

BONNIER
Publications

Gjør Det Selv

Media kit 2024



Index

[Our universe](#)

[Editorial schedules, rate cards and formats](#)

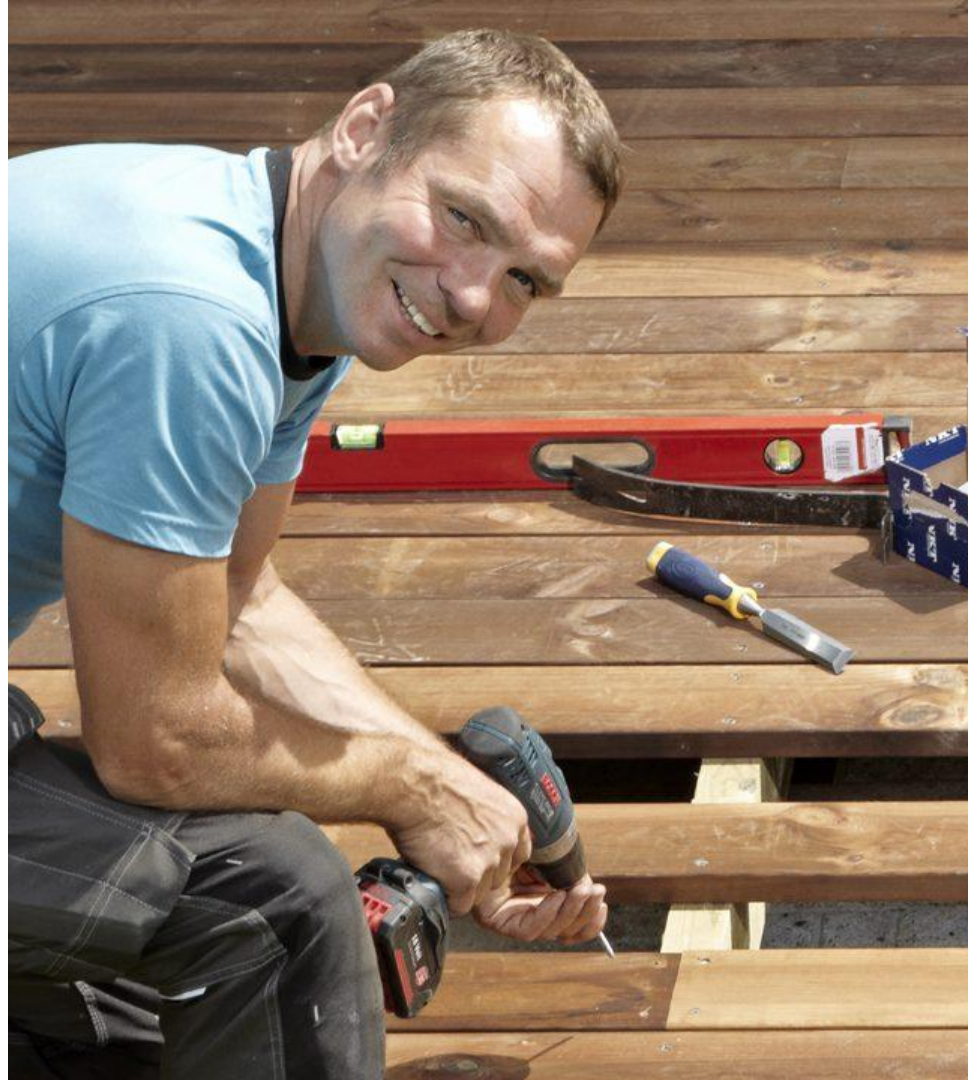
[Print](#)

[Digital](#)

[NTA](#)

[Contact](#)

[Advertisement specifications](#)



Gjør Det Selv focuses on the joy of doing it yourself.

In close cooperation with professionals, the editorial staff helps, guides and inspires to do many practical jobs in and around the house. The primary target group is men over 30 who enjoy practical work, regardless of whether the motivation is saving money or sheer interest.





**Google Analytics – July 2023

606.057

Monthly pageviews**

16.208

Newsletter subscribers

29.761

Facebook likes

Digital users

Facebook

69%

male

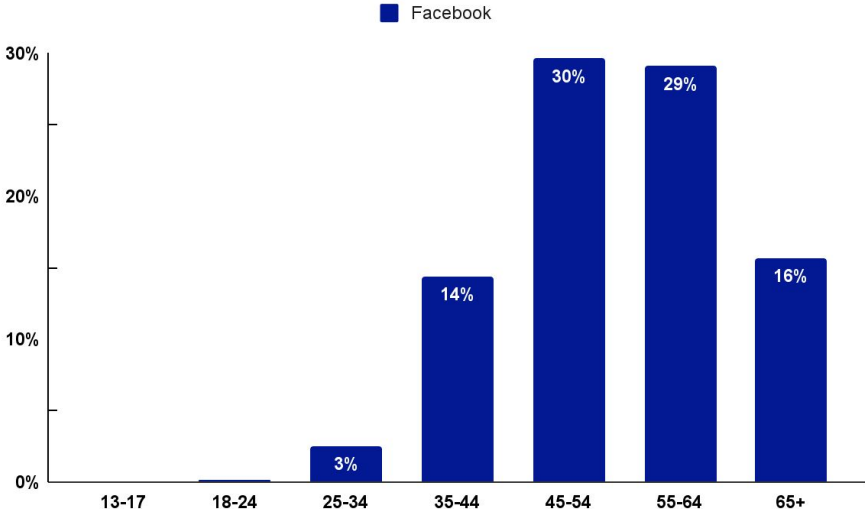


31%

female



Age





Editorial schedules, rate cards and formats

January - April 2024

No.	Publishing date	Week	Deadline	Theme
2	09/01/2024	2	04/12/2023	Floors
3	30/01/2024	5	19/12/2024	Save energy
4	19/02/2024	8	17/01/2024	Wood nerd
5	08/03/2024	10	06/02/2024	Roofs
6	25/03/2024	13	21/02/2024	
7	08/04/2024	15	04/03/2024	Wooden porch
8	22/04/2024	17	18/03/2024	Fences

May – September 2024

No.	Publishing date	Week	Deadline	Theme
9	07/05/2024	19	02/04/2024	Overhang
10	22/05/2024	21	17/04/2024	Sustainable Materials
11	03/06/2024	23	29/04/2024	Mega-test
12	17/06/2024	25	13/05/2024	Tips
13	10/07/2024	28	05/06/2024	Dining in your garden
14	29/07/2024	31	26/06/2024	
15	19/08/2024	34	17/07/2024	Removing water
16	10/09/2024	37	07/08/2024	Building in your garden

October - December 2024

No.	Publishing date	Week	Deadline	Theme
17	30/09/2024	40	28/08/2024	
18	21/10/2024	43	18/09/2024	
19	13/11/2024	46	09/10/2024	
20	2/12/2024	49	30/10/2024	
1/25	20/12/2024	51	20/11/2024	

Print Advertising rate card

Product	Pricing in NOK*
2/1 page	40.800
1/1 page	24.000
½ page	15.600
Back cover	31.200
Inner back cover	28.800

Product	Pricing in NOK*
2/1 page Native Article	51.000**
1/1 page Native Article	30.000**

*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
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

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.

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 DKK*
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](#)



RAGNHILD VANGERUD

Head of sales
rv@hsmedia.no



SØREN PRIEN

Editor in Chief
soren.prien@bonnier.dk



CAMILLA BRO-RASMUSSEN

Advertising Material
camilla.bro@bonnier.dk



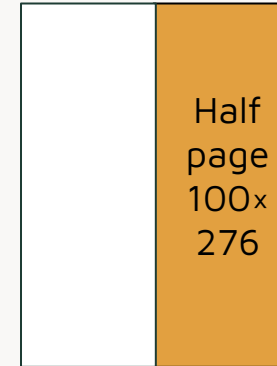
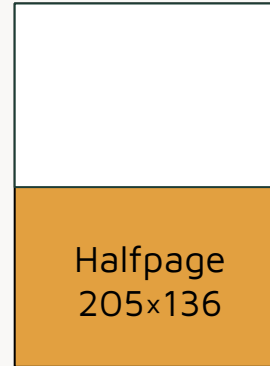
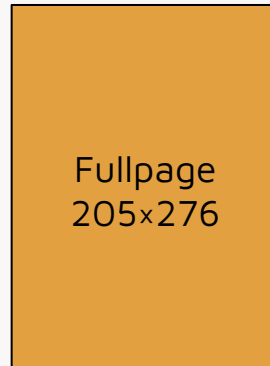
SIEBREN OOSTWOU

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

Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Missing some prices?

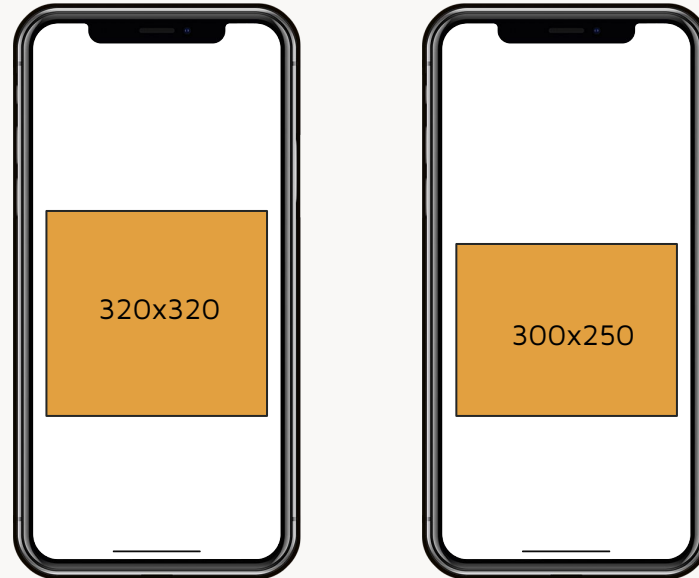
See details about pricing above

Mobile standard banners

Specifications:

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

Incl. URL / tracking

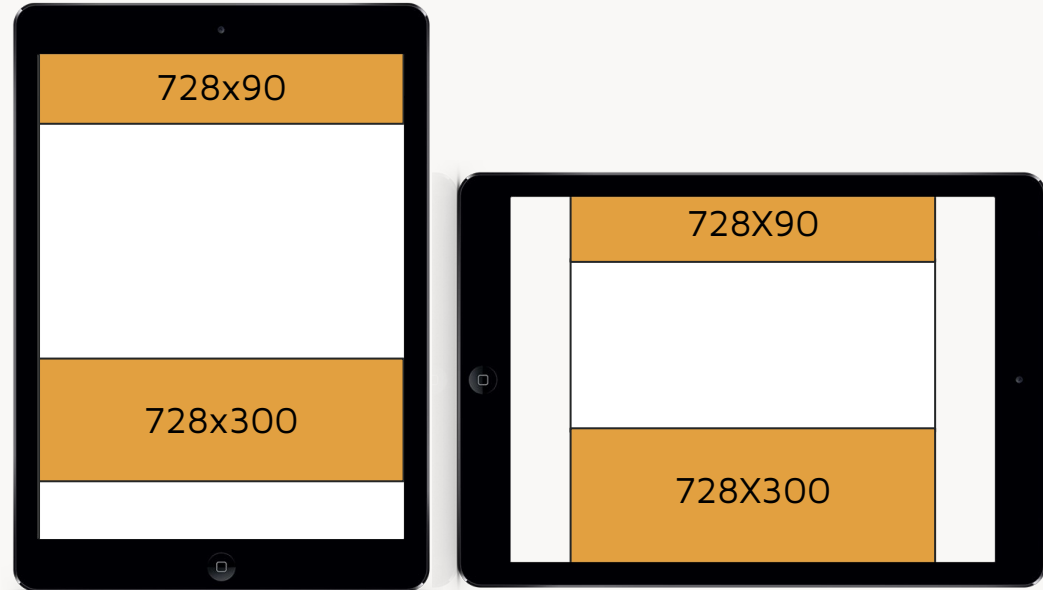


Tablet standard banner

Specifications:

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

Incl. URL / tracking



Desktop standard banner

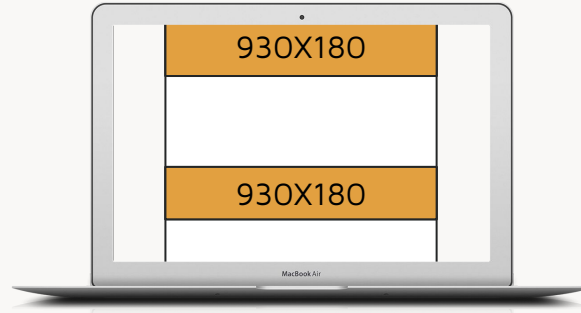
Specifications:

HTML5 banner
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking

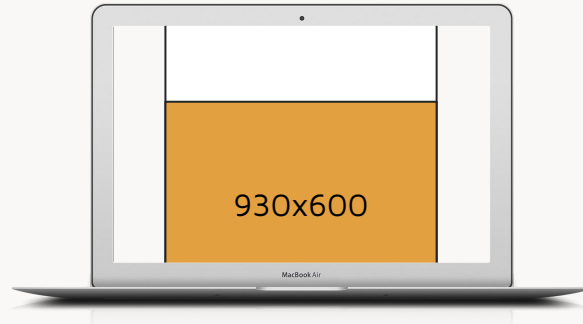


Desktop mega banner

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

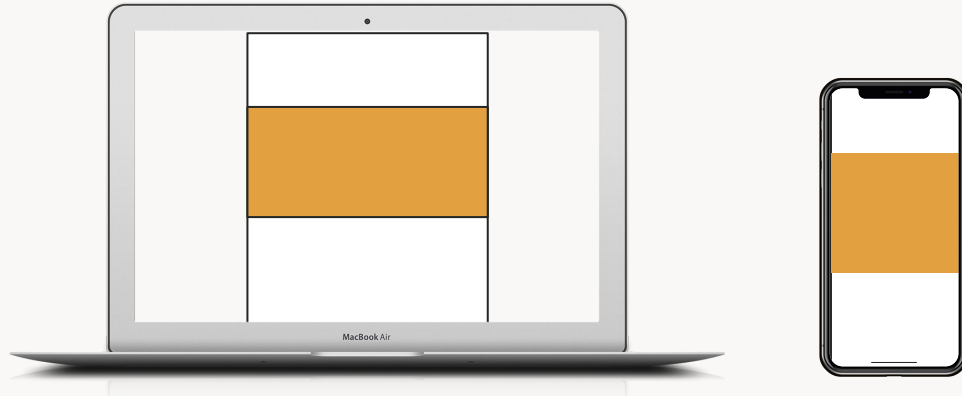
Desktop ratio: 16:9

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

