BONNIER
Publications



WETENSCHAP IN BEELD

Media kit 2027

Index

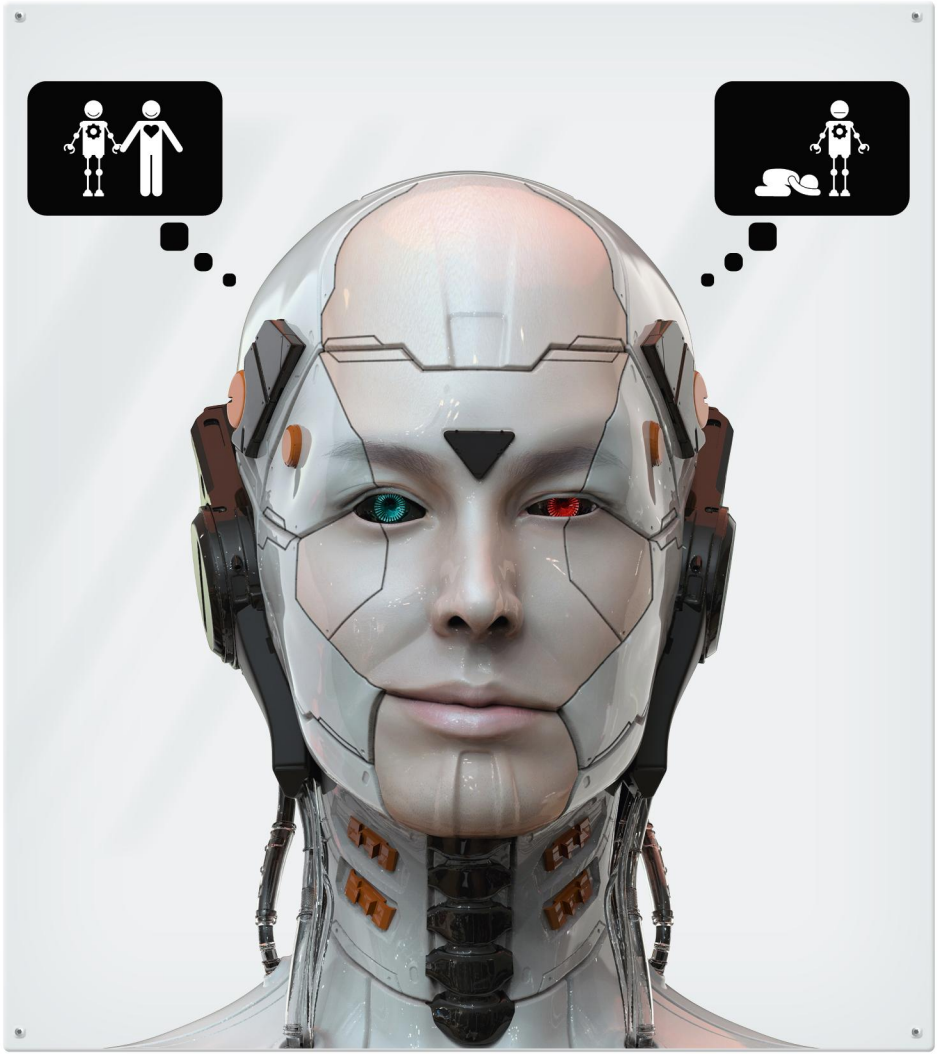
Our universe

Editorial schedules, rate cards and formats

- Print
- Digital
- NTA

Contact

Advertisement specifications

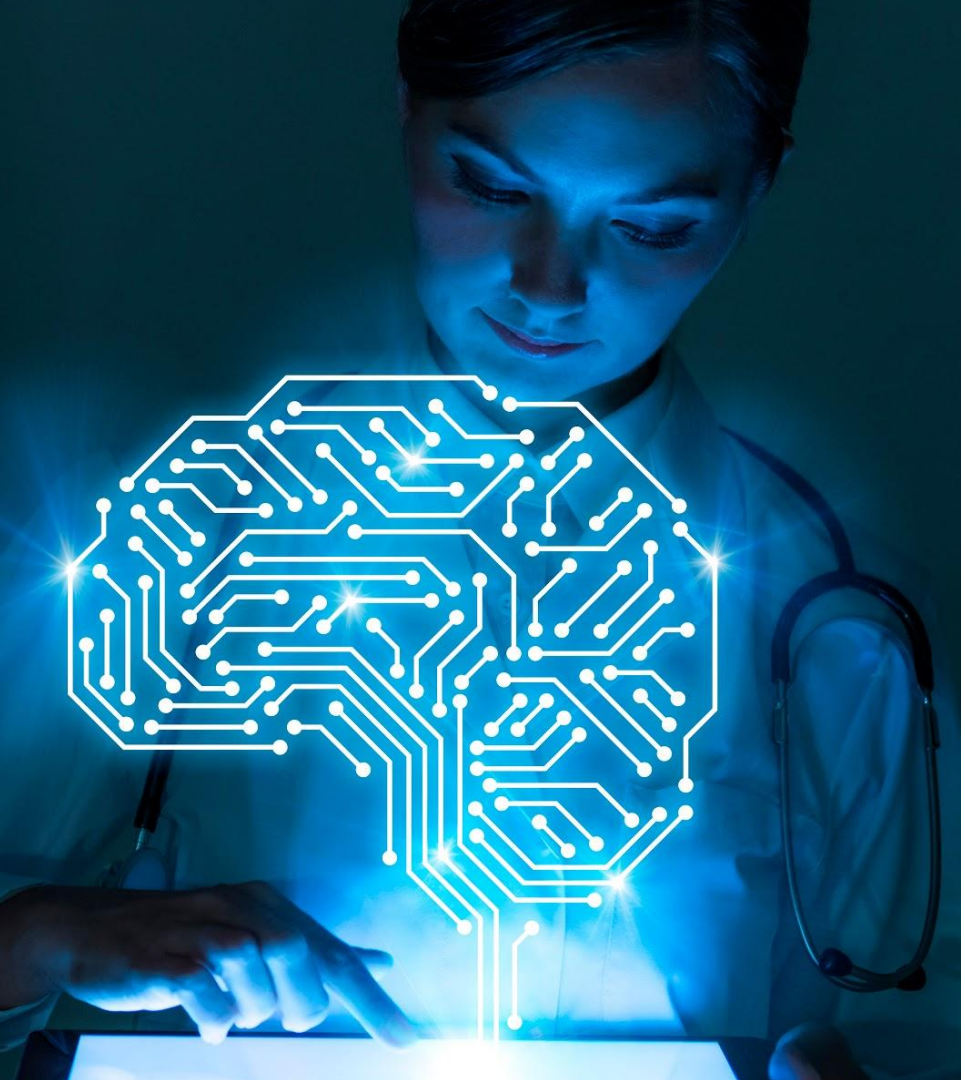


Wetenschap in beeld is the biggest magazine in the Nordic countries covering science, nature and technology. We enable people to become explorers in the world of science.

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

www.wibnet.nl





1.262.484

Monthly pageviews

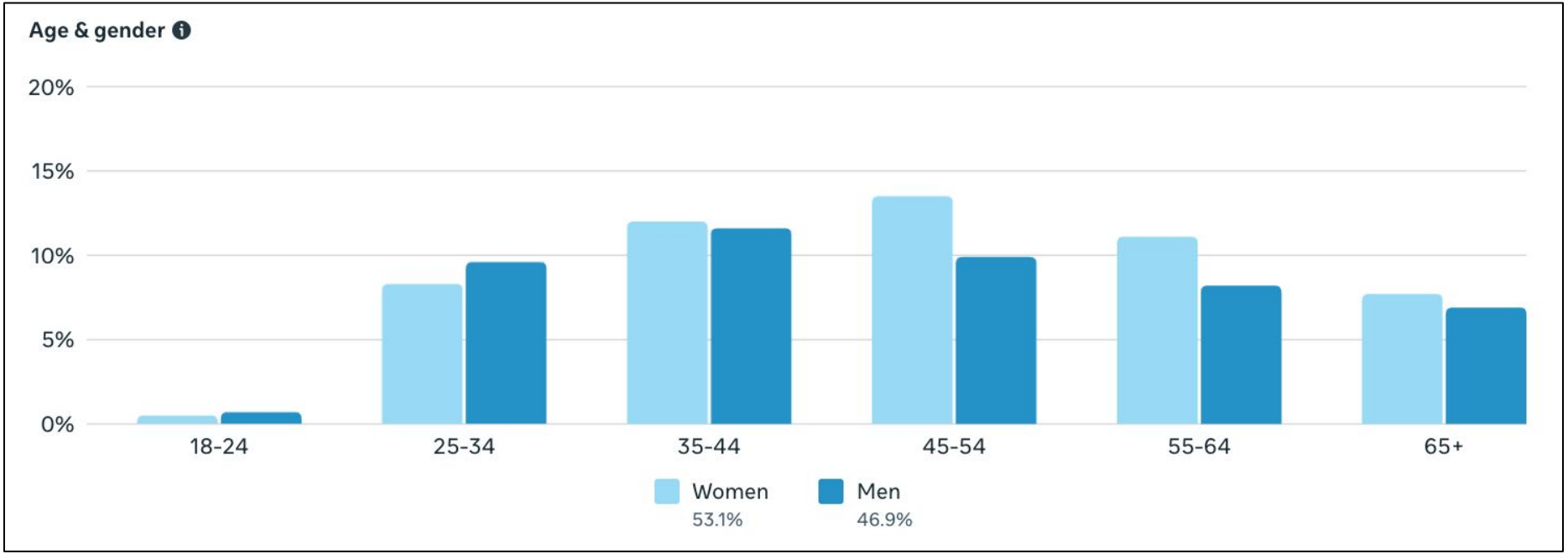
20.212

Newsletter subscribers

94.880

Facebook likes

Digital users – Facebook



Editorial schedules, rate cards and formats

January –June 2027

No.	Publishing date	Week	Deadline
2	08/01/2027	01	01/12/2026
3	05/02/2027	05	07/01/2027
4	05/03/2027	09	04/02/2027
5	02/04/2027	13	04/03/2027
6	07/05/2027	18	08/04/2027
7	04/06/2027	22	03/05/2027

September –December 2027

No.	Publishing date	Week	Deadline
8	02/07/2027	26	03/06/2027
9	06/08/2027	31	08/07/2027
10	03/09/2027	35	05/08/2027
11	01/10/2027	39	02/09/2027
12	05/11/2027	45	07/10/2027
1/28	03/12/2027	48	04/11/2027

Print Advertising rate card

Product	Pricing in EURO*
1/1 page	3.595
½ page	2.160
Back cover	+25%
Cover 2 or 3	+15%

Product	Pricing in EURO*
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
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 EUR*
Standard banner	CPM 7
Megabanner	CPM 8

Mobile	Price in EUR*
Mobile standard banner	CPM 7

High impact formats	Price in EUR*
Ex. Topscroll, Midscroll and Double Midscroll	CPM 14 + CPM 0,70 ad tech fee

Format	Price in EUR*
Video-in-banner	CPM 8

Format	Price in EUR*
Newsletter banner	CPM 14

*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 EURO*
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.

Try our FAQ page, if you need support on how to upload ad material, technical guidance etc.

GO TO FAQ

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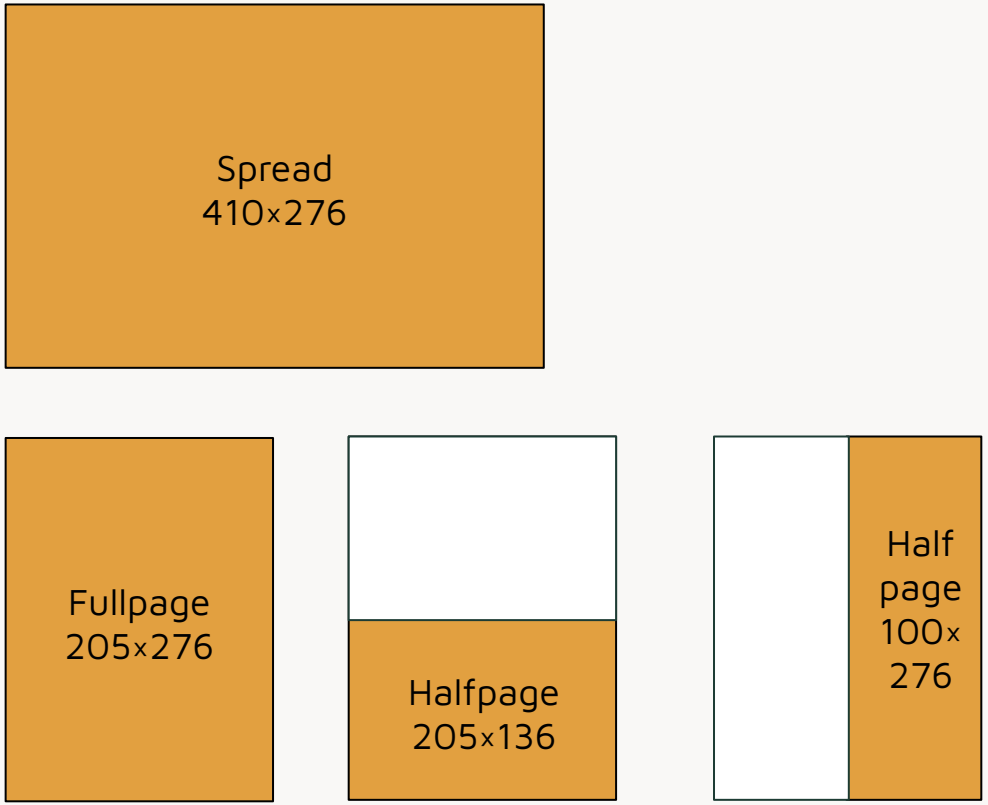


SIEBREN OOSTWOUD
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



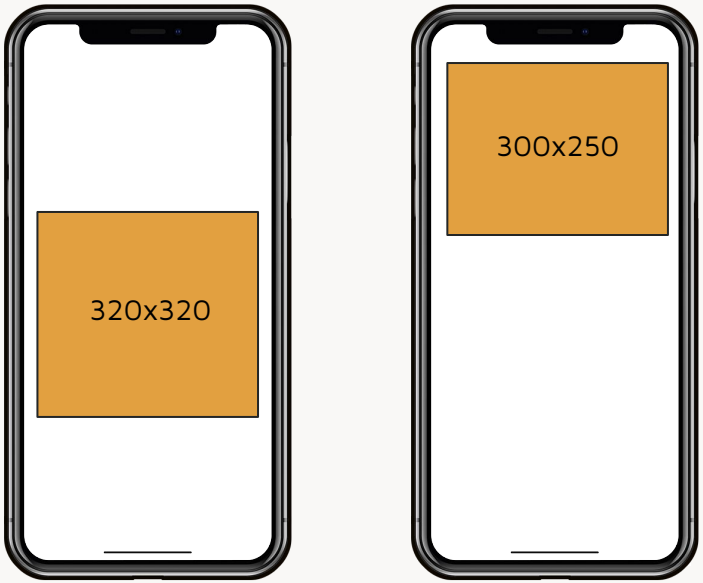
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

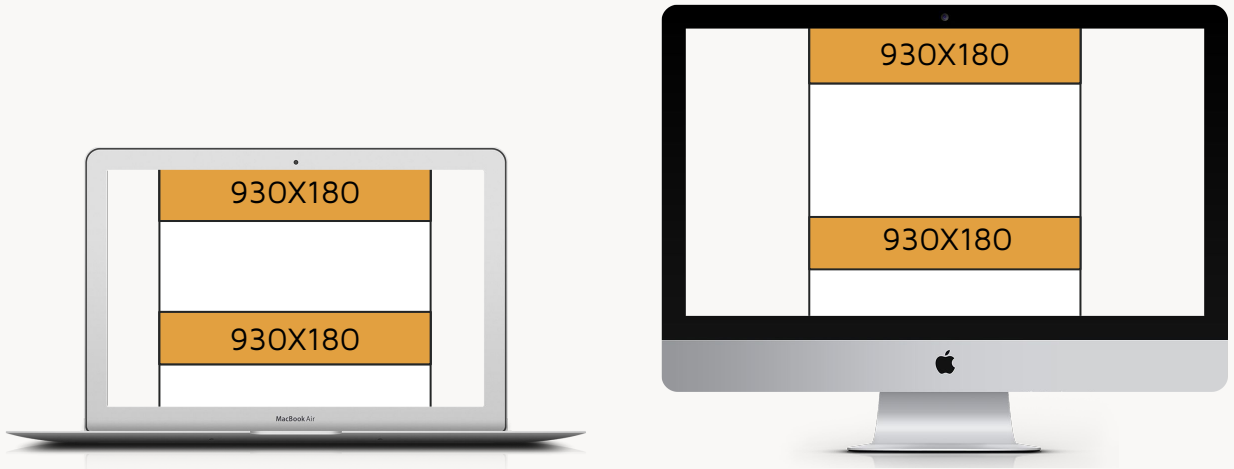


Desktop standard banner

Specifications:

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

Incl. URL / tracking

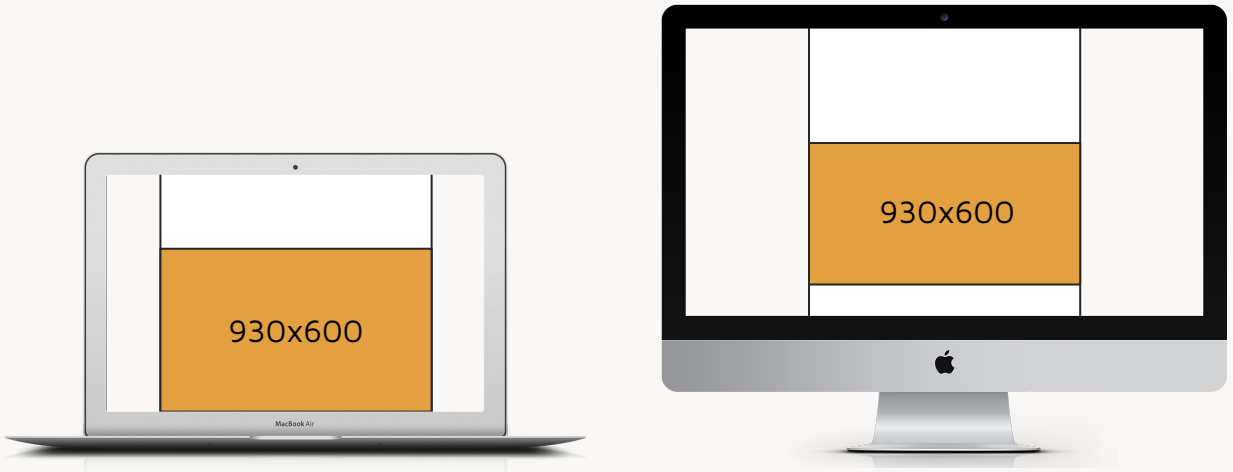


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

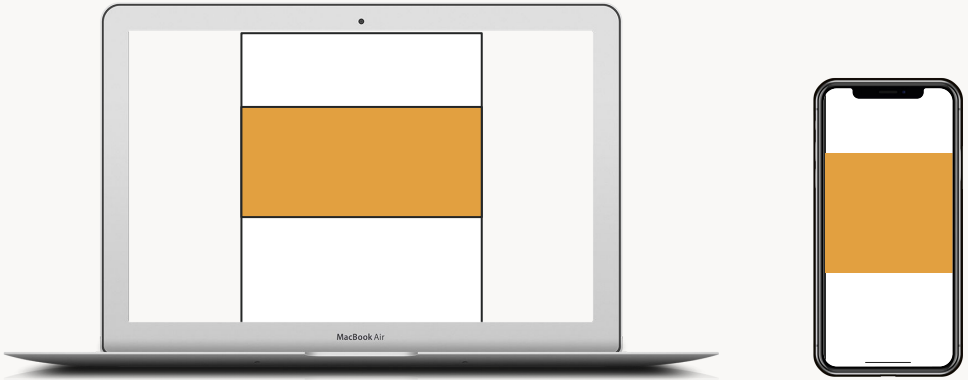
- MP4, MPEG4, MOV files.
- VAST

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

