

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

Unique User	5.11 mill. (AGF 2024-06)
Visits	14.42 mill. (GA 2024-07)
Page Impressions	71.93 mill. (GA 2024-07)
Possible Video Ads	0.05 mill. (Adserver 2025-04)

