

# media kit

## Von Guten Eltern®

The truth about being pregnant and having kids for real – written on our **family blog** by Anja Constance Gaca ([midwife](#), author) and Christian Gaca ([editor](#))

### visits / 30 days (status 01.06.2018)

Our **target audience** is predominantly female, 18-49 years old (focus on 25-35) speaks and read mostly german and are – judging by their comments – by very well educated people. About 90% of all readers originate from Germany.

sessions: **143.459**

unique users: **86.888**

page impressions: **223.501**

### social media (status 01.06.2018)

Internet is a **second home** for us and we use [Facebook](#), [Instagram](#) and [Twitter](#) every day to stay in touch with our readers visually and in written form. The number of followers is growing steadily and organically – and with it the number of hits on the site.

[Facebook](#): **28.243**

[Instagram](#): **10.387**

[Twitter](#): **2253**

### coops (sponsored posts, banners)

We are open to **marked sponsored posts** (remuneration on request) that fit thematically – and we love including give-aways for our readers. We run **banner advertising** in all popular formats. We let you know the prices for both on personal request.

partner (selection):  
Bugaboo, Britax Römer,  
Canon, Dyson, Ergo Direct,  
Fiat, Lego, Nintendo,  
Philips, Sony, Weleda

partner (selection):  
DHZ, MAM, Eltern,  
Weleda and more in  
our [press overview](#) on  
the [website](#).

### lectures & editorial

We also are available for **lectures** and **editorial assistance**. We write texts on our topics for other websites, magazines and company publications, or give lectures on the topics of the blog and midwifery & lactation related content.

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