



BONNIER
Publications

Populär
HISTORIA
Media kit 2026

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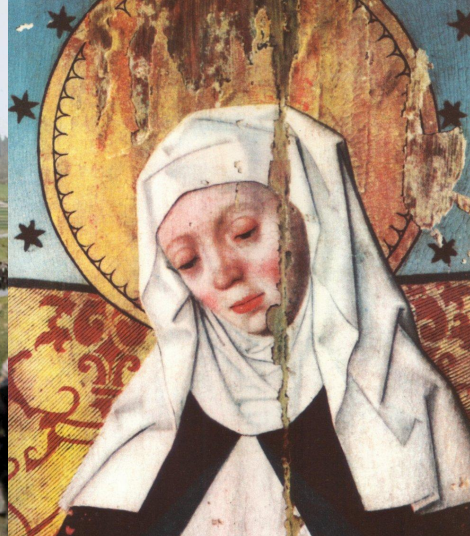
Advertisement specifications



Populär Historia is the monthly magazine for people who love Swedish history.

We write about people, events and phenomena – everything that shaped Swedish history, from ancient times to the welfare state.

www.popularhistoria.se





82.743

Monthly pageviews



15.466

Newsletter subscribers

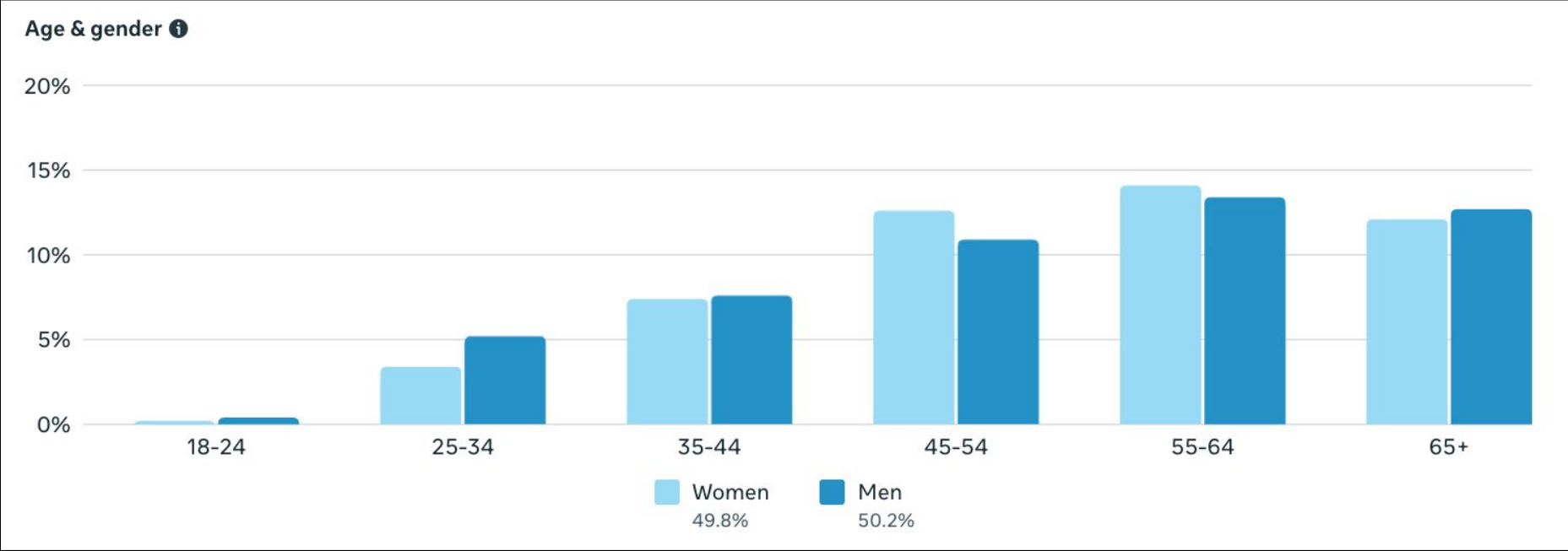


7.739

Facebook likes



Digital users – Facebook





Editorial schedules, rate cards and formats

January –June 2026

No.	Publishing date	Week	Deadline
2	21/01/2026	04	11/12/2025
3	18/02/2026	08	19/01/2026
4	18/03/2026	12	15/02/2026
5	09/04/2026	15	04/03/2026
6	06/05/2026	19	31/03/2026
7	03/06/2026	23	29/04/2026
8	01/07/2026	27	28/05/2026

July –December 2026

No.	Publishing date	Week	Deadline
9	29/07/2026	31	29/06/2025
10	26/08/2026	35	27/07/2026
11	16/09/2026	38	17/08/2026
12	14/10/2026	42	14/09/2026
13	04/11/2026	45	05/10/2026
14	25/11/2026	48	26/10/2026
1/27	16/12/2026	51	16/11/2026

Print Advertising rate card

Product	Pricing in SEK*
2/1 page	49.400
1/1 page	24.700
½ page	16.500
Back cover	30.400
Inner back cover	27.200

Product	Pricing in SEK*
Page 2	28.800
1/4 page	8.250

*Gross prices only

**In addition, production cost

Print formats

Product	Format
2/1 page	410x276
1/1 page	205x276
Vertical ½ page	88x246

Product	Format
1/4 page	88x120
Horizontal ½ page	180x120
Back cover	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

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

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

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.

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[GO TO FAQ](#)



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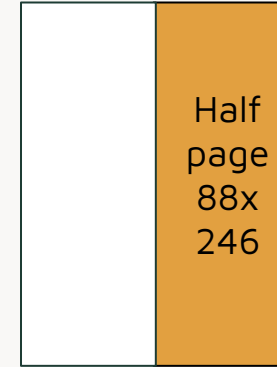
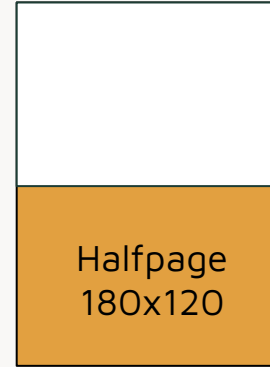
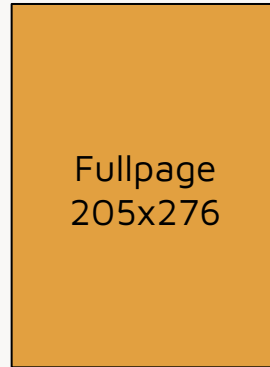
SIEBREN OOSTWOUD

Head of Ad Operations & Programmatic
siebren.oostwoud@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

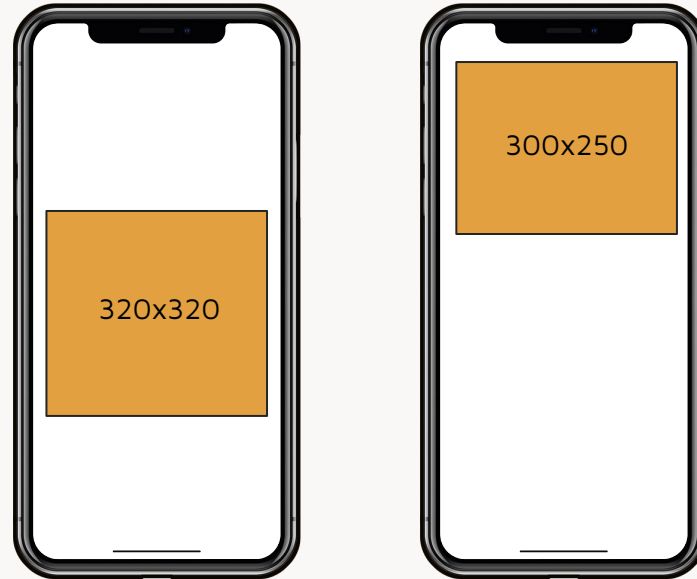
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

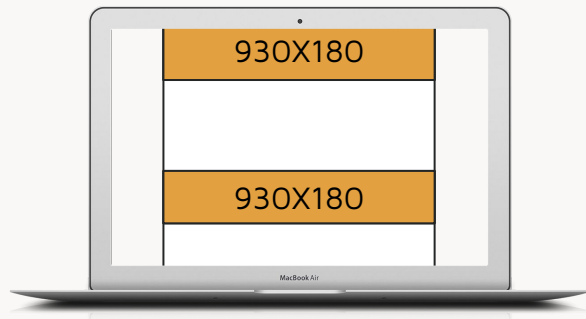


Desktop standard banner

Specifications:

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

Incl. URL / tracking

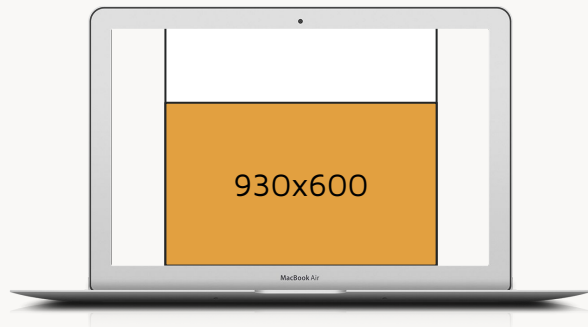


Desktop mega banner

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

- MP4, MPEG4, MOV files.
- VAST

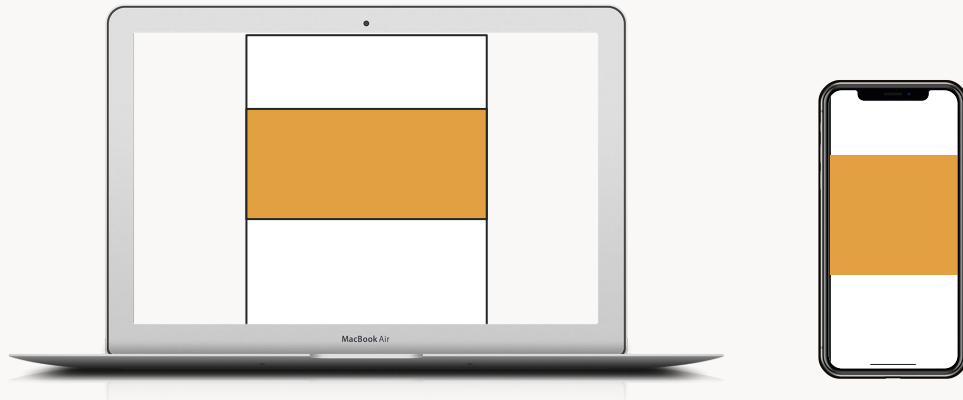
Desktop ratio: 16:9
(1920x1080)

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

