# ELTERN

## An institution among German parents

ELTERN offers young families qualified advice in every phase of their lives. Thanks to its many years of experience, ELTERN knows its users' needs and, as a unique family platform, addresses topics that move families. The platform provides advice and answers questions about the desire to have children, pregnancy, babies, parenting or family life.

The users are young, diverse families, pregnant women and couples with the desire to have children. Many are interested in topics related to pregnancy, birth and colorful family life. The users are well-educated, want quality content that creates trust, offers security and appeals to them emotionally.

### In-Stream & Display

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|---|---|
| Views[1] | 23,445,674 |
| Net coverage[1] | 1,656,968 |
| Possible Video AIs[2] | 31,160 |







[1]AGF 2026-10, [2]Adserver 2026-10. ELTERN is published in Germany.