
BONNIER
Publications
vi i villa
Mediekit 2027

vi i villa is the independent guide to everything house and garden.

We cover all aspects of life as a home-owner and advise on buying, selling, revamping and re-designing a garden. We answer your questions, whether minor or major.

In Norway, we spent NOK 94.5 billion on renovations and extensions last year.

There are 2.5 million households in Norway, and figures from the forecast center shows that 38 per cent will renovate in the next twelve years the months.

www.viivilla.no








496.793

Monthly pageviews

29.147

Facebook likes

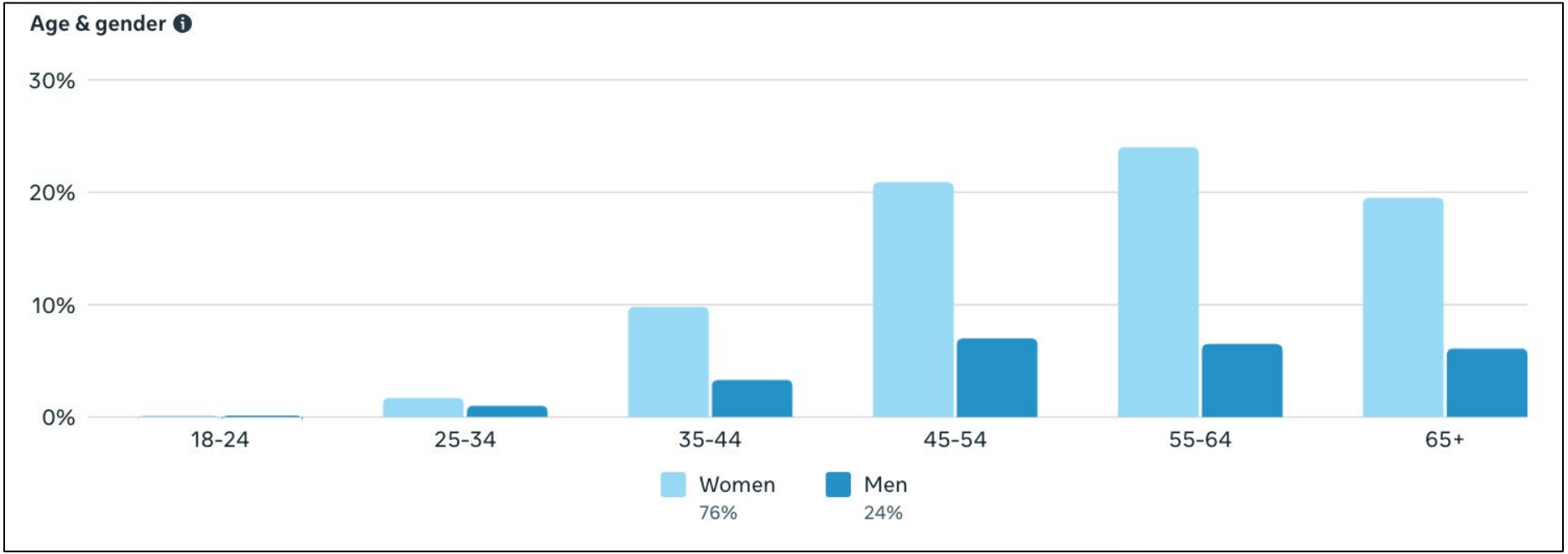
40.269

Newsletter subscribers

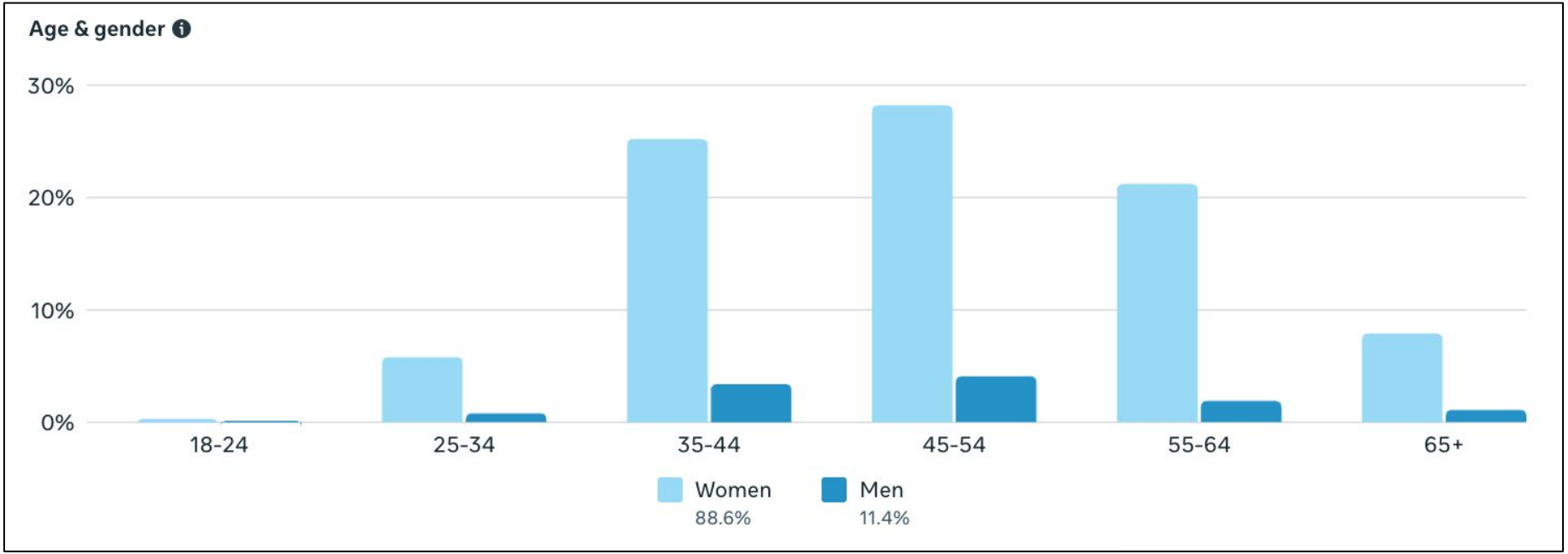
4.617

Instagram followers

Digital users – Facebook



Digital users – Instagram



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Our universe

Digital

NTA

Contact

Advertisement specifications



Digital formats

Desktop	Format
Standard banner	930x180
Megabanner	930x600
Skyscraper/sticky	160x600 / 300x600

Mobile	Format
Mobile standard banner	320x320

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.

Digital Advertising rate card

Desktop	Price in NOK*
Standard banner	CPM 75
Megabanner	CPM 90
Skyscraper/sticky	CPM 75
Wallpaper	CPM 150

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

Mobile	Price in NOK*
Mobile standard banner	CPM 75

Format	Price in NOK*
Newsletter banner	CPM 150

*Gross prices

Digital Advertising rate card

Desktop	Price in NOK*
Standard banner	CPM 75
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Video-in-banner	CPM 90

Mobile	Price in NOK*
Mobile standard banner	CPM 75

Format	Price in NOK*
Newsletter banner	CPM 150

*Gross prices

NTA Advertising rate card

Product	Pricing in NOK*
Native Article	25.000
Native Article w/guaranteed traffic	35.000
Competition	10.000-20.000
Newsletter	10.000
Instagram	10.000
Facebook	10.000
Sponsorship	Contact for price**
Catalogue	22.500
Native ad click	8 kr./click

* Gross prices only

**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



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BONNIER
Publications

Advertisement specifications

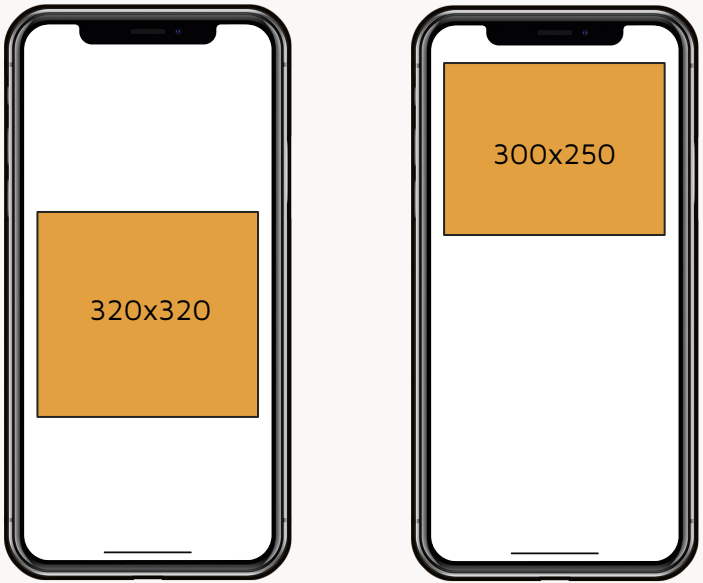
Print, mobile, tablet and desktop formats

Mobile standard banners

Specifications:

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

Incl. URL / tracking

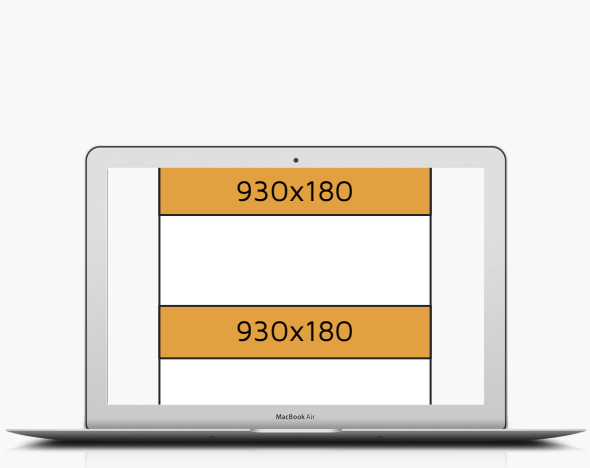


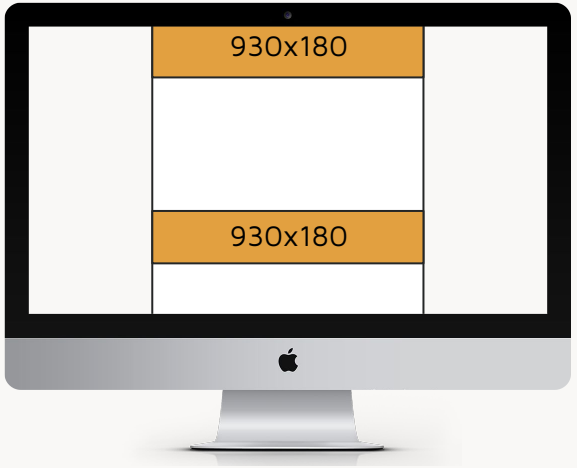
Desktop standard banner

Specifications:

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

Incl. URL / tracking



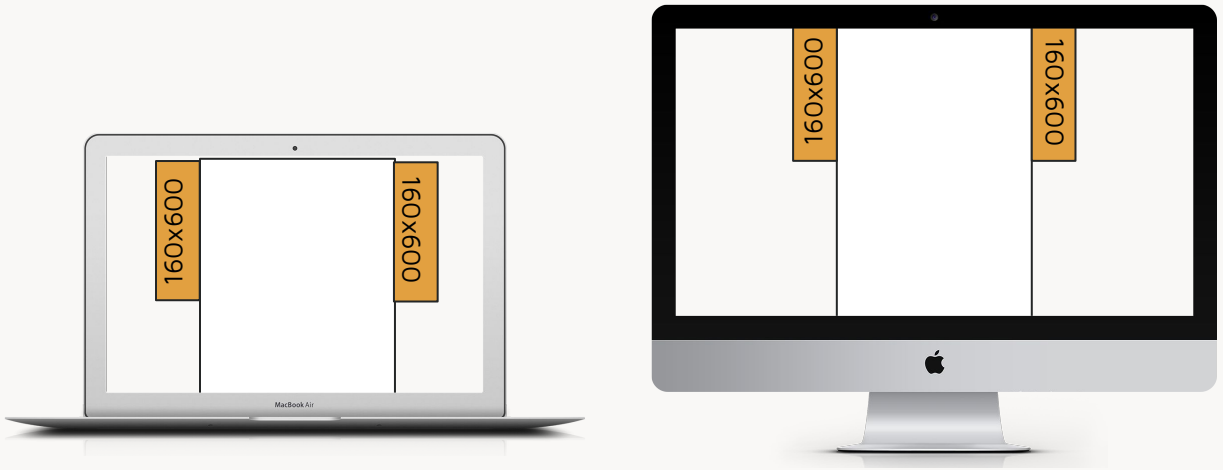


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

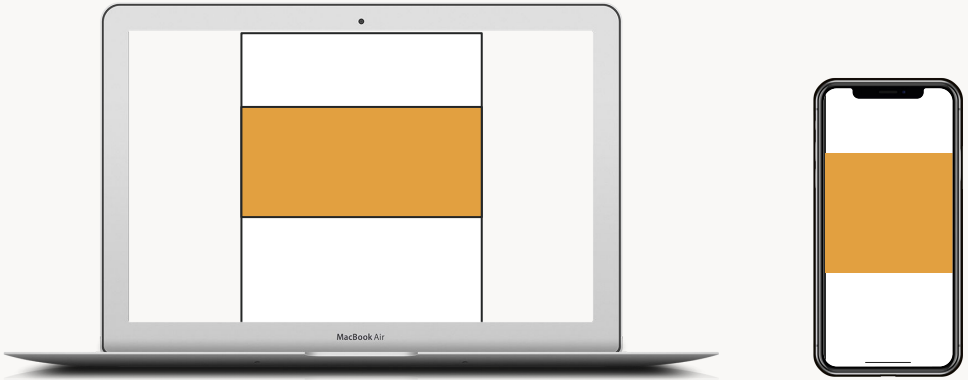
- MP4, MPEG4, MOV files.
- VAST

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

