ELTERN

Germany's most widely-read parent's magazine
For the last 50 years ELTERN has accompanied young families. It the focus was earlier on information, today it's the readers' desire to not be left alone with new questions and overwhelming emotions. A baby changes one's entire life and leads to many purchase decisions. ELTERN provides an overview and decision-making help – a fitting surrounding for all of your products.

**PRINT**

Coverage 1,010,000¹
Paid circulation 122,753²
Frequency monthly
Basic rate 2020 € 35,300

**DIGITAL**

Unique User 3.17 mill.³
Visits 12.64 mill.⁴
Page Impressions 76.97 mill.⁴

¹ AWA 2020 ² IVW 2/20 ³ AGOF 2020-08 ⁴ IVW 2020-08

ELTERN is published in Germany.