

BONNIER
Publications

K **KOMPUTER FOR ALLE**

Media kit 2024

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Komputer for alle is the only PC magazine for users at all levels.

We write about PCs and the Internet, tablets and smartphones, programs and websites – in a way that everyone understands. We always provide thorough step-by-step guides, tell you what's new and write about lots of new product tests that interest the common user.





63.347

Monthly pageviews**



3.463

Newsletter subscribers



2.650

Facebook likes



Digital users

Facebook

69%

male

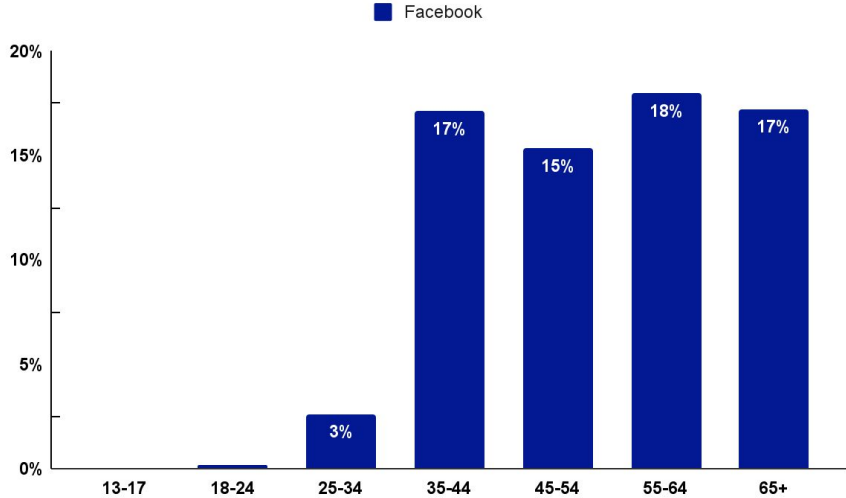


31%

female



Age





Editorial schedules, rate cards and formats

Januar –Maj 2024

No.	Publishing date	Week	Deadline	Theme
2	12/01/2024	2	30/11/2023	
3	26/01/2024	4	14/12/2023	
4	16/02/2024	7	10/01/2024	
5	01/03/2024	9	27/01/2024	
6	22/03/2024	12	14/02/2024	
7	05/04/2024	14	26/02/2024	
8	26/04/2024	17	18/03/2024	
9	10/05/2024	19	04/04/2024	

Juni - September 2024

No.	Publishing date	Week	Deadline	Theme
10	31/05/2024	22	22/04/2024	
11	21/06/2024	25	13/05/2024	
12	05/07/2024	27	30/05/2024	
13	26/07/2024	30	19/06/2024	
14	09/08/2024	32	08/07/2024	
15	30/08/2024	35	25/07/2024	
16	20/09/2024	38	14/08/2024	

October - December 2024

No.	Publishing date	Week	Deadline	Theme
17	04/10/2024	40	30/08/2024	
18	25/10/2024	43	20/09/2024	
19	25/11/2024	46	09/10/2024	
20	29/11/2024	48	25/10/2024	
1/25	20/12/2024	51	13/11/2024	

Print Advertising rate card

Product	Pricing in NOK*
2/1 page	30.600
1/1 page	18.000
½ page	11.700
Back cover	23.400
Inner back cover	21.600

Product	Pricing in NOK*
Page 2-3	38.300
First right-hand page	21.600
2/1 page Native Article	38.200**
1/1 page Native Article	22.500**

*Gross prices only

**In addition, production cost

Print formats

See visualizations and ad specifications further below

Product	Format
2/1 page	410x276*
1/1 page	205x276
Vertical ½ page	100x276
Horizontal ½ page	205x136
Back cover	205x276
Inner back cover	205x276

Product	Format
2/1 page Native Article	410x276*
1/1 page Native Article	205x276

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 / Tabet	Price in NOK*
Mobile standard banner	CPM 75
Tablet standard banner	CPM 75

Format	Price in NOK*
Newsletter banner	CPM 150

*Gross prices

Digital formats

Desktop	Format
Standard banner	930x180
Megabanner	930x600
Skyscraper/sticky	160x600 / 300x600
Wallpaper	2560x1200 + optional standard banner

Mobile / Tablet	Format
Mobile standard banner	320x320 / 300x250
Tablet standard banner	728x90

Newsletter	Format
Newsletter banner	620x500

High impact formats – All devices

We partner with Adnami to deliver a wide range of high impact formats. Possibilities include topscroll, midscroll and double midscroll. 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 or 4:3

See visualizations and ad specifications further below

*Contact traffic@bonnier.dk for more info.

NTA Advertising rate card

Product	Pricing in NOK*
Native Article	Contact for price*
Facebook boost	Contact for price*
Newsletter	Contact for price*

* Gross prices only

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

NTA* formats

Product	Format
Native Article	Ad as an online article
Facebook boost	The native article is posted on FB with boost
Newsletter	The native article is included in editorial newsletters

*Non traditional
advertising

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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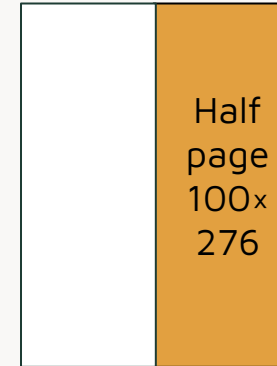
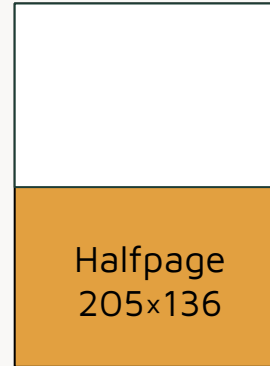
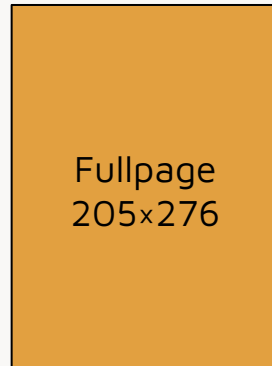
SIEBREN OOSTWOUD

Head of Ad Operations & Programmatic
siebren.oostwoud@bonnier.dk

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

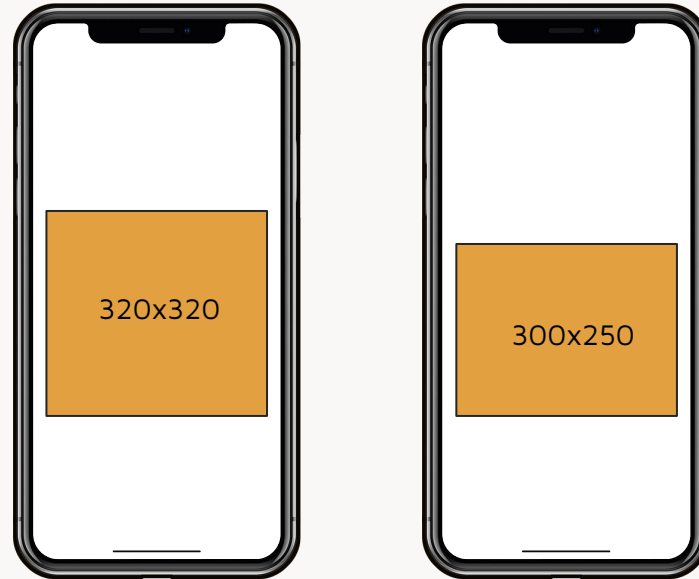
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

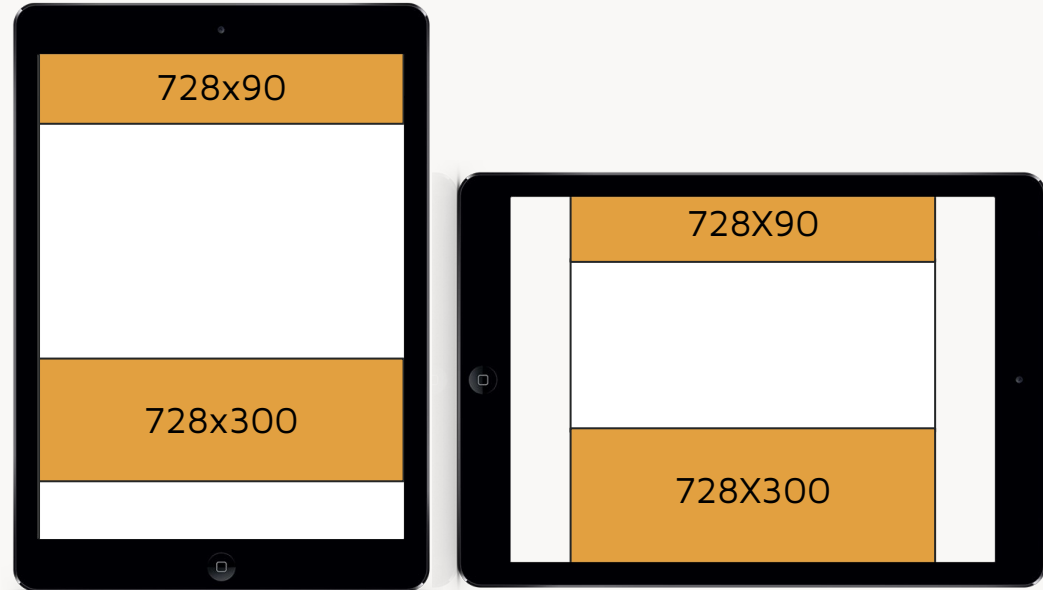


Tablet standard banner

Specifications:

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

Incl. URL / tracking



Desktop standard banner

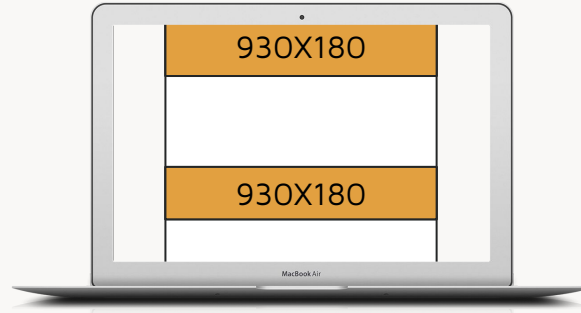
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking



Desktop mega banner

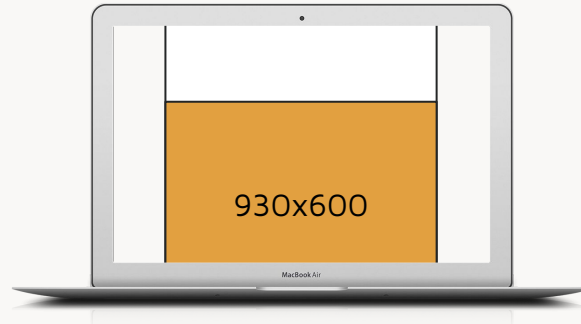
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

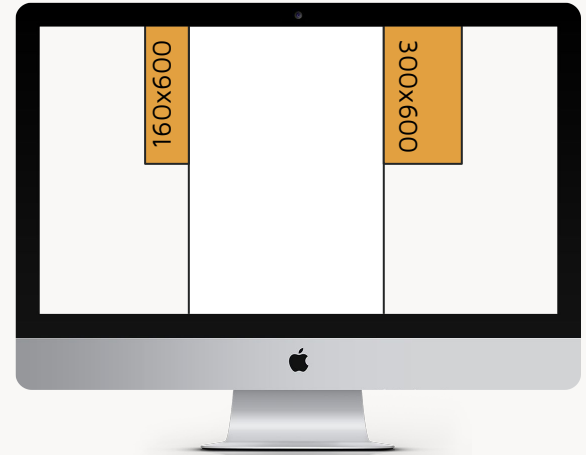
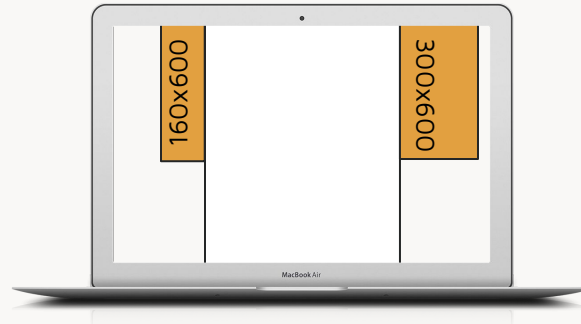


Skyscraper/ Sticky

Specifications:

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

Incl. URL / tracking



Desktop Wallpaper + standard banner

Asset Specs (size in px):

Wallpaper: 2560x1200

Standard banner: 930x180

Asset type:

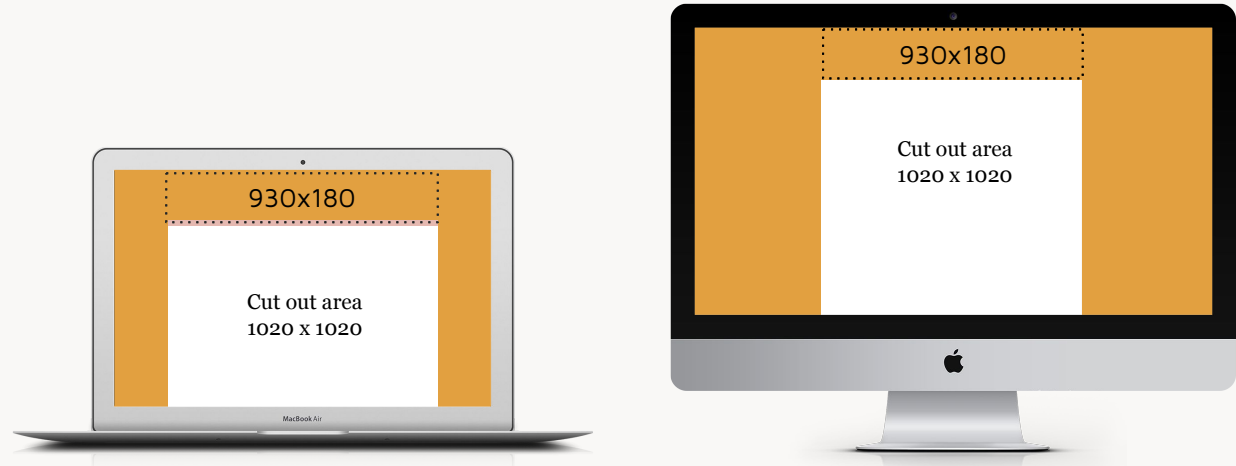
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum 150 kb

Incl. URL / tracking



Video in-banner

Specifications:

- MPEG4, 3GPP, MOV
- AVI
- MPEGS
- WMV, MP3

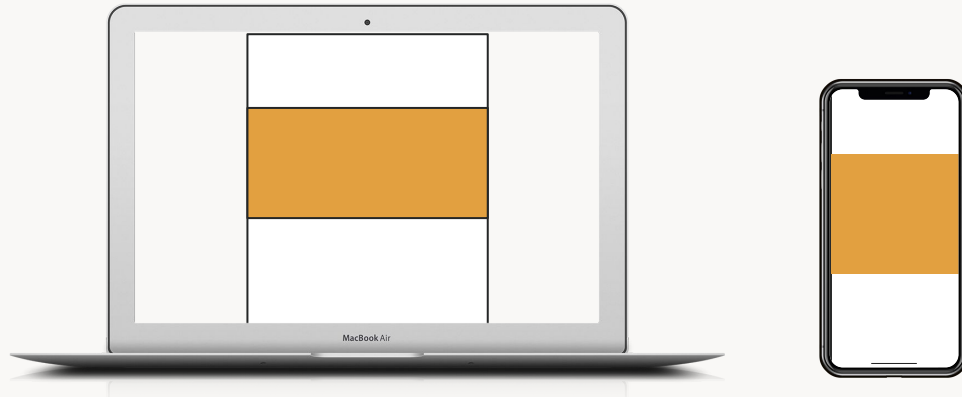
Desktop ratio: 16:9

Mobile ratio: 1:1 or 4:3

Max. weight 512 MB

Recommended to keep
under 15 seconds

Incl. URL / tracking



Newsletter

Specifications:

JPG / PNG / GIF
Max 150 KB

Incl. URL / tracking

