



DIGITAL FOTO

Media kit 2022

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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.



Our universe



BONNIER | **DIGITAL FOTO**
Publications

© Tommy Petterson



6.167

Newsletter subscribers



51.317

Monthly pageviews**



4.853

Instagram followers



4.856

Facebook likes

BONNIER
Publications

DIGITAL **FOTO**

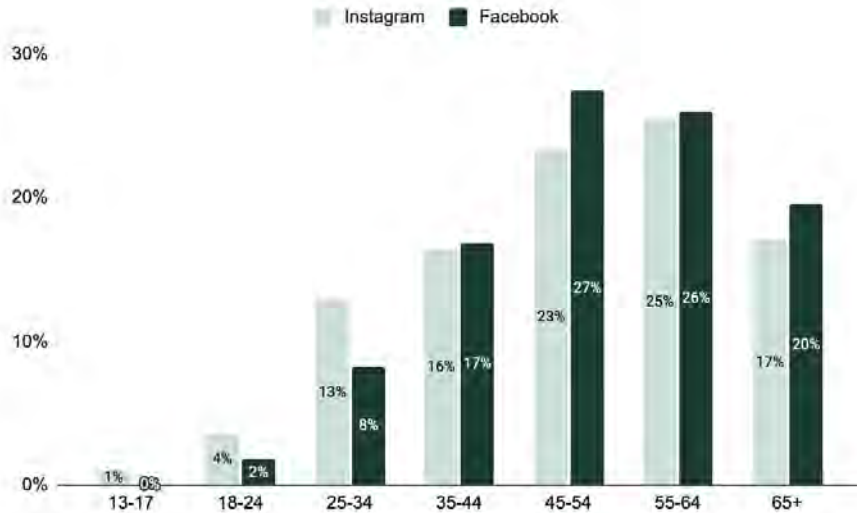


*Google Analytics - oct 2021

© *Konsta Punkka*

Target audience | Digital

Age



Instagram



62%

Male



38%

Female

Facebook



49%

Male



51%

Female

Facebook Audience Insights - October 2021

Print formats

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

Digital formats

Desktop	Format
Standard banner	930x180
Megabanner	930x600
Skyscraper/sticky	160x600/300x600
Wallpaper	2560x1200 + optional standard banner
Desktop Interscroller	930x960

Mobile/tablet	Format
Mobile banner	320x320/320x160/300x250
Mobile Interscroller	640x1136
Tablet banner	728x90/728x300

Newsletter	Format
Newsletter banner	300x250, 620x200

NTA | Non traditional advertising

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

Advertising rate card | Print

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

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

Advertising rate card | Digital

Format	Pricing in NOK*
Standard banner	CPM 150
Megabanner	CPM 150
Skyscraper/sticky	CPM 150
Wallpaper	CPM 150
Desktop Interscroller	CPM 150

Format	Pricing in NOK*
Mobile banner	CPM 150
Desktop Interscroller	CPM 150
Tablet banner	CPM 150
Newsletter	Pricing in NOK*
Newsletter banner	CPM 150

Advertising rate card | NTA

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

Editorial schedule | Jan - May 2022

No.	Issue date	Week	Deadline	Theme
2	13/01/2022	2	08/12/2021	Benefit zone: Video guides for image processing software, Test: Image processing
3	03/02/2022	5	23/12/2021	Benefit zone: Ashampoo Slideshow Studio + video, Test 10 must-have apps for photographers
4	24/02/2022	8	20/01/2022	Benefit zone: E-book: How to take better pictures, part 2, Test: Flagship cameras
5	17/03/2022	11	09/02/2022	Benefit zone: Buying guide for Cameras, Guide: TBA
6	31/03/2022	13	28/02/2022	Benefit zone: Software: Skylum PhotoLemur, Test: 4K monitors
7	21/04/2022	16	15/03/2022	Guide: Portraits with effects, Tips: Holiday
8	12/05/2022	19	01/04/2022	Topics: Macro, Test: Relevant Cameras
9	27/05/2022	21	22/04/2022	Guide: Extreme sports athletes, Tips: Sports and games

Editorial schedule | Jun - Sep 2022

No.	Issue date	Week	Deadline	Theme
10	16/06/2022	24	09/05/2022	Test: Camera bags, Guide: all the hours of light
11	07/07/2022	27	01/06/2022	Guide: Black and white, Test: 10 bad locations you can magically make better
12	28/07/2022	30	22/06/2022	Test: Relevant Cameras, Guide: Fine art for beginners
13	11/08/2022	32	11/07/2022	Guide: Safari, Tips: Completely hand-held
14	01/09/2022	35	28/07/2022	Test: Tripods, Guide, Better pictures with filters
15	22/09/2022	38	17/08/2022	Guide: Nature with a hint of art, Prune your way to better pictures

Editorial schedule | Oct - Dec 2022

No.	Issue date	Week	Deadline	Theme
16	06/10/2022	40	06/09/2022	Test: Relevant Cameras, Guide: Light painting
17	27/10/2022	43	23/09/2022	Guide: Dramatic animal portraits, Tips: Solar and lunar eclipses
18	17/11/2022	46	13/10/2022	Test: Products of the year, Guide: Make boring subjects exciting
19	08/12/2022	49	02/11/2022	Topics: Astro, Guide: One hour in... ?
1/23	22/12/2022	52	21/11/2022	Guide: Setting off with 50 mm, tips: 25 projects to throw yourself into

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](#)

BONNIER
Publications



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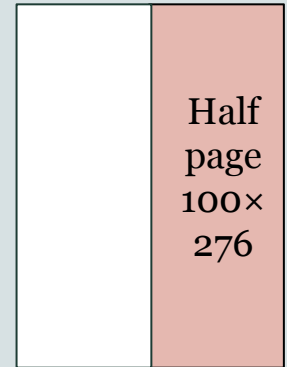
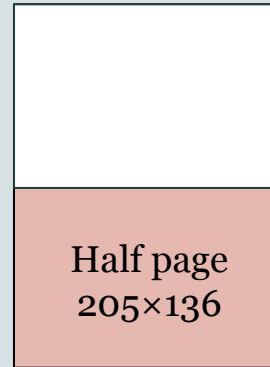
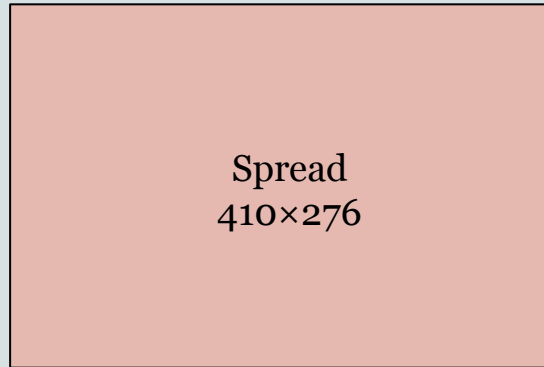


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Print, mobile, tablet and desktop formats

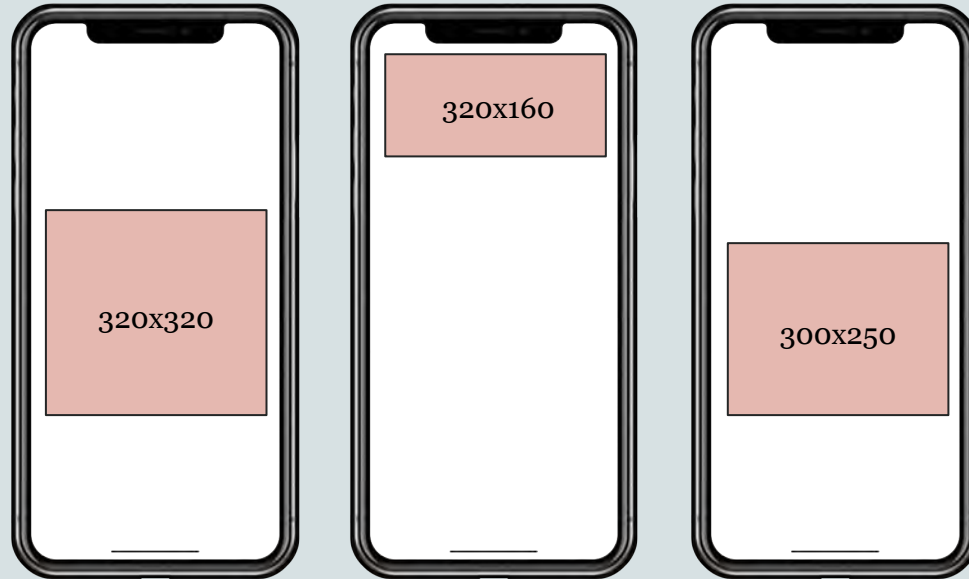
Advertisement specifications

Print formats



See details about pricing further above

Mobile standard banners



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

Mobile Interscroller



Specifications:

JPG / PNG / GIF

Max 200KB

No animations

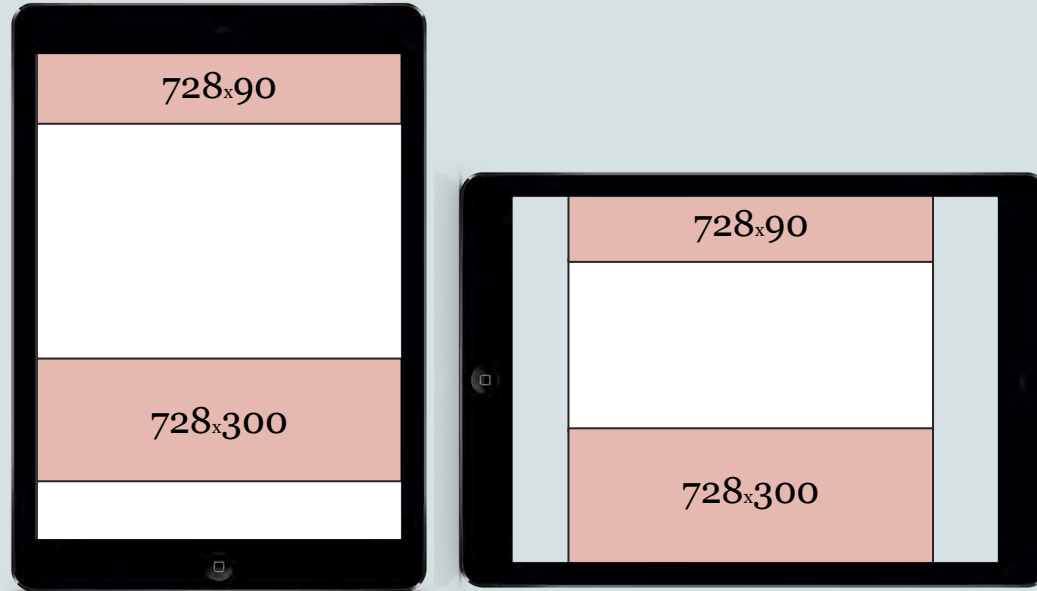
Recommendations:

Important messages and logos must be placed **216 pixels** from the top and **445 pixels** from the bottom.

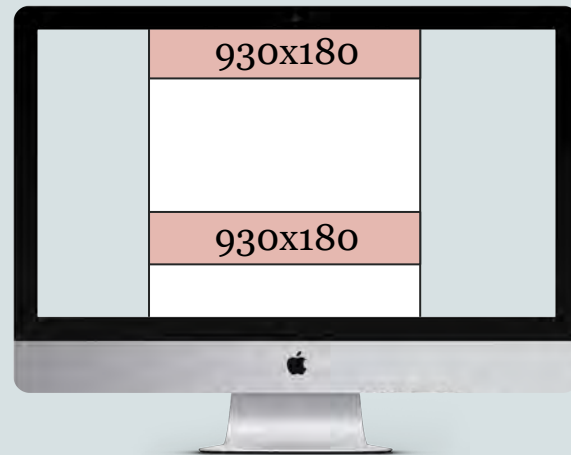
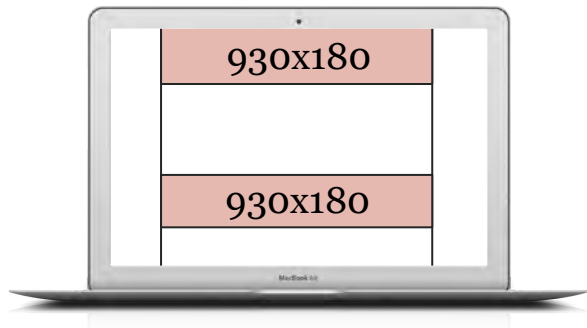
The bottom 445 pixels will only be visible to users with large screens (fx. Iphone 11 Pro Max)

Viewport: 600px.

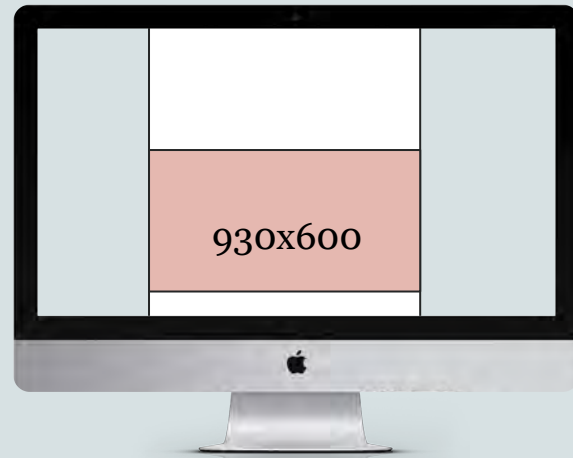
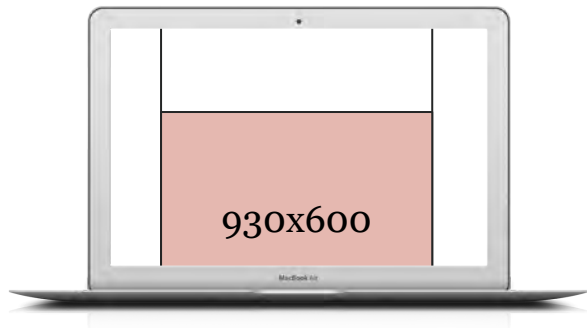
Tablet banner



Desktop standard banner



Desktop mega banner



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

Desktop interscroller



Recommendations:

Important messages and logos must be placed **180 pixels** from the top and **380 pixels** from the bottom.

The bottom 380 pixels will only be visible to users with large screens (fx. desktop screen)

Viewport: 600px.

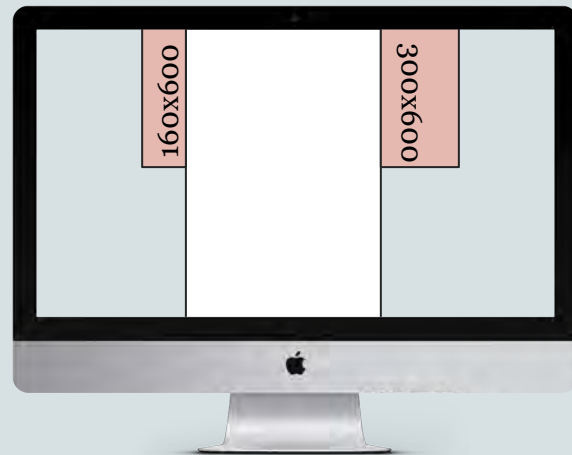
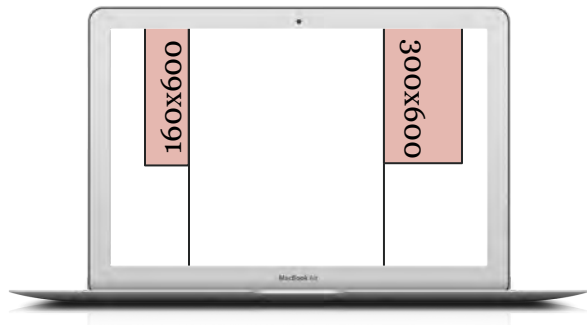
Specifications:

JPG / PNG / GIF

Max 200KB

No animations

Skyscraper/ Sticky



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Publications

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

Desktop Wallpaper



Specifications:

Core Assets:

Wallpaper + Standard banner

Asset Specs (px):

Wallpaper Size: 2560x1200

Standard banner Size: 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

Newsletter



620x300



300x250