
BONNIER
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MAGASINET
Liv
Media kit 2027

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Magasinet Liv is the distinctive magazine for the grown-up woman.

It will appeal to those who see not only the wider picture, but also the more far-reaching perspective. Interviews with a variety of 40+ women, whether they are already in the spotlight or not, go into topics like lifestyle, health, beauty, fashion, food, home and travel.

www.magasinetliv.dk









"To be honest I'm so proud to be in front of Magasinet Liv. Because Magasinet Liv is about sharing the lives that we lead and how we lead them. It's about celebrating and inspiring 40+ women, right where we are, in all that we dare and do, in the midst of new opportunities, new needs and new adventures. In depth and with enthusiasm and from vanity to sanity. Because why not help each other?"

- Lea Østergaard, Editor in Chief







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

**Magasinet Liv er en del af Woman.dk

50.000

Magazine readership*

1.871.045

Monthly pageviews**

16.609

Newsletter subscribers

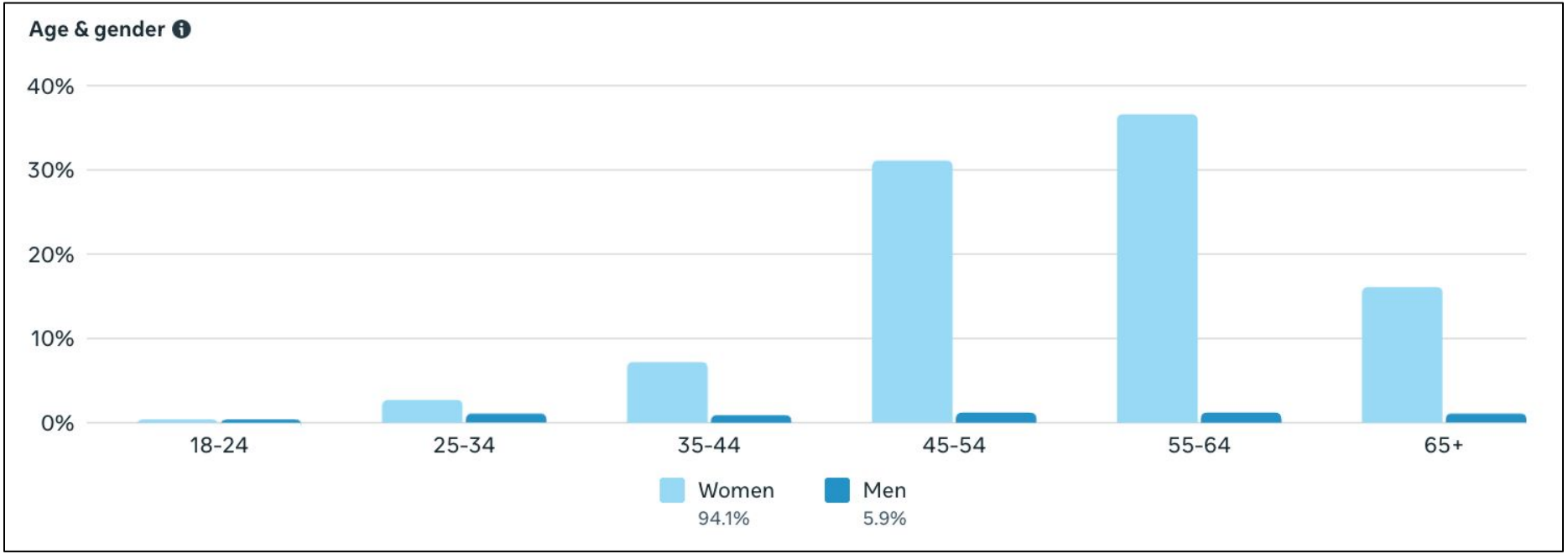
34.477

Facebook likes

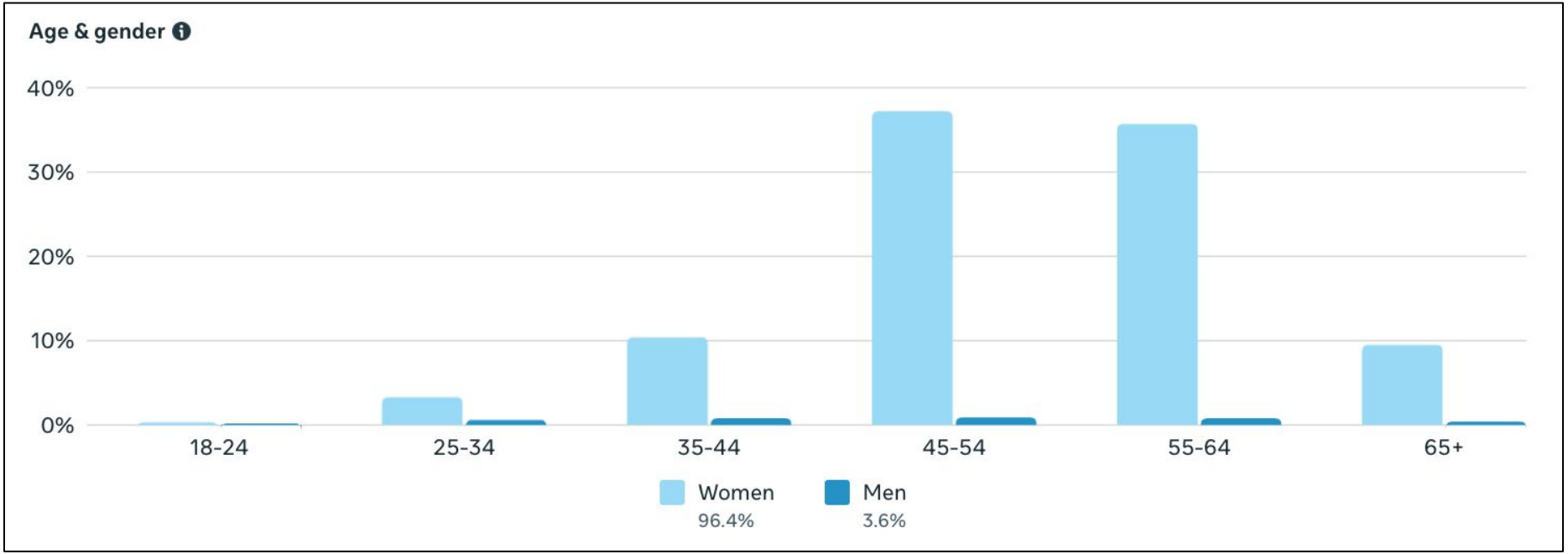
14.154

Instagram followers

Digital users – Facebook



Digital users – Instagram



Print readers

Gender

28%

male

72%

female

Geography

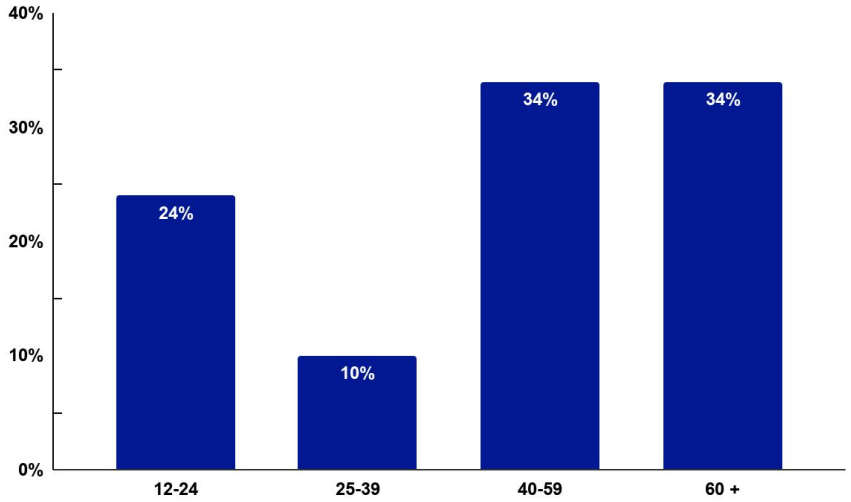
46%

east region

54%

west region

Age



Index Denmark – 2. halvår 2025 / 1. halvår 2026

Editorial schedules, rate cards and formats

Magasinet Liv

January –December 2027

No.	Publishing date	Week	Deadline	Theme
1	07/01/2027	01	30/11/2026	
2	11/02/2027	06	07/01/2027	
3	18/03/2027	11	11/02/2027	
4	04/05/2027	18	02/04/2027	
5	17/06/2027	24	13/05/2027	
6	22/07/2027	29	18/06/2027	
7	02/09/2027	35	28/07/2027	
8	07/10/2027	40	02/09/2027	
9	18/11/2027	46	14/10/2027	

Print Advertising rate card

Format	Pricing in DKK*
2/1 page	75.400
1/1 page	45.700
½ page	27.300
Back cover	54.900
Inner back cover	52.500

Format	Pricing in DKK*
Page 2-3	114.300
Page 4-5	109.600
2/1 page + coverflap	219.400
1/1 page + halfpageflap	84.500
2/1 page Native Article	94.200**
!/1 page Native Article	57.200**

*Gross prices only
**In addition, production cost

Print formats

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).

Product	Format
2/1 page	434x280*
1/1 page	217x280
Vertical ½ page	106x280
Horizontal ½ page	217x137
Back cover	217x280
Inner back cover	217x280

Product	Format
Page 2-3	434x280*
Page 4-5	434x280*
2/1 page Native Article	434x280*
1/1 page Native Article	217x280

New format from issue 2304 (1/1 page 217x280)

Digital Advertising rate card

Desktop	Price in DKK*
Standard banner	CPM 50
Megabanner	CPM 60
Skyscraper/sticky	CPM 50

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

Video	Price in DKK*
Video-in-banner	CPM 60

Newsletter	Price in DKK*
Newsletter banner	CPM 100

*Gross prices

Digital formats

Desktop	Format
Standard banner	930x180
Megabanner	930x600
Skyscraper/sticky	160x600

Mobile	Format
Mobile standard 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

See visualizations and ad specifications further below

*Contact **traffic@bonnier.dk** for more info.

NTA* formats

Product	Format
Native Article	Ad as on online article. The focus can be either on content storytelling or branding of products in a gallery. Incl traffic drivers
Competition	Competition with prize from distributor
NTA 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	Ownership on categories or events
Video	Video clips formed as an editorial clip, but with a commercial message.

*Non traditional advertising

NTA Advertising rate card

Product	Pricing in DKK*
Native Article	25.000
Competition	10.000-20.000
NTA 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

The Beauty Editors Favorites

Magasinet Liv's Beauty Editor, Maria Rothmar selects her **5 favorite products from your brand** and promotes them via our digital channels for one week.

- **2 x post on Magasinet Liv's Facebook**
  (1 dark post, 1 organic post)
  5 products / gallery including editors note

- **1 x story - line on Liv's Facebook**
  5 products / gallery including editors note

- **1 x newsletter**
  Editorial element in the newsletter

- **Views: 80.000 unique views**
- **Periode: 1 weeks**
- **Price: DKK 35.000**

Introduction price: DKK 25.000

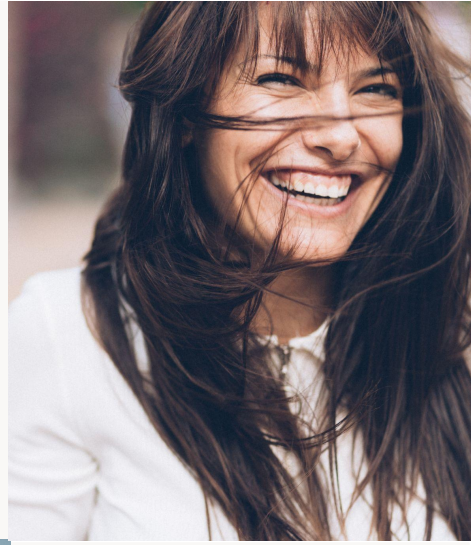


Pro Age Favoritter

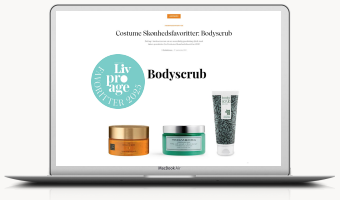
Pro Age Favoritter is our annual award and your opportunity to be showcased in the universe of Magasinet Liv. Our panel of judges makes a selection from the nominated brands/products and afterwards it is up to our digital users to choose their favorites. This is how it works:

1. **Nominate your brand/products**
   - It is **free of charge** to nominate a brand/product in one or more of the main categories.
2. **The judges nominates**
   - If one or more of your products are nominated by the judges you pay a handling fee per. nomination.*
   - It is possible to buy an active link to a website/webshop of your choice.*
3. **Our digital users vote for their favorites**
   - Our users vote for their favorites and choose the winners.

*Contact local office for prices - contact information further below









BONNIER
Publications

SUNDT Liv
MAGASINET

Media kit 2027

Sundt Liv is the health magazine for the grown-up woman

Sundt Liv salutes and takes care of the grown-up woman. Both her body, mind and soul! It focus on all the different challenges and changes that happens halfway through life and it serves as both an inspiration and an encyclopaedia as to what you can do to stay well and get better – with your diet, your training, your rest, your lifestyle.









Editorial schedules, rate cards and formats

Sundt Liv

January –December 2027

No.	Publishing date	Week	Deadline	Theme
1	18/03/2027	11	22/02/2027	Healthy Living
2	10/06/2027	23	14/05/2027	Food & Life
3	09/09/2027	36	16/08/2027	Food & Life
4	29/12/2027	52	25/11/2027	Healthy Living

Print formats & rate card

Product	Format	Pricing in DKK**
1/1 page	225x295	8.000
2/1 page	450x295*	12.000
Back cover	225x295	10.000

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).

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



KRISTINA LANGBERG
Sales - Front Media ApS
kristina@frontmedia.dk



LEA ØSTERGAARD ANDERSEN
Editor in Chief - Magasinet Liv
leaa@magasinetliv.dk

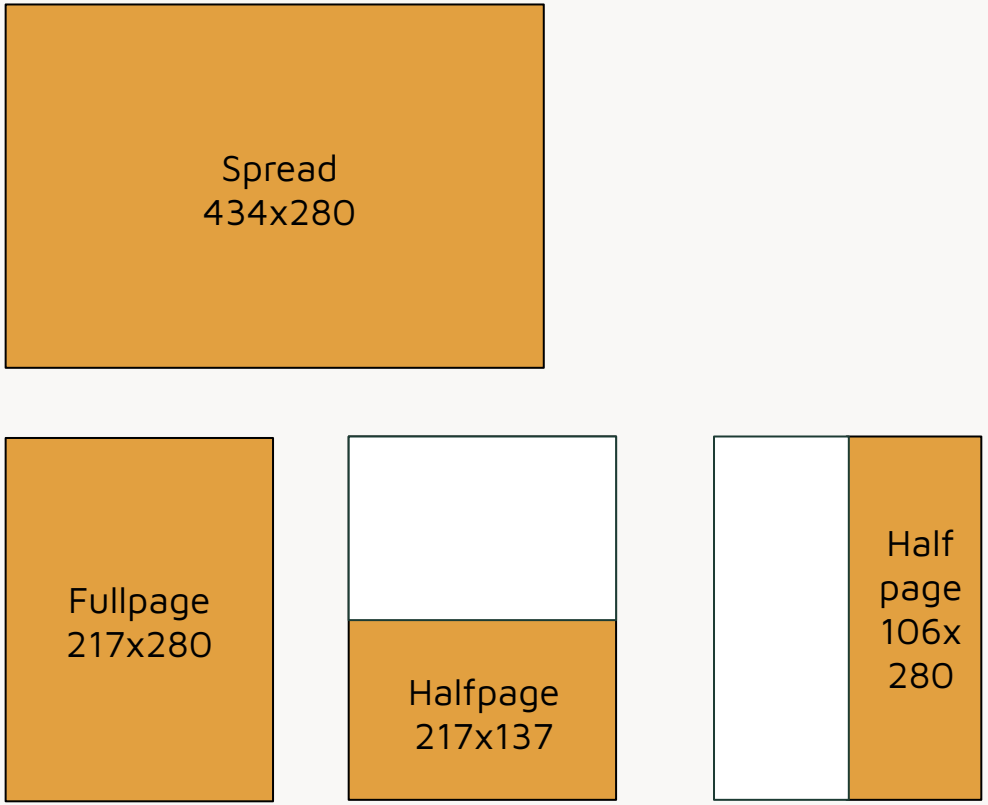


THERESE GUNNI
Advertising Material
therese.gunni@bonnier.dk

Advertisement specifications

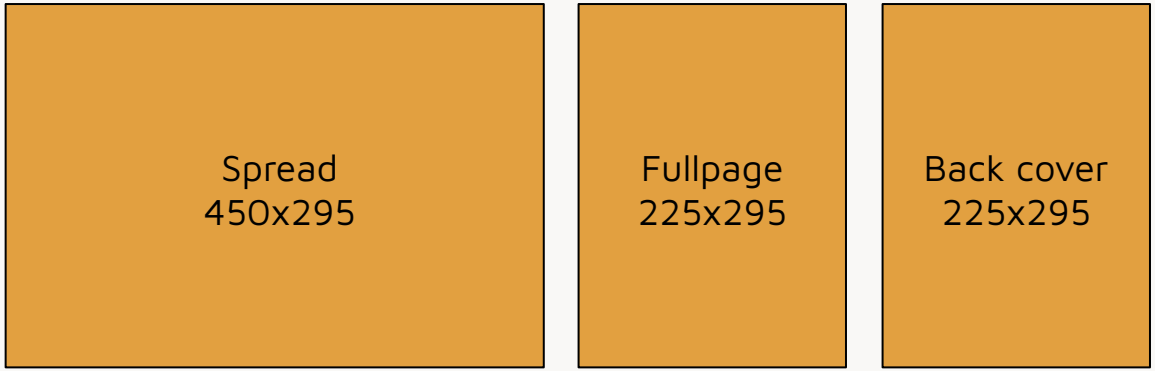
Print, mobile, tablet and desktop formats

Magasinet Liv **Print-formats**



Missing some prices?
See details about pricing above

Sundt Liv **Print-formats**



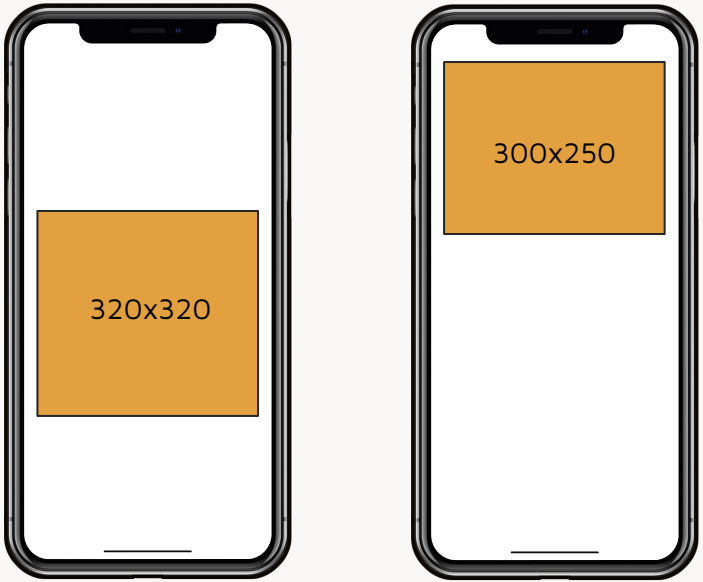
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

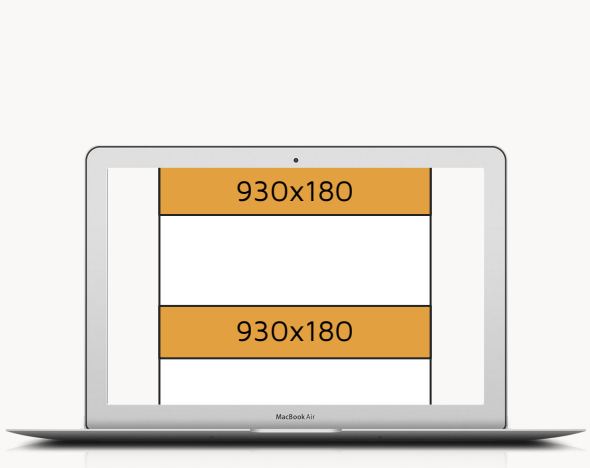


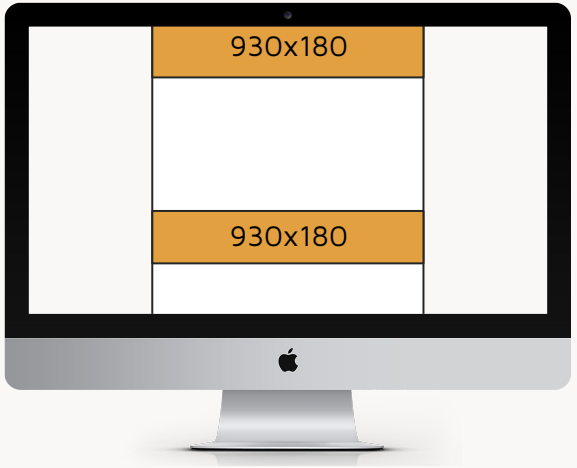
Desktop standard banner

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



Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

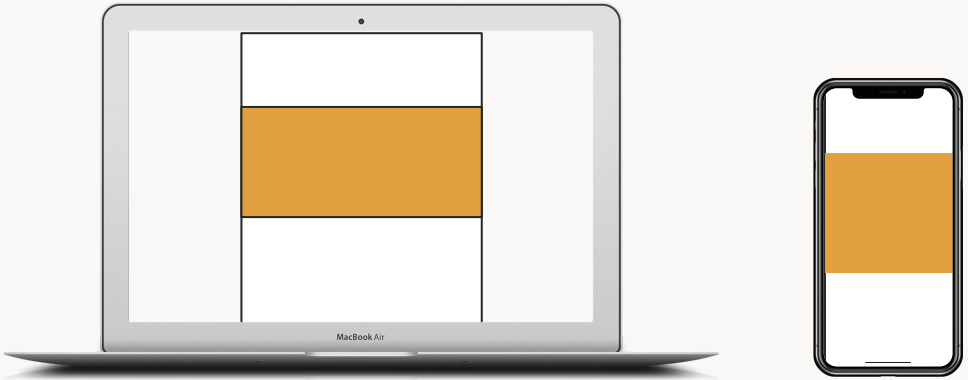
- MP4, MPEG4, MOV files.
- VAST

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 150KB

Incl. URL / tracking

