

BONNIER  
Publications

SCANDINAVIAN  
LIVING

BY BO BEDRE

Media kit 2026

# Index

Our universe

**Editorial schedules, rate cards and formats**

Print

Contact

Advertisement specifications



## Get inspired by the Scandinavian way of living

Scandinavian Living is focused around design, architecture and interior design and represents everything Scandinavia is known for: timeless quality, handcraft, simplicity, sustainability and aesthetics.

[www.scandiliv.nl](http://www.scandiliv.nl)





**90.000**

Est. readership



**34.500**

Instagram followers



# Print readers

## Gender

35%

male

65%

female

## Age

35-65

year-olds

81%

cares about art and culture

95%

cares about high quality

92%

is interested in design

84%

cares about high quality and longevity

80%

cares about aesthetics

89%

cares about sustainability



# **Editorial schedules, rate cards and formats**

# January – December 2026

No.	Publishing Date	Deadline	Theme
2601	05/03/2026	29/01/2026	Bathroom (including outdoor)
2602	23/04/2026	16/03/2026	Furniture (including outdoor)
2603	18/06/2026	11/05/2026	Sustainability
no 1	09/07/2026	04/06/2026	SCL Collectors Item: The Design Edition
2604	27/08/2026	23/07/2026	Kitchen
2605	15/10/2026	10/09/2026	Warm Living: Sleep Rooms
no 2	08/10/2026	10/09/2026	SCL Collectors Item: The Christmas issue
2606	30/12/2026	25/11/2026	The Trend Issue

# Print formats & rate card

Product	Format	Pricing in EUR*
2/1 page	446x295	8.000
1/1 page	223x295	4.200
Back cover	223x295	8.000
2/1 page Native advertorial	446x295	*Contract for price
1/1 page Native advertorial	223x295	*Contract for price

Product	Format	Pricing in EUR*
Collectors item 2/1 page	446x295	10.000
Collectors item 1/1 page	223x295	5.200
Collectors item Back cover	223x295	10.000

\*Gross prices only.  
See visualizations and ad  
specifications further below

# Urban Living – Publishing Plan 2026

No.	Publishing Date	Deadline	Theme
2601	23/04/2026	16/03/2026	Colorful Homes
2602	18/06/2026	11/05/2026	Kitchen & Bath
2603	15/10/2026	10/09/2026	The Christmas Issue
2604	30/12/2026	25/11/2026	Warm Living & Sleeping

# Scandinavian Living Special – Publishing Plan 2026

No.	Publishing Date	Deadline	Theme
2601	07/07/2026	04/06/2026	
2602	06/10/2026	10/09/2026	Christmas

# Print formats & rate card

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	Pricing in EUR*
Urban Living 2/1 page	434x280**	4.000
Urban Living 1/1 page	217x280	2.500
Urban Living Back cover	217x280	4.000

# 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](#)



**LOUANNE CUIJPERS**

Advertising Sales  
louanne@bammedia.nl



**ERIK RIMMER**

Editor in Chief - International  
erik.rimmer@bonnier.dk



**THERESE GUNNI**

Advertising Material  
therese.gunni@bonnier.dk



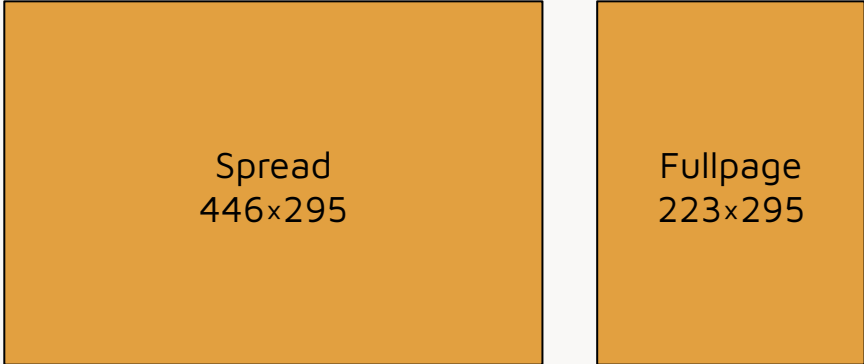
**JEANNETTE FOLMANN TEMPTE**

Head of International Sales  
jeannette.folmann@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



Spread  
446x295

Fullpage  
223x295

**Missing some prices?**

See details about pricing above