



**BONNIER**  
Publications

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ILLUSTRERT

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**VITENSKAP**

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**Media kit 2024**

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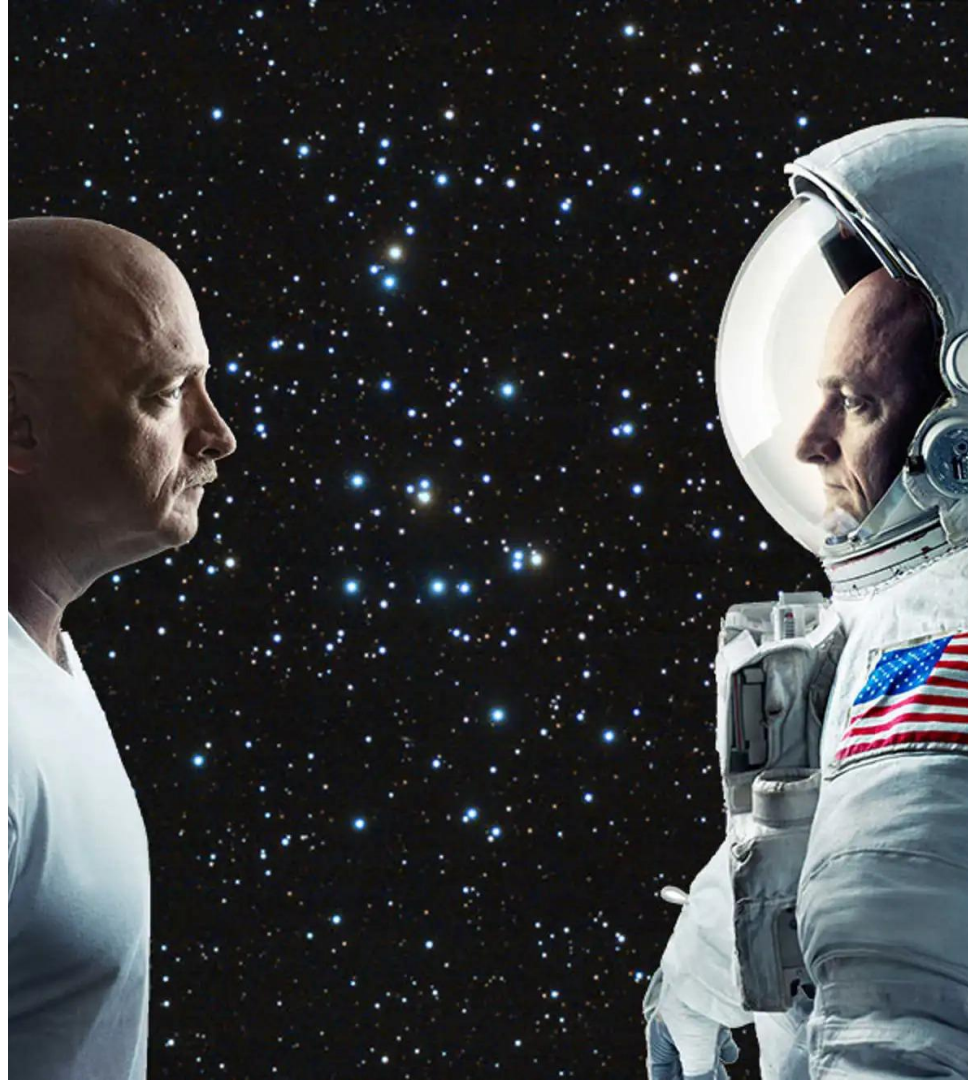
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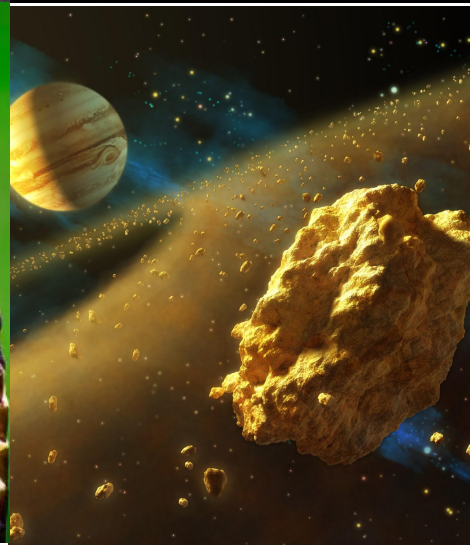
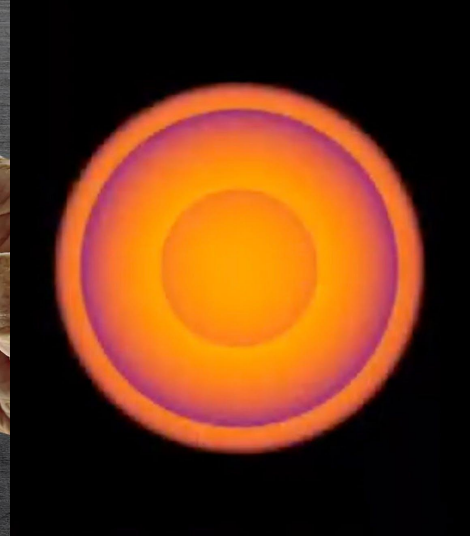
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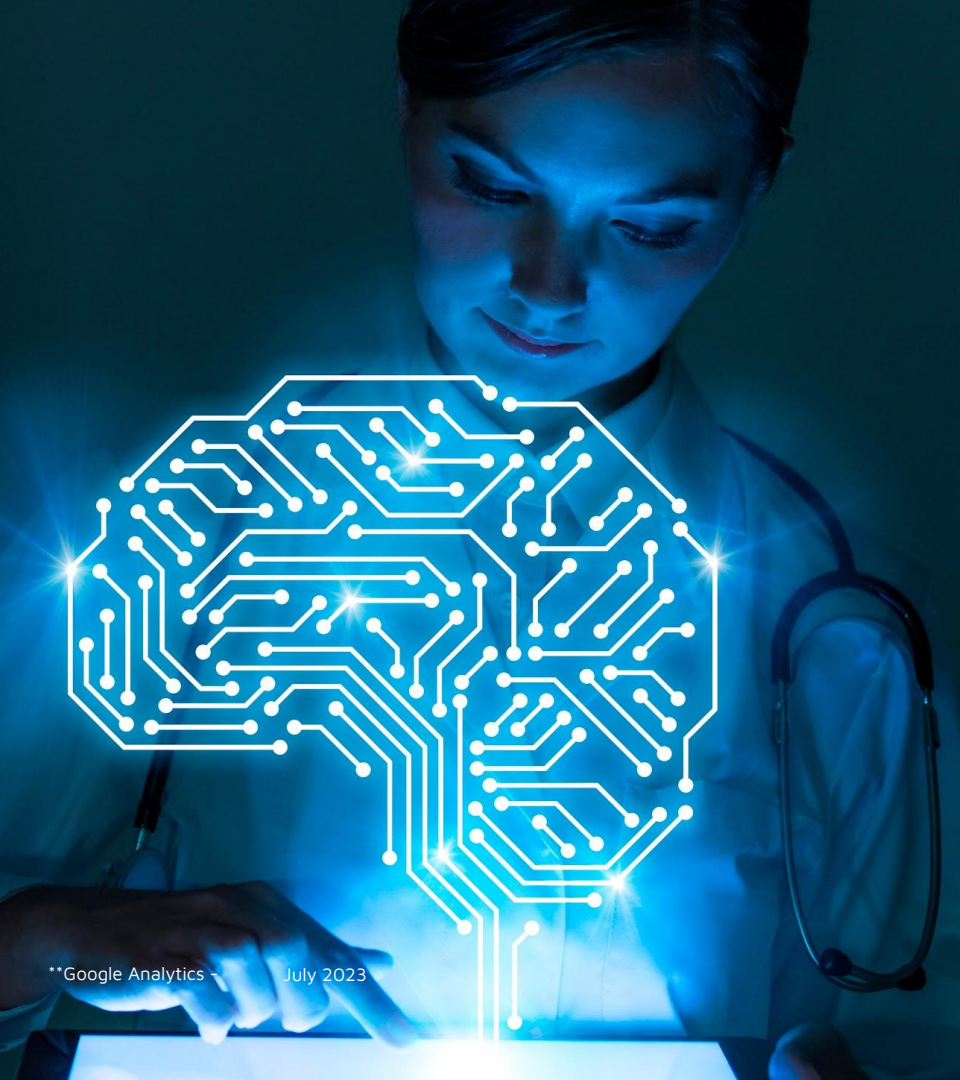


**Illustrert Vitenskap is the biggest magazine in the Nordic countries covering science, nature and technology. We enable people to become explorers in the word of science.**

Illustrert Vitenskap deals with the world's leading research in all branches of science and we create unique illustrations to explain complicated information.







**1.582.391**

Monthly pageviews\*\*



**27.366**

Newsletter subscribers



**43.466**

Facebook likes



\*\*Google Analytics July 2023

# Digital users

## Facebook

39%

male

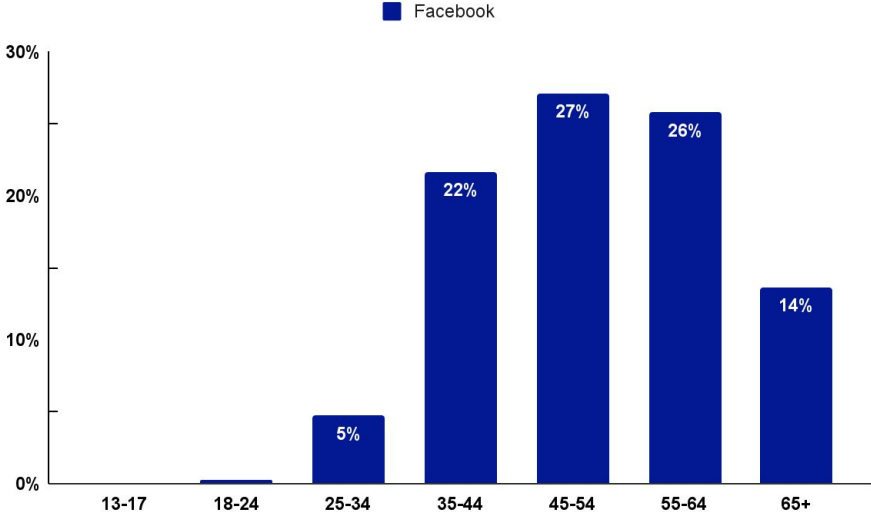


61%

female



## Age





# **Editorial schedules, rate cards and formats**

# January - May 2024

No.	Publishing date	Week	Deadline
2	12/01/2024	2	01/12/2023
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

# June – September 2024

No.	Publishing date	Week	Deadline
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
17	04/10/2024	40	30/08/2024
18	25/10/2024	43	20/09/2024
19	15/11/2024	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	112.800
1/1 page	63.000
½ page	40.800
Back cover	81.600
Inner back cover	75.200
Page 2-3	139.900

Product	Pricing in NOK*
First right-hand page	75.200
2/1 page Native Article	141.000**
1/1 page Native Article	78.700**

\*Gross prices only

\*\*In addition, production cost

# Print formats

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).

Product	Format
2/1 page	410x276*
1/1 page	205x276
Vertical ½ page	100x276
Horizontal ½ page	205x276
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

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

Mobile / Tablet	Format
Mobile banner	320x320 / 300x250
Tablet 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](https://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](mailto: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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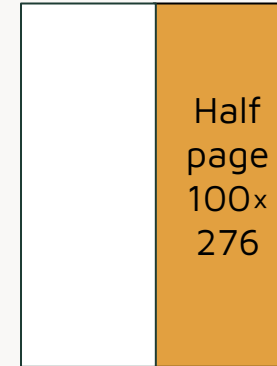
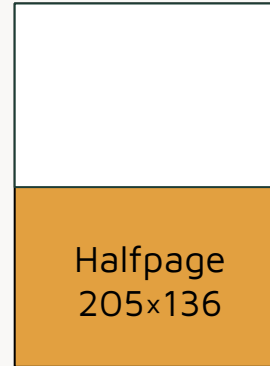
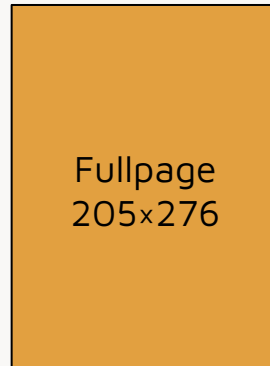
**SIEBREN OOSTWOUD**

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

# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

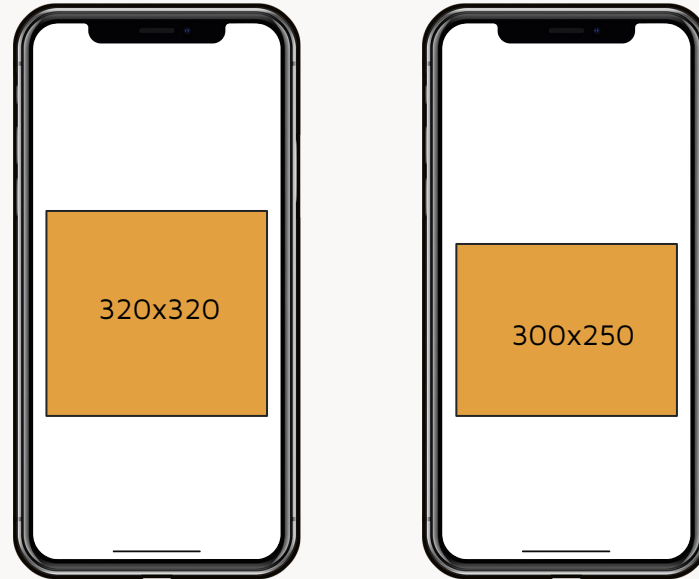
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

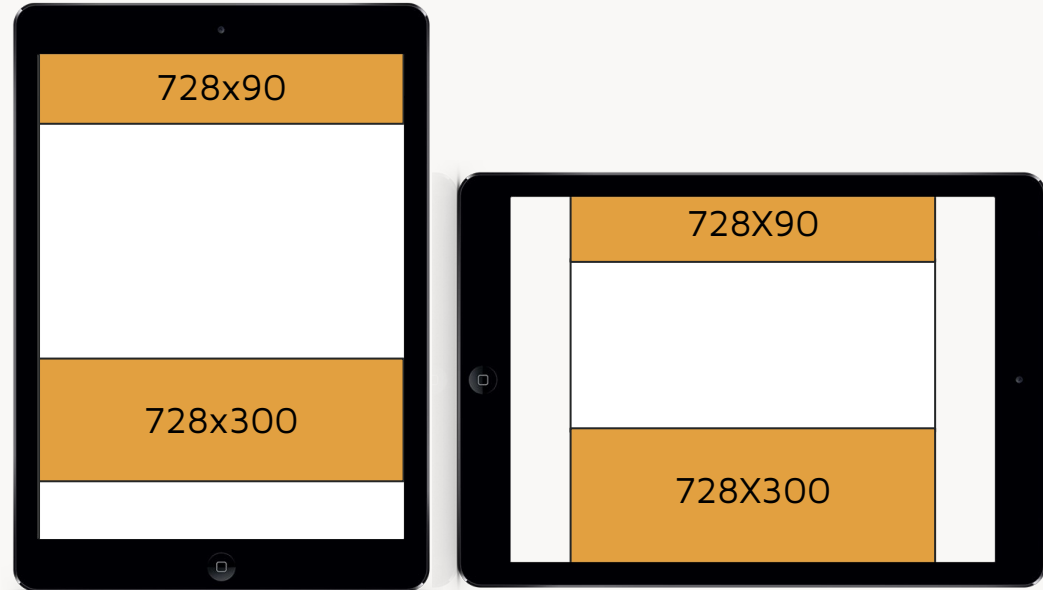


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking





# Desktop standard banner

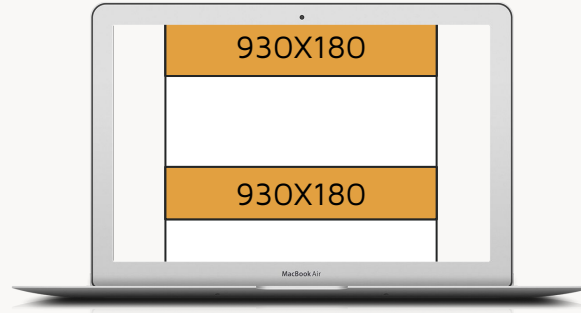
## Specifications:

HTML5 banner  
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

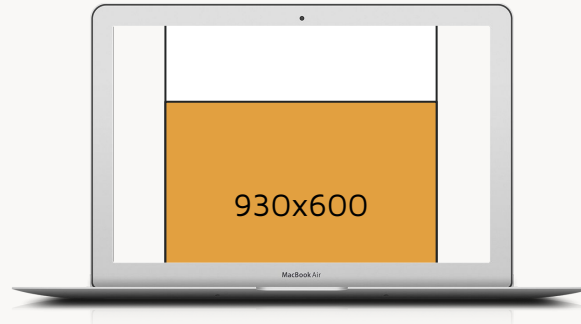


# Desktop mega banner

## Specifications:

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

Incl. URL / tracking



# Video in-banner

## Specifications:

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

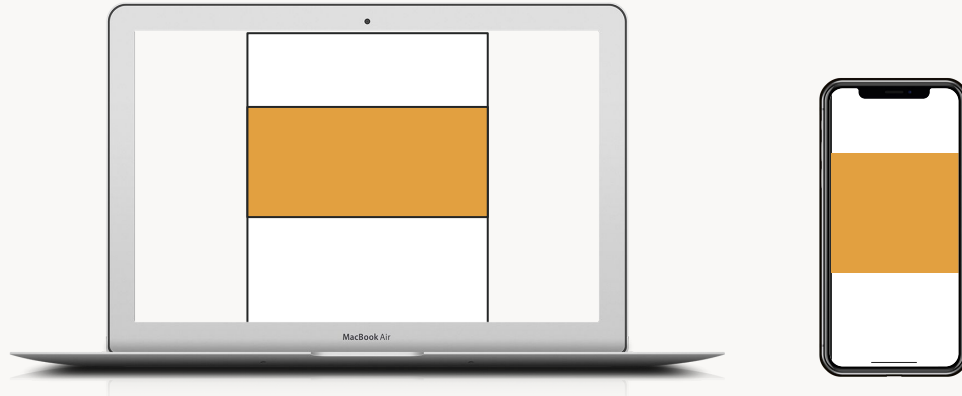
Desktop ratio: 16:9

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

