

At a glance

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.



Digital

Visits	8.90 mill. (GA 2026-01)
Page Impressions	51.91 mill. (GA 2026-01)
Possible Video Ads	0.04 mill. (Adserver 2026-02)

