

## 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

Views	<b>3.43 mill.</b> (AGF 2026-02)
Net coverage	<b>0.75 mill.</b> (AGF 2026-02)
Possible Video Ads	<b>0.04 mill.</b> (Adserver 2026-02)

