Germany’s Number One health magazine
What can you expect?

- 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”.
SCHWERPUNKT
Fit für die Schnupfenzeit

Rezepte
Mit Nasenspray und Co. gegen Highlander

Genetik: Darf man Erbgut korrigieren?

Vor einigen Monaten sind durch den Einsatz von sogenannten Genensäften erstmals genetisch veränderte menschliche Zellkulturen zur Welt gekommen. Tabubruch oder Zukunftsmodell, um Erkrankungen auszumerzen? weiter...

AntiAging: Länger jung durch Hormone?

Menstruation nach der Schwangerschaft

Wie die Schnupfenzeit verbringen

Smartphones und Tablets: Wie Eltern damit umgehen sollen.

Warum lachen Babys manche Menschen sofort an und weinen bei anderen? Und wie gewinnt man ihre Zuneigung? Eine Expertin erklärt die Zusammenhänge weiter...

Dauernde Konflikte in der Schwangerschaft

Trockene Haut, Durst, starker Harndrang: Ein Diabetes kann sich mit verschiedenen Symptomen bemerkbar machen. Die wichtigsten Anzeichen, an denen Sie eine Zuckerkrankheit erkennen können weiter...

Enzy und Mir: Der Wachstum-Packe:Zug

Blutzuckermessung: Schöne Hände trotz Pille

Wie Sie bei Kindern Nasensprays stoppen

Mehr Sicherheit bei Medikamenten

Geruch: Der neue Trendsort

Gesundheit: Seniorenmarketing

Trauer bewältigen, wenn der Partner stirbt

Wie Hinterbliebene nach dem Verlust eines geliebten Menschen ihren Schmerz verarbeiten und wieder neuen Mut finden weiter...

“Als Preise habe ich Lockenstäbe und Eierkocher bekommen”

Helfer des Monats: Seniorenberatung

Ohne Kinder

Stuhlgang, bitte!

Stimmung auch im Alter behalten

Depression auch im Alter behandeln

Gesundheitliche Betreuung

Partner von Umschau
67% of users are women.

59% 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 44% 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.

32% 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

¹ Agreement score: “applies fully” / “applies mainly”

Source: ageof daily digital facts, average month for the last three months (Aug–Oct 2019), total population 16+ (with VvMA characteristics)
APOTHEKEN-UMSCHAU.DE ... KEY FACTS
Your direct line to around 6 million health-conscious users

**MOBILE**
6.21 million UUs

**ONLINE**
2.84 million UUs

**=**
8.69 million
DIGITAL
UNIQUE USERS

34,853,112
Pls
digital

17,311,759
VISITS
digital

Source: agof daily digital facts, single month: February 2020, total population 16+ | IVW 2020-01
Young women with children and above-average educational qualifications

83% of users are women.

71% are between the ages of 20 and 39.

63% live in a household comprising 3 or more people.

69% 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).

35% generally take the lead when discussing issues in a group setting.¹

51% like to try out new products.¹

42% attach importance to a healthy diet, even if it is more costly.¹

28% prefer medications containing natural substances wherever possible.¹

Source: agof daily digital facts, average month for the last three months (Aug–Oct 2019), total population 18+ (with VuMA characteristics)

¹ Agreement score: “applies fully” / “applies mainly”
BABY-UND-FAMILIE.DE ... KEY FACTS
Mobile use is dominant

MOBILE 0.58 million UUs

ONLINE 0.11 million UUs

0.68 million DIGITAL UNIQUE USERS

2,855,233 PIs digital

1,723,803 VISITS digital

Source: agof daily digital facts, single month: February 2020, total population 16+ | IVW 2020-01
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.
AN EVERGREEN ... KEYWORD TARGETING
Targeted attention for your message

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
- Nerves
- Respiratory system
- Colds
- Skin
- Muscles
- Brain & memory

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