HALLO-ELTERN.DE MEDIA DATA
Your specialist in the target group of women, families and children
HALLO-ELTERN.DE MEDIA DATA

What can you expect?

What Hallo-Eltern.de stands for

Target group & key facts

New features & highlights
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 familys 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 VuMA characteristics)
HALLO-ELTERN.DE... KEY FACTS
Your direct line to around 1 million family-conscious users

- **1.5 million VISITS** digital
- **4.44 million PIs** digital
- **780 k DIGITAL UNIQUE USERS**
- **Mobile 660 k UUs**
- **Online 120 k UUs**

Source: agof daily digital facts, last month (March 2021), total population 16+ | IVW 2021-06
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

- Digital visits: 136,359
  - Mobile users: 115,446
  - Online users: 20,913

= 90,000
DIGITAL UNIQUE USERS
Showcase your content in the relevant topic environment appealing to your key target group.

Teasers on Hallo-Eltern.de or Femed.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.
INTERESTED?
Please call us. We’ll be happy to advise you.