

## Media Kit 2026

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We support family-focused companies as a  
**high-reach family media house** and **full-service agency**.

### Portals

Schwanger.at  
BabyForum.at, \*.ch, \*.app KindAktuell.at

### Market research

Babywearing survey  
Midwives survey



# Overview

## **At a glance**

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Schwanger.at

Medium

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BabyForum.at, \*.ch, \*.app (de)

Medium

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KindAktuell.at

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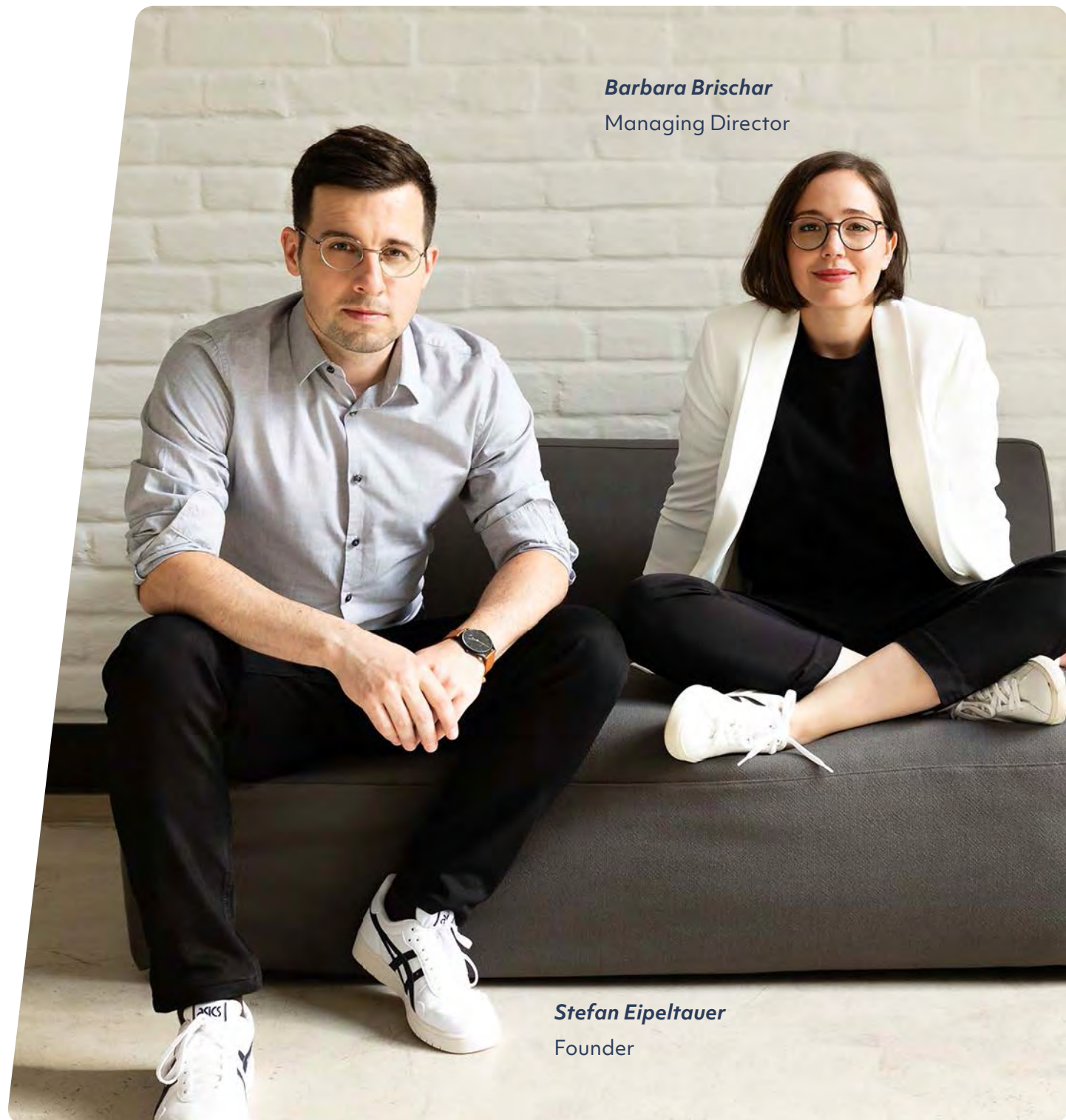
# About us

As parents and marketing experts, we combine heart and mind in our work for 20 years. Our goal is to reach (expectant) families in Germany, Austria and Switzerland authentically for you - with strategies that are both effective and empathetic.

Our strength lies in the combination of profound industry knowledge and personal parenting experience. We develop concepts that sustainably build trust and create real connections between your brand and your customers.

On the following pages you will find information about our platforms and services as well as exciting advertising formats.

*We look forward to working with you!*



**Barbara Brischar**  
Managing Director

**Stefan Eipeltauer**  
Founder

# Our reach

Performance media in the DACH region

**210 k**

Active users per month

**10 mio**

Page views per year

**95%**

Female users

**2 min+**

Time spent  
on the online media

**95%**

Mobile users

**7k+**

Social media fans

**20k+**

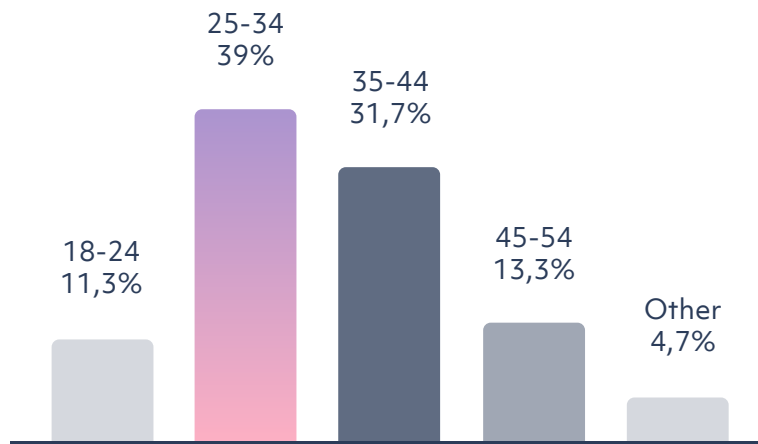
Newsletter recipients

# Demographics

Statistical distribution of users in the DACH region

Here is an insight into the demographics of our online media.  
The following data are average values.

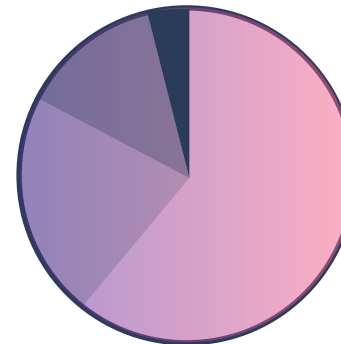
**Age distribution**



**Gender distribution**

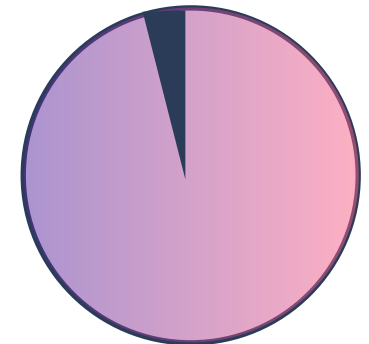


**Geography**



- 61% Austria •
- 22% Germany
- 13% Switzerland
- 4% Others

**Mobile usage**



- 95% Mobile •
- 5% Desktop



# Modern parents

Gen Y & Gen Z with high standards for trustworthy media.

**78%**

value authentic content

**~ 6h**

Use of screen time per  
day

**92%**

of mothers make the  
family purchase decisions



# ***Media & services***

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*An overview of our most popular platforms,  
services, and initiatives.*



# SCHWANGER

Austria's largest information portal for family planning, pregnancy, birth & baby. Created with midwives & doctors!

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**3 million page views/year**

*Reaches virtually every pregnant woman in Austria at least once a month*

**Ø 1:56 minutes dwell time**

*Article reading time above industry average*

**94% female users**

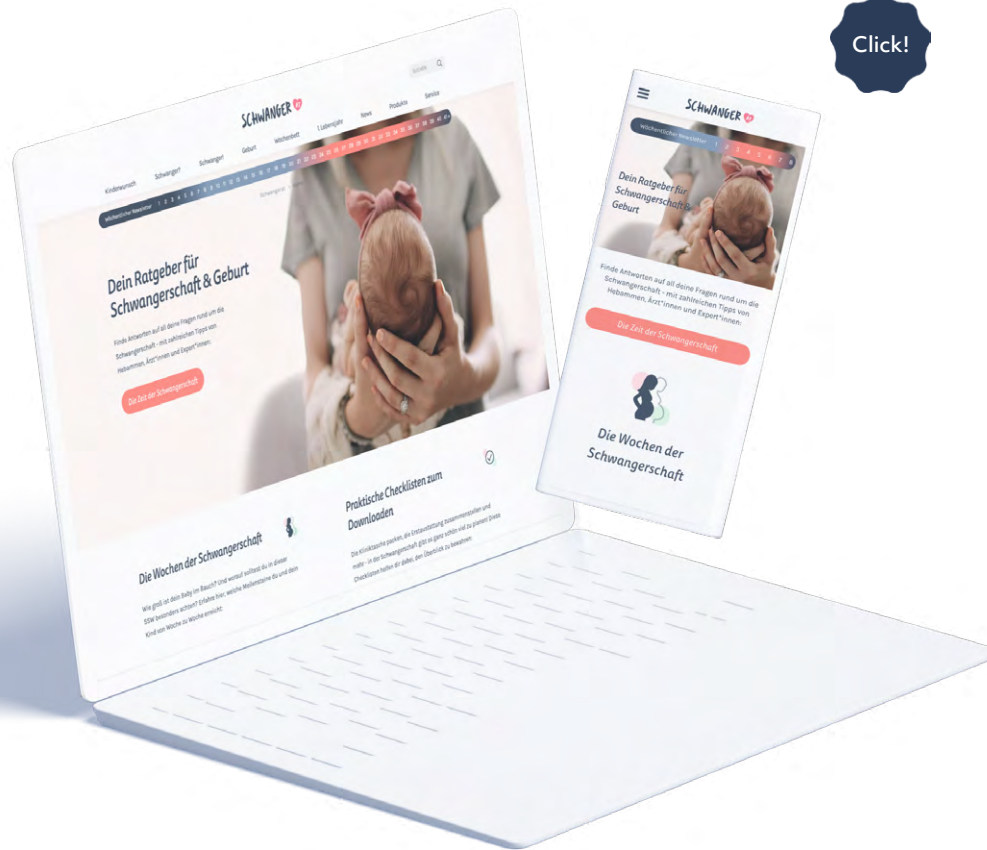
*Precise target group without waste coverage*





# Schwanger.at - #1 guide

... for family planning, pregnancy, birth & baby since 2013



Click!

**3 mio**

page views/year

**1.1k**

High-quality articles

**94%**

Female users

**1.2 mio**

Active users/year

**~2 min.**

Ø duration/session

**32+**

Experts

## Content & topics:

- Family planning
- Pregnancy
- Birth & postpartum period
- The 1st year of life (breastfeeding, baby care, travel, etc.)
- Editorial product presentation & news



In the popular BabyForum communities,  
(expectant) parents from DACH meet to exchange  
with each other. Moderated, brand-safe and anonymous!

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**6 million page views/year**

*Returning users, long-term engagement*

**UGC from (expectant) parents**

*Authentic exchange in 94,000+ topics*

**Word-of-mouth**

*Here, opinions about products are formed -  
recommendations, tests, and reports from real parents*



# The BabyForum communities

Modern social networks in Austria, Switzerland, and Germany



Click!

**6 mio**

page views/year\*

**94k**

Discussion topics

**95%**

Female users

**735k**

Active users/year

**850+**

Participants per  
campaign

**250+**

Campaigns so far

\*All figures given for Austria | DE & CH on request

## **Content & topics:**

- Topics, groups and discussions in one anonymous and securely moderated environment
- Community campaigns, competitions and product tests
- Market research and user surveys
- Blogs, newsletters and editorial articles



# KindAktuell

Das Eltern-Kind-Magazin

Extensive information on all areas of life  
for families and up-to-date news for parents -  
since 2006.

---

**1 million page views/year**

*High visibility among young families in Austria*

**Diverse thematic worlds**

*From pregnancy to schoolchild*

**UGC from parents (kindergarten-school)**

*Authentic exchange in 2,000+ topics*



# KindAktuell.at - Family life is so colorful

From wanting children to schoolchild



Click!

**1mio**

page views/year

**900+**

High-quality articles

**89%**

female users

**60k**

Active users/year

**20+ years**

Established medium

**2k**

Forum topics

## Content & topics:

- Pregnancy & birth
- Baby & toddler
- Schoolchildren
- Leisure, excursion tips & lifestyle
- Online community





## TRAGEUMFRAGE

Deutschland • Österreich • Schweiz

DACH-wide surveys on the status quo of perceptions and experiences of the topics babywearing, babywearing advice and baby carriers.

---

*10,000+ participants – Babywearing survey 2020*

*7.000+ participants – Babywearing survey 2023*





# Babywearing survey 2020 + 2023 DACH

Survey on perceptions, experiences and the practice of babywearing among (expectant) parents.



Click!

**17k+**

participants  
Mothers & fathers

**#1**

per survey conducted  
Babywearing survey

**Social**

Shareability concept

**public**

Evaluation of the  
Results

## Contents:

- DACH-wide survey in 2020 & 2023 with a total of over 17,000 participants.
- Content collaboration with, among others, Die Trageschule®, artgerecht-projekt (bestselling author Nicola Schmidt), Ergobaby, Hoppediz, Buzzidil.
- Evaluation and publication of the results online

# ***Advertising formats & price list***

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*Here you will find a selection of the most popular  
advertising formats on our family platforms.*

# Overview: Advertising formats

## Advertising spaces

- Advertorial
- Pregnancy weeks
- Pockets

## Campaigns

- Community product test
- Prize draw
- Standalone newsletter

## Content marketing

- Editorial product article

## Market research

- Surveys & polls

Didn't find the right fit? We are happy to create individual advertising formats for you.

SCHWANGER  AT

 Baby  
Forum

 KindAktuell  
Das Eltern-Kind-Magazin





# 1 Advertorial

Integrate your offer into thematically appropriate articles on the high-reach content platform Schwanger.at.

## Services:

Image/text ad integration with link to your offer in a thematically appropriate area on Schwanger.at (e.g. "Family Planning", "Babyshower", "Breastfeeding", "Nutrition", "Postpartum", and more).

## Advantages:

- Integrated for one year
- With link to your website
- Thematically appropriate target group for your offer

## Available media:

SCHWANGER 

FokusKind  
MEDIEN

Josef Höfle Gasse 34/5/1A, 2500 Baden Bei Wien, Austria | T. +43 664 - 914 00 31 | E. kontakt@fokuskind.com

Click!

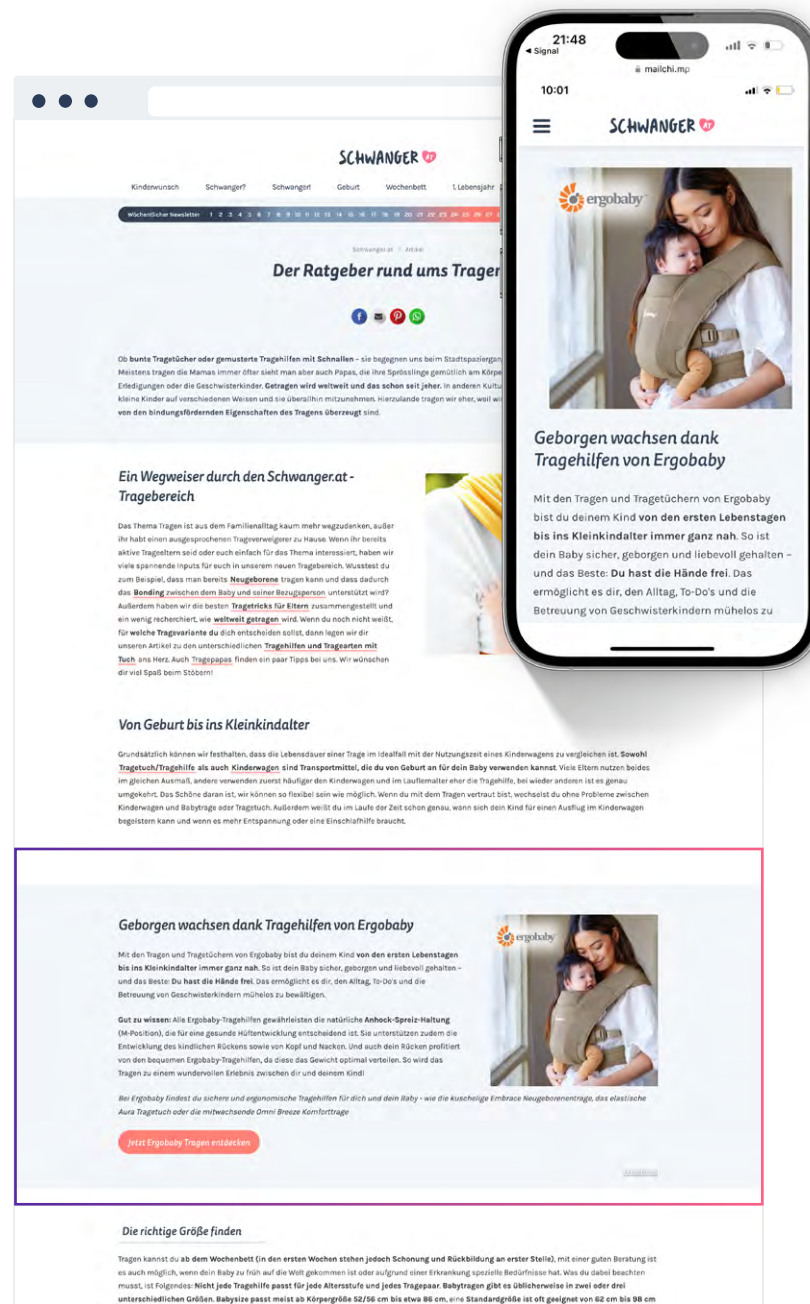


Duration  
12 months

Medium  
Schwanger.at

Views/area/year  
~ 80.000+

Reading time  
Ø 00:01:50



The screenshot shows the Schwanger.at website interface. At the top, there's a navigation bar with categories like 'Kinderwunsch', 'Schwanger?', 'Schwanger!', 'Geburt', 'Weichenbett', and 'Lebensjahr'. Below this, there's a section titled 'Der Ratgeber rund ums Tragen' (The guide around carrying). The main article is 'Geborgen wachsen dank Tragehilfen von Ergobaby' (Grown up safely thanks to baby carriers from Ergobaby). The article text mentions that baby carriers are a great way to keep the baby close and safe, and that they are also a great way to get the baby used to being carried. The article includes a photo of a woman holding a baby in a carrier. At the bottom of the article, there's a call to action: 'Jetzt Ergobaby Tragen entdecken' (Discover Ergobaby carrying now).

## 2 Pregnancy weeks

Reach expectant mothers exactly in the appropriate pregnancy or postpartum week!  
Created with midwives.

### Services:

Image/Text advertising integration with a link to your offer in the appropriate pregnancy week. Inclusion in the pregnancy week newsletter.

### Advantages:

- Integrated for one year
- With link to your website
- Timely target group for your offer

### Available media:

SCHWANGER  AT

FokusKind  
MEDIEN

Josef Höfle Gasse 34/5/1A, 2500 Baden Bei Wien, Austria | T. +43 664 - 914 00 31 | E. kontakt@fokuskind.com

Click!



Views per year  
per pregnancy week  
~ 10.000+



#### Weitere Hautveränderungen in der Schwangerschaft

Dein Hormonhaushalt kann für gewisse Hautveränderungen sorgen. Bei manchen Frauen pigmentiert sich zB. das Gesicht während der Schwangerschaft stärker und auch die Fußsohlen und Handflächen können gerötet sein. Häufig ist die Haut trocken und kann jucken. Die sogenannte **Linea nigra**, eine dunkle bis schwarze Linie auf der Haut, die vom Schambain bis zum Bauchnabel führt, ist mittlerweile vermutlich dunkler geworden. Vor der Schwangerschaft wird sie als **Linea alba** bezeichnet und ist zu diesem Zeitpunkt zwar auch schon vorhanden, aber nicht bzw. kaum sichtbar. Etwa 8 bis 18 Monate nach der Geburt verblasst diese Linie dunkel pigmentierte Linie wieder.

**Hebammen-Tipp:** Wichtig! Nicht jeder Juckreiz in der Schwangerschaft kommt von zu trockener Haut. Wenn du sehr, sehr starken Juckreiz an deinem Körper spürst, vor allem auch auf deinen Handflächen und deinen Fußsohlen, dann lass dies bitte lieber abklären. Es ist recht selten, aber manchmal kann sich mit zunehmenden Wochen auch eine Schwangerschaftscholelase (Beeinträchtigung der Leber/Galle) entwickeln.

#### Dein einzigartiger Kinderwagen

Stell dir vor, du kannst deinen Kinderwagen selbst gestalten. Und zwar ganz genau so, wie er am besten zu euch als Familie passt. Klingt gut? Der neue Konfigurator von tfk macht's möglich: Wähle aus verschiedenen Modellen wie tfk mono3, mono4 oder pro und passe Rahmen, Farbe, Reifen und Ausstattung individuell an.

Maximaler Komfort und Sicherheit sind dabei selbstverständlich: Ergonomisches Design, TÜV-zertifizierte Sicherheit und eine intuitive Handhabung machen euren tfk zum perfekten Begleiter - ob für Spaziergänge, Abenteuer oder den Alltag.

Mix & Match ausprobieren und Wunsch-Kinderwagen gestalten:

[jetzt konfigurieren](#)



Advertisement



#### Versicherung

**Zusatzversicherung**  
gen eines\*r Privatärzt\*in / eines r, einem Familienzimmer und noch Manchmal schließen Frauen auch gerschaft eine private issen Versicherungen prinzipiell ht alle Leistungen rückerstattet funkt rückerstattet werden - frag ie Liste mit allen privaten und



Der Fokus in der 20. Schwangerschaftswoche.

ich die Arbeitsbedingungen für mte Tätigkeiten sind generell ividuelle Regelungen. Die ft, wenn der Arbeitgeber von der ber Bekanntgabe also nicht zu uf du tätig bist.

arbeiten, die du im Stehen verrichten musst, nur mehr im Ausmaß von 4 Stunden erlaubt. Der Arbeitgeber ist verpflichtet, sen, die du im Sitzen ausführen kannst. Auch für das Heben von schweren Lasten und die Arbeit mit Maschinen sowie Jungen. Wenn du dir nicht sicher bist, ob du am Arbeitsplatz ausreichend geschützt bist, erkundige dich bei der vertretung.

Meilensteine

# 3 Advertising space: Pockets

*BabyForum.at is Austria's largest parent portal.  
Our community discusses topics daily around  
having children, birth, babies, and the first years  
with a child.*

## Services:

Image/text ad integration with link to your offer, integrated into the overview page of the thematically appropriate category as well as on every subpage within it.

## Advantages

- High number of views in the target group
- Users regularly come across the ad
- Strong SEO link to your website

## Available media:



**FokusKind**  
MEDIEN

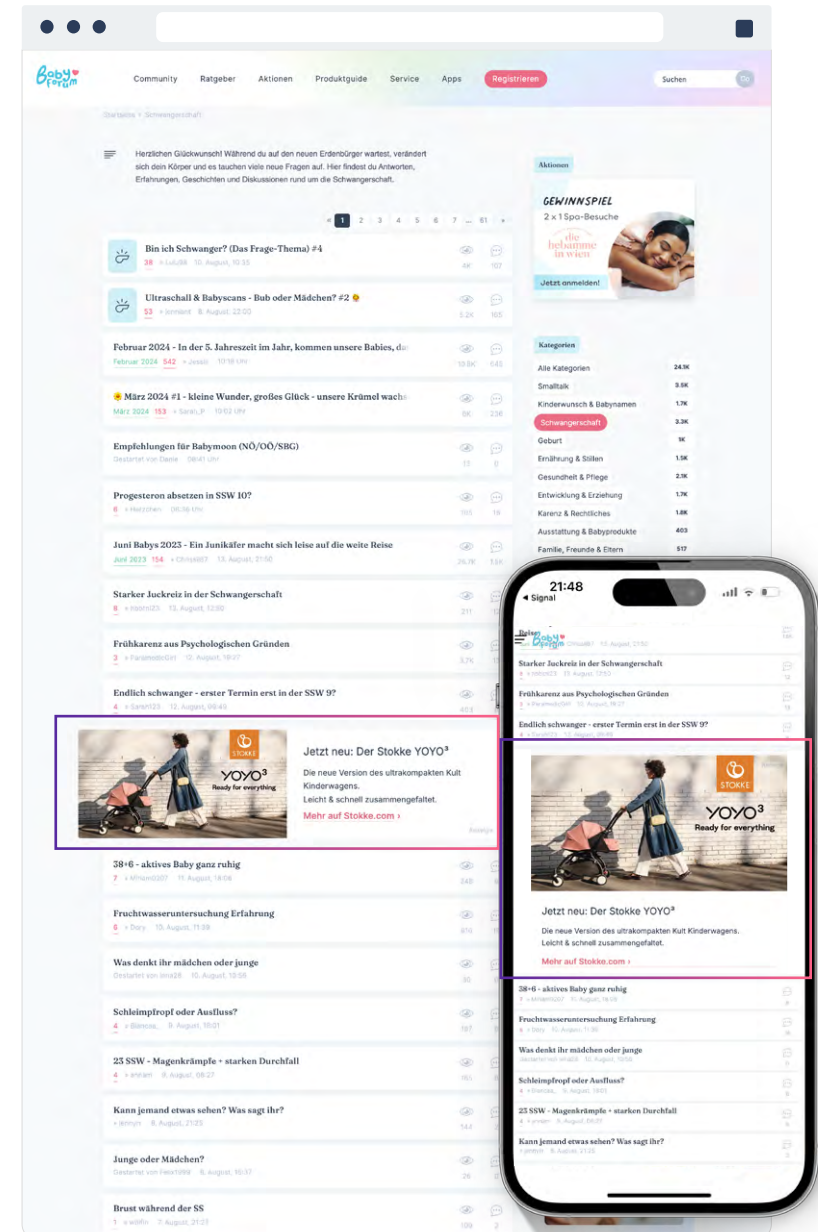
Josef Höfle Gasse 34/5/1A, 2500 Baden Bei Wien, Austria | T. +43 664 - 914 00 31 | E. kontakt@fokuskind.com



Duration  
12 months

Medium  
BabyForum.at

Views/year  
~ 900.000





# 4 Campaign: Community product test

The popular multi-touchpoint campaign in Austria's largest baby community! Ideal for new products.

## Services:

Creation of a landing page & all assets. The registration phase for the product test lasts 4 weeks and is promoted by banner advertising on every single page in the BabyForum, newsletter, and on social media. Afterwards, testers are selected who post their product reviews in the forum.

## Advantages

- Comprehensive large-scale campaign with best visibility
- Authentic recommendation from parents for parents
- Remains online long-term & relevant for search engines

## Available media:



FokusKind  
MEDIA

Josef Höfle Gasse 34/5/1A, 2500 Baden Bei Wien, Austria | T. +43 664 - 914 00 31 | E. kontakt@fokuskind.com



Duration  
4-6 weeks

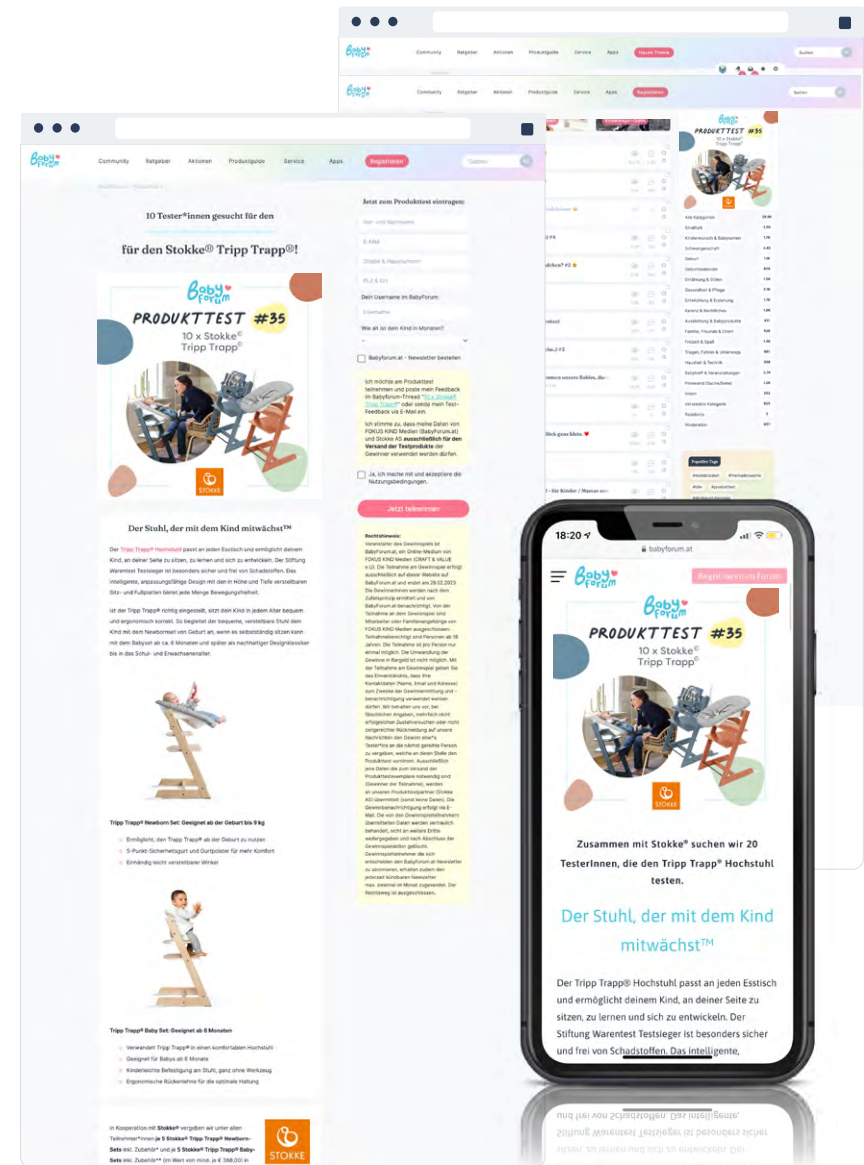
Medium  
BabyForum.at

Views  
~ 350.000

Participants  
~ 800 - 1.100

Newsletter  
20,000+ recipients

Social media  
7,000+ followers



# + Campaign: Community product test

We integrate product tests & competitions into our BabyForums as separate topics, with individual landing pages, as well as into our social media channels and newsletter reach.

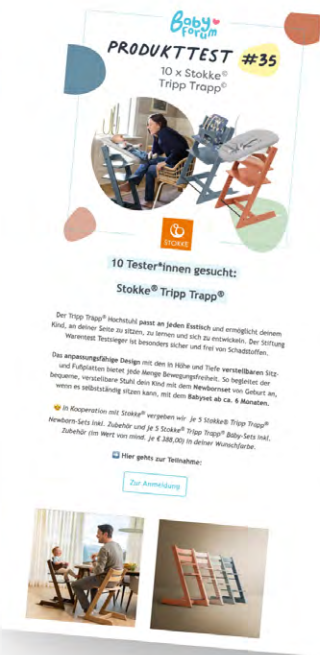
BabyForum topic + landing page  
(3,500+ views)

Newsletter (20,000+ recipients)

Community-Product test seal for free use



Social media (7,000+ followers)



# 5 Campaign: Sweepstakes

Classic raffle with high reach as well as the opportunity to comprehensively explain & display your product!

## Services:

Creation of landing page & advertising materials.  
Registration for the sweepstakes runs for 4 weeks and is promoted with banners in the medium, in the newsletter, and on social media.

## Advantages

- High number of views in the target group
- Attractive presentation of your product
- Possible for every product category (e.g. hospitality, care products, etc.)

## Available media:

SCHWANGER  AT

FokusKind  
MEDIEN

Josef Höfle Gasse 34/5/1A, 2500 Baden Bei Wien, Austria | T. +43 664 - 914 00 31 | E. kontakt@fokuskind.com

Click!



Duration  
4 weeks

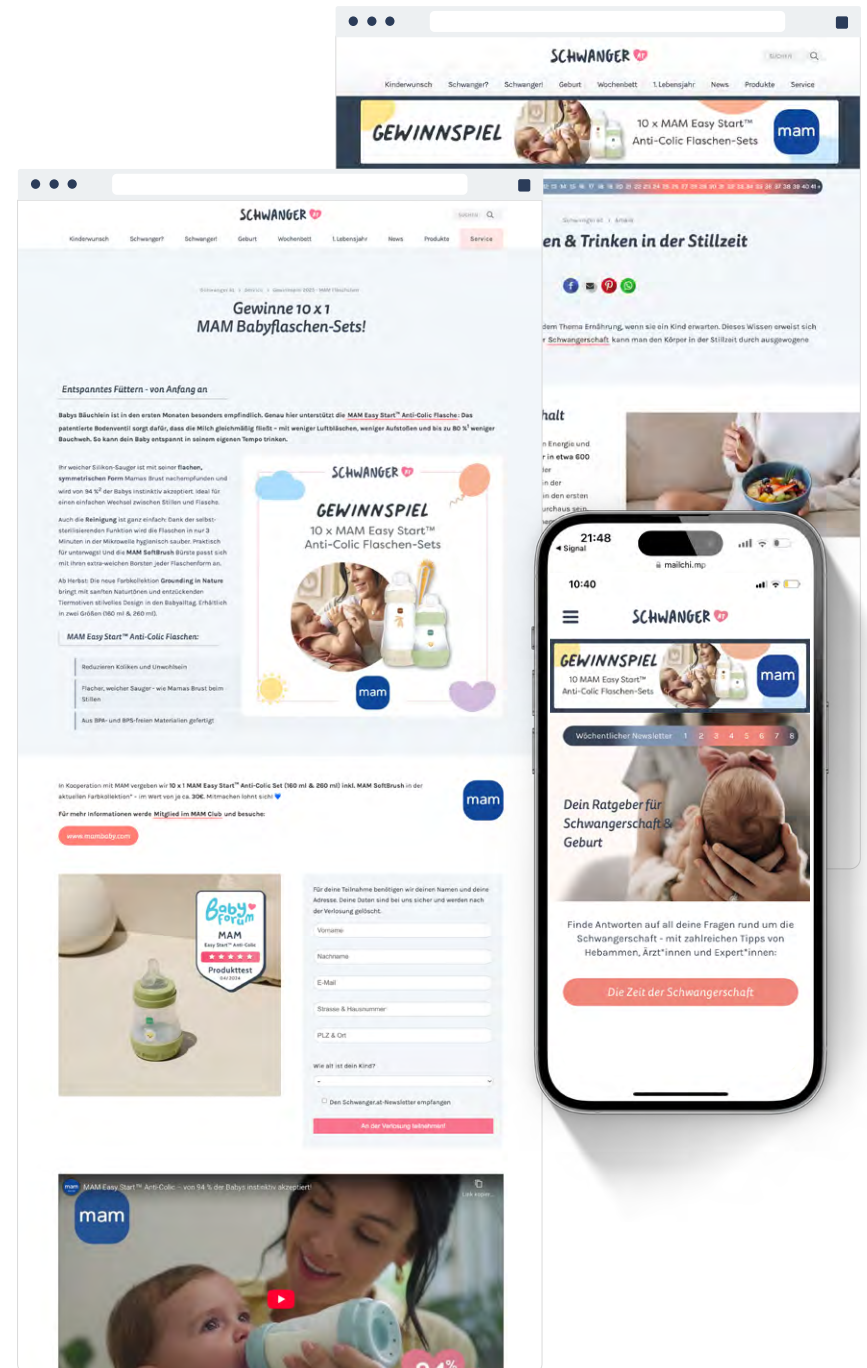
Medium  
Schwanger.at

Views  
~ 300.000

Participants  
~800-1.500

Newsletter  
20,000+ recipients

Social media  
7,000+ followers





## 6 Standalone newsletter

*Your message - in the email inbox of 20,000 pregnant women & parents. In your brand CI!*

### Services:

Attractive newsletter in brand CI with 5 freely selectable modules (image, text, links) created by us. Sent once each via the distribution lists of BabyForum & Schwanger.at.

### Advantages

- Can be combined with a promotion or discount code
- Ideal for product launches & sales promotions
- Or also around a topic (e.g. initial equipment, equipment for the summer, etc.)

### Available media:

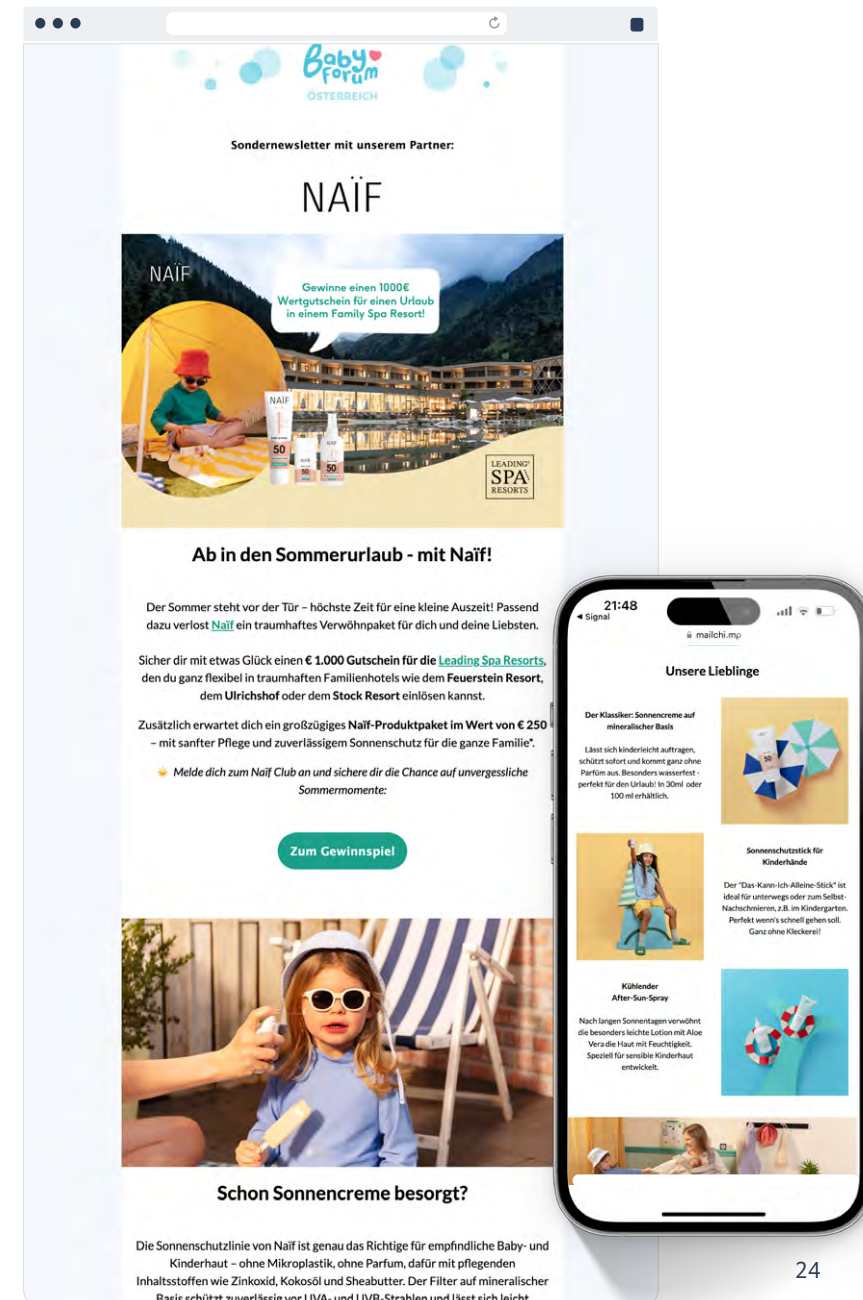


NAÏF®

Mailing  
1 x

Clicks  
300-700+

Total recipients  
20.000+



# 7 Content marketing: Product article

*We present your product as part of a high-quality long article with a parent check. Ideal for new products!*

## Services:

Editorial creation of an informative long article including attractive integration of image and video material as well as links to your offer. On request with an authentic product test report from a family. Including integration into our newsletters!

## Advantages

- Remains online long-term (SEO)
- Good findability in search engines
- With parent check

## Available media:

SCHWANGER 

KindAktuell  
Das Eltern-Kind-Magazin

FokusKind  
MEDIEN

Josef Höfle Gasse 34/5/1A, 2500 Baden Bei Wien, Austria | T. +43 664 - 914 00 31 | E. kontakt@fokuskind.com

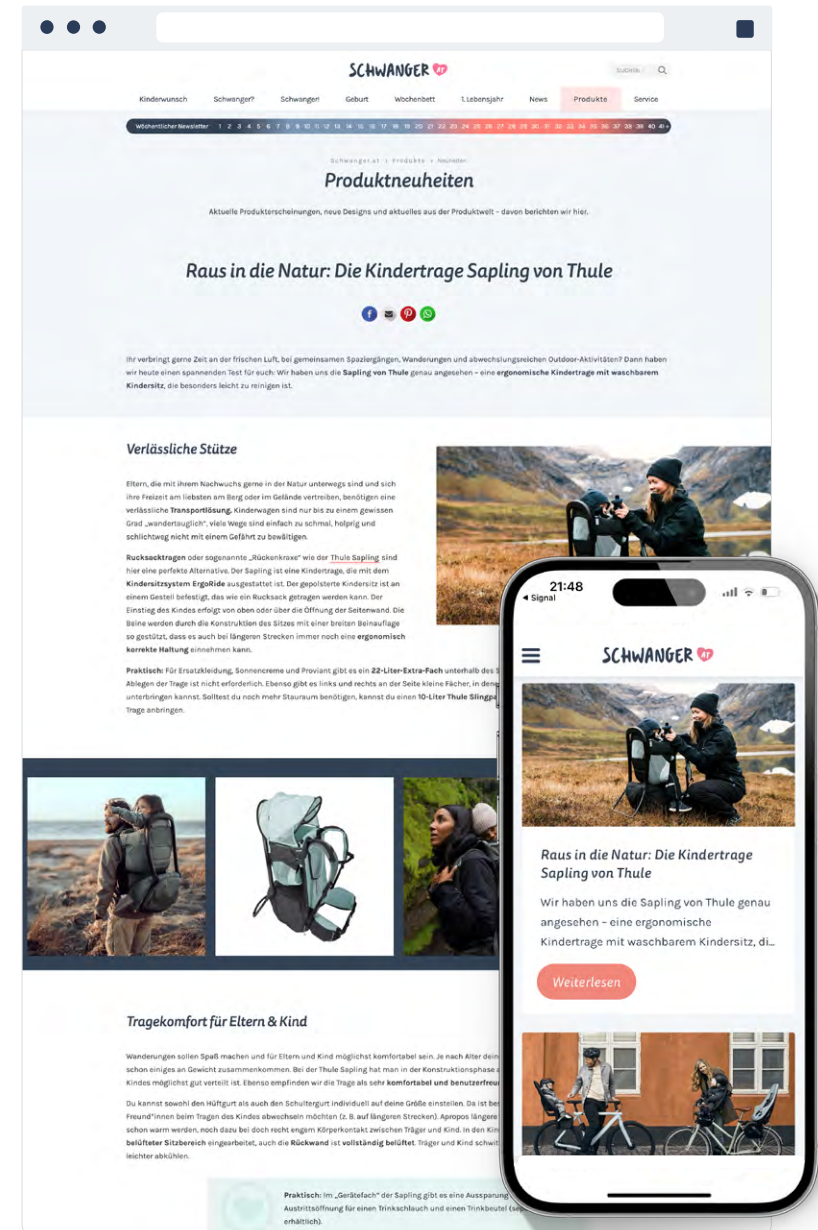
Click!



Duration  
Unlimited

Medium  
Schwanger.at

Views/year  
~ 3.000-5.000



# 8 Market research: Survey

*From short surveys to complex questionnaires:  
Find out what your target group thinks!*

## Services:

Study design, survey implementation and distribution within our reach. Can be conducted with or without brand mention. Can be combined with a raffle!

## Advantages

- High-quality results in the top target groups pregnant women/mothers/parents
- Individual adaptation to your goals
- Implementation, evaluation & analysis by us

## Available media:



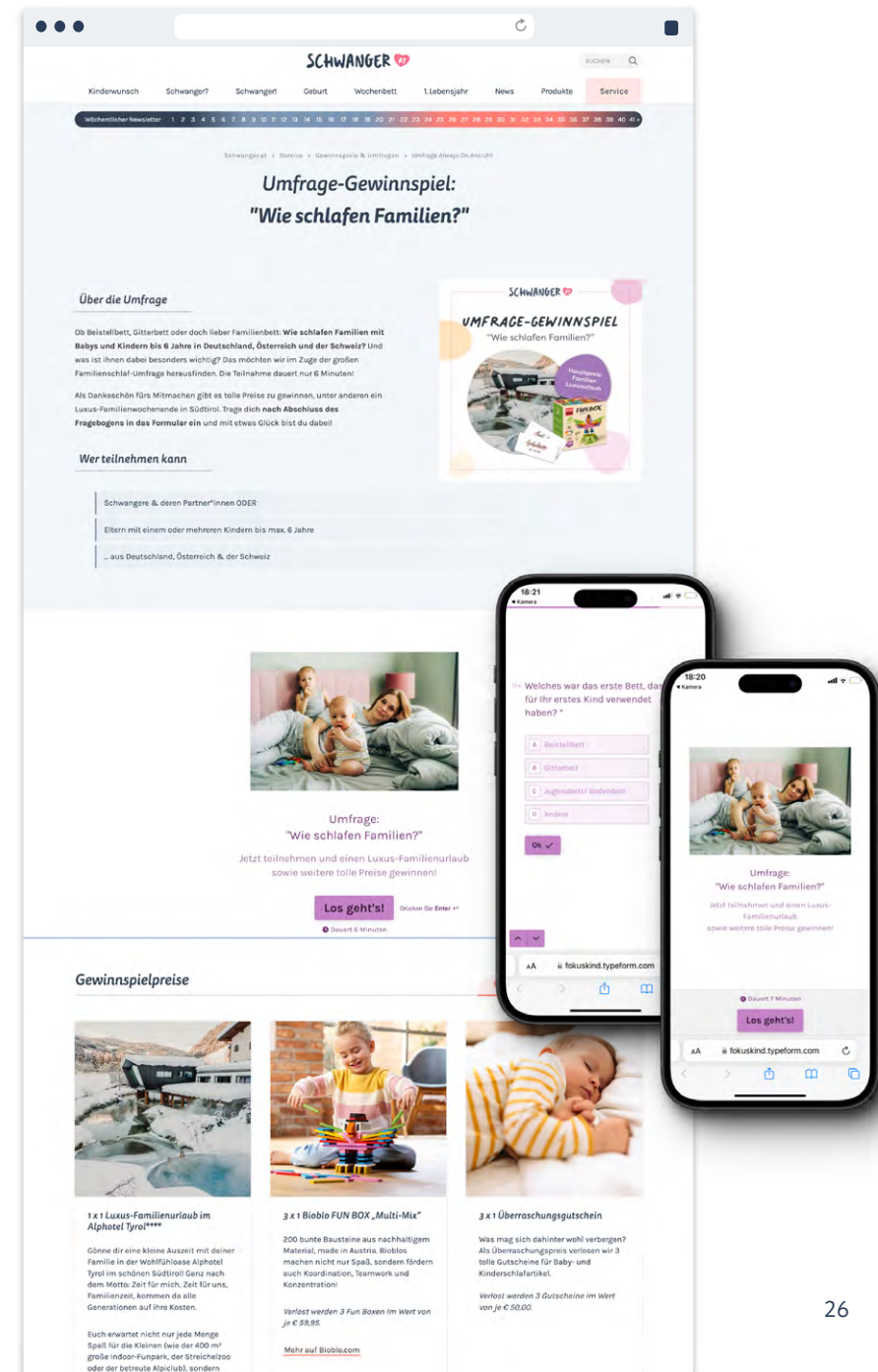
Josef Höfle Gasse 34/5/1A, 2500 Baden Bei Wien, Austria | T. +43 664 - 914 00 31 | E. kontakt@fokuskind.com



Duration  
1 month

Survey participants  
~ 600-1.300

Market research participants  
~ 2.000-10.000





# Price list



| Advertising format  | Duration            | BabyForum.at, .ch, .app | Schwanger.at | KindAktuell.at |
|---|---------------------|-------------------------|--------------|----------------|
| Content marketing   |                     | Price                   | Price        | Price          |
| Pregnancy week integration (incl. newsletter)   | 12 months           | -                       | 1,200 Euro   | -              |
| Pockets (per section)   | 12 months           | ~ 1,200 Euro            | -            | -              |
| Editorial product test / SEO article  | Permanently online  | 750 Euro                | 1,500 EUR    | 750 EUR        |
| Advertorial channel branding / section branding   | 12 months           | On request              | On request   | On request     |
| Promotions  |                     |                         |              |                |
| Community product test (incl. topic, landing, advertising material, seal)<br>12 slots / year                      | 6 weeks / permanent | 4,500 Euro              | -            | -              |
| Competition (12 slots / year)   | 4 weeks             | 3,500 Euro              | 3,000 Euro   | 2,000 Euro     |
| Standalone newsletter (12 slots / year)   | One-time mailing    | 2,000 Euro              |              | -              |
| Newsletter integration  | One-time mailing    | 600 Euro                |              |                |
| Further advertising formats on request (market research, lead generation, banner, newsletter, social media, etc.) |                     |                         |              |                |

## ***About us***

---

*We are specialists in digital topics - and parents ourselves. For over 20 years, we have been supporting companies in the baby industry.*

# ***We reach your target group precisely.***

## **About us:**

Since 2006, FOKUS KIND Medien has supported companies in the baby industry as a high-reach media house and innovative agency for family target groups.

---

## **Media: With added value**

In his mid-twenties, Stefan founded the digital media company FOKUS KIND, building on his family's non-profit organization.

His goal: to create a high-quality online offering focused on childbirth, parenthood, and family life.

Today, we reach over 210,000 (expectant) parents in DACH every month via websites, apps, newsletters, and political projects such as surveys and conferences.

## **Implementation: The agency**

Our team is closely connected with the baby industry and understands the challenges faced by retailers, manufacturers, and suppliers.

Whether it's the strategic market launch of a product, SEO optimization of the online shop, or 3D product videos - we support our clients every step of the way.

---

## **Industry: A connected partner**

We place great value on personal and long-term relationships. This makes us a connected partner, not only for shops and brands, but also for midwives, associations, initiatives, start-ups, and science.

As a member of industry associations, organizer of webinars and conferences, and initiator of networks, FOKUS KIND Medien is actively involved in the baby industry and obstetrics.

## **Innovation: 3D & AR**

What does the digital future of the baby industry look like?

We have been asking ourselves this question for years - and have already started to make it a reality.

With ARKID, we implement product visualizations using 3D, AR, VR, and XR that fascinate (expectant) parents. Where does the new baby bed fit? How big is the stroller?

Our solutions offer an interactive shopping experience like never before. More at [arkid.app](https://arkid.app).



# Customers

For 20 years now, we have been supporting companies from product innovation to market launch. These include, among others:



# Contact

We look forward to hearing from you!



**Barbara Brischar**

Managing Director



barbara.brischar@fokuskind.com



+43 664 914 00 32

**Address:**

**FOKUS KIND Medien (CRAFT & VALUE e.U.)**

Josef Höfle Gasse 34/5/1A

2500 Baden Bei Wien

Austria

***www.fokuskind.com***

**FokusKind**  
M E D I E N