



# KOMPUTER FOR ALLE

Media kit 2022

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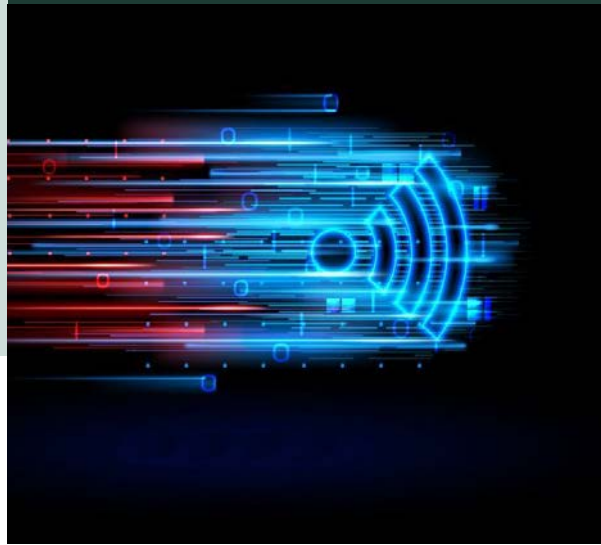
**BONNIER**  
Publications

**K** KOMPUTER FOR ALLE



**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.



**Our universe**



**BONNIER**  
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**KOMPUTER FOR ALLE**



**64.772**

Monthly pageviews\*



**2.726**

Newsletter subscribers



**2.633**

Facebook likes

**BONNIER**  
Publications

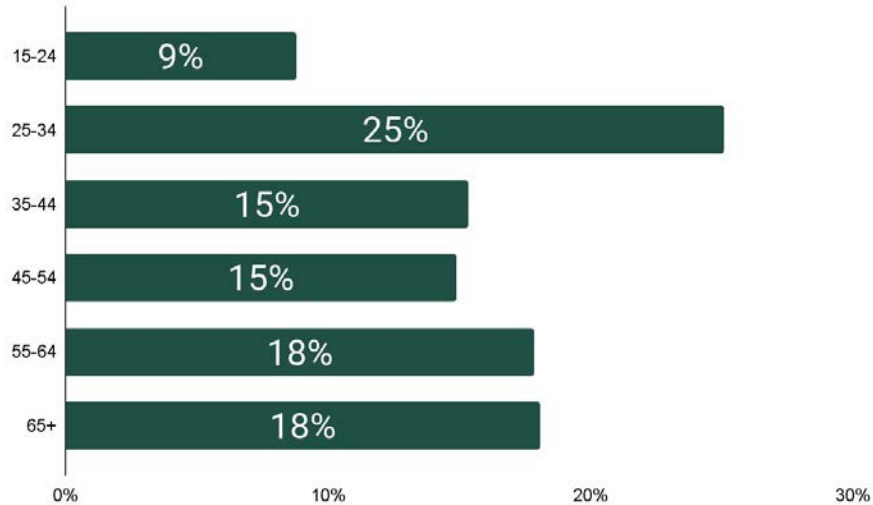
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\*Google Analytics - Oct 2021

# Target audience | Digital

## Age



**BONNIER**  
Publications

## Gender



**60%**

Male



**40%**

Female

Google Analytics - Avg. January-may 2020

# 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  |
|-------------------------|---------|
| 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         | 30.600          |
| 1/1 page         | 18.000          |
| 1/2 page         | 11.700          |
| Back cover       | 23.400          |
| Inner back cover | 21.600          |

| Format                  | 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**        |

# 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 - Jun 2022

| No. | Publishing date | Week | Deadline   | Theme                                     |
|-----|-----------------|------|------------|---|
| 2   | 07/01/2022      | 1    | 30/11/2021 | Mouse                                     |
| 3   | 28/01/2022      | 4    | 14/12/2021 | Security apps for phones                  |
| 4   | 11/02/2022      | 6    | 07/01/2022 | Wireless headsets for PCs, TVs and phones |
| 5   | 04/03/2022      | 9    | 27/01/2022 | Online back-up                            |
| 6   | 25/03/2022      | 12   | 16/02/2022 | Cheap phones                              |
| 7   | 08/04/2022      | 14   | 04/03/2022 | Laptop PCs with Windows 11                |
| 8   | 29/04/2022      | 17   | 23/03/2022 | Dashcams                                  |
| 9   | 20/05/2022      | 20   | 08/04/2022 | Monitors                                  |
| 10  | 03/06/2022      | 22   | 28/04/2022 | Smartwatches                              |
| 11  | 24/06/2022      | 25   | 16/05/2022 | Media players                             |

# Editorial schedule | Jul - Dec 2022

| No.  | Publishing date | Week | Deadline   | Theme                             |
|------|-----------------|------|------------|-----------------------------------|
| 12   | 08/07/2022      | 27   | 02/06/2022 | Speakers with radio and streaming |
| 13   | 29/7/2022       | 30   | 23/06/2022 | Chromebooks                       |
| 14   | 19/8/2022       | 33   | 13/07/2022 | Trackers                          |
| 15   | 2/9/2022        | 35   | 29/07/2022 | External SSDs                     |
| 16   | 23/9/2022       | 38   | 17/08/2022 | Power banks                       |
| 17   | 07/10/2022      | 40   | 2/9/2022   | Security cameras                  |
| 18   | 21/10/2022      | 42   | 21/9/2022  | Mobile routers                    |
| 19   | 11/11/2022      | 45   | 7/10/2022  | Keyboards                         |
| 20   | 25/11/2022      | 47   | 25/10/2022 |                                   |
| 1/23 | 16/12/2022      | 50   | 14/11/2022 |                                   |

## 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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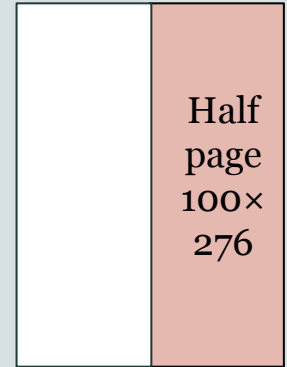
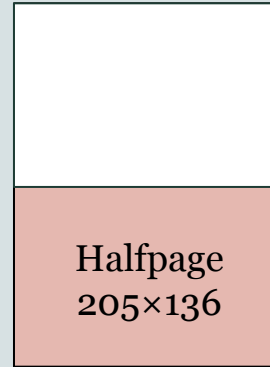
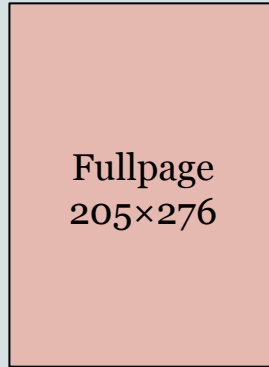


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Sales & Media Ads  
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Print, mobile, tablet and desktop formats

# Advertisement specifications

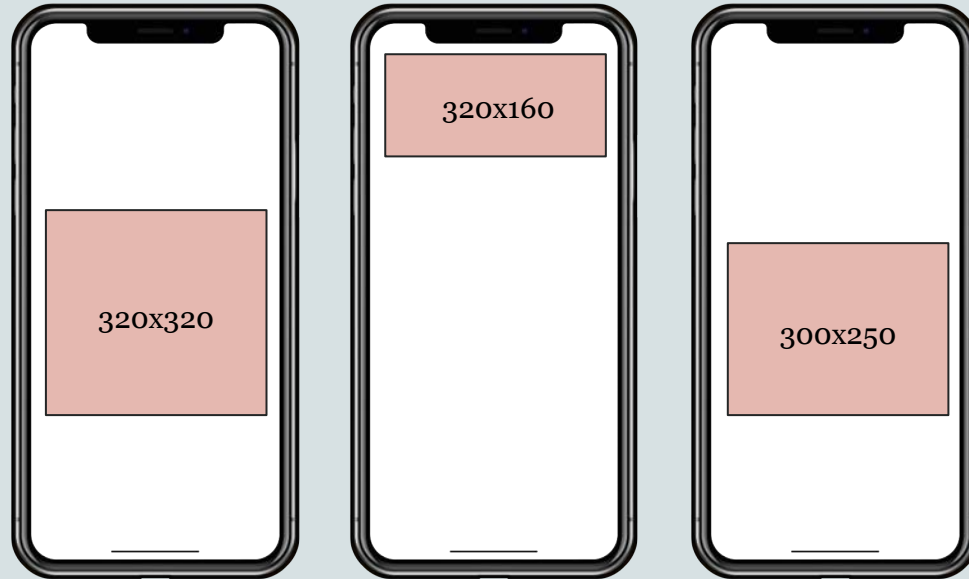
# Print formats



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

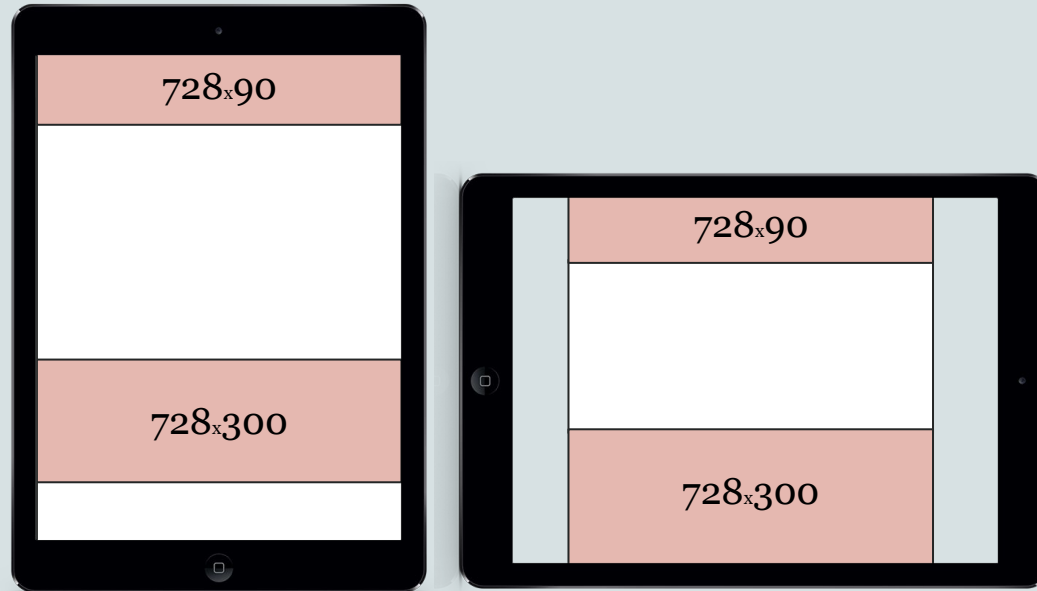
## Recommendations:

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

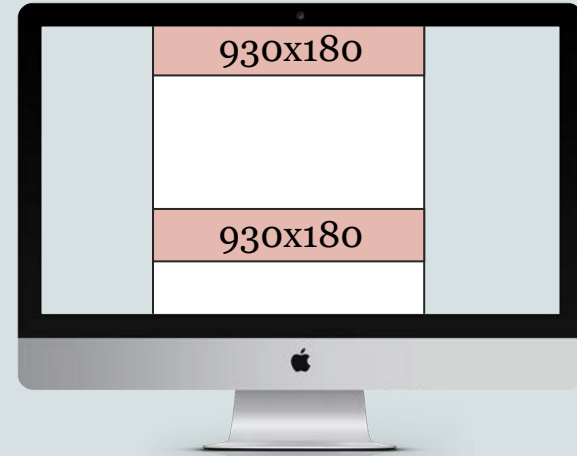
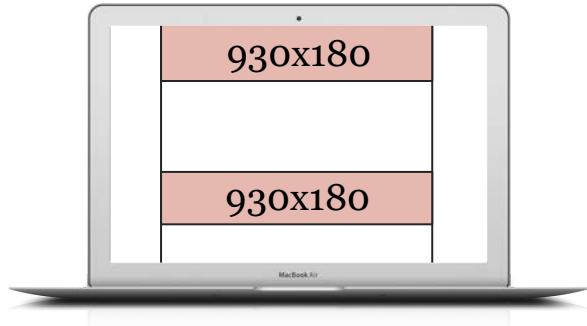
The bottom 445 pixels will only be visible to users with large screens (fx. Iphone 11 Pro Max)

Viewport: 600px.

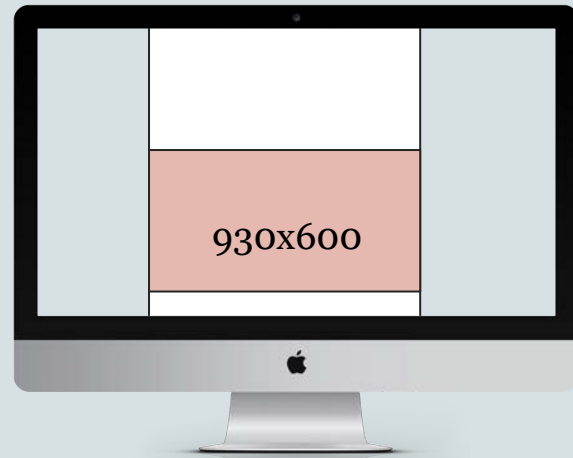
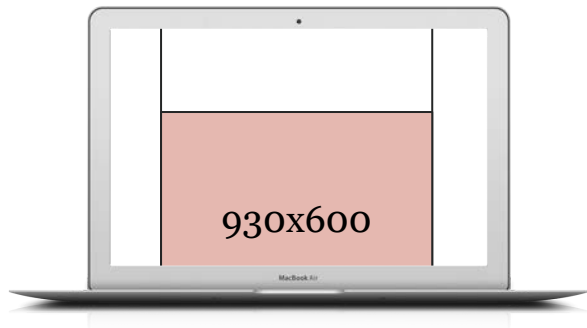
# Tablet banner



# Desktop standard banner



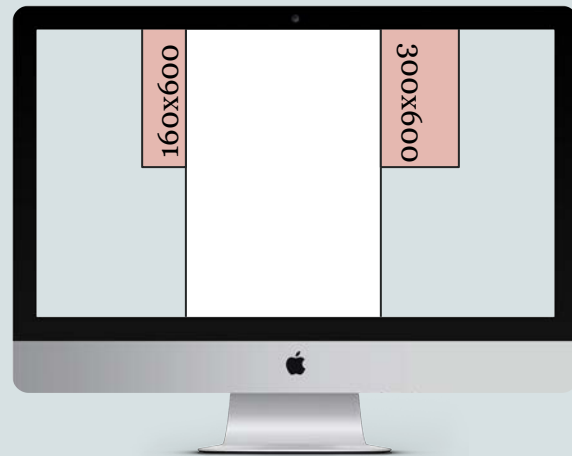
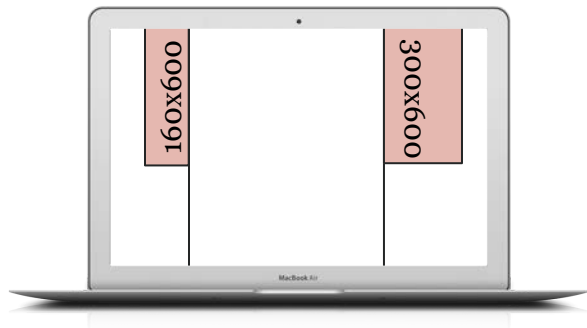
# Desktop mega banner



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

# Skyscraper/ Sticky



**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

# 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



# Newsletter



620x300



300x250