

## At a glance

For the last 50 years ELTERN has accompanied young families. If 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

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Visits	<b>15.10 mill.</b> (GA 2025-10)
Page Impressions	<b>51.42 mill.</b> (GA 2025-10)
Possible Video Als	<b>0.04 mill.</b> (Adserver 2025-12)

