

BONNIER Publications

SCANDINAVIAN LIVING

BY BO BEDRE

Media kit 2027

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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





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

Survey made by VIP Media in 2018: 1150 people participated in the study

Editorial schedules, rate cards and formats

January –December 2027

No.	Publishing Date	Deadline	Theme
2701	02/03/2027	29/01/2027	Bathroom (including outdoor)
2702	20/04/2027	16/03/2027	Furniture (including outdoor)
2703	15/06/2027	13/05/2027	Sustainability
2704	24/08/2027	23/07/2027	SCL Collectors Item: The Design Edition
2705	12/10/2027	10/09/2027	Kitchen
2706	28/12/2027	26/11/2027	Warm Living: Sleep Rooms

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 2027

No.	Publishing Date	Deadline	Theme
2701	23/04/2027	19/03/2027	Colorful Homes
2702	18/06/2027	19/05/2027	Kitchen & Bath
2703	15/10/2027	15/09/2027	The Christmas Issue
2704	31/12/2027	29/11/2027	Warm Living & Sleeping

Scandinavian Living Special – Publishing Plan 2027

No.	Publishing Date	Deadline	Theme
2701	06/07/2027	03/06/2027	
2702	05/10/2027	02/09/2027	

Print formats & rate card

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

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



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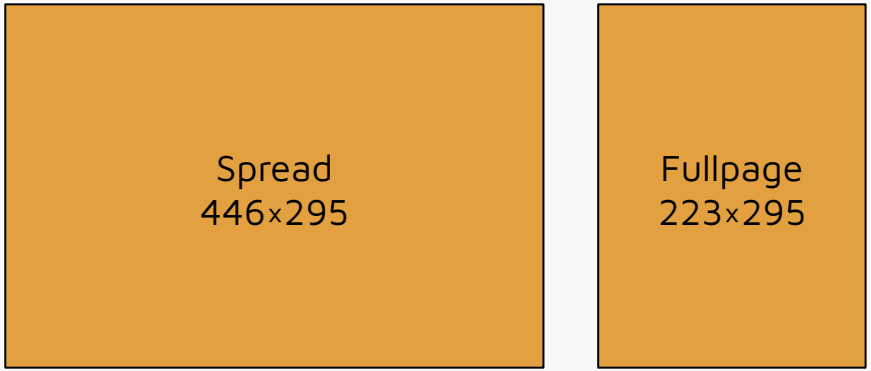


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Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



Missing some prices?
See details about pricing above