

ELTERN

For the last 50 years ELTERN has accompanied young families. It the focus was earlier on information, today it's the readers' desire to not be left alone with **new questions** and overwhelming **emotions**. A baby changes one's entire life and leads to many purchase decisions. ELTERN provides an overview and **decision-making help** – a fitting surrounding for all of your products.



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Views	3.31 mill. ¹
Net coverage	0.74 mill. ¹
Possible Video Ads	0.02 mill. ²