visits / 30 days
(status 04.02.2021)

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 with families. About 90% of all readers originate from Germany. *data by Google Analytics

sessions*: 237.734
unique users*: 181.713
page impressions*: 303.058

social media
(status 04.02.2021)

Internet is a second home for us and we use Facebook and Instagram (mainly the latter) 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: 31.358 subs
Instagram: 26.021 follows

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, Babboe, Canon, Dyson, Ergo Direct, Fiat, Lego, Nintendo, Philips, Sony, Weleda

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.

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

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