



## ELTERN

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.



### In-Stream & Display

|                    |                         |
|--------------------|-------------------------|
| Views              | 3.58 mill. <sup>1</sup> |
| Net coverage       | 0.92 mill. <sup>1</sup> |
| Possible Video Ads | 0.02 mill. <sup>2</sup> |