

At a glance

For the last 50 years ELTERN has accompanied young families. If 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

Views	40.16 mill. (AGF 2025-12)
Net coverage	3.96 mill. (AGF 2025-12)
Possible Video AIs	0.04 mill. (Adserver 2025-12)

