

Print: ELTERN readers



- ELTERN readers are happy in their new role as mum and dad. They want the best for their children, their family and themselves.
- No other target group is in such need of information and consumption.
- They are looking for suggestions for a healthy and enjoyable family life, specific guidance and product recommendations, advice and encouragement during the exciting phases: from pregnancy and first steps to settling in at nursery and choosing a school. Parental leave, retirement planning, career and family.



79% of ELTERN readers are female



76% of ELTERN readers are 20 to 49 years old



ELTERN readers have an average monthly HHNE of € 3,938



Digital: Users from ELTERN



- ELTERN users are educated but also creative and want the best for their families and themselves.
- They are open to new things and look to the online world for information and inspiration that can make their everyday family life easier. In particular, tips for a healthy lifestyle and the exciting parental leave are always welcome from ELTERN users.
- They organise their everyday life simply and flexibly in order to maintain a balance between family and work and at the same time not miss out themselves. They want to capture the best moments with their loved ones but also use the breaks to do something good for themselves.



56% of ELTERN users are female



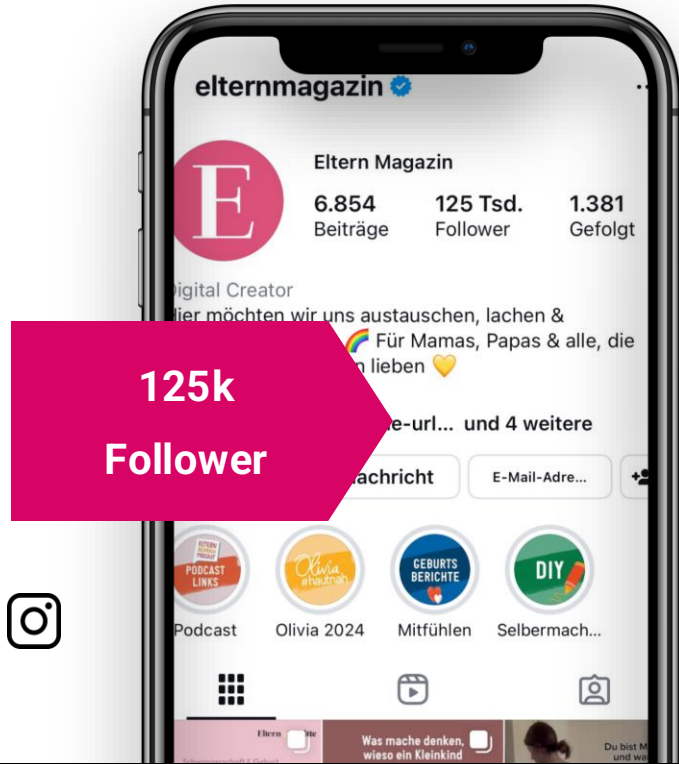
ELTERN users are between 20 and 49 years old



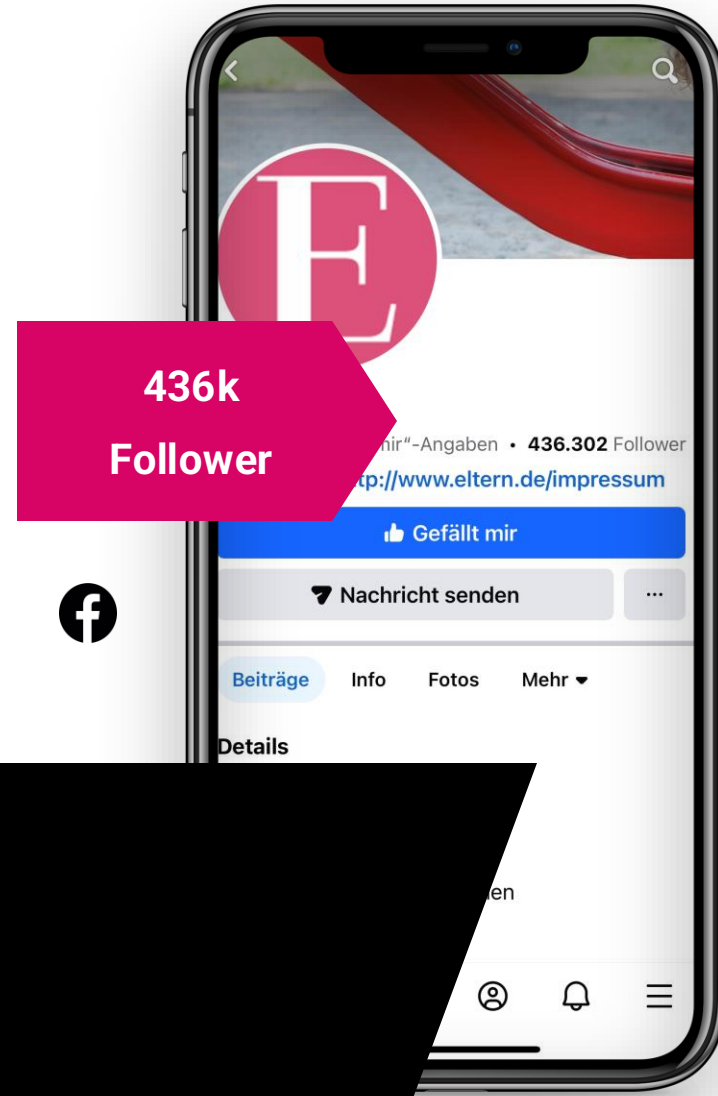
ELTERN users have an average monthly HHNE of €3,000



Social: Users:inside ELTERN



125k
Follower



436k
Follower



94% of ELTERN users are female



ELTERN users are between 25 and 44 years old