magnesium, (Re)learn how to focus, Anti Inflammatory recipes
5	08/04/2027	14	26/02/2027	How to run 5k faster, Blood sugar, Train your senses, Formoline L112, Recipes with fish.
6	04/05/2027	18	31/03/2027	Stronger bones, Gut health, Social anxiety, Purple recipes with eggplant.
7	03/06/2027	22	23/04/2027	June-challenge – 4 weeks, 4 exercises, 4 dietary tips, Become a salad-champ, Case: Ann Lena ate away her diabetes with our dietary meal plans, More than just IQ (about intelligence), Exercise your pelvic floor, Recipes with shrimp, Summer-recipes
8	24/06/2027	25	19/05/2027	Mobility exercises, Circadian rhythm eating, Facts and myths about botox, Tapping, Keep your memory sharp, Cucumber-salad, Recipes with tomatoes
9	22/07/2027	29	18/06/2027	All about walking, Are we eating more candy than fruit, Otoconia, Peace of Mind and Energy in Just One Week, Red currants, Pizza recipes

August -December 2027

No.	Publishing date	Week	Deadline	Theme
10	12/08/2027	32	09/07/2027	Toning with Dumbbells, Readers test our dietary meal plans, Pesticides, Change in appearance and well-being, Mediterranean diet, Autumnal salad recipes
11	09/09/2027	36	06/08/2027	Strong Glutes in 4 Weeks, Kickstart a Green Lifestyle in 1 Week, Migraines, Exercises for Tight Hip Flexors, How to spot a female psychopath, Chanterelles, Chanterelle recipes
12	07/10/2027	40	03/09/2027	Cardio Party!, Get Rid of Ultra-Processed Foods in 4 Weeks—Meal by Meal, Jaw Tension, Test: Personality, Banana Cake, Asian food recipe
13	04/11/2027	44	01/10/2027	Yoga, Anti-inflammatory eating, Exercising with Hypermobility, Who am I now that I've retired?, Beetroot salad, Comfort food recipes
14	02/12/2027	48	27/10/2027	We're eating less potatoes, Test: How healthy are you?, Test: Are you a narcissist?, Almonds, Recipes for Healthy Favorites for the Christmas Party
1/28	29/12/2027	52	22/11/2027	

Print Advertising rate card

Product	Pricing in DKK*
2/1 page	92.400
1/1 page	48.500
½ page	31.600
Back cover	68.100
Inner back cover	55.900
Page 2-3	121.400

Product	Pricing in DKK*
2/1 page + coverflap	233.000
1/1 page + halfpageflap	89.900
2/1 page Native Article	115.500**
!/1 page Native Article	60.700**

*Gross prices only
**In addition, production cost

Print formats

Product	Format
2/1 page	410x276*
1/1 page	205x276
Vertical ½ page	205x136
Horizontal ½ page	100x276
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 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

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
Instagram	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



MORTEN UNGERMANN
Sales - Front Media ApS
morten@frontmedia.dk



Cecilie Gormsen
Editor in Chief - i FORM
cecilie.gormsen@iform.dk



Ida Sofie Amdal
Advertising Material
ida-sofie.amdal@bonnier.dk

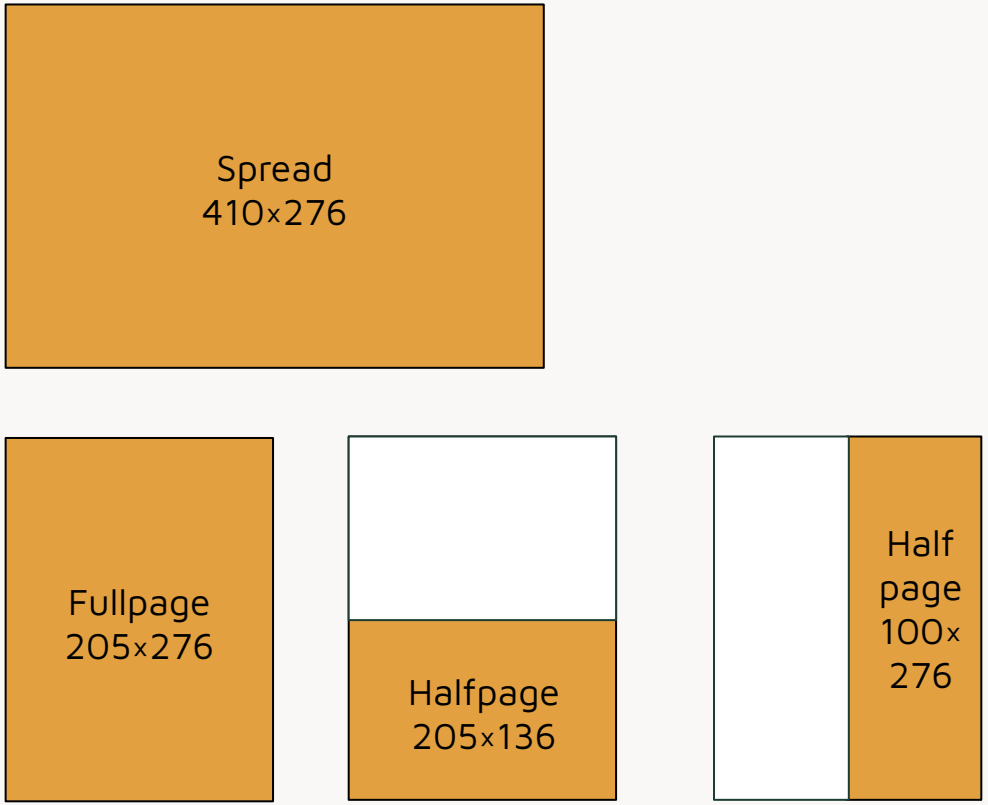


KENNI PEDERSEN
Digital Team Lead
kenni.pedersen@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



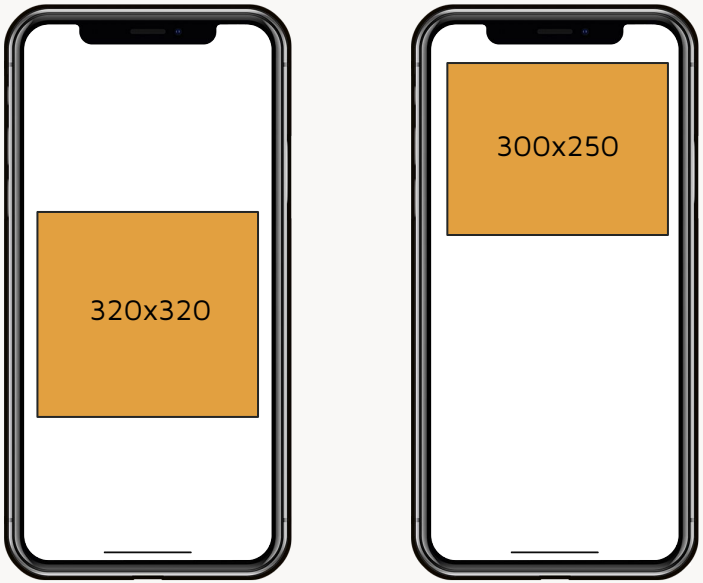
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

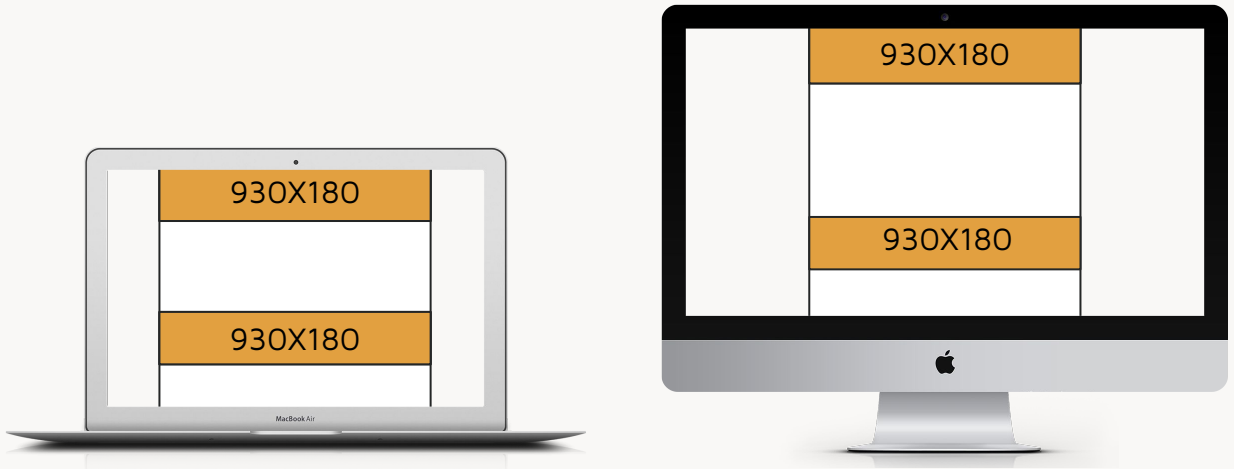


Desktop standard banner

Specifications:

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

Incl. URL / tracking

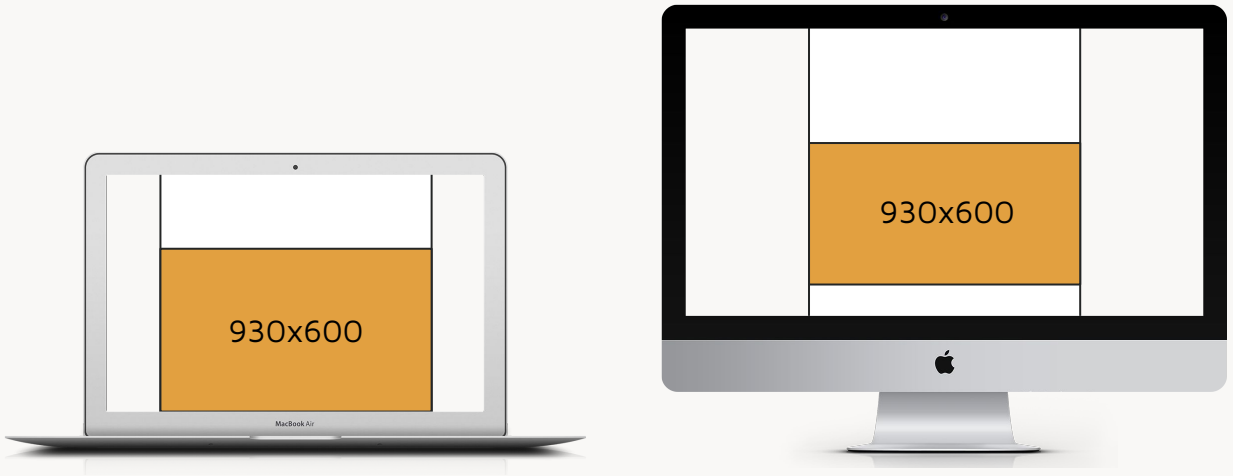


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

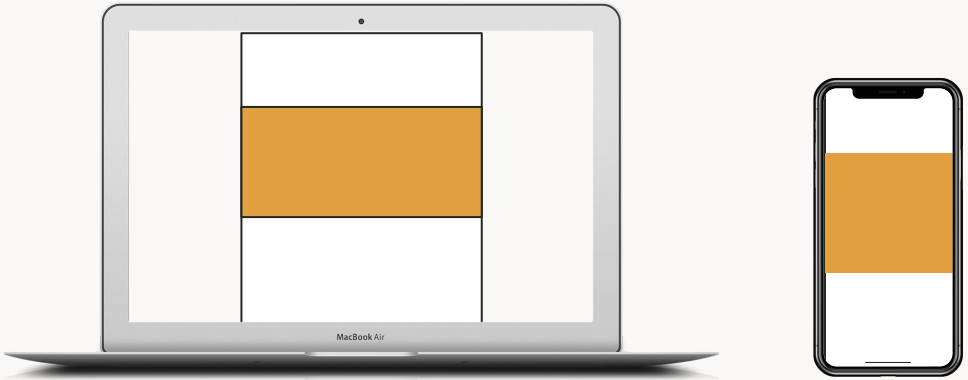
- MP4, MPEG4, MOV files.
- VAST

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

