HALLO-ELTERN.DE MEDIA DATA
Your specialist in the target group of women, families and children
HALLO-ELTERN.DE... WHAT WE STAND FOR
The digital brand family
A successful advice portal for parents since 2007.

Hallo-Eltern.de is one of the leading digital offers for young parents of the mobile & social media generation. Here, users can find experience reports, instructions, inspiration and high-quality editorial videos on everything related to the desire to have children, pregnancy, birth, and baby and child development.

The Hallo:Eltern team works journalistically and at the same time authentically and emotionally at eye level with modern mums and dads.

Hallo:Eltern meets the needs of young parents of the “smartphone generation” with a contemporary look and feel, new content and formats including videos.
Women's health is more than periods, childbirth and Co.

Since the launch in March 2020, users have been able to find advice and service topics relating to the physical and mental health of women on Femeda.de.

Information, experience reports & tips on diseases and all-natural processes in the female body, Femeda bundles all these topics on her site.

Journalistically solid, authentic and emotional at the same time.
HALLO-ELTERN.DE... OUR READERS
Young families in the prime of life

84% of users are women.

77% are between the ages of 20 and 49.

56% live in a household comprising 3 or more people.

78% are very well educated.¹

75% have a net household income of €2,000 and more.²

80% have a high-quality awareness.³

44% become aware of interesting products through advertising.⁴

17% are interested in health topics.⁵

52% have bought children's toys and games in the last year.⁶

¹: Technical/college degree or (technical) high school diploma or secondary school, ²: Net household income from 2,000 EUR and more, ³: I am willing to pay more money for quality, ⁴: I have often become aware of interesting products or new ideas through advertising, ⁵: Interested in health topics: Very interested / interested or very interested or interested, ⁶: Have bought toys/games in the last 12 months.

Source: agof daily digital facts, average month for the last month (Jan 2021), total population 16+ (with ValMA characteristics)
HALLO-ELTERN.DE... KEY FACTS
Your direct line to around 1 million family-conscious users

- 1.43 million VISITS digital
- 780 k DIGITAL UNIQUE USERS
- 5.20 million PIs digital
- 660 k UUs Mobile
- 120 k UUs Online

Source: agof daily digital facts, last month (March 2021), total population 16+ | IVW 2021-03
FEMEDA.DE ... OUR READERS
Young women with above-average educational qualifications

84 % of users are women.

74 % are between the ages of 20 and 49.

58 % work full or part-time.¹

75 % are very well educated.²

72 % have a net household income of €2,000 and more.³

78 % have a high-quality awareness.⁴

47 % become aware of interesting products through advertising.⁵

44 % are interested in health topics.⁶

63 % exercise regularly and keep fit.⁷

¹: Fully employed or partially employed, ²: Technical/college degree or (technical) high school diploma or secondary school, ³: Net household income from 2,000 EUR and more, ⁴: I am willing to pay more money for quality, ⁵: I have often become aware of interesting products or new ideas through advertising, ⁶: Interested in health topics: Very interested / interested or very interested or interested, ⁷: Keep fit by exercising regularly: Fully / mostly true or fully true or mostly true.

Source: agof daily digital facts, average month for the last month (Jan 2021), total population 16+ (with VuMA characteristics)
FEMEDA.DE... KEY FACTS
Mobile use is dominant

Source: agof daily digital facts, last month (March 2021), total population 16+ | Google Analytics 2021-03

- Mobile use is dominant

- Mobile use: 80k UUs + Online use: 10k UUs = 90k Digital Unique Users

- Total Visits: 115,446

- Digital PIs: 136,359

- Digital Unique Users: 80k Mobile + 10k Online = 90k Unique Users
Native advertising with our Native Article

Showcase your content in the relevant topic environment appealing to your key target group.

Teasers on Hallo-Eltern.de or Femeda.de guide the user to the native article.

You can find more information in our content solutions

4 weeks duration
Present your brand in the editorial environment and position yourself as an expert in your specialist field.

Hallo-Eltern.de und Femeda.de is the ideal platform for you to tell your story to an exclusive and attentive user base using impressive visuals.

You can find more information in our content solutions.
APOTHEKEN-UMSCHAU.DE ... ADVERTISING OPTIONS
One click away from more detailed information

BRAND
AD SOLUTIONS

PROGRAMMATIC

NEWSLETTERS

TARGETING

PODCASTS

CONTENT MARKETING
INTERESTED?
Please call us. We’ll be happy to advise you.