
BONNIER
Publications
KOMPUTER FOR ALLE
Media kit 2027

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Our universe

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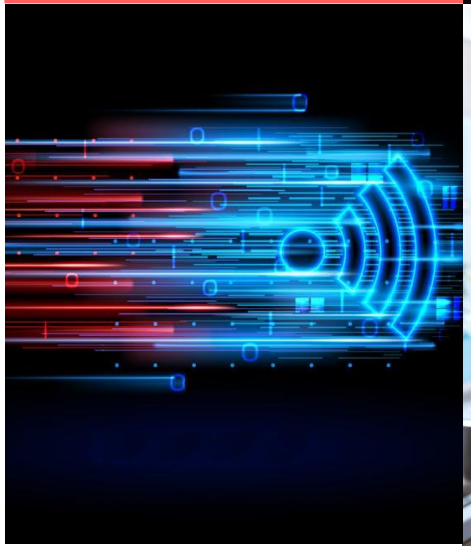
Komputer for alle is the only PC magazine for users at all levels.

We write about PCs and the Internet, tablets and smartphones, programs and websites – in a way that everyone understands. We always provide thorough step-by-step guides, tell you what's new and write about lots of new product tests that interest the common user.

www.komputer.dk











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

58.000

Magazine readership*

123.551

Monthly pageviews

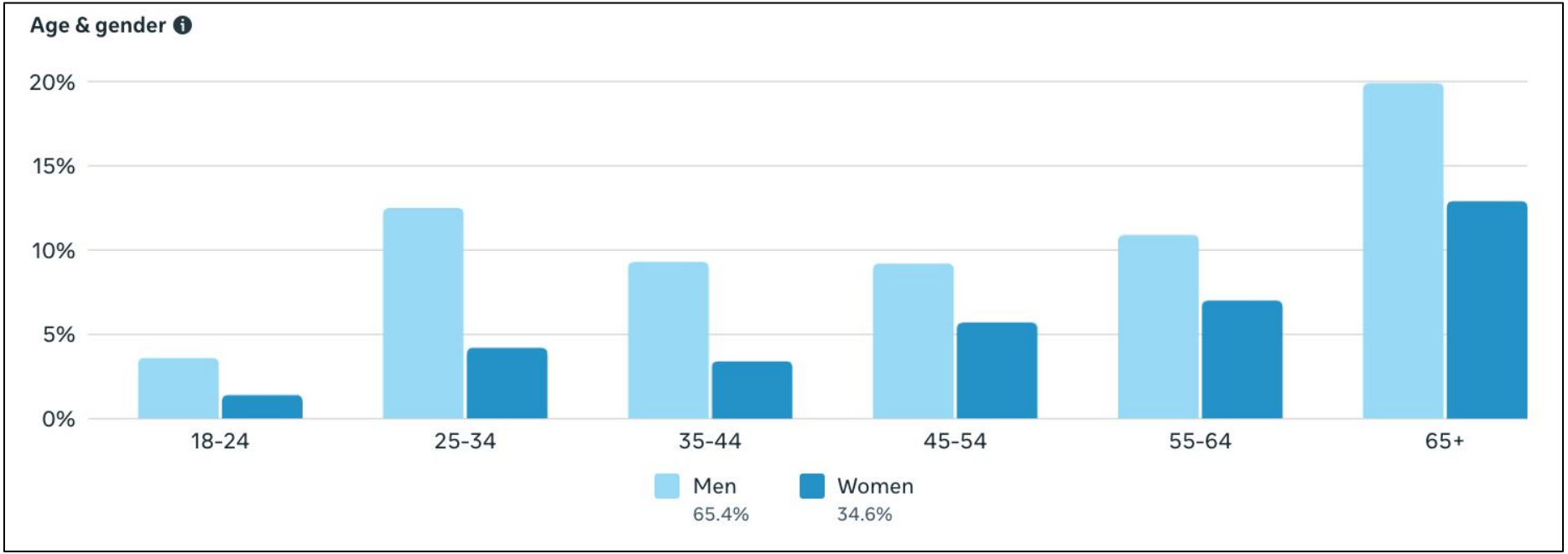
21.854

Newsletter subscribers

8.776

Facebook likes

Digital users – Facebook



Print readers

Gender

75%
male

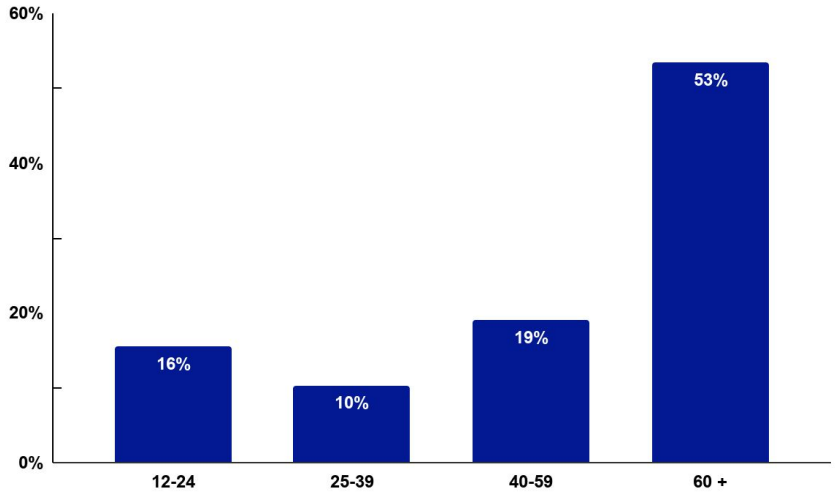
25%
female

Geography

43%
east region

57%
west region

Age



Editorial schedules, rate cards and formats

Januar –Maj 2027

No.	Publishing date	Week	Deadline	Theme
2	07/01/2027	01	27/11/2026	
3	21/01/2027	03	08/12/2027	New hardware for your pc
4	11/02/2027	06	08/01/2027	Streaming services
5	25/02/2027	08	22/01/2027	Windows
6	18/03/2027	11	12/02/2027	Safety on your pc
7	08/04/2027	14	02/03/2027	Clean your pc
8	29/04/2027	17	23/03/2027	The best apps for your phone
9	13/05/2027	19	08/04/2027	build your own AI-agent

Juni –September 2027

No.	Publishing date	Week	Deadline	Theme
10	03/06/2027	22	27/04/2027	Google Maps
11	24/06/2027	25	21/05/2027	Make Windows better
12	08/07/2027	27	03/06/2027	Avoid criminal attacks
13	29/07/2027	30	25/06/2027	Make your pc like new again
14	12/08/2027	32	09/07/2027	Faster wifi
15	02/09/2027	35	30/07/2027	Learn a new language
16	16/09/2027	37	13/08/2027	Save data from your hard drive

October –December 2027

No.	Publishing date	Week	Deadline	Theme
17	07/10/2027	40	03/09/2027	Safer browsing
18	21/10/2027	43	17/09/2027	The best web browsers
19	11/11/2027	45	08/10/2027	Smart home
20	25/11/2027	47	22/10/2027	Guide to iCloud and google One
1/28	16/12/2027	50	17/11/2027	NAS-server at home

Print Advertising rate card

Product	Pricing in DKK*
2/1 page	72.900
1/1 page	38.200
½ page	25.000
Back cover	47.900
Inner back cover	44.000

Product	Pricing in DKK*
Page 2-3	95.600
2/1 page Native Article	91.100**
1/1 page Native Article	47.800**

*Gross prices only
**In addition, production cost

Print formats

See visualizations and ad specifications further below

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

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
Standard banner	580x400 / 580x500

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



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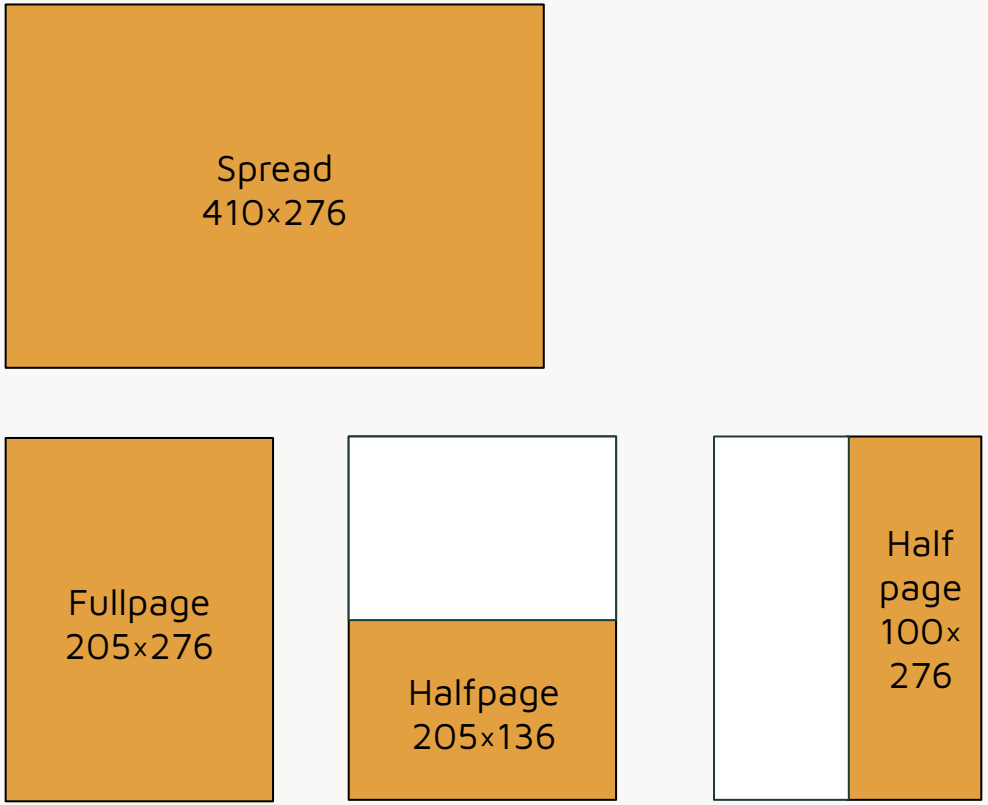


KENNI PEDERSEN
Digital Team Lead
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



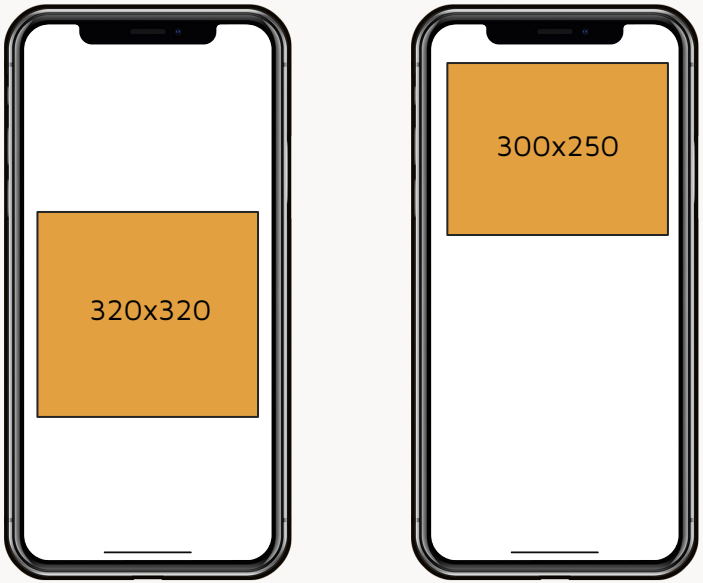
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

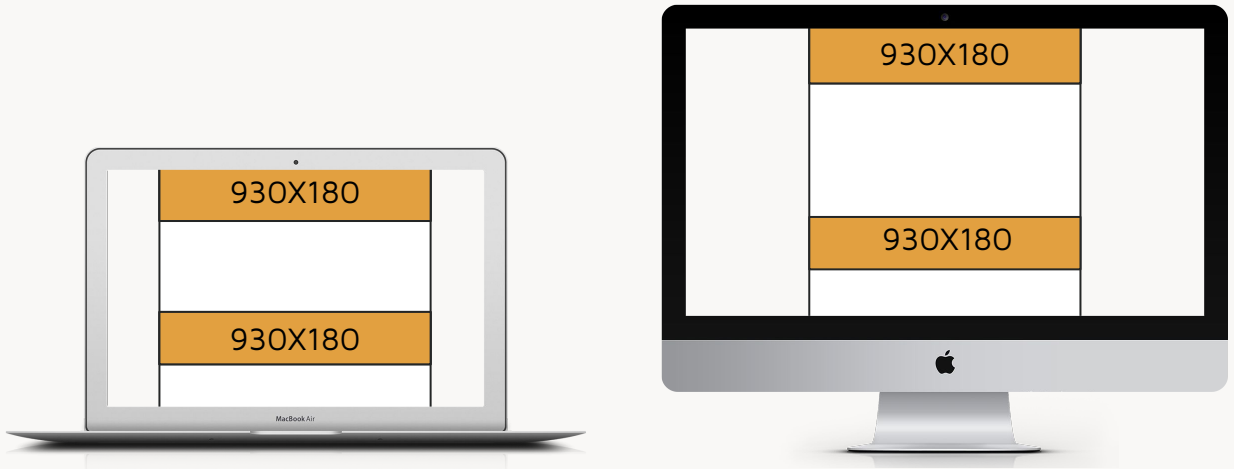


Desktop standard banner

Specifications:

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

Incl. URL / tracking

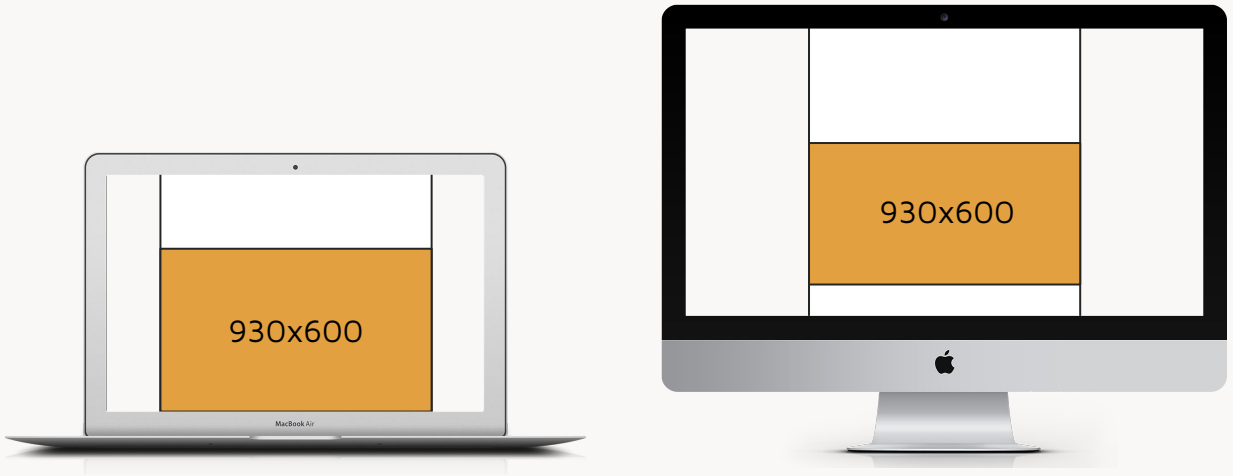


Desktop mega banner

Specifications:

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

Incl. URL / tracking

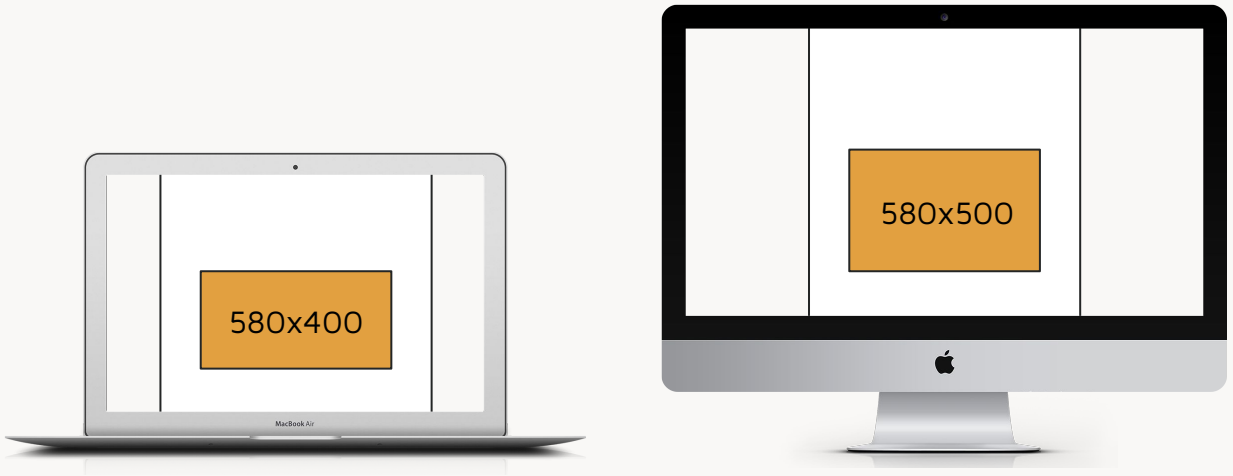


Desktop standard banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

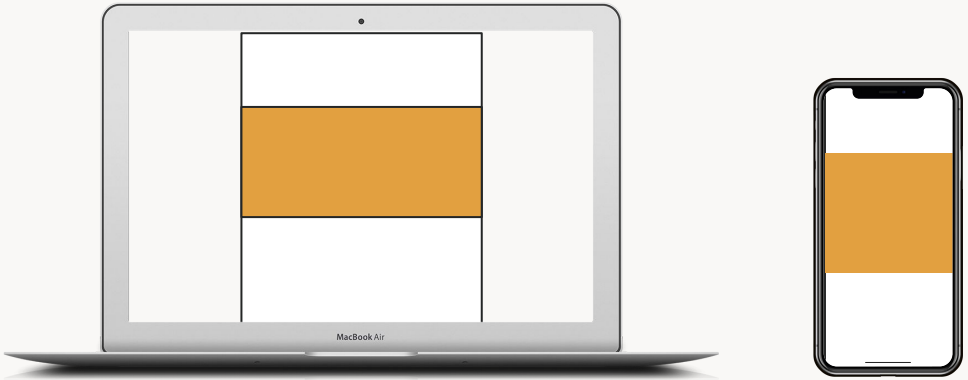
- MP4, MPEG4, MOV files.
- VAST

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

