

**BONNIER**  
Publications

ILLUSTRERET  
VIDENSKAB

# Historie

## Media kit 2025



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**Historie addresses all of world history and covers a wide range of topics – from intense war dramas and explorers to triumphs in technology and the masterpieces of world art.**

The core idea behind Historie is to revive the past, put the present into perspective and give the reader more knowledge on why the world is as it is today.





**268.750**

Monthly pageviews\*\*



**11.054**

Facebook likes



**8.00**

Newsletter subscribers

**2**



\*\*Google Analytics

July 2023

# Digital users

## Facebook

52%

male

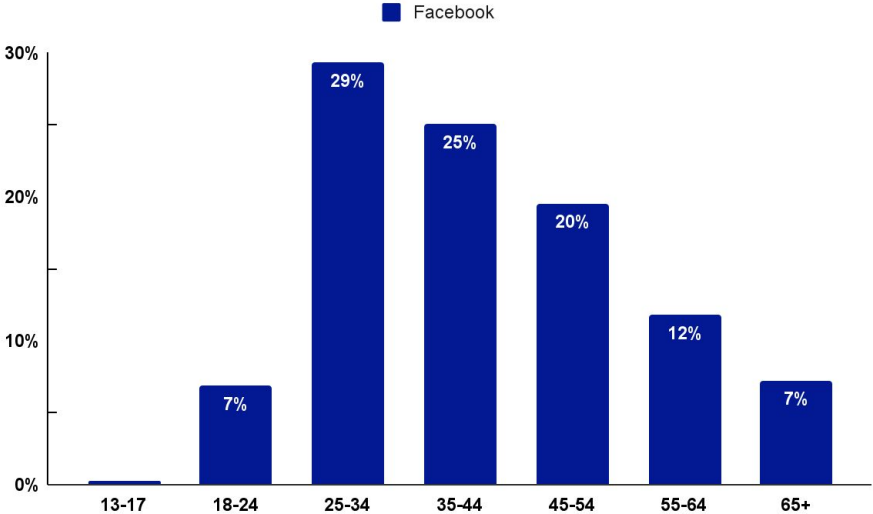


48%

female



## Age





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

# January - April 2025

No.	Publishing date	Week	Deadline
2	10/01/2025	2	29/11/2024
3	31/01/2025	5	19/12/2024
4	14/02/2025	7	13/01/2025
5	07/03/2025	10	03/02/2025
6	28/03/2025	13	24/02/2025
7	11/04/2025	15	10/03/2025
8	02/05/2025	18	26/03/2025

# May – August 2025

No.	Publishing date	Week	Deadline
9	16/05/2025	20	08/04/2025
10	06/06/2025	23	05/05/2025
11	20/06/2025	25	14/05/2025
12	11/07/2025	28	06/06/2025
13	01/08/2025	31	30/06/2025
14	15/08/2025	33	14/07/2025
15	05/09/2025	36	04/08/2025



# September – December 2025

No.	Publishing date	Week	Deadline
16	19/09/2025	38	18/08/2025
17	10/10/2025	41	08/09/2025
18	24/10/2025	43	22/09/2025
19	14/11/2025	46	13/10/2025
20	28/11/2025	48	27/10/2025
1/26	19/12/2025	51	17/11/2025

# Print Advertising rate card

Product	Pricing in NOK*
2/1 page	42.500
1/1 page	25.000
½ page	16.300
Back cover	32.500
Inner back cover	30.000
Page 2-3	53.100
First right-hand page	30.000

\*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	205x136
Back cover	205x276
Inner back cover	205x276

Product	Format
Page 2-3	410x276*

# 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. Incl traffic drivers
Facebook boost	Competition with prize from distributor
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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**Caroline A. Kongslev**

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**SIEBREN OOSTWOUD**

Head of Ad Operations & Programmatic

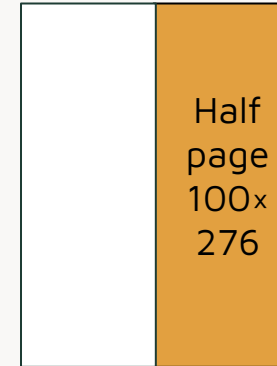
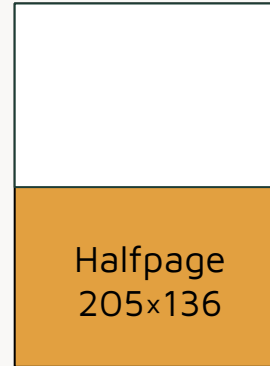
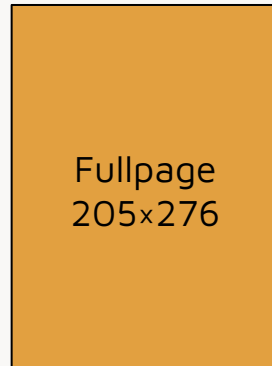
[siebren.oostwoud@bonnier.dk](mailto:siebren.oostwoud@bonnier.dk)



# Advertisement specifications

Print, mobile, tablet and desktop formats

# Print- formats



**Missing some prices?**

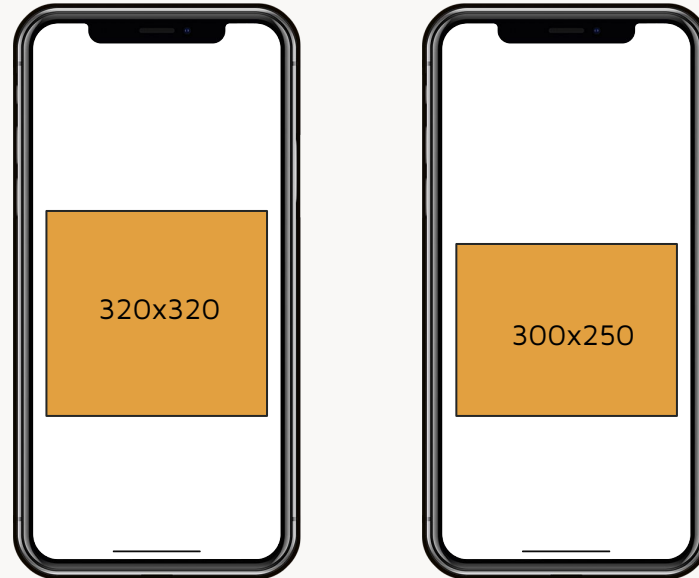
See details about pricing above

# Mobile standard banners

## Specifications:

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

Incl. URL / tracking

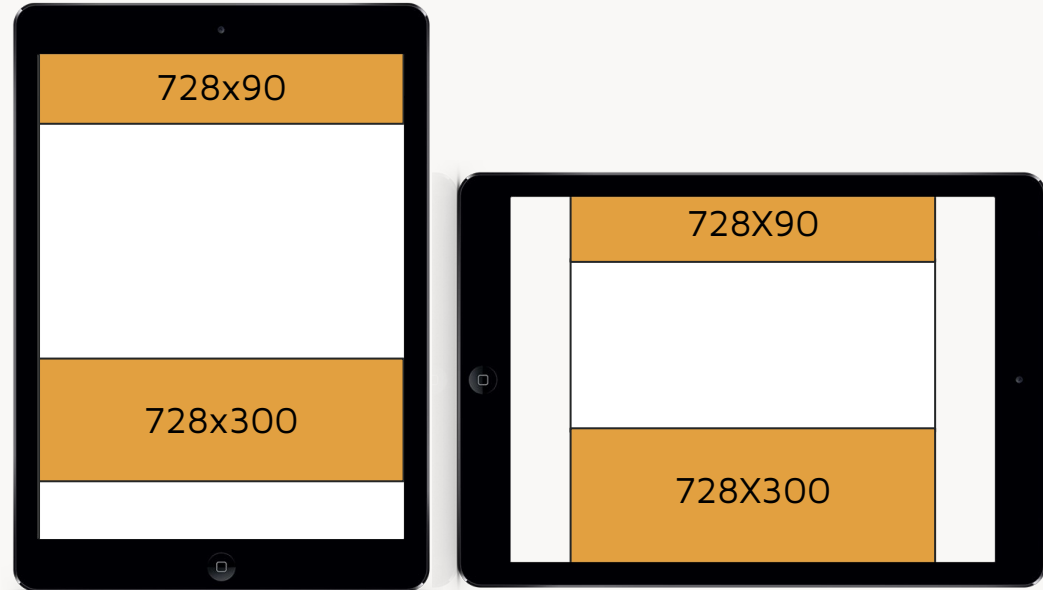


# Tablet standard banner

## Specifications:

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

Incl. URL / tracking



# Desktop standard banner

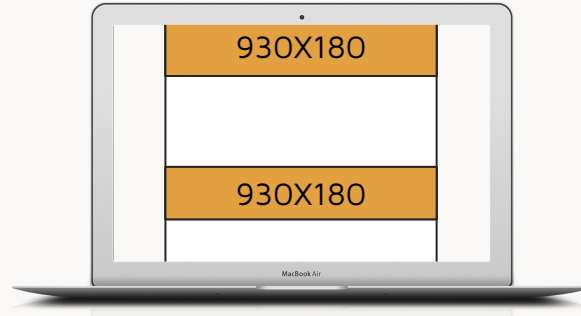
## Specifications:

HTML5 banner  
JPG / PNG / GIF

3rd party tag

Max 150 KB

Incl. URL / tracking



# Video in-banner

## Specifications:

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

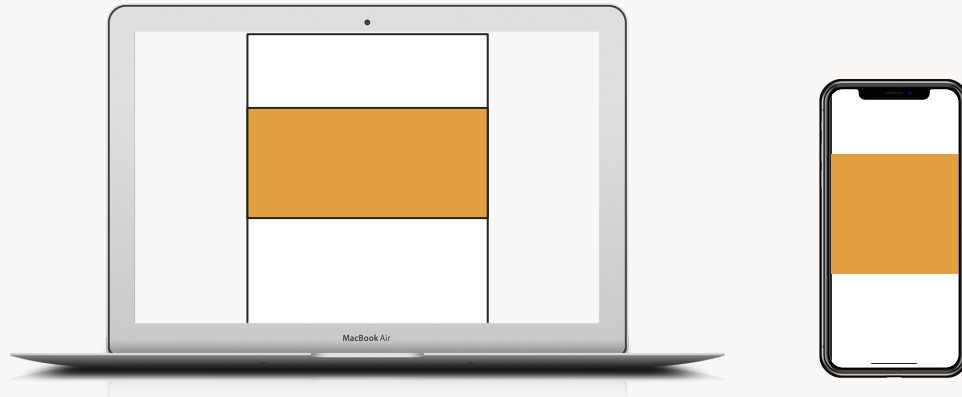
Desktop ratio: 16:9

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

