

**BONNIER**  
Publications

**i FORM**

**Media kit 2026**



# 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.se](http://www.iform.se)







499.076

Monthly pageviews



66.612

Newsletter subscribers



45.822

Facebook likes

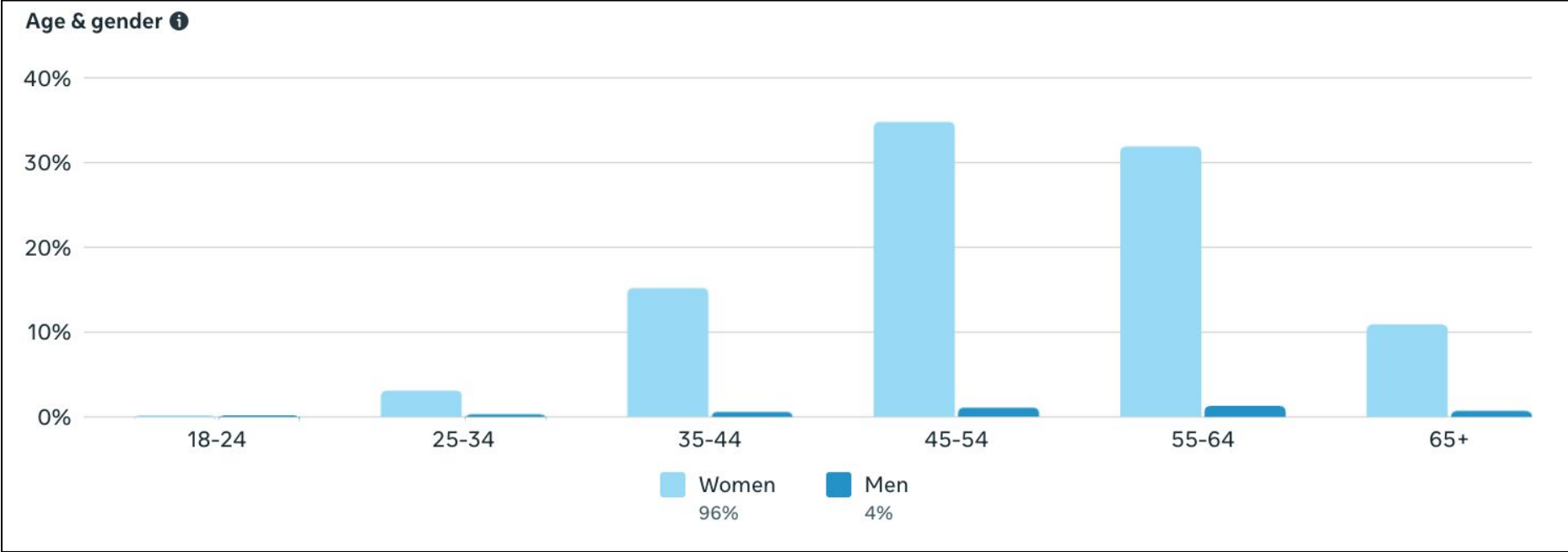


24.314

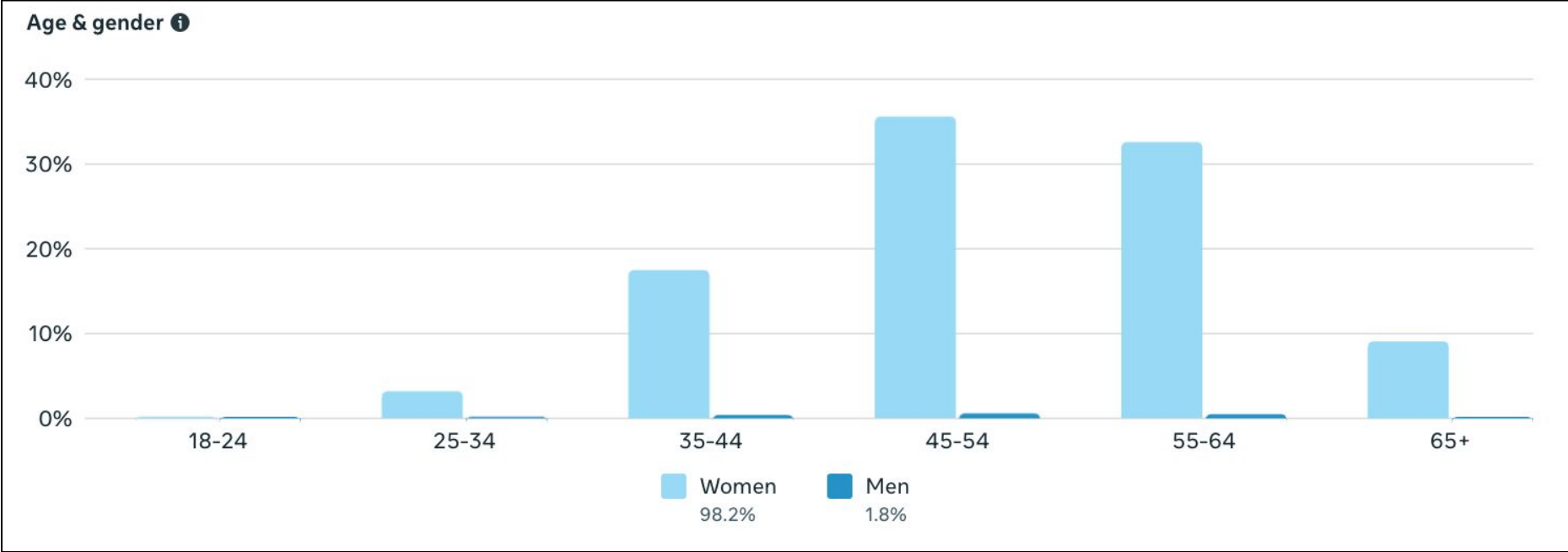
Instagram followers



# Digital users – Facebook



# Digital users – Instagram





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

# January –June 2026

| No. | Publishing date | Week | Deadline   | Theme                                                                                                                                                      |
|-----|-----------------|------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2   | 21/01/2026      | 04   | 11/12/2025 | Tummy-challenge, frozen vegetables, oral health, gossip, hyrox, weightloss, foot arch pain, celeriac, recipes with chicken                                 |
| 3   | 11/02/2026      | 07   | 12/01/2026 | Starting exercise after stress, cheese, breathing exercises, the middle-aged brain, case studies on weight loss medication, rocket salad                   |
| 4   | 11/03/2026      | 11   | 09/02/2026 | Exercise programme after weight loss, the healthiest vegetables, sex during menopause, procrastination, creatine, knee pain, French recipes                |
| 5   | 09/04/2026      | 15   | 04/03/2026 | Walking, ultra-processed food, pain relief with heat and cold, metacognitive psychology, Pickleball, Hip pain                                              |
| 6   | 06/05/2026      | 19   | 01/04/2026 | Exercise at all ages, the professor's green porridge, gut bacteria/probiotics, audio guides, excuses, sunscreen, elbow pain, longevity, aubergine          |
| 7   | 03/06/2026      | 23   | 29/04/2026 | Calisthenics, Proteins, Sunburn, Use chatgpt as a psychologist, Menopause, Upper back/neck pain, Sushi recipes                                             |
| 8   | 24/06/2026      | 26   | 21/05/2026 | Exercising with children and family, seasonal ingredients, gout, stinginess, electrolytes, dermatologists' best advice for beautiful skin, Swedish recipes |
| 9   | 22/07/2026      | 30   | 22/06/2026 | Running, herbs, longevity, jet lag, self-esteem, parsnips, desserts                                                                                        |



# July –December 2026

| No.  | Publishing date | Week | Deadline   | Theme                                                                                                                                     |
|------|-----------------|------|------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| 10   | 19/08/2026      | 34   | 20/07/2026 | Pilates, meal plans, cardiovascular disease, dietary supplements, cauliflower, burger recipes                                             |
| 11   | 16/09/2026      | 38   | 17/08/2026 | Osteoarthritis of the hip, microplastics, sleep, keep your brain sharp, tongue scraper, weight loss, chilli con carne, recipes with apple |
| 12   | 07/10/2026      | 41   | 07/09/2026 | Hyrox, Omega-3, pain, digital detox from screens, relationships, mushrooms                                                                |
| 13   | 04/11/2026      | 45   | 05/10/2026 | CONNECTIVE TISSUE, Iron deficiency, Heartburn, Hypnosis, Dental health, Carrot cake, Recipes for healthy soups                            |
| 14   | 25/11/2026      | 48   | 26/10/2026 | Chair exercises, stomach ache, microbreaks, menopause, sleep, fish cakes, salad recipes for Christmas dinner                              |
| 1/26 | 16/12/2026      | 51   | 16/11/2026 |                                                                                                                                           |

# Print Advertising rate card

| Product          | Pricing in SEK*   |
|------------------|-------------------|
| 2/1 page         | 75.400            |
| 1/1 page         | 37.700            |
| ½ page           | 24.400            |
| Back cover       | Contact for price |
| Inner back cover | Contact for price |

| Product                 | Pricing in SEK*   |
|-------------------------|-------------------|
| Page 2+3                | Contact for price |
| 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

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

| 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  |

# 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 |

| 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 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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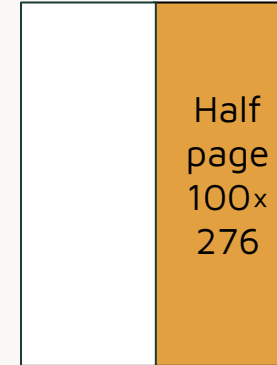
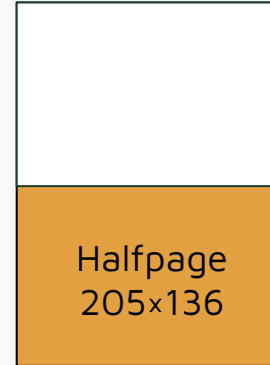
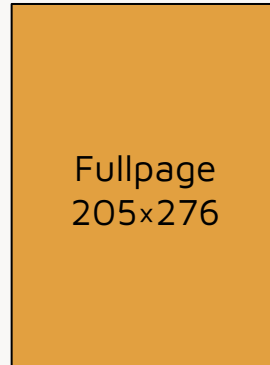
**Ida Sofie Amdal**

Advertising Material  
ida-sofie.amdal@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

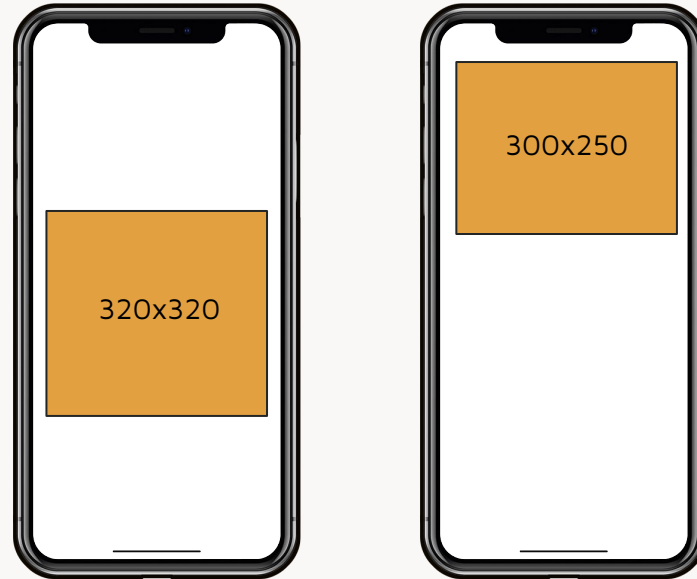
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

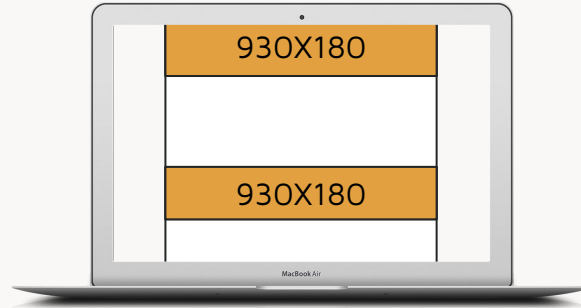


# Desktop standard banner

## Specifications:

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

Incl. URL / tracking

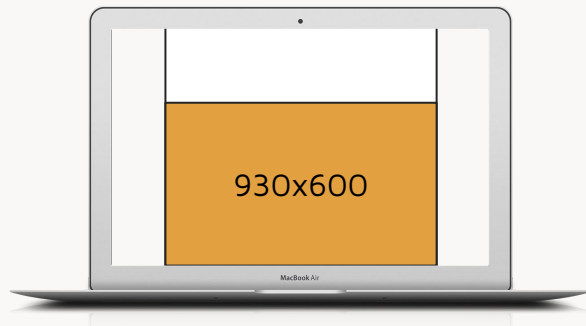


# Desktop mega banner

## Specifications:

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

Incl. URL / tracking



# Video outstream / instream

## Specifications:

- MP4, MPEG4, MOV files.
- VAST

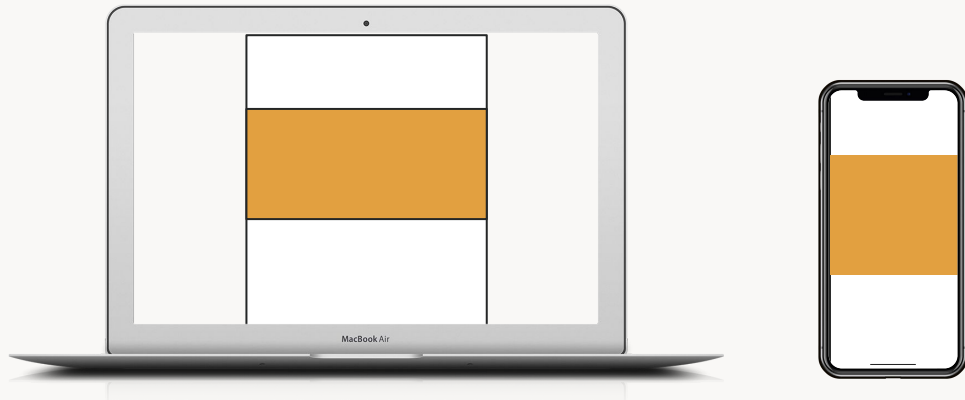
Desktop ratio: 16:9  
(1920x1080)

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

