

**BONNIER**  
Publications

# **K** **KOMPUTER FOR ALLE**

## **Media kit 2026**

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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.no](http://www.komputer.no)





**53.000**

Monthly pageviews



**5.800**

Newsletter subscribers



**2.716**

Facebook likes



# Digital users

## Facebook

69%

male

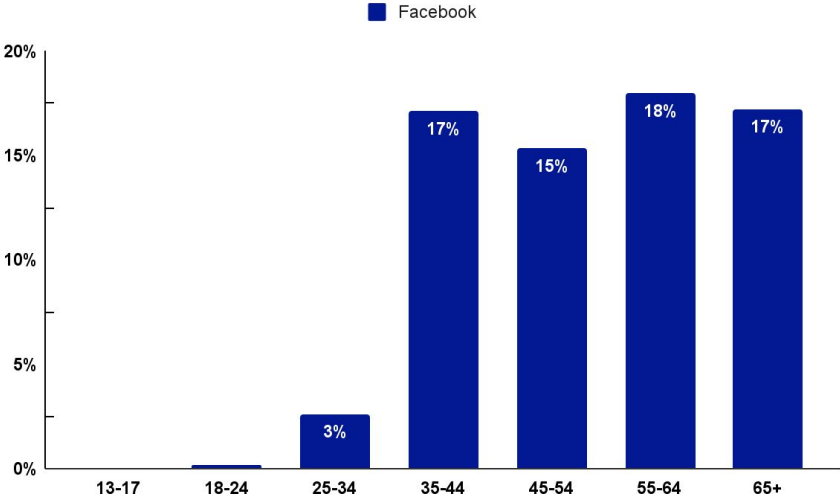


31%

female



## Age





# Editorial schedules, rate cards and formats

# Januar –Maj 2026

| No. | Publishing date | Week | Deadline   | Theme             |
|-----|-----------------|------|------------|-------------------|
| 2   | 09/01/2026      | 02   | 01/12/2025 | 3D-print          |
| 3   | 23/01/2026      | 04   | 10/12/2026 | Smartphones       |
| 4   | 13/02/2026      | 07   | 09/01/2026 | Harddisk          |
| 5   | 27/02/2026      | 09   | 26/01/2026 | Antivirus         |
| 6   | 20/03/2026      | 12   | 16/02/2026 | Windows 11        |
| 7   | 10/04/2026      | 15   | 04/03/2026 | YouTube           |
| 8   | 30/04/2026      | 18   | 25/03/2026 | Printing          |
| 9   | 15/05/2026      | 20   | 10/04/2026 | Password Managers |

# Juni - September 2026

| No. | Publishing date | Week | Deadline   | Theme                     |
|-----|-----------------|------|------------|---------------------------|
| 10  | 05/06/2026      | 23   | 29/04/2026 | Everything Copilot        |
| 11  | 26/06/2026      | 26   | 21/05/2026 | Security/Travel           |
| 12  | 10/07/2026      | 28   | 08/06/2026 | WiFi                      |
| 13  | 31/07/2026      | 31   | 29/06/2026 | AI                        |
| 14  | 14/08/2026      | 33   | 13/07/2026 | How to buy a new pc       |
| 15  | 04/09/2026      | 36   | 03/08/2026 | Software + search engines |
| 16  | 18/09/2026      | 38   | 17/08/2026 | Privacy online            |

# October - December 2026

| No.  | Publishing date | Week | Deadline   | Theme                       |
|------|-----------------|------|------------|-----------------------------|
| 17   | 09/10/2026      | 41   | 07/09/2026 | Security online             |
| 18   | 23/10/2026      | 43   | 21/09/2026 | Backup + ransomware         |
| 19   | 13/11/2026      | 46   | 12/10/2026 | Best products of the year   |
| 20   | 27/11/2026      | 48   | 26/10/2026 | Security                    |
| 1/27 | 18/12/2026      | 51   | 16/11/2026 | Keep your pc ready for 2027 |

# Print Advertising rate card

| Product          | Pricing in NOK* |
|------------------|-----------------|
| 2/1 page         | 30.600          |
| 1/1 page         | 18.000          |
| ½ page           | 11.700          |
| Back cover       | 23.400          |
| Inner back cover | 21.600          |

| Product                 | Pricing in NOK* |
|-------------------------|-----------------|
| Page 2-3                | 38.300          |
| First right-hand page   | 21.600          |
| 2/1 page Native Article | 38.200**        |
| 1/1 page Native Article | 22.500**        |

\*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 NOK* |
|-----------------|---------------|
| Standard banner | CPM 75        |
| Megabanner      | CPM 90        |

| Mobile                 | Price in NOK* |
|------------------------|---------------|
| Mobile standard banner | CPM 75        |

| High impact formats                           | Price in NOK*               |
|---|-----------------------------|
| Ex. Topscroll, Midscroll and Double Midscroll | CPM 150 + CPM 5 ad tech fee |

| Format          | Price in NOK* |
|-----------------|---------------|
| Video-in-banner | CPM 90        |

| Format            | Price in NOK* |
|-------------------|---------------|
| Newsletter banner | CPM 150       |

\*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](https://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](mailto:traffic@bonnier.dk) for more info.

# NTA Advertising rate card

| Product        | Pricing in NOK*    |
|----------------|--------------------|
| 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 OOSTWOU**

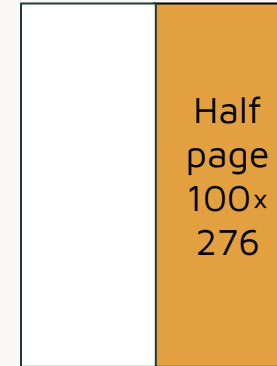
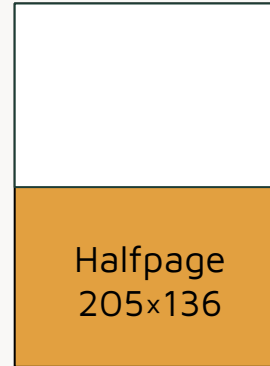
Head of Ad Operations & Programmatic

[siebren.oostwoud@bonnier.dk](mailto:siebren.oostwoud@bonnier.dk)

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

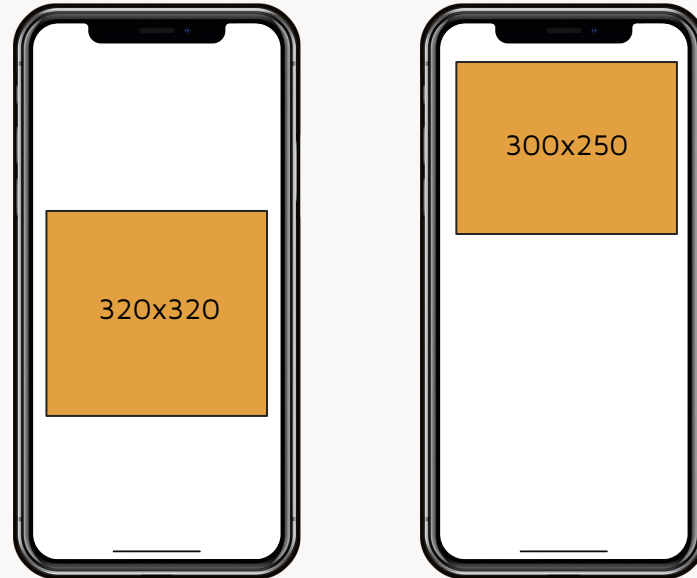
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking



# Desktop standard banner

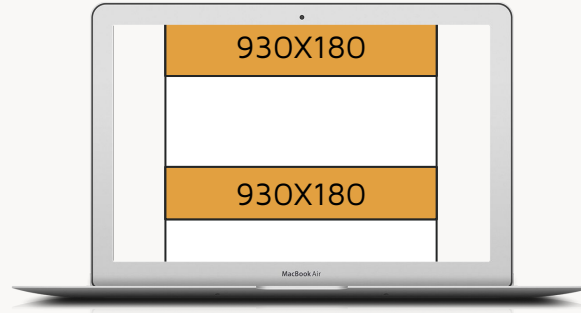
## Specifications:

HTML5 banner  
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking



# Desktop mega banner

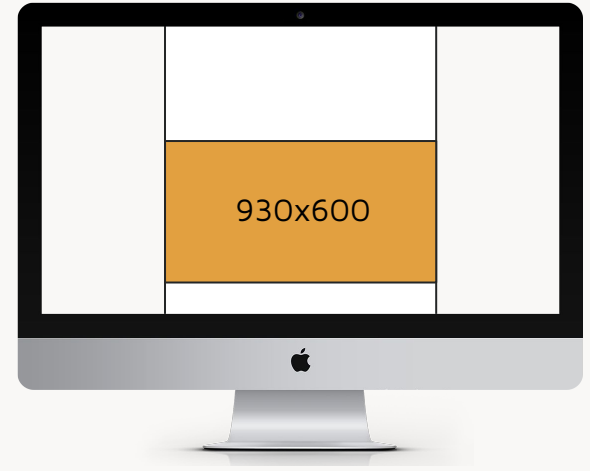
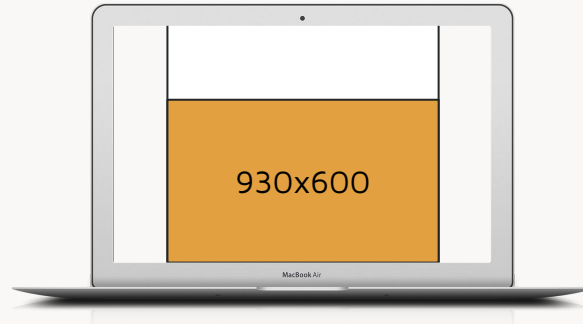
## Specifications:

HTML5 banner  
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking



# 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

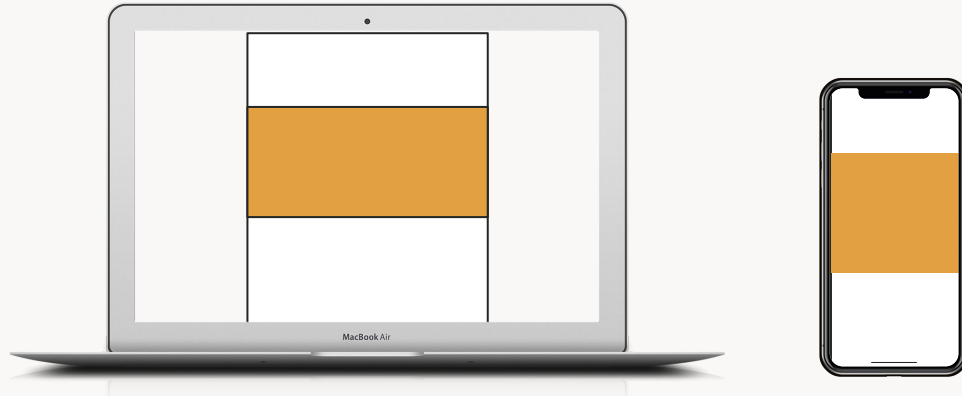
Desktop ratio: 16:9  
(1920x1080)

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

