BONNIER
Publications



ILLUSTRERAD VETENSKAP

Media kit 2027

Index

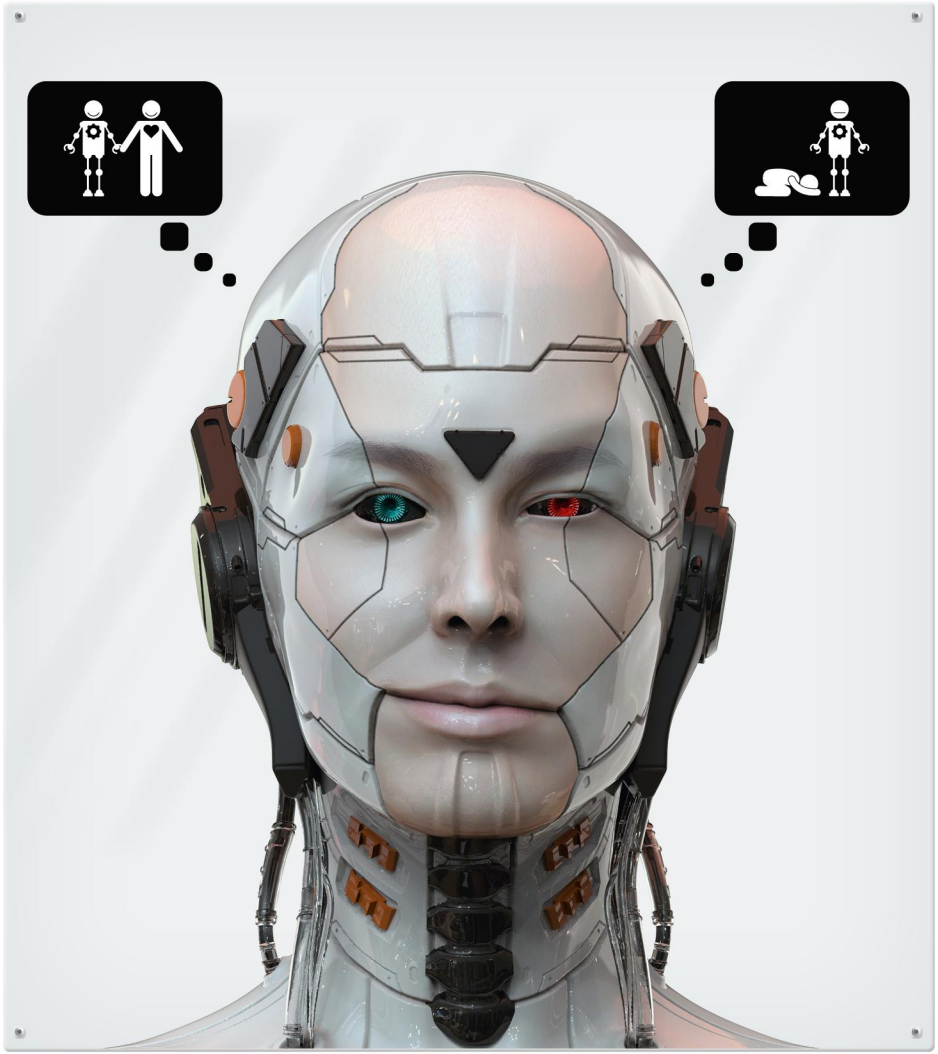
Our universe

Editorial schedules, rate cards and formats

- Print
- Digital
- NTA

Contact

Advertisement specifications

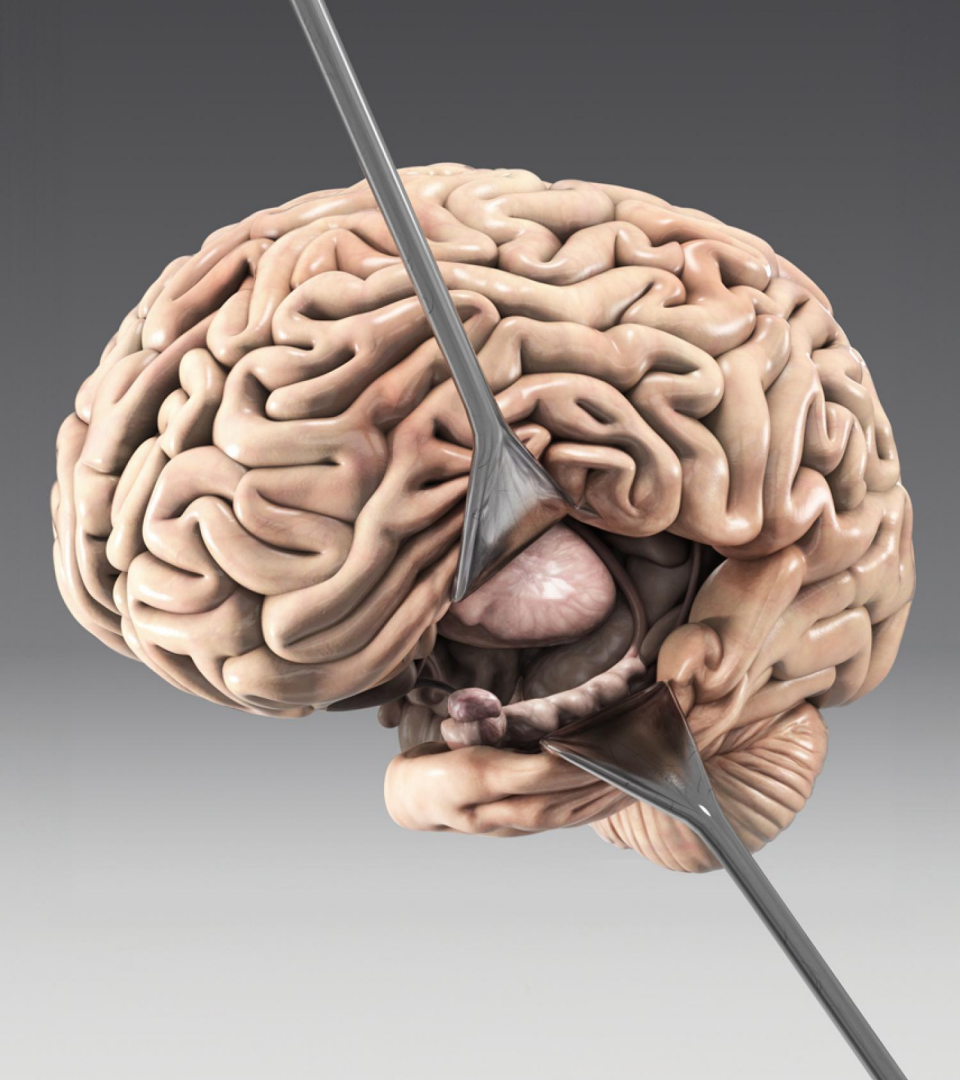


Illustrerad Vetenskap is the biggest magazine in the Nordic countries covering science, nature and technology. We enable people to become explorers in the world of science.

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

www.illvet.se





1.733.616

Monthly pageviews

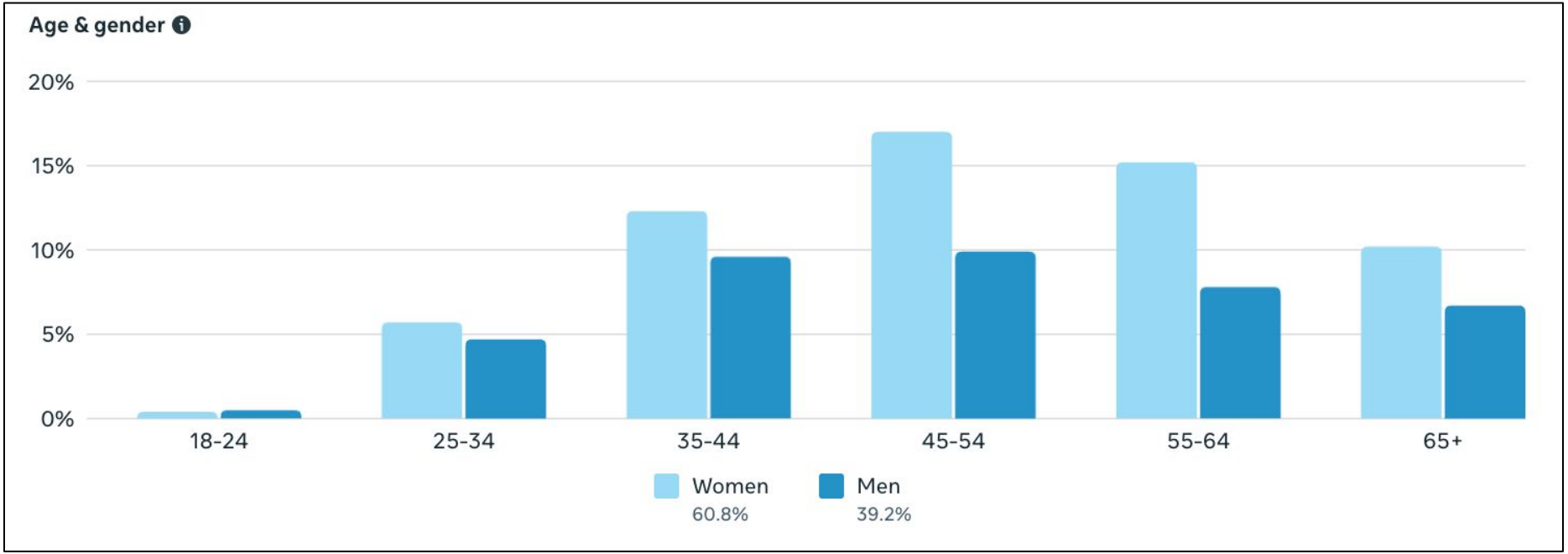
145.474

Newsletter subscribers

82.261

Facebook likes

Digital users – Facebook



Editorial schedules, rate cards and formats

January –May 2027

No.	Publishing date	Week	Deadline
2	07/01/2027	01	27/11/2025
3	20/01/2027	03	14/12/2025
4	10/02/2027	06	08/01/2027
5	24/02/2027	08	22/01/2027
6	17/03/2027	11	12/02/2027
7	07/04/2027	14	02/03/2027
8	28/04/2027	17	23/03/2027
9	12/05/2027	19	08/04/2027

June –September 2027

No.	Publishing date	Week	Deadline
10	02/06/2027	22	27/04/2027
11	23/06/2027	25	21/05/2027
12	07/07/2027	27	03/06/2027
13	28/07/2027	30	25/06/2027
14	11/08/2027	32	09/07/2027
15	01/09/2027	35	30/07/2027
16	15/09/2027	37	13/08/2027

October –December 2027

No.	Publishing date	Week	Deadline
17	06/10/2027	40	03/09/2027
18	20/10/2027	42	17/09/2027
19	10/11/2027	45	08/10/2027
20	24/11/2027	47	22/10/2027
1/28	15/12/2027	50	12/11/2027

Print Advertising rate card

Product	Pricing in SEK*
2/1 page	114.000
1/1 page	57.000
½ page	38.850
Back cover	Contact for price**
Inner back cover	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
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
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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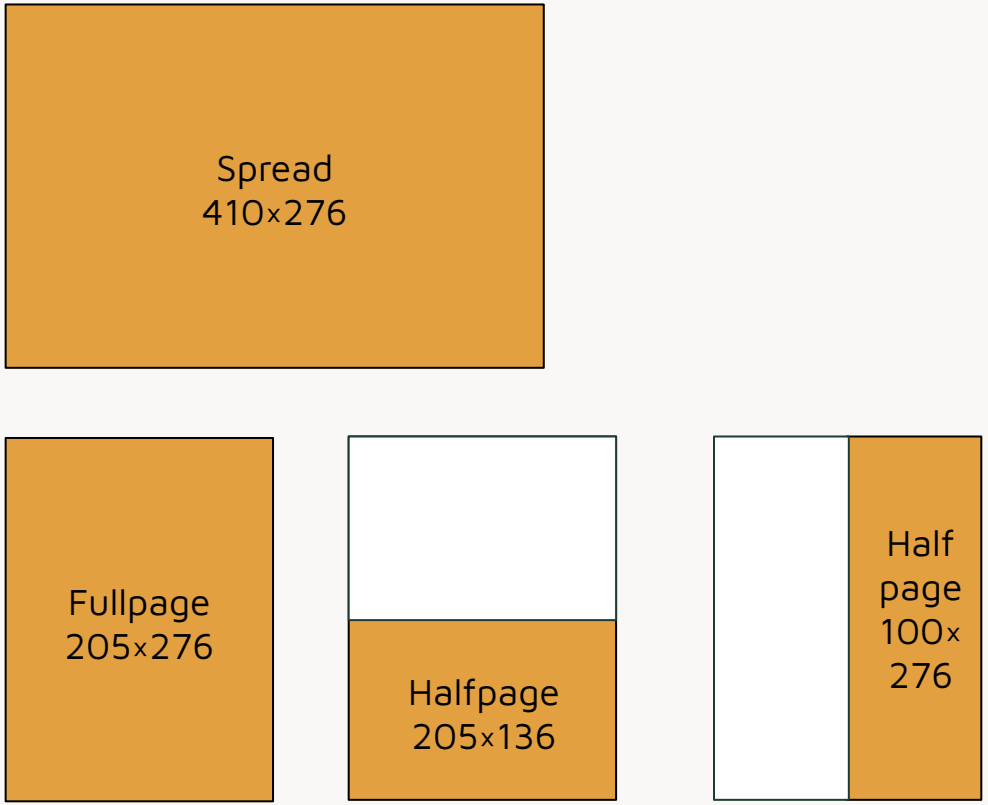


SIEBREN OOSTWOUD
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



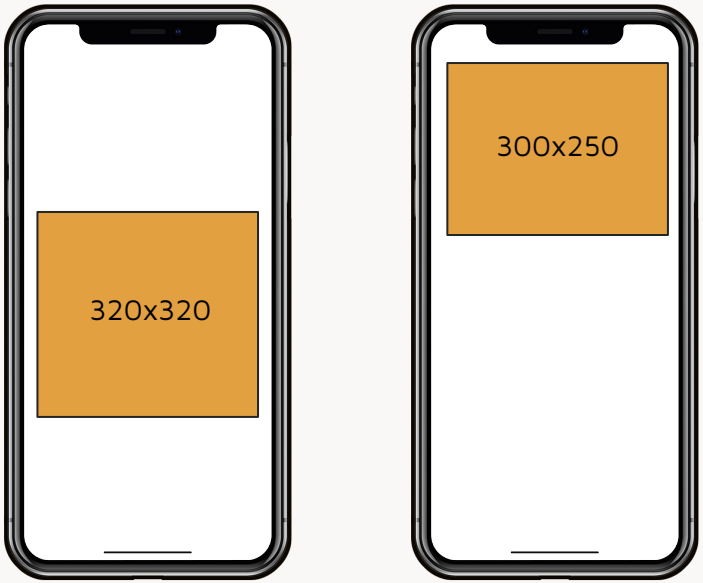
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

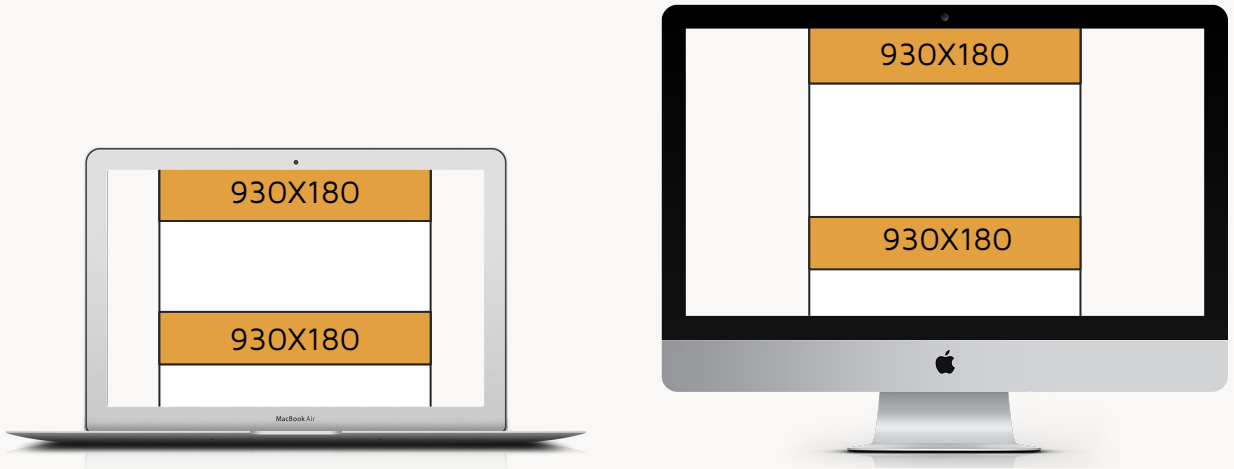


Desktop standard banner

Specifications:

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

Incl. URL / tracking

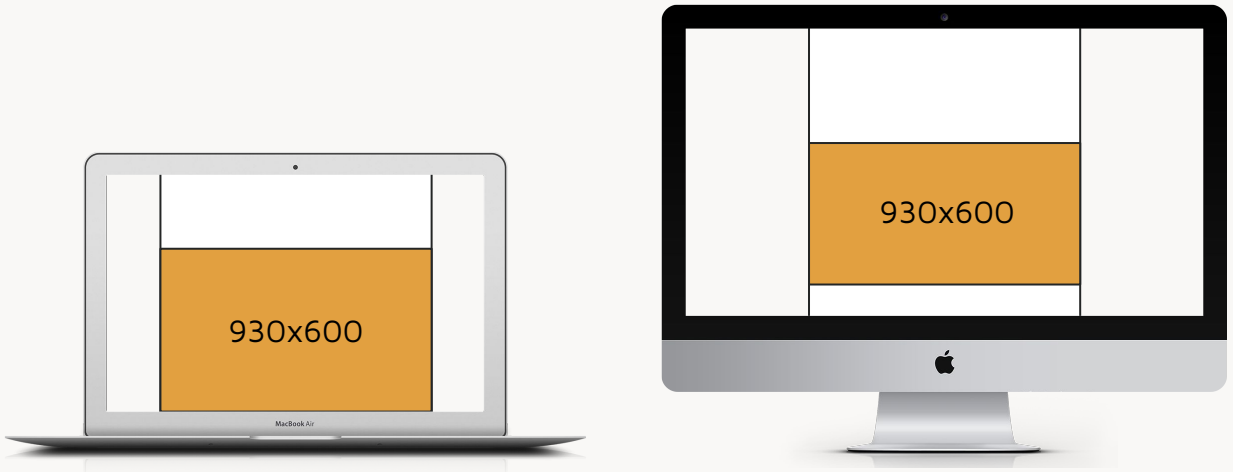


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

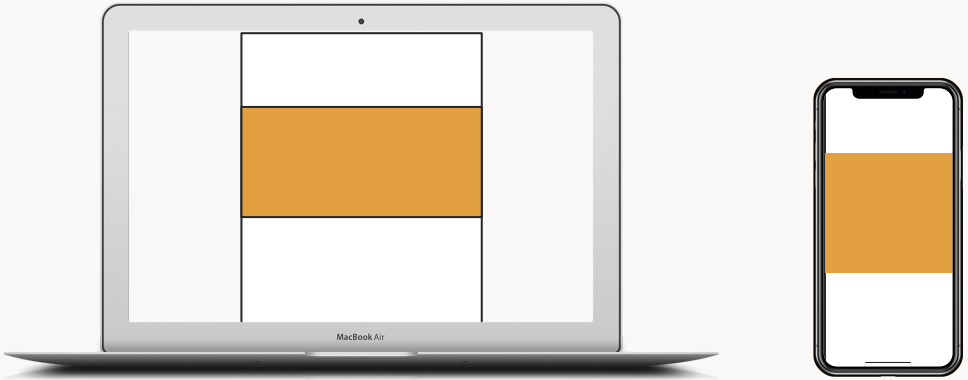
- MP4, MPEG4, MOV files.
- VAST

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

