BONNIER
Publications

woman

Media kit 2027



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Woman.dk – historier, der engagerer kvinder

Woman.dk er et aktuelt, digitalt kvindemedie for kvinder i hele landet. Vi skriver om det, der betyder noget for kvinders **hverdag, sundhed og pengepung**.

Vi har et stærkt fokus på kvinders sundhed – fra graviditet og mental sundhed til kosttilskud og overgangsalder. Vi sætter også fokus på **økonomisk ligestilling** med journalistik om bl.a. investering, pension og privatøkonomi samt på **parforhold, samliv og familieliv i balance**.

Samtidig er der plads til et velfortjent pusterum med bl.a. tv, populærkultur samt de nyeste trends og hacks inden for **bolig, mode og skønhed.**

Vi skaber journalistik, der **oplyser, inspirerer og engagerer.** Vores historier tager udgangspunkt i virkeligheden og giver plads til kvinder fra hele landet, som læserne kan spejle sig i. Det skaber et aktivt publikum, der både læser, deler og deltager i samtalen.

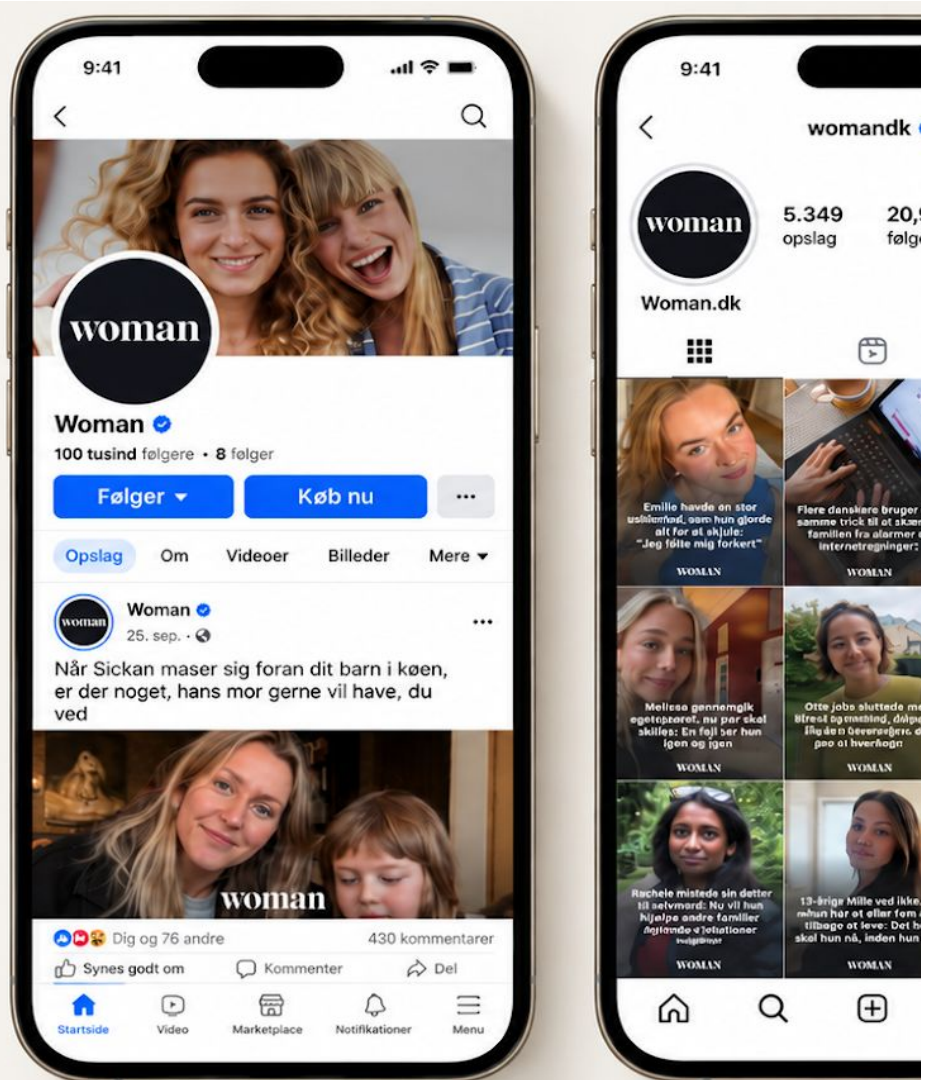
Woman.dk skaber indhold, der bliver læst, delt og talt om – og stærke rammer for brands, der vil være en relevant del af kvinders hverdag

Velkommen til Woman.dk

Danmarks bedste og største kvindeunivers!

www.woman.dk





1.871.045

Monthly pageviews*

100.468

Facebook followers

26.447

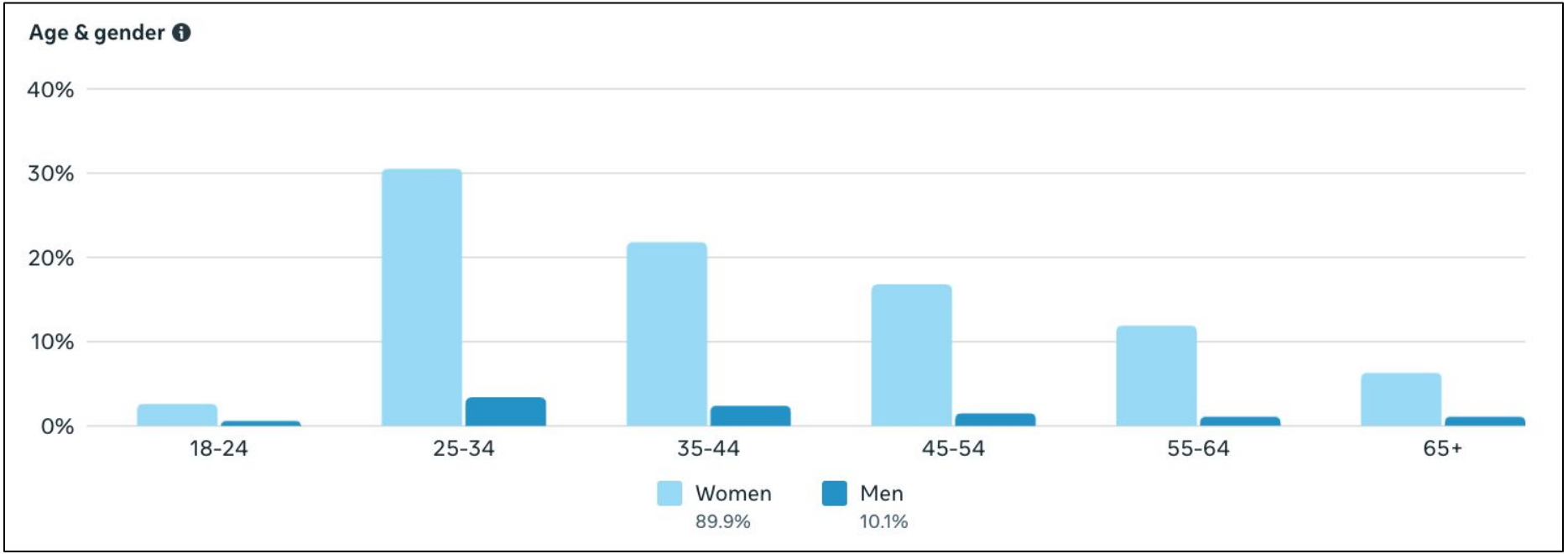
Newsletter subscribers

21.042

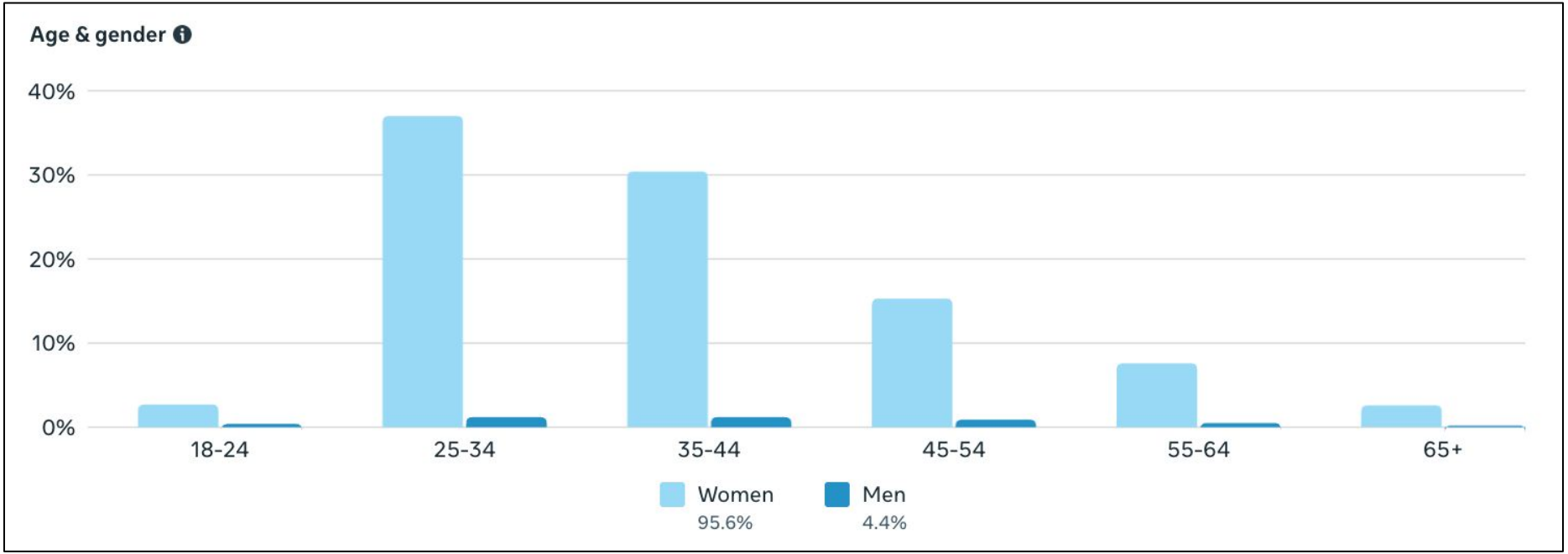
Instagram followers

Woman.dk udgøres af Woman, Costume, Magasinet Liv & Boligmagasinet

Digital users – Facebook



Digital users – Instagram



Rate cards and formats

Digital Advertising rate card

Desktop	Price in DKK*
Standard banner	CPM 50
Megabanner	CPM 60
Skyscraper/sticky	CPM 50

Mobile	Price in DKK*
Mobile standard banner	CPM 50

High impact formats	Price in DKK*
Ex. Topscroll, Midscroll and Desktop Skin	CPM 100 + CPM 5 ad tech fee

Video	Price in DKK*
Video-in-banner	CPM 60

Newsletter	Price in DKK*
Newsletter banner	CPM 100

*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 DKK*
Native Article	25.000
Competition	10.000-20.000
NTA Newsletter	10.000
Instagram	10.000
Facebook	10.000
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

Woman.dk

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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KENNI PEDERSEN
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Morten Ungermann
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Advertisement specifications

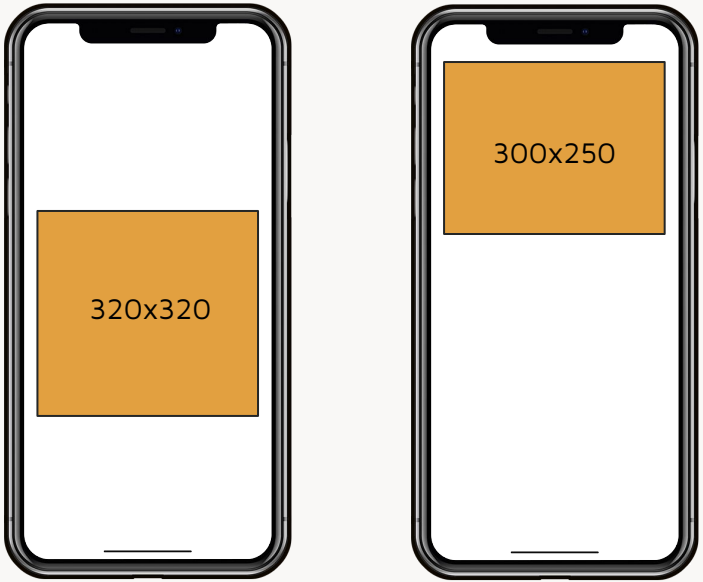
Print, mobile, tablet and desktop formats

Mobile standard banners

Specifications:

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

Incl. URL / tracking

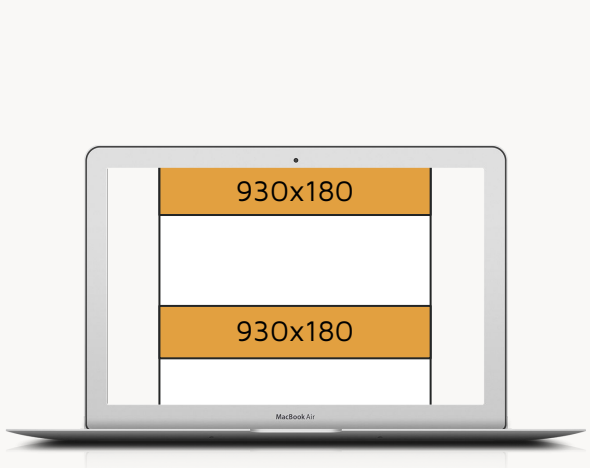


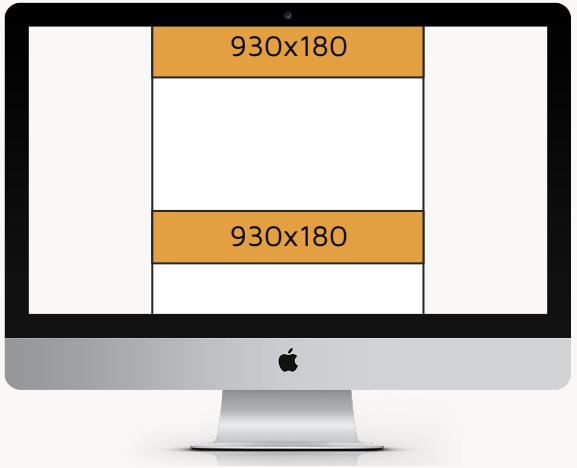
Desktop standard banner

Specifications:

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

Incl. URL / tracking





Desktop mega banner

Specifications:

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

Incl. URL / tracking

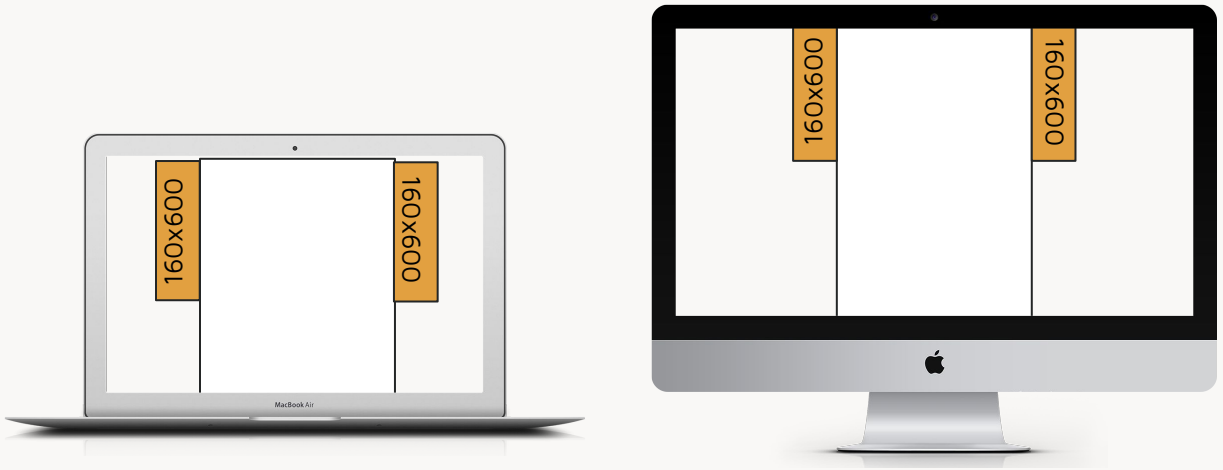


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Video outstream / instream

Specifications:

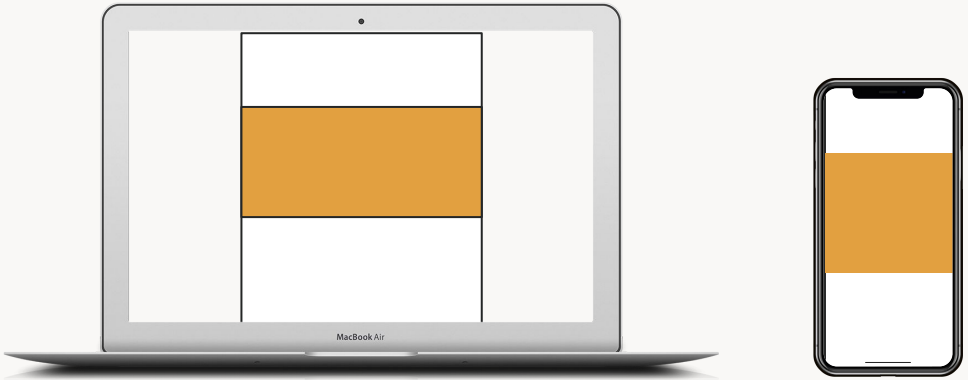
- MP4, MPEG4, MOV files.
- VAST

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

