What Apotheken-Umschau.de stands for

Target group & key facts

Award-winning quality

New features & highlights
To provide people with the best possible information on medical topics – this is the mission of Apotheken-Umschau.de. And this also applies to the other websites in the brand family, namely “Baby und Familie”, “Diabetes Ratgeber” and “Senioren Ratgeber”.

All content is presented in an easy-to-understand format, scientifically well-researched and absolutely independent. It goes without saying that this is no substitute for a conversation with a doctor or pharmacist, but the information provided helps to pave the way for and supplement such a conversation, while also explaining medical topics in layman’s language and supplying practical everyday tips.

The quality of the information provided is regularly reviewed by external experts and confirmed with a “seal of approval”.

Serious answers to all relevant health issues
66% of users are women.

57% are between the ages of 20 and 49.

44% live in a household comprising 3 or more people.

61% work full or part-time.

An above-average 43% of users possess a university (of applied sciences) entrance qualification or a degree from a university (of applied sciences) (composition index: 129).

57% exercise multiple times a week.

31% generally take the lead when discussing issues in a group setting.¹

45% like to try out new products.¹

38% don’t go to see a doctor most of the time when they feel ill but buy medication at a pharmacy.¹

Source: agof daily digital facts, average month for the last three months (Jan – Mar 2020), total population 16+ (with VuMA characteristics)

¹ Agreement score: “applies fully” / “applies (mainly)”
APOTHEKEN-UMSCHAU.DE ... KEY FACTS
Your direct line to around 6 million health-conscious users

Source: agof digital facts, single month: April 2020, total population 16+ | IVW 2020-03

MOBILE
5.41 million UUs

ONLINE
2.60 million UUs

= 7.72 million DIGITAL UNIQUE USERS

39,180,929 PIs digital

19,392,046 VISITS digital
BABY-UND-FAMILIE.DE ... OUR READERS
Young women with children and above-average educational qualifications

83% of users are women.

69% are between the ages of 20 and 39.

61% live in a household comprising 3 or more people.

67% work full or part-time.

An above-average 58% of users possess a university (of applied sciences) entrance qualification or a degree from a university (of applied sciences) (composition index: 168).

34% generally take the lead when discussing issues in a group setting.¹

51% like to try out new products.¹

41% attach importance to a healthy diet, even if it is more costly.¹

27% prefer medications containing natural substances wherever possible.¹

Source: agof daily digital facts, average month for the last three months (Jan - Mar 2020), total population 16+ (with VuMA characteristics)
¹ Agreement score: “applies fully” / applies (mainly)
BABY-UND-FAMILIE.DE ... KEY FACTS
Mobile use is dominant

MOBILE 423k UUs

ONLINE 106k UUs

= 527k DIGITAL UNIQUE USERS

2,114,825 PIs digital

1,258,903 VISITS digital

Source: agof daily digital facts, single month: April 2020, total population 16+ | IVW 2020-03
Apotheken-Umschau.de won two European Publishing Awards in 2019:

It was named not only “European Digital Publishing Platform of the Year” but also “European Magazine of Excellence in the Service Category”.

This means Apotheken-Umschau.de holds two international awards – one for its standard of service and one specifically for its digital offering.

The category “European Digital Publishing Platform of the Year” recognises the most successful digital platform or brand that demonstrates exceptional craftsmanship and is creatively realised – as well as the publisher behind the medium. In the words of the international jury, “the secret of [Apotheken-Umschau’s] success its the encyclopaedic content – a model that could also be adopted in other European countries”.

NEW FEATURES ... THE “CORE TOPIC”
Focus on a single topic – both in print and via digital channels

The “Core Topic” is published every fortnight parallel to the print edition.

The same core topic is featured in the magazine and on the digital channels.

The digital “Core Topic” is tied in with nine teaser tiles right at the top of the homepage.

The “Core Topic” is presented in a multimedia format complete with exciting articles, great recipes and surveys as well as videos and info graphics.
You can systematically book keywords that are a perfect fit for your campaign, thereby ensuring that your message is ideally positioned.

You can book more than 150 different keywords, such as:

- Headaches
- Coughs
- Sniffles
- Digestive tract
- Respiratory system
- Nerves
- Colds
- Skin
- Brain & memory
- Muscles

Exclusive booking is also possible – to ensure maximum visibility.
IN FOCUS ... ALL-STAR TARGETING
We lend wings to your campaign

You name your target group and your campaign objective – and we’ll find the right users.

Our all-star targeting concept combines keyword, contextual and user involvement targeting to form a single product – with the aim of making things as simple as possible for you.
SOMETHING SPECIAL … TOPIC OF THE WEEK
Your presence in the key topic – for an entire week

Your campaign for a full week

... in a fixed position on the homepage
... in a fixed position on the “Topic of the Week” overview page
... in a fixed position in all articles on the “Topic of the Week”
... in a fixed position in the weekday newsletter

Added reach in website rotation
APOTHEKEN-UMSCHAU.DE ... ADVERTISING OPTIONS
One click away from more detailed information
INTERESTED?
Please call us. We’ll be happy to advise you.