



# JUNIORMEDIEN

MEDIA DATA 2024

Price list No. 54 from 28 September 2023

We understand what motivates  
families





Leben & erziehen has been at the side of mums and dads through the most exciting phase of their lives **for over 70 years** – and has always had experts at hand to answer all the questions parents ask after the birth of their baby and in the first years with toddlers and young children.

Germany's longest-established magazine for parents addresses readers (m/f/d) with babies and primary school children. The magazine informs and explains what is important after giving birth, how uncomplicated settling in can be for pre-school starters, what parents need to know for kids starting school and more – all at eye-level and without a didactic tone.

### DISTRIBUTION CHANNEL

(Publisher's figures)

Kindergartens  
**40,000**

Subscription **30,000**

Newsstands **10,000**

Reader Circles **5,000**

E-paper **25,000**

**110,000** in total

Print edition:  
85,000 copies

**Target group** Families with babies, pre-school and primary school children

**Reach** market research 2022 II (agma)

180,200 readers per issue

**Publication frequency** Eleven issues per year

**Distribution** Nationwide

**Advertisement price** 1/1 page: 19,400 euros\*

**Copy price** 4.90 euros

\* Ad prices can be found under  
Technical Specifications and Prices.



incl.  
green

### SUSTAINABILITY in EVERY issue

How can we make the world our children will live in a little better? In most families, questions like this have meanwhile become a perfectly normal fact of family life. As not only mums and dads, but also everyone here at JuniorMedien, are increasingly concerned about the environment, every issue of Leben & erziehen now contains tips and ideas for ecologically meaningful behaviour for grown-ups and children of all ages. Go green!

**LEBEN & ERZIEHEN MAGAZINE THEMES AND DATES 2024**



## Themes & Dates **Leben & erziehen**

Issue	Themes	Publication date	Advertising/ withdrawal deadline	Deadline for printed materials	Delivery deadline for inserts/supple- ments
<b>1-2/2024</b> <b>incl. Holiday Special</b>	Tips for buying school satchels, preventing colds, the most important, vitamins for expecting mothers; travel-fever: Ideas for the summer holidays; <b>Natural cosmetics grown-ups and kids</b>	<b>30/01/2024</b>	<b>21/12/2023</b>	<b>02/01/2024</b>	<b>09/01/2024</b>
<b>3/2024</b> <b>incl. Easter Special</b>	Everything for Easter: the best handicraft, baking and gift ideas for families; As soft as a baby's bottom – what helps to prevent nappy rash; <b>Green household guide</b>	<b>27/02/2024</b>	<b>23/01/2024</b>	<b>30/01/2024</b>	<b>06/02/2024</b>
<b>4/2024</b>	Mobile with baby: new baby buggies and child seats for cars, bike trailers for kids, bike seats & co.; Get the right jabs: an overview of the most important vaccinations; <b>Spoon-by-spoon: bio-supplementary foods</b>	<b>26/03/2024</b>	<b>20/02/2024</b>	<b>27/02/2024</b>	<b>05/03/2024</b>
<b>5/2024</b> <b>incl. Mother's Day Special</b>	Here comes the sun: new fashion and footwear trends for babies and children; Nappies for newbies; <b>What's in season: the best fruit and vegetables for kids</b>	<b>23/04/2024</b>	<b>15/03/2024</b>	<b>22/03/2024</b>	<b>02/04/2024</b>
<b>6/2024</b>	Buzz off: protection against insect bites and stings for children; Baby slings and carrying aids; Baby's first bath; <b>Sustainable shopping</b>	<b>28/05/2024</b>	<b>17/04/2024</b>	<b>24/04/2024</b>	<b>02/05/2024</b>
<b>7/2024</b>	Sleeping well in summer; Preventive healthcare: Mandatory health examinations (U-Untersuchungen); What belongs in a holiday first-aid kit; Snacks for picnics in the lap of nature	<b>25/06/2024</b>	<b>21/05/2024</b>	<b>28/05/2024</b>	<b>04/06/2024</b>
<b>8/2024</b> <b>incl. Back-to-School Special</b>	Hello to a new phase of life: Tips for the first days in pre-schools and primary schools; Power foods for the break: Tasty tips for the lunch-box; <b>Great outdoor games</b>	<b>30/07/2024</b>	<b>24/06/2024</b>	<b>01/07/2024</b>	<b>09/07/2024</b>
<b>9/2024</b>	The right way to brush your teeth: healthy teeth right from the start; Tips for baby-food beginners; <b>Skincare for mum and mini-me</b>	<b>27/08/2024</b>	<b>23/07/2024</b>	<b>30/07/2024</b>	<b>06/08/2024</b>
<b>10/2024</b>	Autumn is on the way: clothes for wind and weather; Power for the immune system; <b>Gentle cures for tummy-ache</b>	<b>24/09/2024</b>	<b>20/08/2024</b>	<b>27/08/2024</b>	<b>03/09/2024</b>
<b>11/2024</b>	Practical and safe: mattresses, air humidifiers and baby-phones; Autumn recipes for the family; <b>The best household remedies for colds</b>	<b>29/10/2024</b>	<b>20/09/2024</b>	<b>27/09/2024</b>	<b>07/10/2024</b>
<b>12/2024</b> <b>incl. Wish-list</b>	It's that time of year again: tips and tricks for a perfect Christmas; Wish-list for young and old; Haircare for the youngest; <b>Vegetarian or vegan Christmas? – delicious dishes for everyone</b>	<b>26/11/2024</b>	<b>18/10/2024</b>	<b>25/10/2024</b>	<b>05/11/2024</b>
<b>1-2/2025</b>	Outlook: holiday trends for 2025; How to prepare pre-schoolers for the first days at primary school; Breast-feeding tips and tricks, breast pumps; <b>New Year's resolutions for a better world</b>	<b>28/01/2025</b>	<b>16/12/2024</b>	<b>20/12/2024</b>	<b>07/01/2025</b>

Dates and themes subject to changes. Changes possible.



Schwangerschaft & Geburt accompanies young mothers through **pregnancy and the first weeks with their new-born child**. In the magazine, specialists such as midwives, paediatricians and nutritionists share their knowledge and experience. Alongside prenatal preparation, health specials or breast-feeding tips, each issue also includes features typical for women’s magazines like beauty news, fashion and wellness.

The clinic guide, ‘Hurra, ich bin schwanger’, is an integral part of the magazine, as is our **maternity log case**. Expecting mothers receive the booklet including the maternity log case featuring your **logo** and **flyer insert** from their gynaecologist.

Facts and Figures

DISTRIBUTION CHANNEL  
(Publisher’s figures)

Gynaecologists  
**80,000**  
**80,000** in total



**Target group** Expecting mothers  
**Print circulation** 80,000 copies  
**Publication frequency** Four issues per year  
**Distribution** Nationwide  
**Advertisement price** 1/1 page: 16,100 euros\*

\* Ad prices can be found under Technical Specifications and Prices.

**Maternity log sponsoring\***

- Logo integration on the maternity log case
- Flyer insert
- Presence in all four issues (320,000 maternity log cases)

UPTIME: 1 year (from issue 2/24)



\* More information and offer on request.

Themes & Dates Schwangerschaft & Geburt

Issue	Themes	Publication date	Advertising/with-drawal deadline	Deadline for printed materials	Delivery deadline for inserts/supplements
1/2024	Which are the right insurance and pension schemes for young parents?; Safely out and about with baby: carrying aids, baby buggies, child seats; Well prepared for birth	21/03/2024	15/02/2024	22/02/2024	29/02/2024
2/2024	Healthy, balanced and vitamin-rich nutrition during pregnancy; Care for expecting mothers and mums; First toys; How to find the right baby clothes	26/06/2024	22/05/2024	29/05/2024	05/06/2024
3/2024	The right care for newborn babies; Recipes for expecting mothers; How to ensure that baby sleeps peacefully and safely	05/09/2024	01/08/2024	08/08/2024	15/08/2024
4/2024	Nutritional needs during pregnancy; Furnishing and decorating the nursery; Fashion for expecting mothers: stylish and comfortable; Mobility with a baby	18/11/2024	10/10/2024	17/10/2024	24/10/2024

Dates and themes subject to changes. Changes possible.





**Pregnancy, childbirth, breast-feeding time and babyhood:** All of these phases are full of changes for parents and parents-to-be. Our aim is to prepare them for their day-to-day roles as parents with serious and competent articles, expert advice and information. In junge familie, parents and parents-to-be can find well-researched, in-depth reports on baby's health, nutrition and development. It also features shopping tips, furnishing ideas and a whole range of articles on wellness and well-being, for instance about body care, the role of play in early childhood development and travel with babies.

**DISTRIBUTION CHANNEL**  
(Publisher's figures)

Paediatricians  
**80,000**

AOK-Babykoffer  
**10,000**

Subscription  
**10,000**

E-paper  
**10,000**

**110,000** in total

**Print edition:**  
**100,000 copies**

**Target group**

Expecting mothers and families with babies

**Publication frequency** Four issues per year

**Distribution** Nationwide

**Advertisement price** 1/1 page: 20,790 euros\*

\* Ad prices can be found under Technical Specifications and Prices.

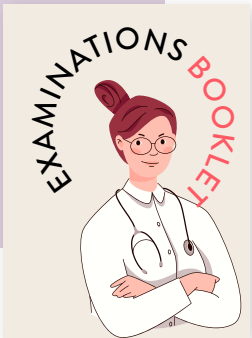


**Examinations booklet (U-Heft) sponsoring\***

- Logo integration on the booklet case
- Flyer insert
- Presence in 2 issues (200,000 examinations booklet (U-Heft) cases)

UPTIME: 6 months (issues 3 and 4/24)

\* More information and individualised offer on request.



Themes & Dates **junge familie**

Issue	Themes	Publication date	Advertising/ withdrawal deadline	Deadline for printed materials	Delivery deadline for inserts/supplements
1/2024	What's good for early childhood development: Carrying babies;Safe sleep: Baby-phones & Co.; The A-Z of nappies; The right things to eat during pregnancy and breast-feeding time; Travelling with baby	15/02/2024	11/01/2024	18/01/2024	25/01/2024
2/2024	Starting with supplementary baby foods; Important nutrients when planning a family; Pushchair & baby buggy check; When baby starts teething: symptoms, care, teething aids; Toys for babies: which toys promote early childhood development?	14/05/2024	04/04/2024	11/04/2024	18/04/2024
3/2024	Care for (expecting) mums & baby; Pension plans and insurance – what families really need; Everything you need to know about breast-feeding and weaning; Out and about with baby: safe and comfortable; Furnishing and decorating the nursery:	29/08/2024	25/07/2024	01/08/2024	08/08/2024
4/2024	On holiday with baby: Holiday destinations and preparations; Staying healthy through the winter; Layettes for new born babies: what every baby needs; Vaccinations in the first year; The A-Z of baby bottles	13/11/2024	07/10/2024	14/10/2024	21/10/2024

Dates and themes subject to changes. Changes possible.

# Das erste Mal (The first



**‘Das erste Mal ...’ is a marketing concept for print and digital.** It’s all about the unique moments experienced for the first time by young families when a baby enters their lives. In the new print edition and in digital form in the Content Hub we publish informative and emotional stories about first-time experiences and give parents tips about how they can support their little-ones.

**DISTRIBUTION CHANNEL**  
(Publisher’s figures)

Paediatricians  
**50,000**

PEKiP  
**10,000**

Subscription  
**20,000**

**80,000** in total

**Target group** Expecting mothers and families with babies

**Print circulation** 80,000 copies

**Publication frequency** Once a year

**Distribution** Nationwide

**MEDIA ACTIVITIES**

**As a partner of ‘Das erste Mal ...’, you can look forward to the following integrations:**

- 1/1 page advertorial in the print edition, embedded in a three-page editorial feature
- Sponsoring of the editorial feature with a ‘powered by’ testimonial and your logo
- Online-advertorial in the Content Hub ‘Das erste Mal’ on leben-und-erziehen.de
- Sponsoring of the editorial article in the Content Hub
- Branded Facebook and Instagram campaign

**Uptime:** 12 months

**Price:** 15,000 euros



Publication date	Advertising/ withdrawal deadline	Deadline for print- ed materials	Delivery deadline for inserts/supple- ments	Themes
12/04/2024	06/03/2024	13/03/2024	20/03/2024	‘Das erste Mal ...’ the first time on the potty, spoon feeding, taking a bath, wearing a nappy, walking, on holiday... <b>THE TOPIC OF YOUR CHOICE</b>



**Schule magazine accompanies parents from their child’s first day at school to finding the right career.** In addition to fascinating articles and reports from everyday life in schools, our magazine brings you valuable tips from experts that help mothers and fathers ensure that their children become successful school-leavers and grow up to be happy and confident people.

**DISTRIBUTION CHANNEL**  
(Publisher’s figures)

Schools  
**10,000**

SUBSCRIPTION  
**10,000**

E-Paper  
**15,000**

**35,000** in total

**Print edition:**  
**20,000 copies**

**Target group**

Families with schoolchildren, teachers/ educationalists

**Publication frequency**

Four issues per year

**Distribution area**

Nationwide

**Advertisement prices**

1/1 page: 12,500 euros\*

\* Ad prices can be found under Technical Specifications and Prices.

Themes & Dates **Pro Bildung Schule**

Issue	Focal points
<b>1/2024</b>	The big school satchel and backpack check; How to ensure that your kids get to school safely on their own; Sex education in primary school
<b>2/2024</b>	Countdown to changing schools: Preparation for the secondary school; Help with reading and orthography deficits; The big vaccination check
<b>3/2024</b> <b>incl. Back-to-School Special</b>	Tips and tricks for a good start in school; A curse or a blessing? How schoolchildren and teachers use AI; Online versus live private tuition
<b>4/2024</b>	Accompanying children through puberty; Sustainable hacks for satchel content; When the writing on the blackboard looks fuzzy: eyesight checks for school kids

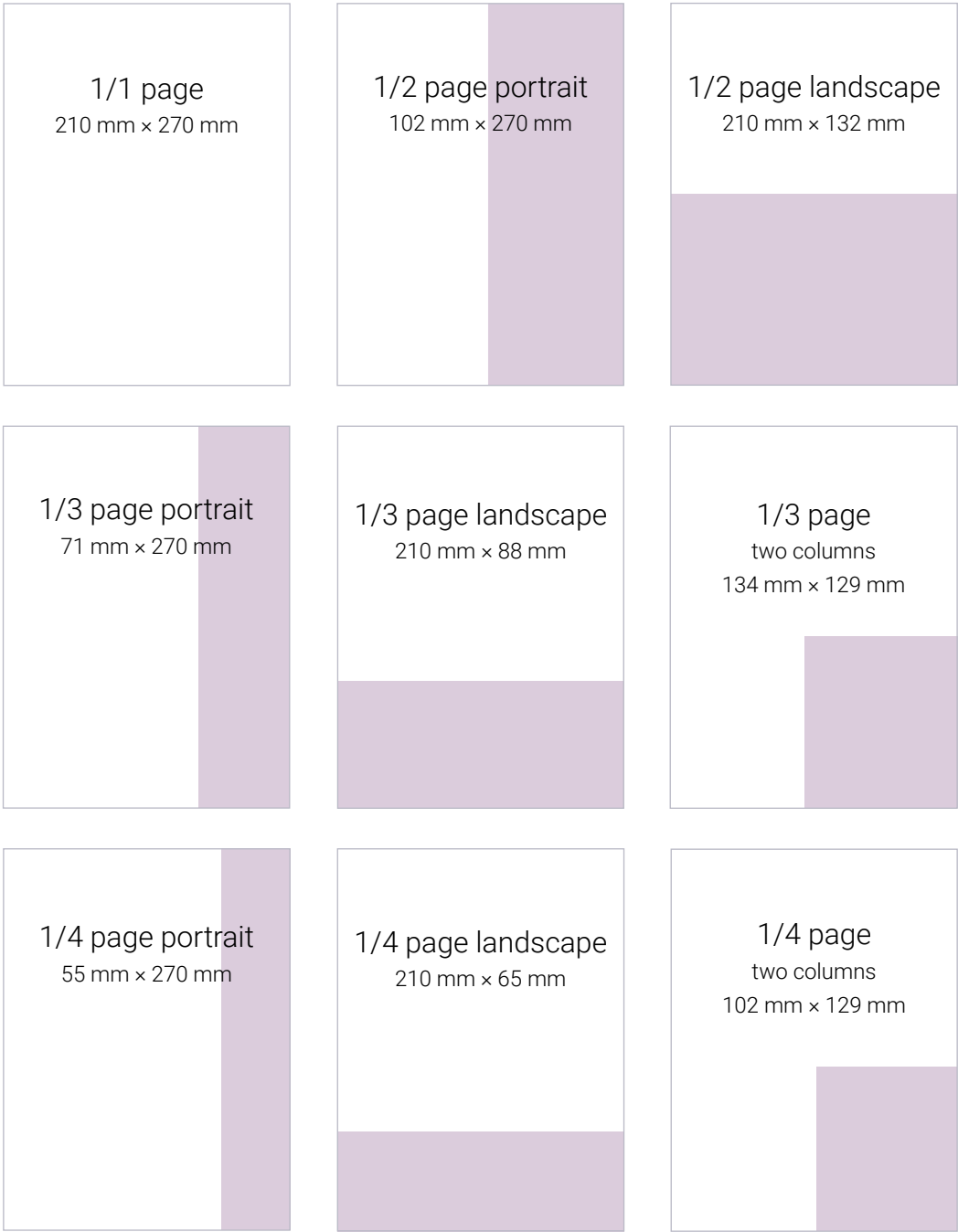
**Thematic complexes in ALL magazines**

- Learning how to read and write correctly
- Assistance with orthography and mathematics (private tuition)
- Digitalisation as a supplement to classic learning in all age groups (learning software, hardware such as laptops, smartphones, headphones)
- Health/nutrition/exercise/ outdoor activities/sport

Publication date	Advertising/with-drawal deadline	Deadline for print-ed materials	Delivery deadline for inserts/supplements
<b>08/02/2024</b>	<b>04/01/2024</b>	<b>11/01/2024</b>	<b>18/01/2024</b>
<b>16/05/2024</b>	<b>08/04/2024</b>	<b>15/04/2024</b>	<b>22/04/2024</b>
<b>08/08/2024</b>	<b>03/07/2024</b>	<b>11/07/2024</b>	<b>18/07/2024</b>
<b>13/11/2024</b>	<b>07/10/2024</b>	<b>14/10/2024</b>	<b>21/10/2024</b>

Dates and themes subject to changes. Changes possible.

# Ad formats



Ad size plus 5-mm trimming border on all sides	MAGAZINE FORMAT 210 mm (width) 270 mm (height)	Special formats on request
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Important note for Schule magazine: minimum distance from binding 4 mm

# Technical specifications

**Production process**  
Process standard offset printing (DIN-ISO 12647-2). Minor deviations in tonal value are due to the tolerance range in the offset printing process.


**Processing**  
Saddle stitching, perfect binding (Schule)

**Print-to-proof matching**  
**junge familie, Schwangerschaft & Geburt, Leben & erziehen**  
Inside pages: PSO\_LWC\_Improved\_eci  
Cover: ISO\_coated\_V2\_eci (FOGRA 39L)

**School**  
Inside pages: PSOcoated\_v3.ic (Fogra 51L)  
Cover: PSOuncoated\_v3\_FOGRA52.icc (Fogra 52L)

**Klinikführer Hurra, ich bin schwanger!**  
PSOcoated\_v3.ic (Fogra 51L)

**Data delivery**  
duon-portal.de  
If you have questions about data delivery, please contact  
Duon Support:  
Phone: +49 (0)40 3741 1750  
[support@duon-portal.de](mailto:support@duon-portal.de)



**Delivery addresses for AdSpecials**  
Severotisk s.r.o.  
Mezni 3430/3a  
400 11 Usti nad Labem  
CZECH REPUBLIC  
Deliveries accepted: 8 a.m. – 4 p.m.

**Complaints**  
The publisher will not accept or recognise complaints resulting from incorrect printing documents.



Advertisement prices

Leben & erziehen  
Schwangerschaft und Geburt

FORMAT	PRICE
2/1	27,600
1/1 C4	20,100
1/1 C2	19,100
1/1	16,100
1/2	11,400
1/3	8,900
1/4	6,200

junge familie

FORMAT	PRICE
2/1	37,290
1/1 C4	21,890
1/1 C2	21,340
1/1	20,790
1/2	12,925
1/3	9,922
1/4	6,580

Leben & erziehen

FORMAT	PRICE
2/1	34,200
1/1 C4	24,300
1/1 C2	23,300
1/1	19,400
1/2	14,000
1/3	11,700
1/4	9,700

Pro Bildung Schule

FORMAT	PRICE
2/1	23,000
1/1 C4	13,800
1/1 C2	13,200
1/1	12,500
1/2	8,300
1/3	6,200
1/4	5,100

Klinikführer Hurra, ich  
bin schwanger

FORMAT	PRICE Full edition*	PRICE Regional edition
2/1	–	–
1/1 C4	–	–
1/1 C2	–	–
1/1 4C	33,600	3,600
1/2 4C	17,300	1,900
1/3	13,700	1,500
1/4	8,900	930

ⓘ 25% educational discount and 15% art and cultural discount.

\* Price applies nationwide, with 12-month uptime.

Advertorials

Advertorials are labelled as such with ‘ADVERTISEMENT’ in at least 12 pt caps with a higher contrast font style. Advertorials may not be published on cover pages.

Production costs

1/3 and 1/2 page > €1,500  
1/1 page > €2,000  
2/1 page > €2,500

The production costs are not eligible for rebates or agency commissions.

Ad specials

Frequency discount

from 2 ads	3%
from 4 ads	5%
from 6 ads	10%
from 8 ads	15%
from 10 ads	20%

Volume discount

from 2 pages	3%
from 4 pages	5%
from 6 pages	10%
from 8 pages	15%
from 10 pages	20%

Only frequency or volume discounts apply.



General terms & conditions:  
The placement of advertisements or special advertising formats is subject to our general terms & conditions which can be viewed here: [www.junior-medien.de/agb](http://www.junior-medien.de/agb).

All prices stated are in euros and are subject to statutory VAT.

Inserts

Insert prices per thousand copies or part thereof (plus VAT)	Partial booking
up to 20 g	132 165
up to 30 g	138 176
up to 40 g	145 187
up to 50 g	152 198
2-pager, at least	115 g/m²
4-pager, at least	60 g/m²

Minimum order volume:  
10,000 copies

Formats:

Minimum format:  
105 mm x 148 mm  
Maximum format:  
190 mm x 250 mm

Supplements

Insert prices per thousand copies or part thereof (plus VAT)	Partial booking
4 pages	121 165
8 pages	137 181
12 pages	154 198
16 pages	170 214
Grammage	
4-pager, at least	100 g/m²

Minimum order volume:  
10,000 copies

Formats:

Minimum format:  
105 mm x 148 mm  
Maximum format:  
210 mm x 270 mm

Stapled booklets, posters and booklet format:  
other insert formats on request.

Labelling of supplements that cannot be readily identified as advertising must be identified as such by the word ‘Advertisement’ set in at least 8 pt caps or a larger font size. Agreement on details after presentation of a sample.

Glued-in inserts

Glued-in insert prices per thousand copies or part thereof (plus VAT)	Partial booking
Postcards	100 126
Booklet – 20 g	126 148
Product sample	132 154
Glued insert on cover	165 220

Minimum order volume:  
10,000 copies

Formats:

Minimum format:  
60 mm x 100 mm  
Maximum format:  
148 mm x 210 mm

Individual offers will be prepared for envelopes with content, brochures, product samples, rectangular and unfolded printed matter. Further options are available on request.

Placement:

The placement of the carrier ad and the position of the glued insert must be coordinated with the advertising department.

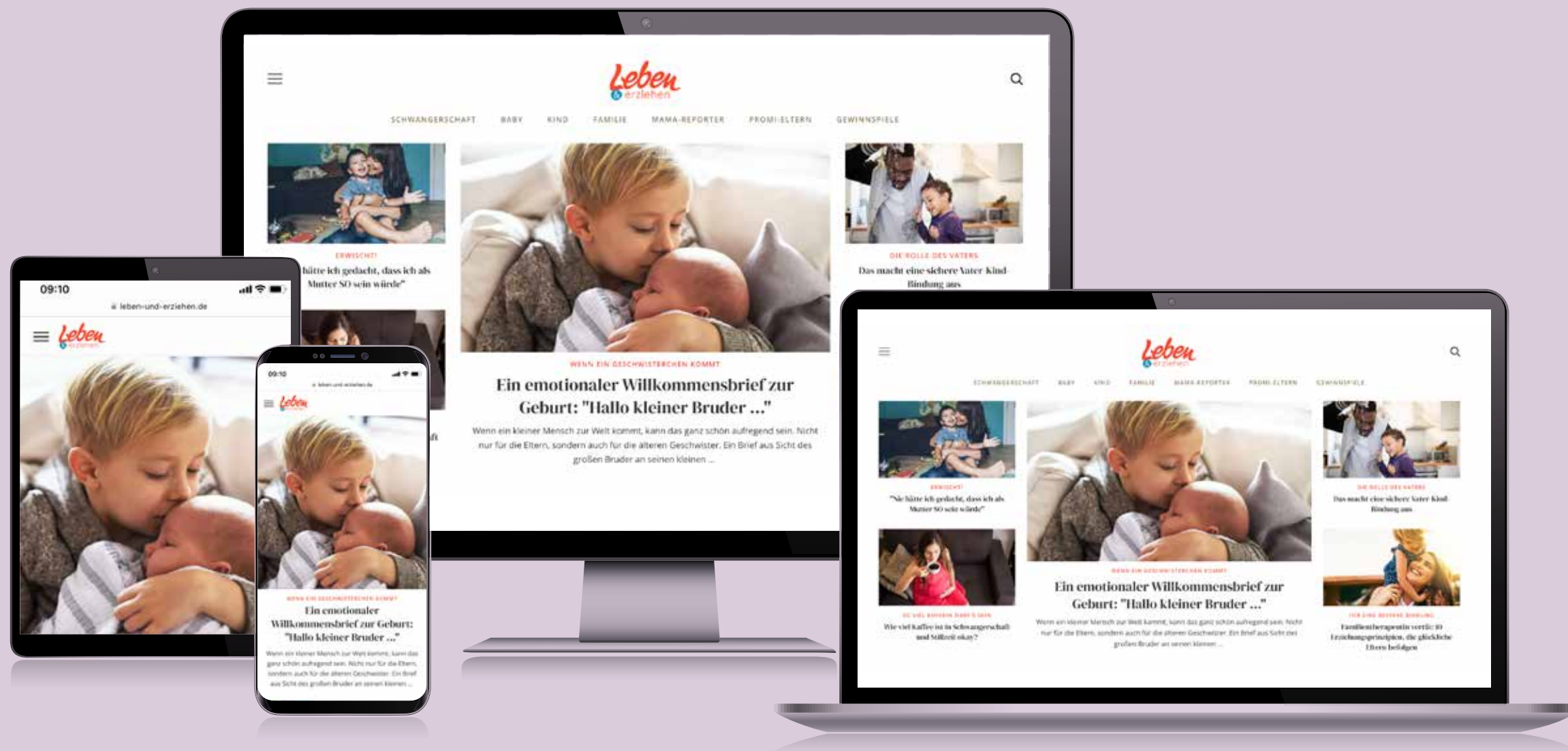
\* Additional costs will be due in the case of lower volumes or small split runs. We would be pleased to make you an offer to meet your specific needs. An environmental surcharge will be made for film-wrapped ad-specials. Should an overhang result from the magazine format being exceeded by the insert/supplement, additional costs of 5 cents per copy will be payable in the subscription edition.

# JUNIOR **DIGITAL MEDIA**

A company of the media group **MEDIENGRUPPE KLAMBT** and **JUNIORMEDIEN**

# MEDIA DATA 2024 – DIGITAL Portfolio

Price list No. 54 from 28 September 2023



## We understand what motivates families



At **leben-und-erziehen.de** families find everything they need to know about pregnancy, baby days and everyday life in the kindergarten and at school.

Our Portal serves primarily as an **informative guide with authoritative service articles covering all aspects of family life** from the areas development, health, education, psychology, ideas for fun & games, media and travel. At the same time, thanks to exclusive celebrity interviews, the latest stories and a whole range of competitions, quizzes and games, there's plenty of entertaining content, too.

A product comparison column and themed specials round out our offer.

**Target group**  
(publisher's figures)

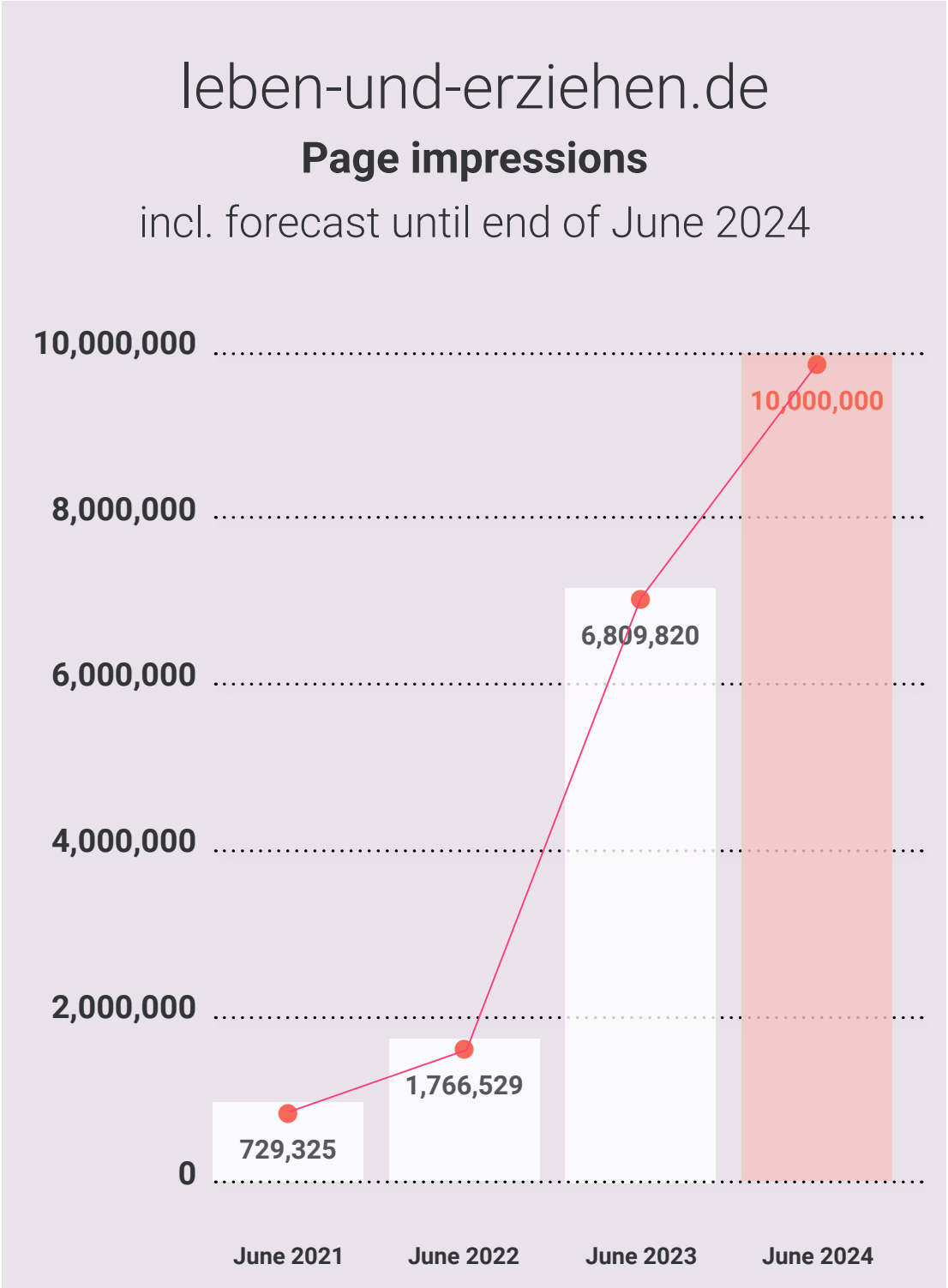
Gender: **81% women, 19% men**  
Age: **25 to 44** (64%)  
Education: **High school, technical college, polytechnic, university graduate (78%)**  
Ø Net income: **3,000 euros**

**Reach**

(IVW 07/2023) 

Visits: **4.1 million**

Page impressions: **6.1 million**





Digital channels

From 2024  
also on  
TikTok



Every week, our Newsletter brings subscribers moving stories, useful tips and great promotions relevant to all aspects of family life. Your advertising messages reach our readers (m/f/d) not only as text/visual teasers in the editorial environment, but also as stand-alones.

Newsletter integration

Text/visual teaser CPM 15 euros

Stand-alone CPM 95 euros

Sub-volume dispatch possible for stand-alone; price per sub-volume 75 euros extra; dispatch: by arrangement.

Reach\*

Subscribers: 110,081

\* Status as of:  
September 2023



There's always a lot going on in our Facebook community: With everything from emotional real-life stories and helpful tips to hotly debated topics and genial 'Mom-Hacks', our readers show us exactly what moves, inspires and motivates them with their shares, likes and comments.

Facebook and Instagram- campaign  
from 2,400 euros

Uptime: 4 weeks

Incl. reach estimation

Reach\*

Subscribers: 104,916  
Followers: 108,682  
Reach/month: 5.7 million  
Interactions/ month: 30,965

\* Status as of: September 2023



Instagram is particularly popular amongst young families and mothers. Here, our entertaining and informative posts and stories reach precisely the community that wants to see your advertising messages.

1 Story (up to five progressively developing slides): 1,100 euros  
Highlight (only in combination with a Story-campaign): from 800 euros

Uptime: 4 weeks

Incl. reach estimation

Reach\*

Subscribers: 5,884  
Accounts reached: 104,940  
Reach, content/month: 20,774  
Total reach of Story/ month: 95,114  
Impressions: 404,313

\* Status as of: September 2023



The popular picture search engine has changed considerably in the past year – this has, however, not made it less popular amongst young parents. Our Pins offer real added value and therefore hit the mark within our target group.

Pinterest campaign from 1,900 euros  
Pinterest Idea Pin 1,600 euros

Uptime: 4 weeks

Incl. reach estimation

Reach\* (ø per month)

Monthly viewers: 519,000  
Impressions: 534,000  
Engagement: 25,580  
Link clicks: 8,283

\* Status as of: September 2023



Incl.  
reach  
guarantee

# Digital communication concepts

We reach your target groups with individually designed digital campaigns across multiple channels and set the stage for your brand in our editorial environment. You receive a **reach guarantee** that corresponds to your wishes and targets for all campaigns. Amongst others, you will find these formats in our portfolio:



## CONTENT HUB

We develop a content marketing campaign and utilise all digital channels to optimally reach your target group. We place high-reach articles and advertorials in the Content Hub, which you can book for a period of 3 to 12 months.



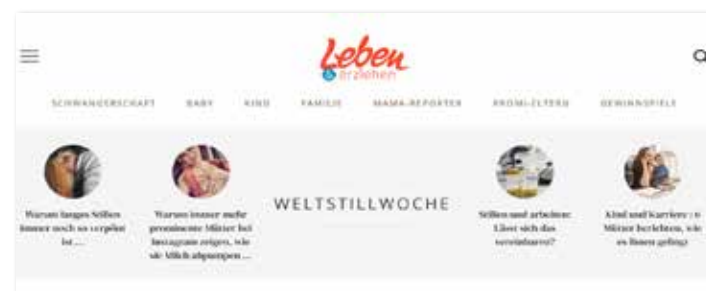
## PERFORMANCE PACKAGE

From target definition to implementation and measurement of success – we realise your digital campaign holistically and guarantee you the desired reach. We are committed to the creation of target group specific content that convinces our users.



## ONE LOOK, ONE CLICK

We integrate the clickable visual #WasElternLieben (What parents love) with a reference to your brand or product in a thematically-relevant editorial article. Just one click takes the user directly to your native advertorial.



## STORYBOARD

Increased awareness, visibility and authenticity: Our Storyboard contains 5 formats for your product, these are placed on a dedicated landing page and feature native teasers on the home page.

### EDITORTORIAL

Personal tips or help and guidance from an editor

### EXPERTORIAL

Interview with an expert

### PRODUCTORIAL

Detailed product presentation

### PICTURE PLACEMENT

Visual teaser in an editorial article

### PRIZE COMPETITION



## SEASONAL PROMOTION PACKAGES

We enable you to prominently place your product on a low budget at Christmas, Easter, on Mother's Day and the first day of school. In print, we integrate the product as a gift idea and incorporate it online in competitions and in social media channels as a prize.



## PRIZE COMPETITIONS

The placement of your product in a prize competition is guaranteed to generate high awareness within your target group. Experience shows that the perception of prize competitions in our digital channels is extremely positive and that they generate outstanding click rates.

Please contact us for more information and an offer tailored to your specific needs.



Incl.  
reach  
guarantee

# Digital communication concepts

We reach your target groups with individually designed digital campaigns across multiple channels and set the stage for your brand in our editorial environment. You receive a **reach guarantee** that corresponds to your wishes and targets for all campaigns. Amongst others, you will find these formats in our portfolio:



## EDITORS' FAVOURITE OF THE MONTH

Editors' favourites are products our editorial team really like. Every month, the team presents its favourite product of the month. We place your product in an editorial context – authentically and with particular relevance for your target group.



## THE EDITORS' PRODUCT TEST

Professional and authentic – our editorial team puts your product to the acid test. We create premium and simultaneously authentic content (incl. video) that we publish and advertise on our digital channels.



## PICTURE PLACEMENT

Sometimes, pictures say more than a thousand words. We place your visual in an editorially-relevant or or optimally performing article. The visual links directly to your website.



## PRODUCT PLACEMENT

We present your product with a visual, copy and a link to your website within a thematically-relevant editorial article.



## FAMILY FACTSHEET

We work together with you on the creation of an informative white paper that can be downloaded by users. Depending on the topic, this may be a single page or a whole mini-booklet. This will be integrated on the website and/or on Pinterest. Print-integration is also possible.



## PROMOTION: 'GRANDPARENTS OF THE YEAR 2024'

As a partner in our promotion, you get the highest possible awareness of the readers and users through a multi-media campaign (call to participation, post-event reporting). Together with you, we celebrate the winners of the 'Grandparents of the Year 2024' award with an attractive prize.

Please contact us for more information and an offer tailored to your specific needs.



## Digital event

The Leben & erziehen Elternabend (Parents' Evening) is the new digital video format for families with a focus on the following topics\*:

- Health & nutrition
- Pension schemes & finance
- Education & upbringing
- Travel with babies and children

The Elternabend (Parents' Evening) communicates knowledge and inspiration in 60-minute expert-workshops on YouTube/Zoom and through editorial integration in print and digital media.

\* Please contact us if your particular topic is not included.

### Partner-integration

The set-up offers ample scope for the creative integration of partners and sponsors, e.g.

- Storytelling
- Provision of experts, chat guests
- Product placement
- Original ideas ...



### Services

- Concept development, organisation and hosting of the event
- Exclusive premium integration in the programme: product placement
- Explicit testimonials at the beginning and end of the workshop
- 'Powered by ...': prominent integration of logos in the intro to the event and at the end of the digital workshop
- Cross-media teaser campaign with logo integration

### Reach guarantee

25,000 views

### Price

12,900 euros net/net

We would be pleased to prepare an individualised offer for you on request, for instance for a cross-media post-event reporting campaign with key learnings from the evening



# Mama REPORTERS



**From parents for parents:** on mama-reporter.de, our Mama Reporter community tests and rates products and services with a passion and total commitment.

Whether care products (creams, shampoos, anti-lice products, nappies...), food, toys or hotels: our Mama Reporters test absolutely everything families with children or expecting mums could need.

Authentic expertise mixed with a big dose of fun makes every test something really special.

We choose the most suitable mums for the test from our Mama Reporter Pool of up to 500 testers (m/f/d). We deliver a cross-media communication concept for you with high contact frequency – and that without scatter losses.

**Please contact us for an offer tailored to your specific needs.**



**Mama Reporter**

**Name**

Lyn (35)

**Children**

Maximilian (4), Ella (3)

**At home in**  
Munich

**Interests:**

Travel, social media



**Mama Reporter**

**Name**

Angelika (26)

**Children**

Annamaria (7), Amelina (5),  
Arthur (3)

**At home in**  
Karlskron

**Interests:**

Photography, travel, social net-  
working, eating out



**Mama Reporter**

**Name**

Rebecca (45)

**Children**

Nika (13), Benjamin (11),  
Noah (5), Hannah (4 months)

**At home in**  
Hamburg

**Interests:**

Reading, swimming, travel

**Target group**

**Expecting mothers and  
mothers with babies and  
children to the age of 14**

**100,000**  
**registered users on**  
**mama-reporter.de**

**1,000**  
**Applicants per test (ø)**

**36,000**  
**Newsletter recipients**

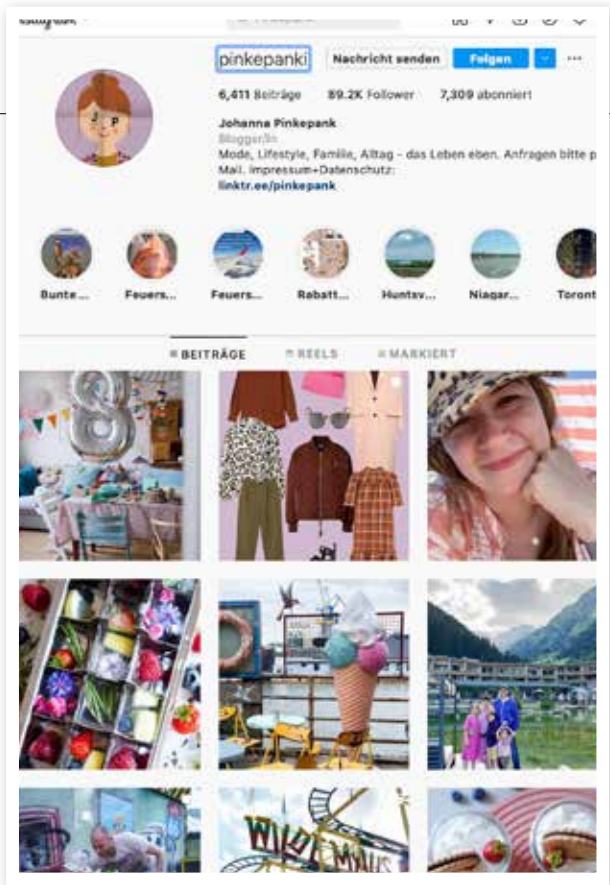
**30,000**  
**Reach: mama\_reporter-**  
**Instagram (ø)**

Last revised: 09/23



# Influencer marketing

**Our high-reach influencers are highly respected** as role-models and opinion leaders in their communities. As their fans and followers place trust in them and follow their recommendations, they exert a positive influence on purchasing decisions. We connect your brand with our opinion leaders and brand ambassadors, create relevant copy and/or video content and tell authentic stories about your offers.



## Our service

### Concept development

We develop and realise a concept to meet the precise needs of you and your product

### Selection

We work closely with you on the selection of suitable influencers

### Booking and briefing

We take care of the booking and briefing of suitable influencers

### Procedure

The influencers implement the measures booked and we monitor the campaign

### Reporting

You receive a detailed report on your campaign

## Your target – our promise

### Sales

Increase in product sales through positive referrals and the offering of exclusive discount promotions by influencers

### Branding

Product-savvy influencers with an appropriate image talk about and positively boost your product and/or brand (e.g. with detailed product descriptions)

### Awareness

Generate sustainable awareness and brand/product recall (e.g. with creative imagery, a challenge and/or a prize competition)

## Booking information

Across all the influencer's channels

### Instagram

Post, Story, Highlights, link in the Bio, Reels (TikTok videos for Instagram), IGTV (Instagram-TV)

### Facebook

Post

### Pinterest

Pin

### Blog

Article with detailed product description/brand presence

### Prices

Post and Pin: CPM 55 euros

Story (up to five progressively developing stories): CPM 25 euros

Link in the bio (only in combination with a post): CPM 25 Euro

Organisation and handling: 2,000 euros

Further prices on request

## Other booking options

### Video with product/brand communication

Video production including publication and teasing on the influencer's social media channels and/or on the Junior-Medien channels  
Price on request

### Guest-article by the influencer with detailed product/brand communication

Publication of a guest-article by the influencer on leben-und-erziehen.de with teasers in the Junior Medien social media channels  
Price on request

If you wish, we would be pleased to send you a proposal for a digital and/or cross-media influencer-campaign.



## Your contact partners

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**Sales (south)**

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**Sales**

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**Sales**

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