

BONNIER
Publications

DIGITAL FOTO

Media kit 2024



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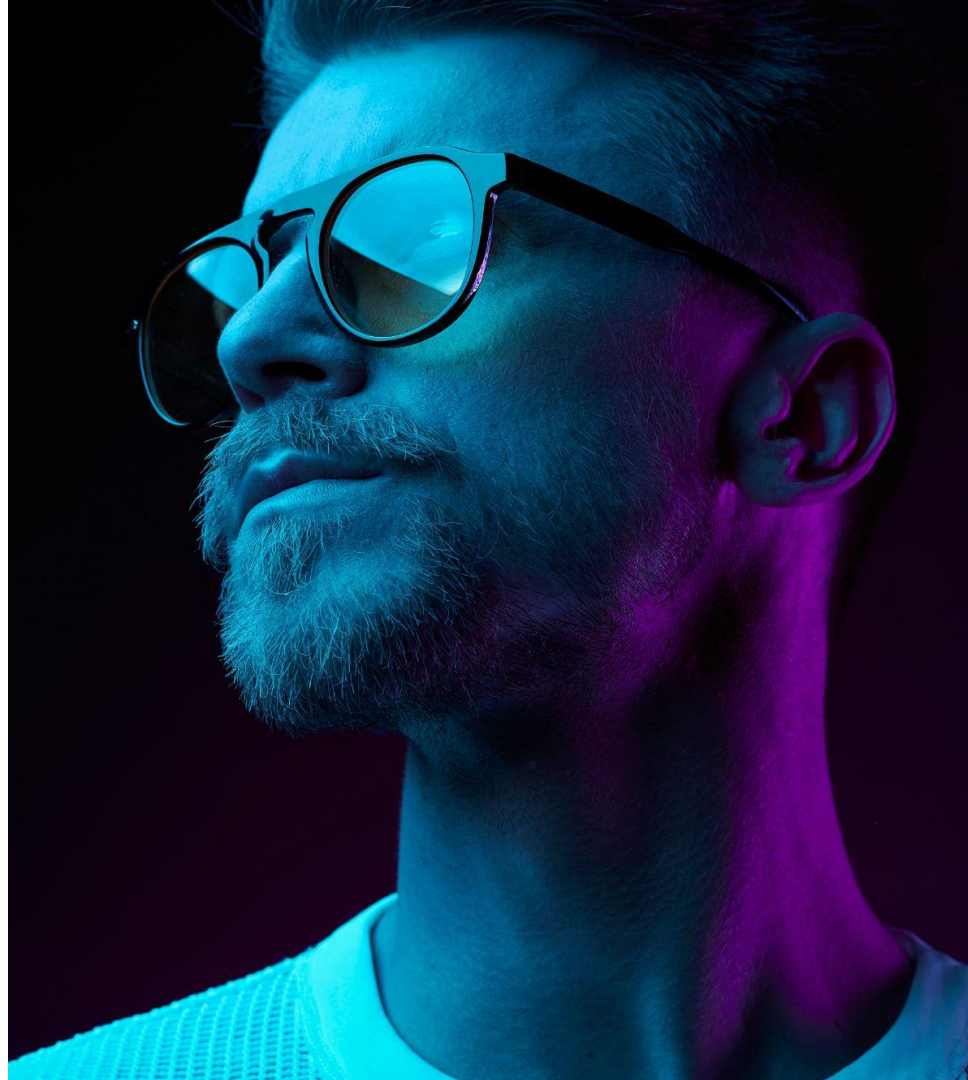
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Digital Foto is the biggest magazine for amateur photography enthusiasts in the Nordic countries

Digital Foto presenting lots of inspiration, interviews with the best photographers, instructive articles which show you how to take fantastic pictures, courses in photo editing, tests of cameras, lenses and other related equipment, advice columns and much more.





36.847

Monthly pageviews**



6.086

Newsletter subscribers



6.379

Facebook likes



5.660

Instagram followers



**Google Analytics -

July 2023

© Konsta Punkka

Digital users

Instagram

61%

male



39%

female



Facebook

49%

male

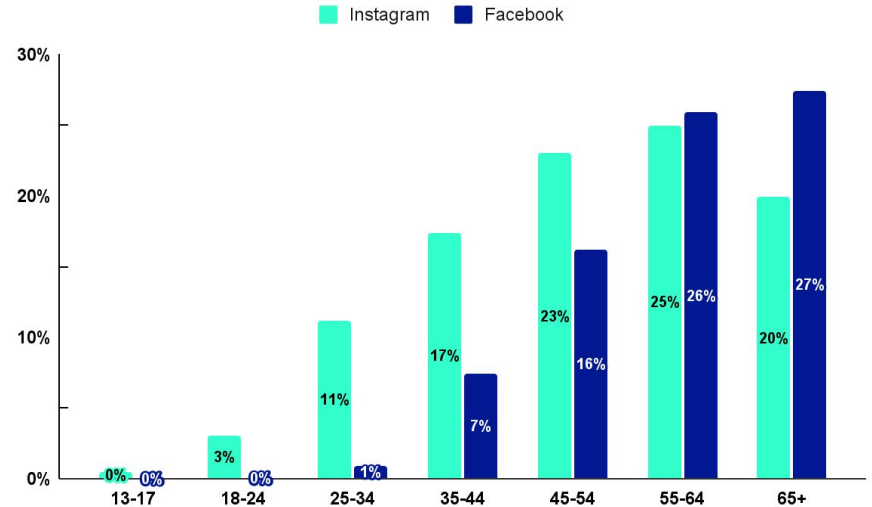


51%

female



Age





Editorial schedules, rate cards and formats

January - May 2024

No.	Publishing date	Week	Deadline	Theme
2	11/01/2024	3	06/12/2023	
3	30/01/2024	5	20/12/2023	
4	19/02/2024	8	14/01/2024	
5	08/03/2024	10	06/02/2024	
6	31/03/2024	14	26/02/2024	
7	15/04/2024	16	13/03/2024	
8	03/05/2024	18	02/04/2024	

June - September 2024

No.	Publishing date	Week	Deadline	Theme
9	22/05/2024	21	17/04/2024	
10	10/06/2024	24	06/05/2024	
11	28/06/2024	26	27/05/2024	
12	17/07/2024	29	17/06/2024	
13	05/08/2024	32	03/07/2024	
14	23/08/2024	35	23/07/2024	
15	10/09/2024	37	12/08/2024	

October - December 2024

No.	Publishing date	Week	Deadline	Theme
16	30/09/2024	40	28/06/2024	
17	18/10/2024	42	17/09/2024	
18	06/11/2024	45	07/10/2024	
19	25/11/2024	48	23/10/2024	
1/25	13/12/2024	50	12/11/2024	

Print Advertising rate card

Product	Pricing in NOK*
2/1 page	39.900
1/1 page	23.500
½ page	15.300
Back cover	30.600
Inner back cover	28.200
Page 2-3	49.900

Product	Pricing in NOK*
First right-hand page	28.200
2/1 page Native Article	49.900**
1/1 page Native Article	29.400**

*Gross prices only

**In addition, production cost

Print formats

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
Page 2-3	410x276
2/1 page Native Article	410x276
1/1 page Native Article	205x276

See visualizations and ad specifications further below

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 written 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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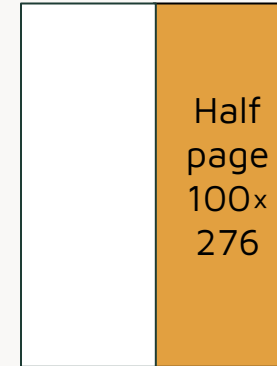
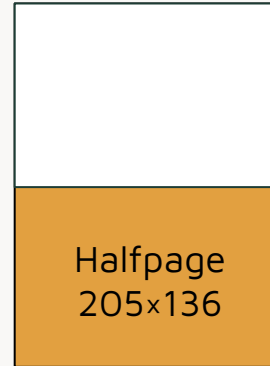
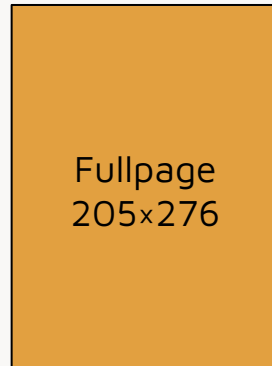
SIEBREN OOSTWOUT

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

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

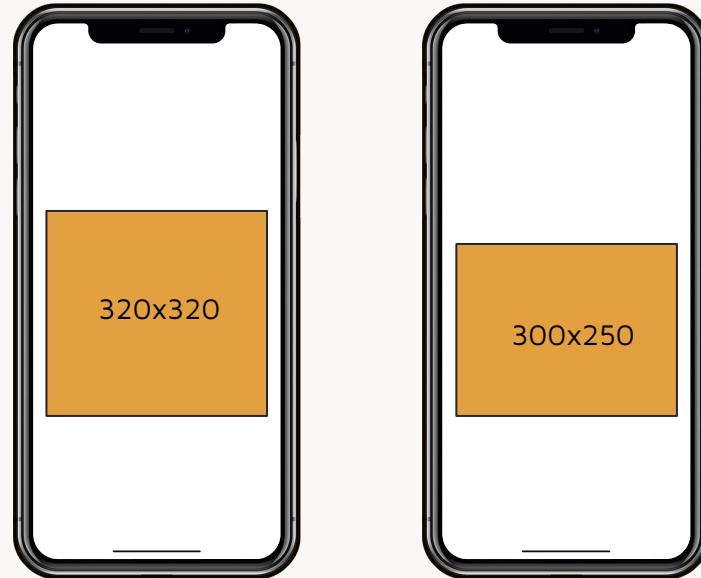
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

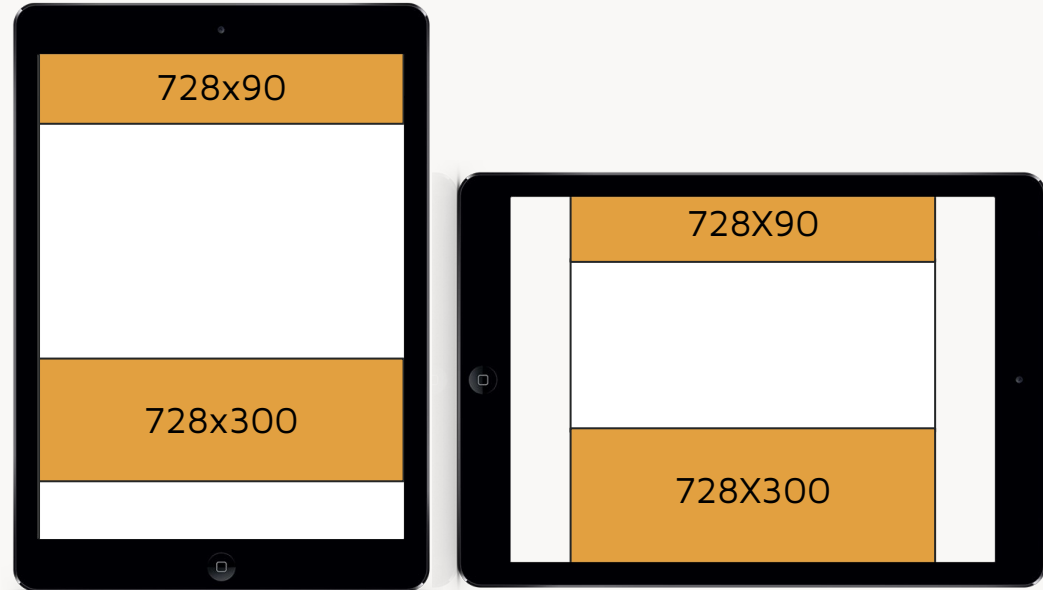


Tablet standard banner

Specifications:

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

Incl. URL / tracking



Desktop standard banner

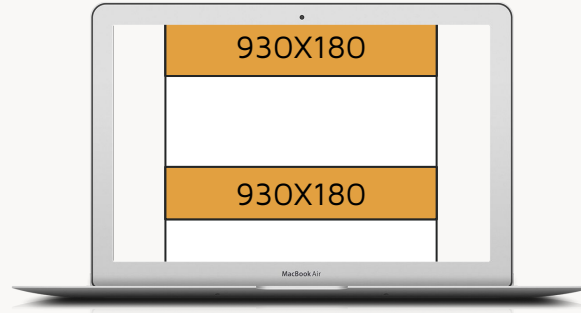
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

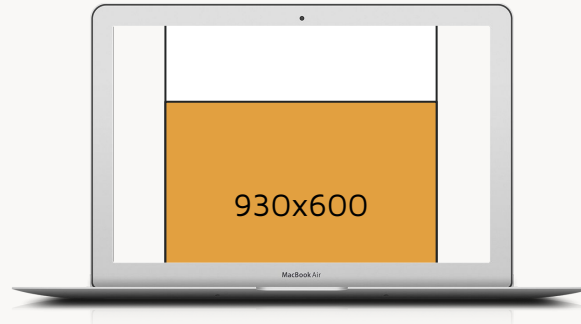


Desktop mega banner

Specifications:

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

Incl. URL / tracking

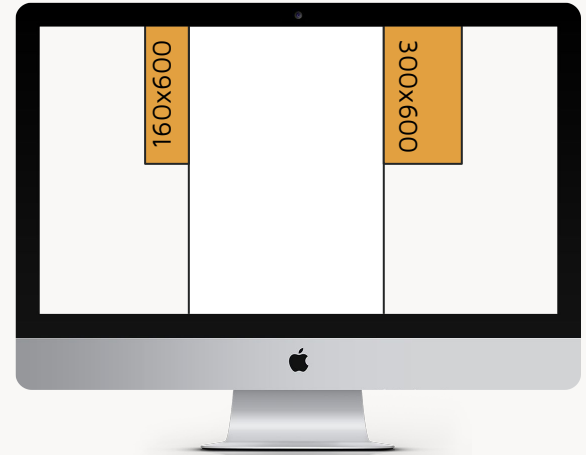
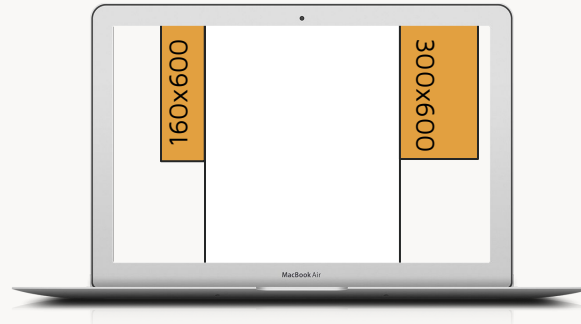


Skyscraper/ Sticky

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:

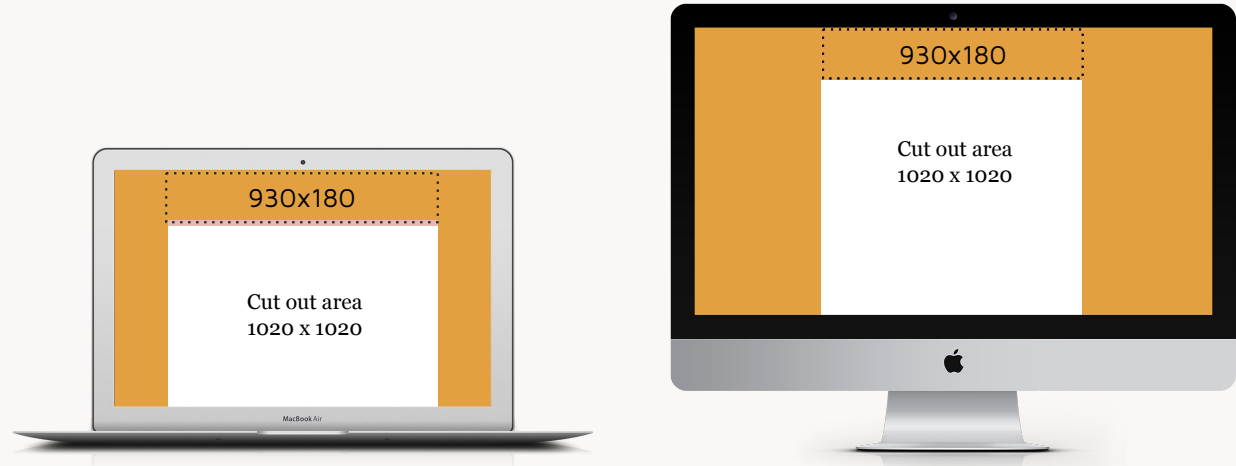
Wallpaper is an Image (JPG, PNG), and Standard banner comes as html5, third party tag or image.

Weights:

Wallpaper: Maximum 200 kb.

Standard banner: Maximum 150 kb

Incl. URL / tracking



Video in-banner

Specifications:

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

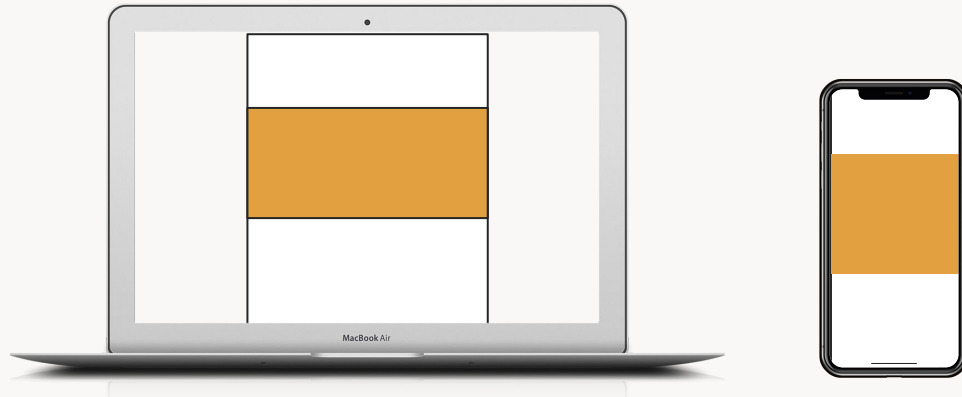
Desktop ratio: 16:9

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

