BONNIER
Publications

tara

Media kit 2027



Index

Our universe

Editorial schedules, rate cards and formats

- Print
  - Tara
  - Tara extra magazines
  - Tara Frisk
  - Tara Bookazines
- Digital
- NTA

Contact

Advertisement specifications



Tara is Norway's largest magazine for the grown-up female.

Quality content in matters such as self-development, health, adult fashion, tasty and healthy food, culture, exciting travel destinations and, not least, inspiring interviews with women whose stories and experience we can learn from.

Tara Frisk is all about the healthy life for grown women. Here you can learn more about everything from hot flashes and hormones to the latest research and manageable workouts. You'll also find in depth guides to subjects such as a healthy sex life, strong bones, quality sleep and a flexible body.

www.tara.no











216.750

Monthly pageviews

23.062

Newsletter subscribers

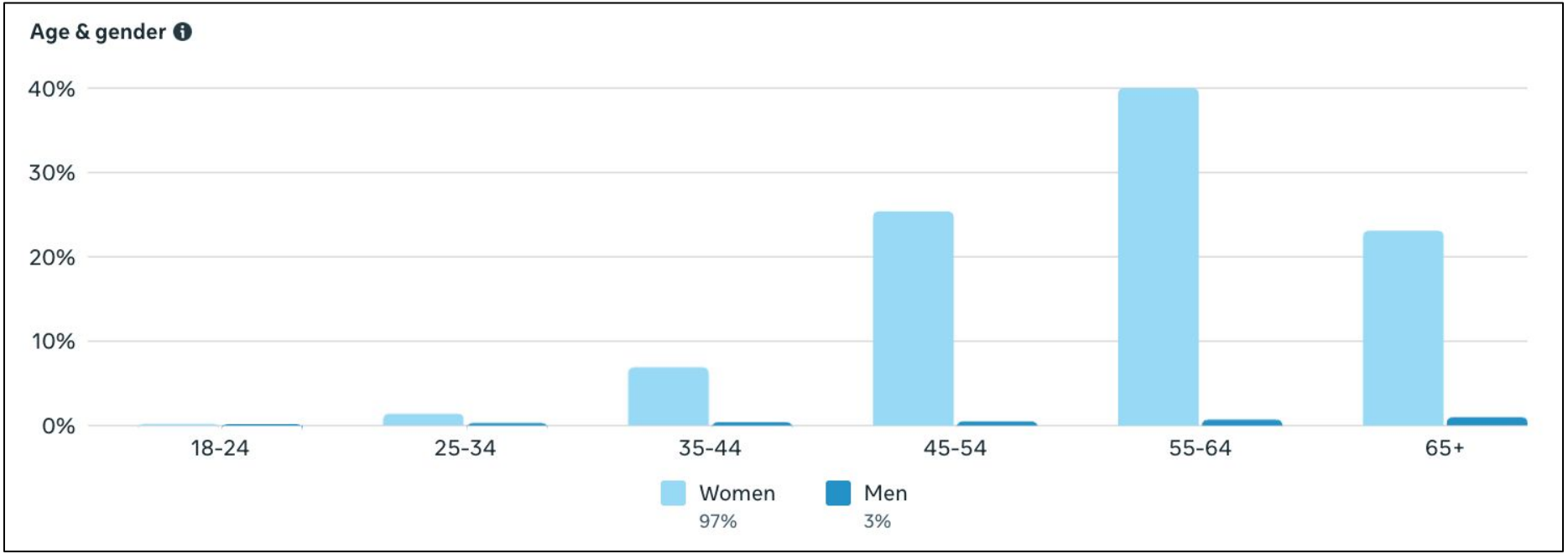
54.744

Facebook likes

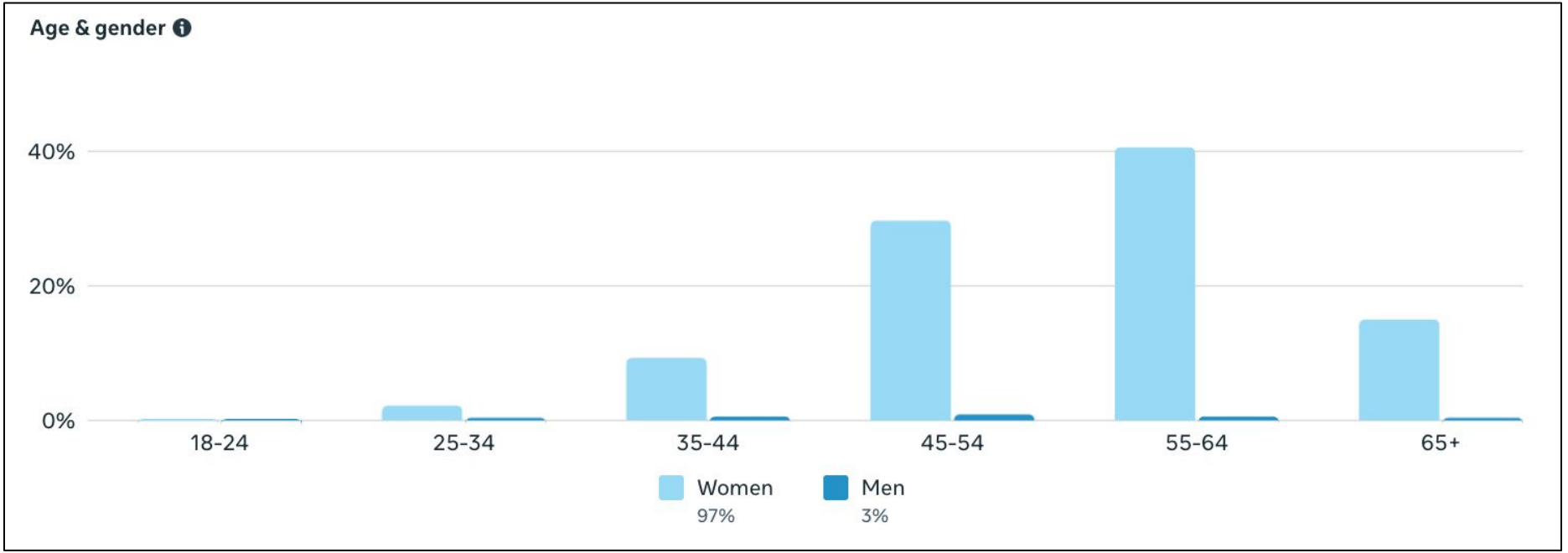
12.809

Instagram followers

Digital users – Facebook



Digital users – Instagram



Editorial schedules, rate cards and formats

January –August 2027

No.	Publishing date	Week	Deadline	Theme
1	22/01/2027	03	11/12/2026	**SPRING FASHION TRENDS** Beauty: Winners of PRO AGE 2026 Health: The bodys forsvarssystemene, lymfe Travel: Madeira is back
2	12/03/2027	10	08/02/2027	**MENOPAUSE-ISSUE** Fashion: The sporty look. Beauty: Sun-protection and iconic perfumes Travel: Norwegian hotel-guide, Food: easter-menu, EXTRA CROSSWORDS AND QUIZ, INTERIOR: BED-SPECIAL Travel: India
3	23/04/2027	16	18/03/2027	**SPRING-ISSUE: GET SUMMER-HEALTHY** Time to party: Fashion: Party-dresses, summer-food and cakes. Travel: Norwegian hotel-guide,
4	28/05/2027	21	22/04/2027	**SWIMWEAR-ISSUE.** All about the important friendships. Summersalad, garden and terrasses. Kulture: This summers new books Travel: Korfu
5	02/07/2027	26	01/06/2027	**HOLIDAY-SPECIAL** EXTRA: Crosswords and shortstory. Health: Age and weight Interior: Garden lights Food: Grill-menu and blueberries Travel: Roadtrip Europe
6	20/08/2027	33	20/07/2027	**ECONOMY-ISSUE** Famous economists best advices, Autumn-fashion, Food: Nudels Travel: Three islands in Thailand

October –December 2027

No.	Publishing date	Week	Deadline	Theme
7	01/10/2027	39	31/08/2027	**ENERGY AND STRENGTH-SPECIAL**. Health: combustion and strength training. Beauty: 40+hair. Fashion: Leisurewear Travel: Autumn in Bologna
8	05/11/2027	44	05/10/2027	**CHRISTMAS-ISSUE.** Fashion and beauty: Let's party. Book favourites, advent wreaths, "gløggparty", travel: Christmas-towns,
9	10/12/2027	49	09/11/2027	**READY FOR A NEW YEAR?** All good wishes, Health: Kickstart for January, travel dreams from different travelournalists. Extra: Quiz and crosswords

Tara extra magazines – **January –December 2027**

No.	Publishing date	Week	Deadline	Theme	Print run
1	09/04/2027	14	18/03/2027	Tara Home	11.000
2	17/09/2027	37	31/08/2027	Tara Home	11.000
3	22/10/2027	42	05/10/2027	Tara Christmas	11.000

Product	Format
1/1 page	217x280

Tara Frisk – **Januar –December 2027**

No.	Publishing date	Week	Deadline	Theme	Print run
1	09/04/2027	14	10/03/2027	Health	4.000
2	30/12/2027	52	25/11/2027	Health	4.000

Product	Format
2/1 page	450x295
1/1 page	225x295

Tara SMAK – **Januar –December 2027**

No.	Publishing date	Week	Deadline	Theme
1	12/062027	24	13/052027	Spring
2	04/092027	36	10/08/2027	Late summer

Product	Format
2/1 page	450x295
1/1 page	225x295

Tara Bookazine – **Januar –December 2027**

No.	Publishing date	Week	Deadline	Theme
1	27/03/2027	13	24/02/2027	Home
2	28/08/2027	35	28/07/2027	Home
3	02/10/2027	40	01/09/2027	Christmas

Product	Format
2/1 page	450x295
1/1 page	225x295

Print Advertising rate card

Format	Pricing in NOK*
2/1 page	98.600
1/1 page	53.500
½ page	36.400
Back cover	77.100
Inner back cover	66.600

Format	Pricing in NOK*
Page 2-3	127.600
Page 4-5	122.800
1. Right page	66.600
2. Right page	64.000
2/1 page Native Article	123.200**
1/1 page Native Article	66.900**

*Gross prices only
**In addition, production cost

Print formats

Attention:
From issue no. 8 we change the print format:
1/1 page 217 x 280
2/1 page 434 x 280

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*
2/1 page Native Article	434x280*
1/1 page Native Article	217x280

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).

Extra magazines **Print Advertising rate card**

Format	Pricing in NOK*	Format	Pricing in NOK*
2/1 page	79.100	Page 2-3	102.900
1/1 page	43.000	Back cover	62.400

*Gross prices only
**In addition, production cost

Bookazines **Print formats & rate card**

Product	Format	Pricing in SEK**
2/1 page	450x295***	22.000
1/1 page	225x295	15.000
Back cover	225x295	18.000

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).

Digital Advertising rate card

Desktop	Price in NOK*
Standard banner	CPM 75
Megabanner	CPM 90
Skyscraper/sticky	CPM 75

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
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 Advertising rate card

Product	Pricing in NOK*
Native Article	35.000 (incl. production)
Competition	10.000-20.000
NTA Newsletter	Contact for price**
Instagram	Contact for price**
Facebook	Contact for price**
Sponsorship	Contact for price**
Video	Contact for price**

* Gross prices only

**Contact local office for prices - Contact information further below

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

Lesernes Bok Favoritter

Lesernes Bok Favoritter is our annual award and your opportunity to be showcased in the universe of Tara. 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 book**
   - It is **free of charge** to nominate a book 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

MAGASINET Taras bok-pris





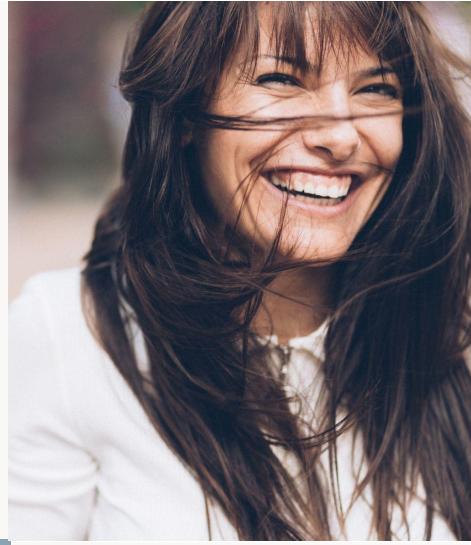


Pro Age Favoritter

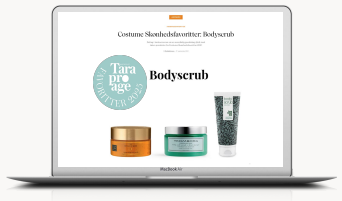
Pro Age Favoritter is our annual award and your opportunity to be showcased in the universe of Tara. Our panel of judges makes a selection from the nominated brands/products and afterwards it is up to our digital users to choose their favorites. This is how it works:

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







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

Elisabeth Retteraasen Wåde
Media Advisor, Local contact
elisabeth@salgsfabrikken.no

Vivian Karlsen
Media Advisor, Local contact
Vivian@salgsfabrikken.no



TORUNN PETTERSEN
Editor in Chief - Tara
torunn.pettersen@tara.no

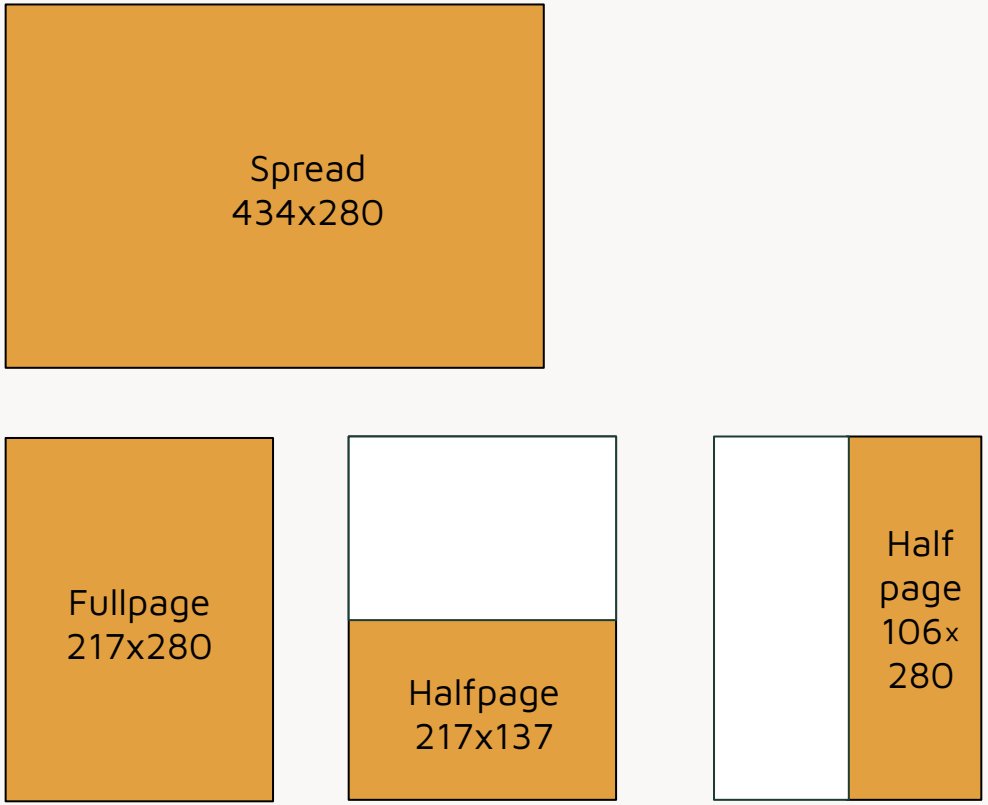


THERESE GUNNI
Advertising Material
therese.gunni@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print-formats



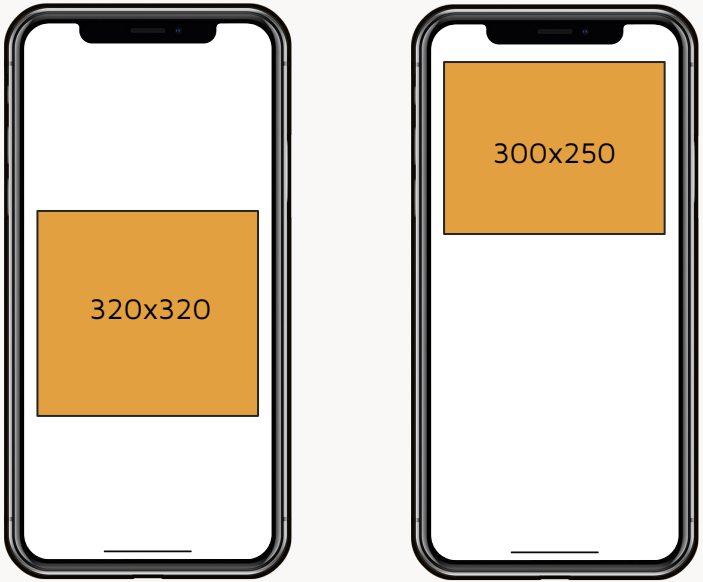
Missing some prices?
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

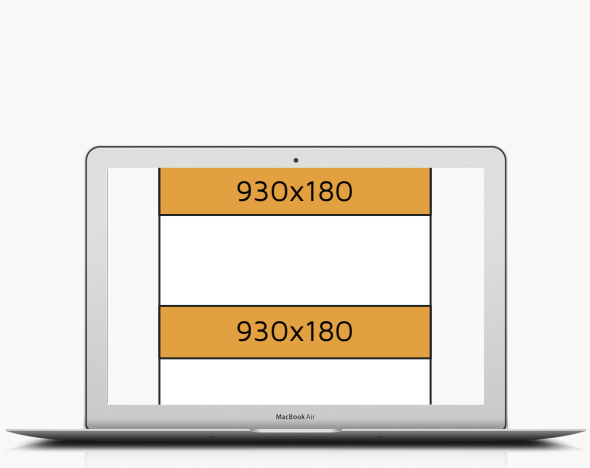


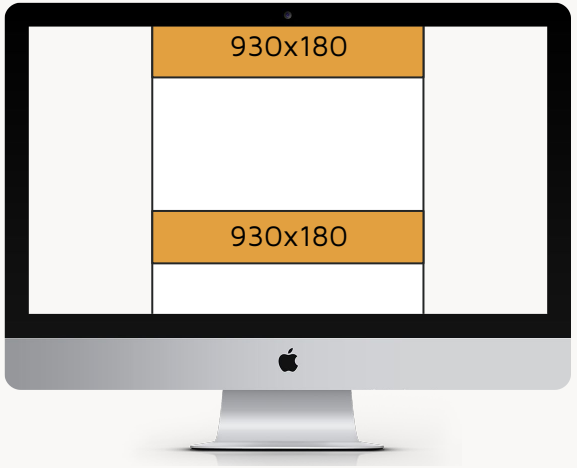
Desktop standard banner

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



Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

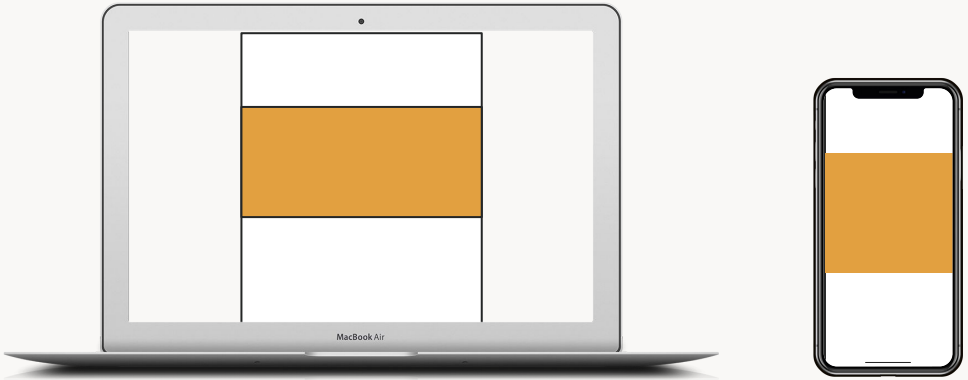
- MP4, MPEG4, MOV files.
- VAST

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

