BONNIER
Publications



ILLUSTRERET VIDENSKAB

Media kit 2027

Index

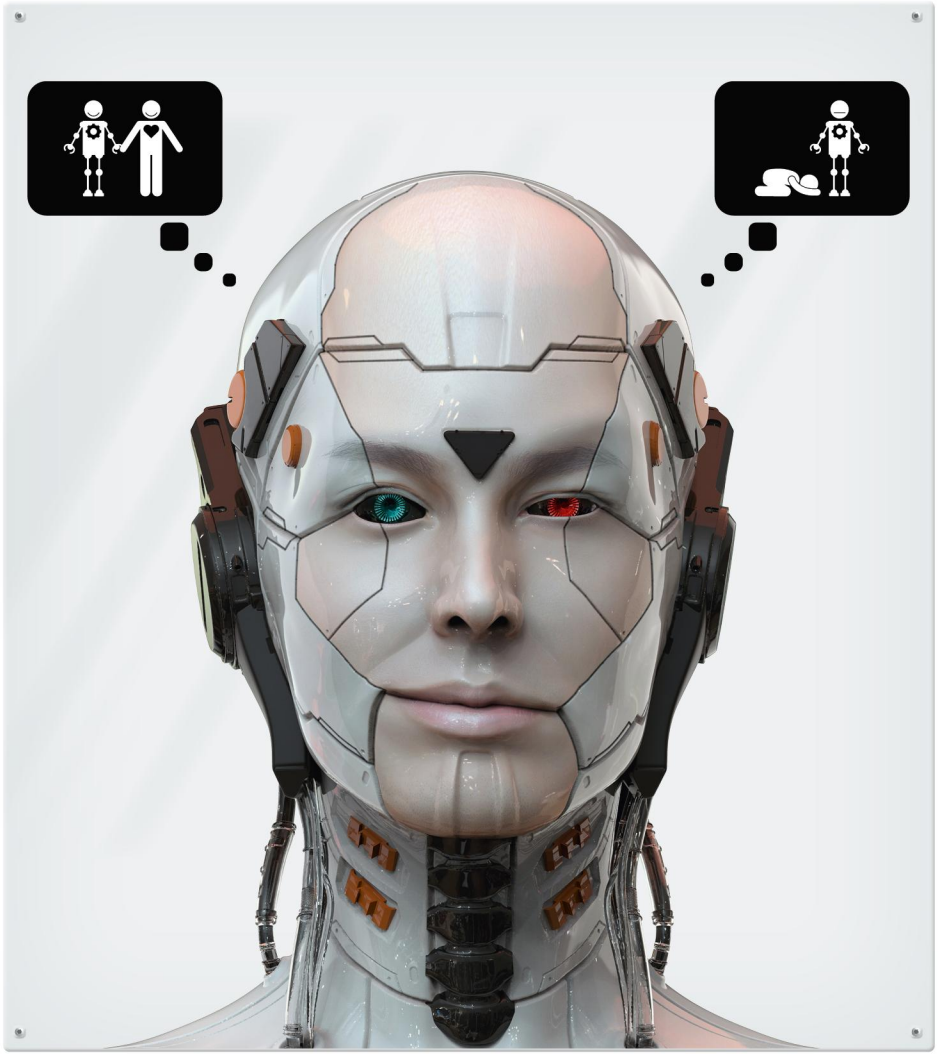
Our universe

Editorial schedules, rate cards and formats

- Print
- Digital
- NTA

Contact

Advertisement specifications



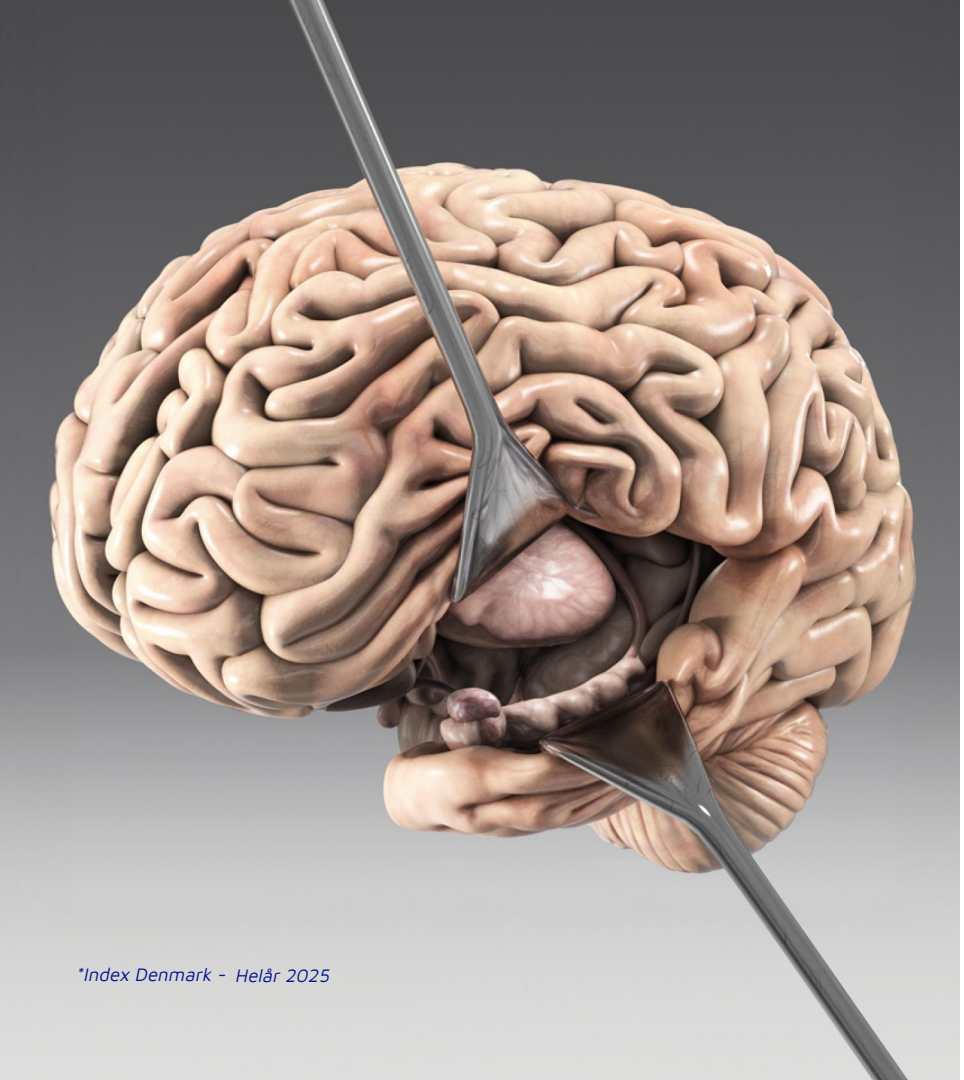
Illustreret Videnskab is the biggest magazine in the Nordic countries covering science, nature and technology. We enable people to become explorers in the world of science.

Illustreret Videnskab deals with the world's leading research in all branches of science and we create unique illustrations to explain complicated information.

www.illvid.dk







*Index Denmark - Helår 2025

281.000

Magazine readership*

1.142.119

Monthly pageviews

99.900

Newsletter subscribers

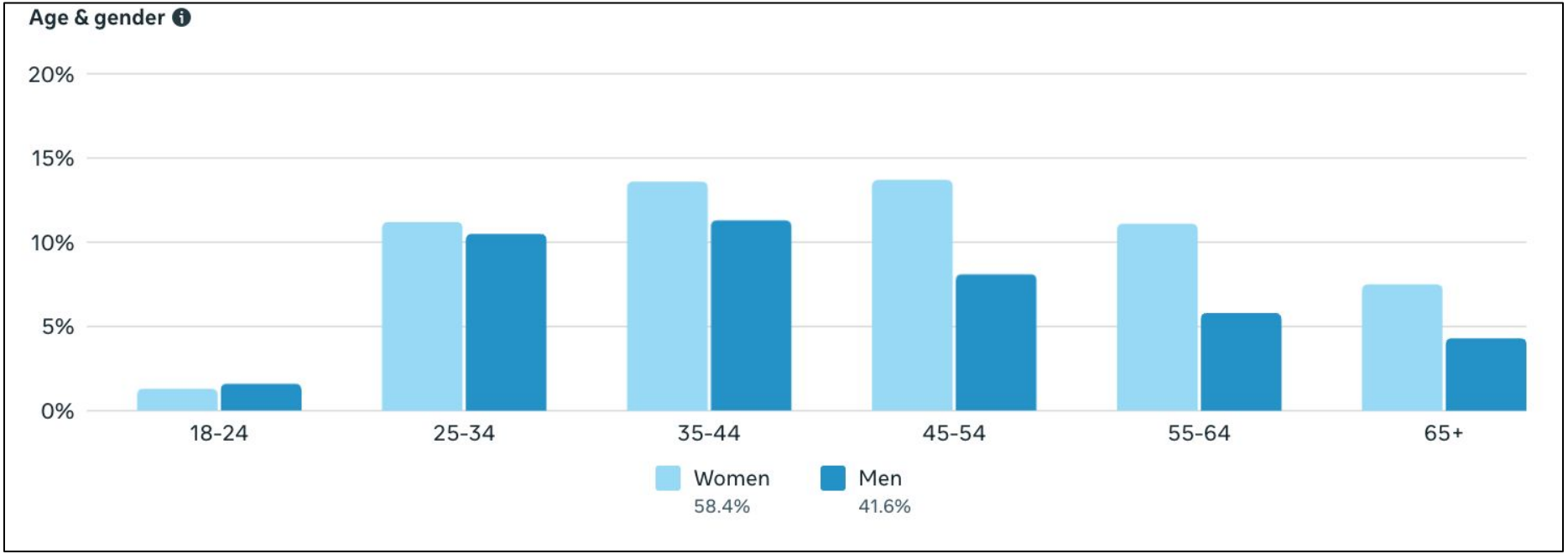
118.345

Facebook likes

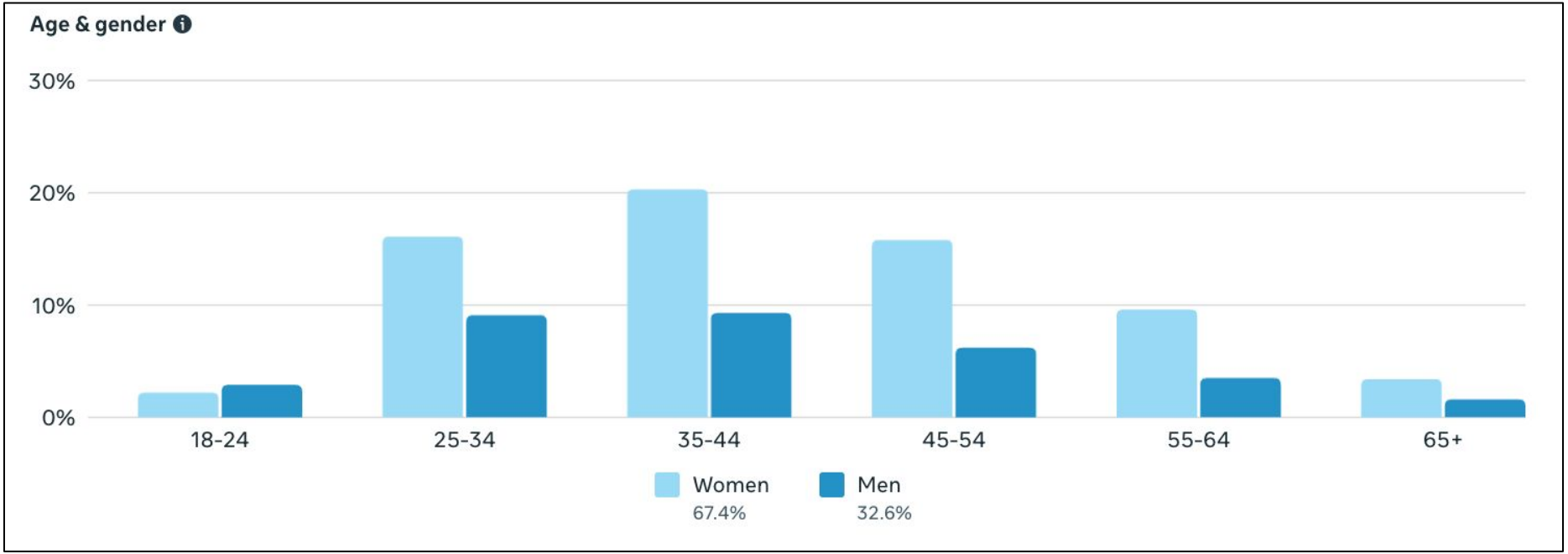
10.454

Instagram followers

Digital users – Facebook



Digital users – Instagram



Print readers

Gender

59%
male

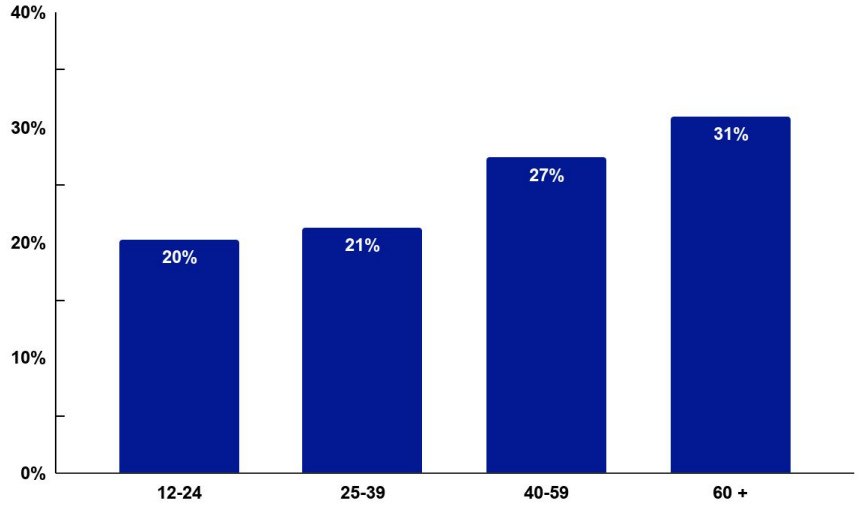
41%
female

Geography

48%
east region

52%
west region

Age



Editorial schedules, rate cards and formats

January –May 2027

No.	Publishing date	Week	Deadline
2	07/01/2027	01	27/11/2025
3	21/01/2027	03	14/12/2025
4	11/02/2027	06	08/01/2027
5	25/02/2027	08	22/01/2027
6	18/03/2027	11	12/02/2027
7	08/04/2027	14	02/03/2027
8	29/04/2027	17	23/03/2027
9	13/05/2027	19	08/04/2027

June –September 2027

No.	Publishing date	Week	Deadline
10	03/06/2027	22	27/04/2027
11	24/06/2027	25	21/05/2027
12	08/07/2027	27	03/06/2027
13	29/07/2027	30	25/06/2027
14	12/08/2027	32	09/07/2027
15	02/09/2027	35	30/07/2027
16	16/09/2027	37	13/08/2027

October –December 2027

No.	Publishing date	Week	Deadline
17	07/10/2027	40	03/09/2027
18	21/10/2027	42	17/09/2027
19	11/11/2027	45	08/10/2027
20	25/11/2027	47	22/10/2027
1/28	16/12/2027	50	12/11/2027

Print Advertising rate card

Product	Pricing in DKK*
2/1 page	103.200
1/1 page	54.300
½ page	35.300
Back cover	68.000
Inner back cover	62.400

Product	Pricing in DKK*
2/1 page Native Article	129.000**
1/1 page Native Article	67.900**

*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
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
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
Annoncesalg
morten@frontmedia.dk



Karen Grubbe
Editor in Chief
karen.grubbe@illvid.dk



THERESE GUNNI
Advertising Material
therese.gunni@bonnier.dk

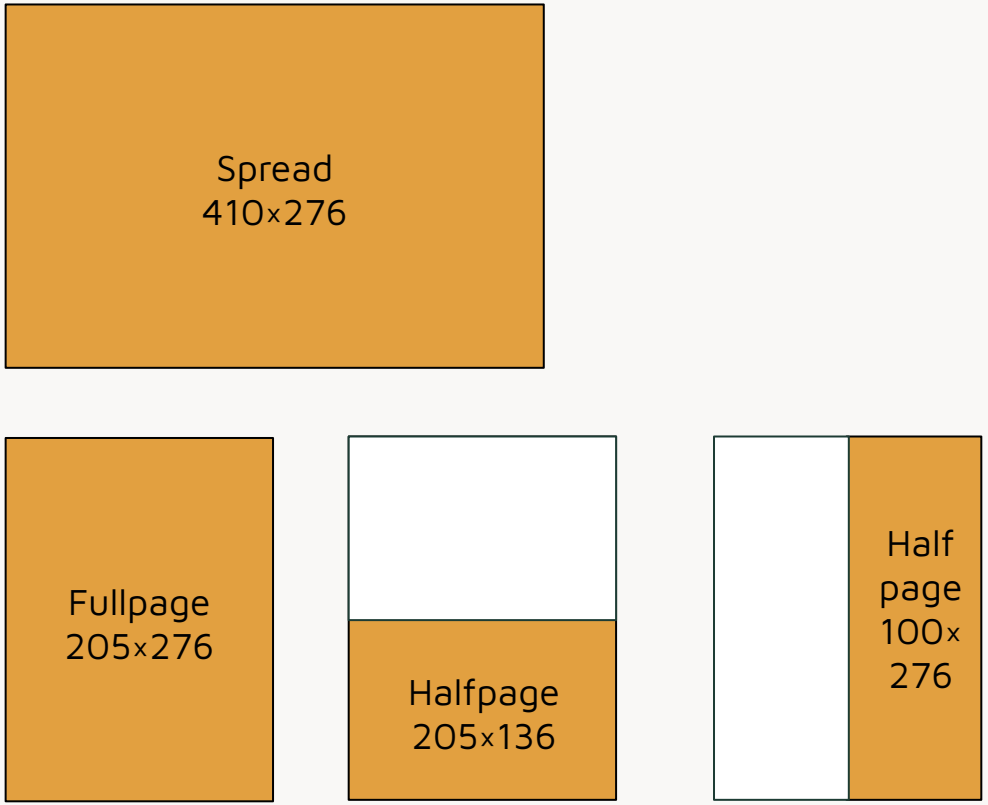


KENNI PEDERSEN
Digital Team Lead
kenni.pedersen@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



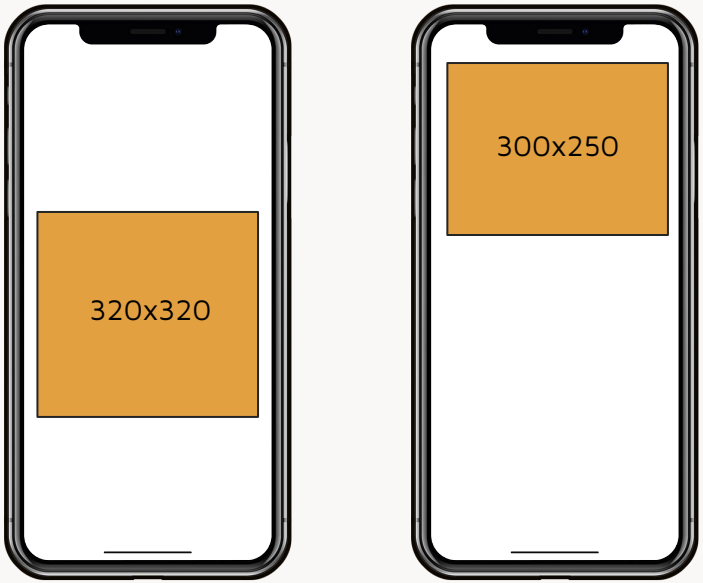
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

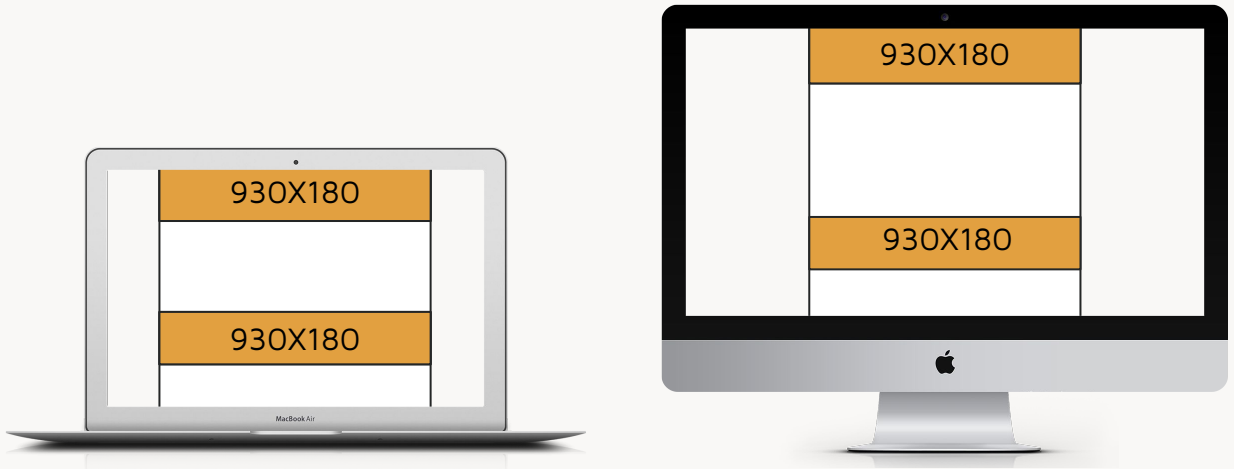


Desktop standard banner

Specifications:

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

Incl. URL / tracking

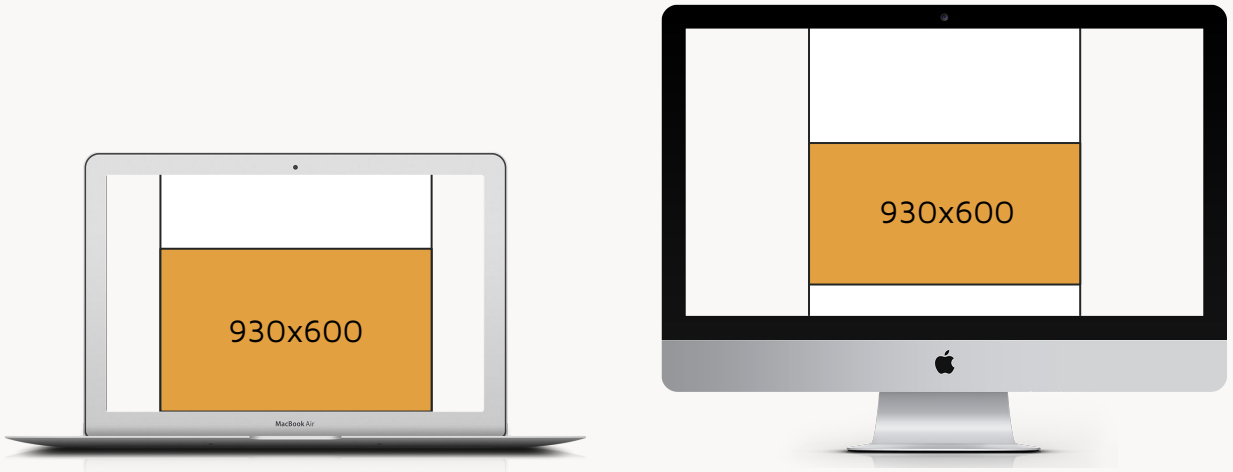


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

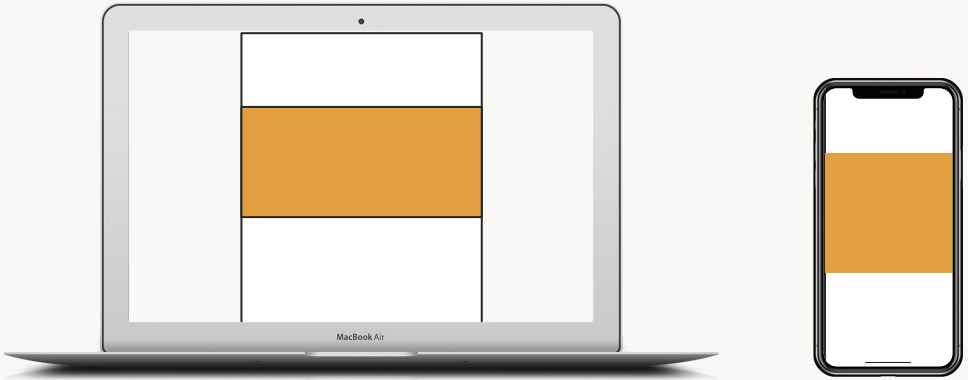
- MP4, MPEG4, MOV files.
- VAST

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

