

Media Kit 2026

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

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Media & services

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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

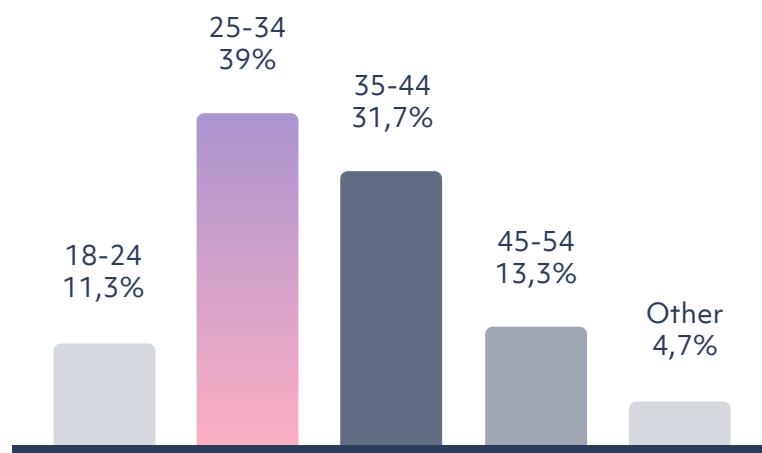
Here is an insight into the demographics of our online media.

The following data are average values.

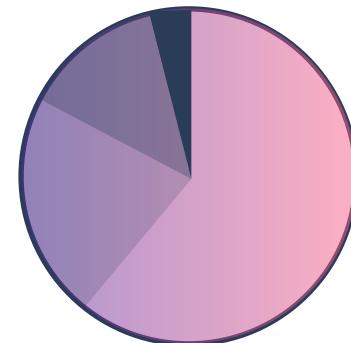
Gender distribution



Age distribution

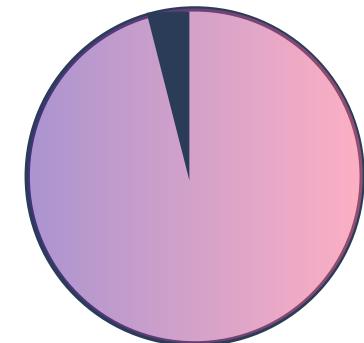


Geography



- 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

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!

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

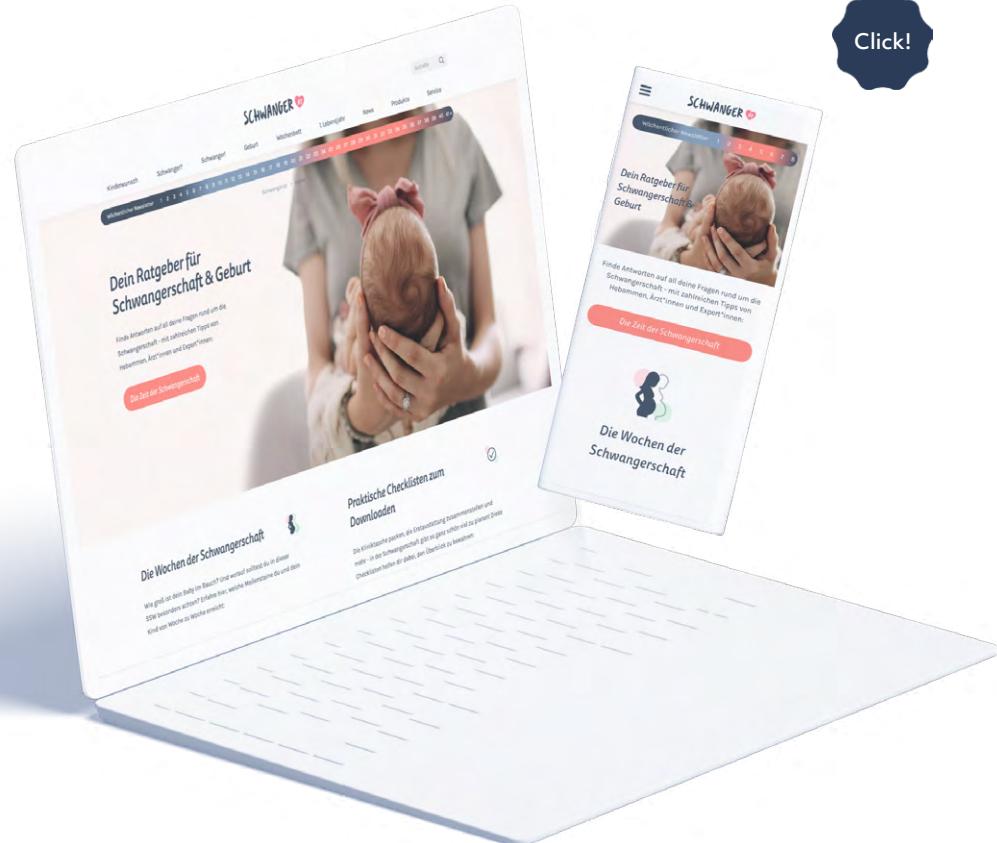
94% female users

*Precise target group without
waste coverage*



Schwanger.at - #1 guide

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



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!

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



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



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

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.



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

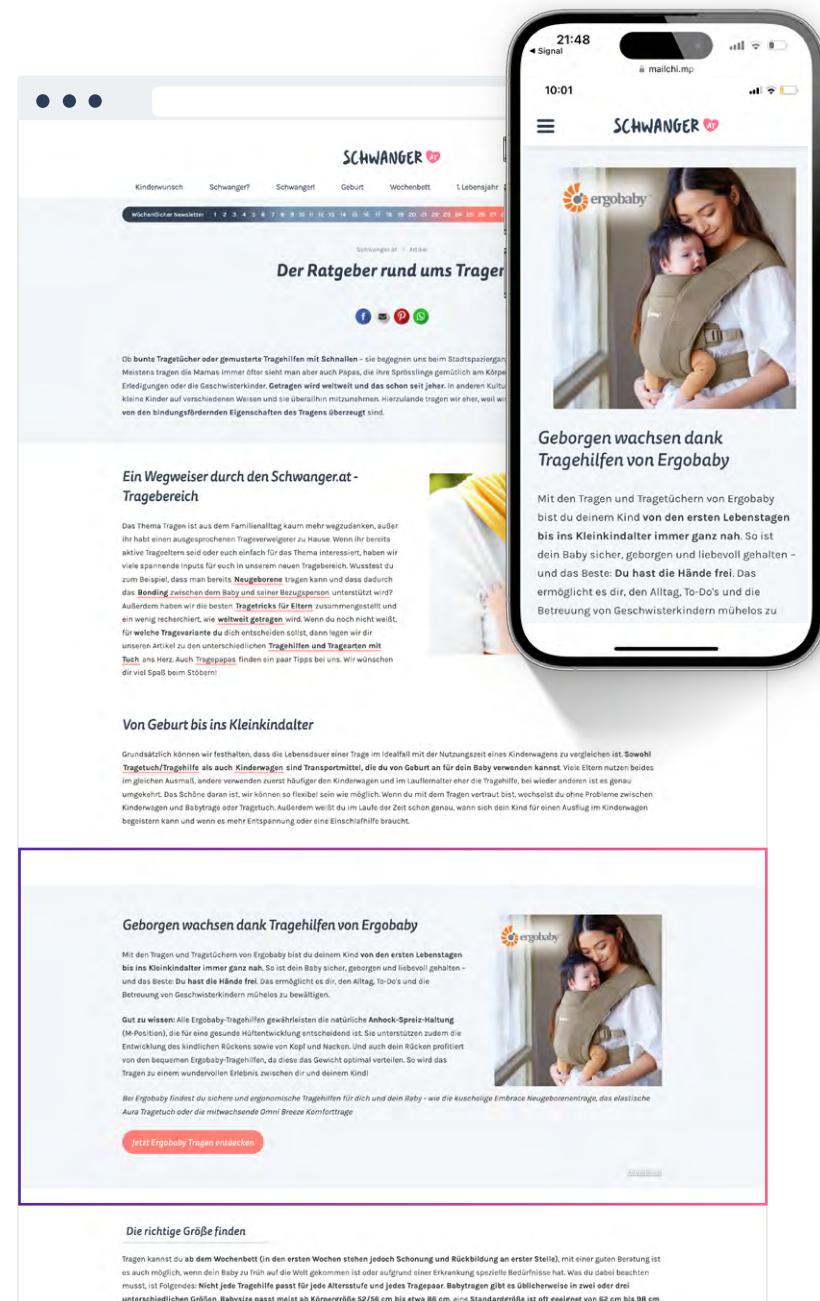


Duration
12 months

Medium
Schwanger.at

Views/area/year
~ 80.000+

Reading time
Ø 00:01:50



Schwanger 

Wöchentlicher Newsletter 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 89 90 91 92 93 94 95 96 97 98 99 99 100

Der Ratgeber rund ums Tragen

Ob bunte Tragetücher oder gemusterte Tragehilfen mit Schnallen - sie begleiten uns beim Stadtpicknick. Meistens tragen die Mamas immer öfter sieht man aber auch Papas, die ihre Sprösslinge gemütlich am Körper tragen oder die Geschwisterkinder. Getragen wird weltweit und das schon seit Jahr. In anderen Kultur kleine Kinder auf verschiedenen Weisen und sie überall mitzunehmen. Hierzulande tragen wir eher, weil wir von den bindungsfördernden Eigenschaften des Tragens überzeugt sind.

Ein Wegweiser durch den Schwanger.at-Tragebereich

Das Thema Tragen ist aus dem Familienalltag kaum mehr wegzudenken, außer ihr habt einen ausgesprochenen Trageverweiger zu Hause. Wenn ihr bereits aktive Tragetücher seit oder auch einfach für das Thema interessiert, haben wir viele spannende Inputs für euch in unserem neuen Tragebereich. Wusstet du zum Beispiel, dass man bereits **Neugeborene** tragen kann und dass dadurch das **Bonding** zwischen dem Baby und seiner Bezugsperson unterstützt wird? Außerdem haben wir die besten **Tragegerüte für Eltern** zusammengestellt und ein wenig recherchiert, wie **weltweit getragen** wird. Wenn du noch nicht weißt, für welche **Tragevariante** du dich entscheiden sollst, dann legen wir dir unseren Artikel zu den unterschiedlichen **Tragehilfen** und **Tragearten** mit **Tuch** ans Herz. Auch **Tragepapas** finden ein paar Tipps bei uns. Wir wünschen dir viel Spaß beim Stöbern!

Von Geburt bis ins Kleinkindalter

Grundätzlich können wir feststellen, dass die Lebensdauer einer Trage im Idealfall mit der Nutzungsdauer eines Kindersitzes zu vergleichen ist. Sowohl **Tragetuch/Tragehilfe** als auch **Kindersitz** sind Transportmittel, die von **Geburt** an für **dein Baby** verwendet kann. Viele Eltern nutzen beides im gleichen Ausmaß, andere verwenden zuerst häufiger den Kindersitz und im Laufesmaß eher die Tragehilfe, bei wieder anderes ist es genau umgekehrt. Das Schöne daran ist, wir können so flexibel sein wie möglich. Wenn du mit dem Tragen vertraut bist, wechselst du ohne Probleme zwischen Kindersitz und Babysitz oder Tragetuch. Außerdem weißt du im Laufe des Tages schon genau, wann sich dein Kind für einen Aufzug im Kindersitz begibt und wenn es mehr Entspannung oder eine Einschlafhilfe braucht.

Geborgen wachsen dank Tragehilfen von Ergobaby

Mit den Tragen und Tragetüchern von Ergobaby bist du deinem Kind von den ersten Lebenstagen bis ins Kleinkindalter immer ganz nah. So ist dein Baby sicher, geborgen und liebevoll gehalten - und das Beste: Du hast die Hände frei. Das ermöglicht es dir, den Alltag, To-Dos und die Betreuung von Geschwisterkindern mühelos zu bewältigen.

Gut zu wissen: Alle Ergobaby-Tragehilfen gewährleisten die natürliche Anhock-Spritz-Haltung (M-Position), die für eine gesunde Hüllentwicklung entscheidend ist. Sie unterstützen zudem die Entwicklung des kindlichen Rückens sowie von Kopf und Halsen. Und auch das Rücken profitiert von den bequemen Ergobaby-Tragehilfen, da diese das Gewicht optimal verteilen. So wird das Tragen zu einem wundervollen Erlebnis zwischen dir und deinem Kind!

Bei Ergobaby findet du sichere und ergonomische Tragehilfen für dich und dein Baby - wie die kuschelige Embrace Neugeborenentrage, das elastische Aura Tragetuch oder die mitwachsende Omni Breeze Komforttrage.

Jetzt Ergobaby Tragen entdecken

Die richtige Größe finden

Tragen kannst du ab dem **Wochenbett** (in den ersten Wochen stehen jedoch Schonung und Rückbildung an erster Stelle), mit einer guten Beratung ist es auch möglich, wenn dein Baby zu früh auf die Welt gekommen ist oder aufgrund einer Erkrankung spezielle Bedürfnisse hat. Was du dabei beachten musst, ist Folgendes: **Nicht jede Tragehilfe** passt für jede Alterstufe und jedes Tragepaar. Babysitzen gibt es üblicherweise in zwei oder drei unterschiedlichen Größen. Babysitz passt meist als Körpergröße 52/56 cm bis etwa 86 cm, eine Standardgröße ist oft geeignet von 62 cm bis 88 cm.

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 ❤

FokusKind
MEDIEN



Views per year
per pregnancy week

~ 10.000+

The image shows a screenshot of the SCHWANGER website and a mobile phone displaying a configuration tool for a stroller. The website header includes a navigation bar with 'Schwanger ❤' and a search bar. The main content area features a section titled 'Weitere Hautveränderungen in der Schwangerschaft' with a tip about skin changes. Below this is a 'Hebammen-Tipp' box. The mobile phone screen shows a configuration interface for a 'Dein einzigartiger Kinderwagen' (Your unique stroller) with a woman pushing a stroller in the background. The configuration tool includes sections for 'Zusatzversicherung' (Additional insurance) and 'Meilensteine' (Milestones).

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.



Duration
12 months

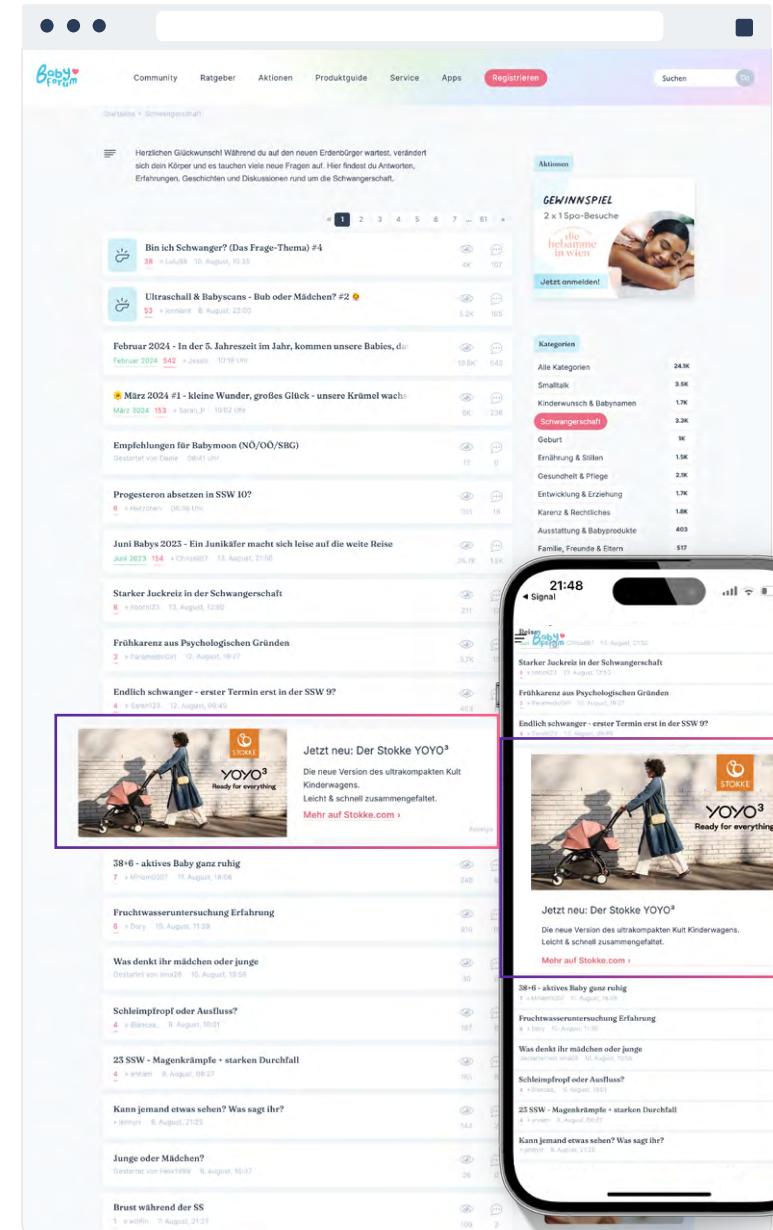
Medium
BabyForum.at

Views/year
~ 900.000

Advantages

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

Available media:



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:



Duration
4-6 weeks

Medium
BabyForum.at

Views
~ 350.000

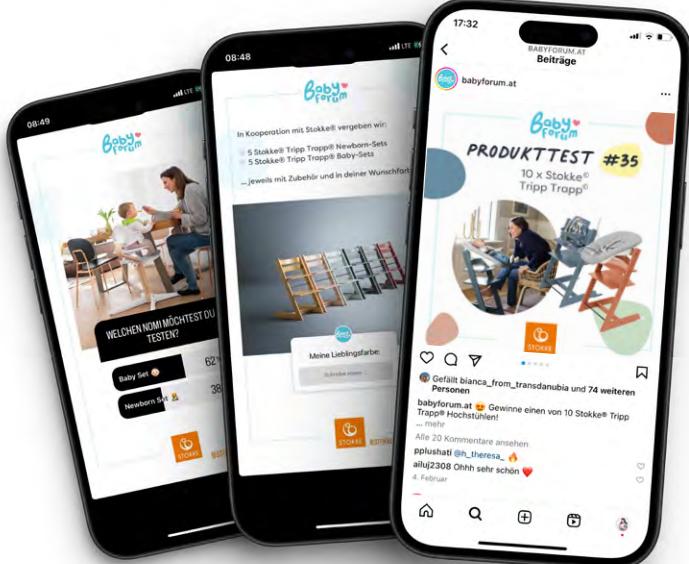
Participants
~ 800 - 1.100

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.

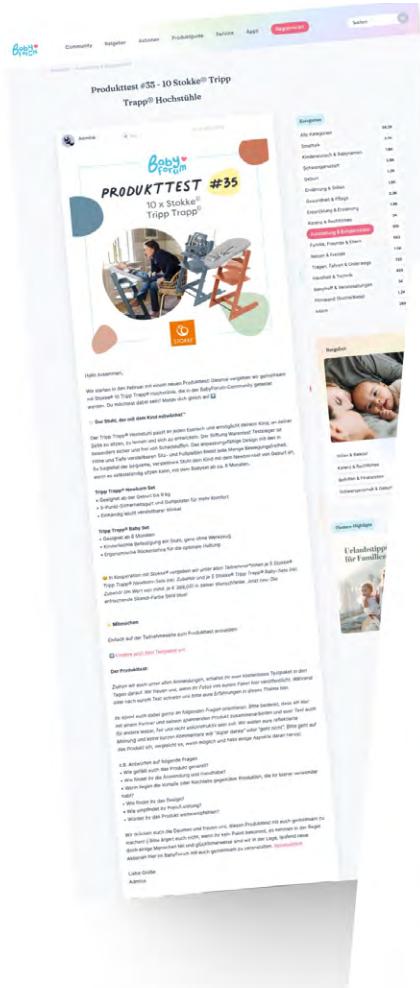


Social media (7,000+ followers)

Community-
Product test seal
for free use



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



Newsletter (20,000+ recipients)



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 ❤

FokusKind
MEDIEN



Duration
4 weeks

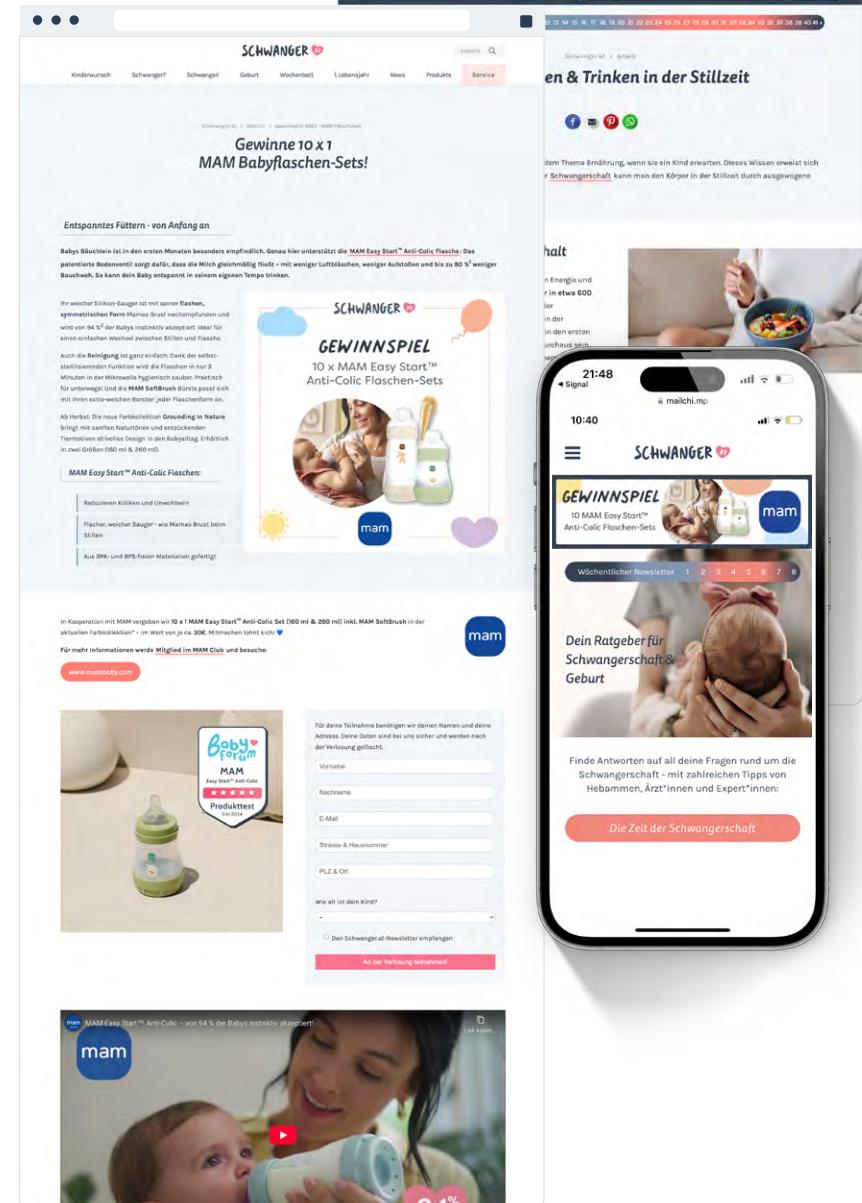
Medium
Schwanger.at

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.

Click!

NAÏF®

Mailing
1 x

Clicks
300-700+

Total recipients
20.000+

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:

Baby
Forum

SCHWANGER AT

The image shows a desktop browser window and a smartphone displaying a newsletter from Naïf. The desktop version features a yellow sun umbrella, a child in a red hat, and a Naïf product box with the text 'Gewinne einen 1000€ Wertgutschein für einen Urlaub in einem Family Spa Resort!'. The smartphone screen shows a similar layout with a child being sprayed with sun cream, a 'Zum Gewinnspiel' button, and sections for 'Unsere Lieblinge' and 'Sicher dir mit etwas Glück einen € 1.000 Gutschein für die Leading Spa Resorts, den du ganz flexibel in traumhaften Familienhotels wie dem Feuerstein Resort, dem Ulrichshof oder dem Stock Resort einlösen kannst.'

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

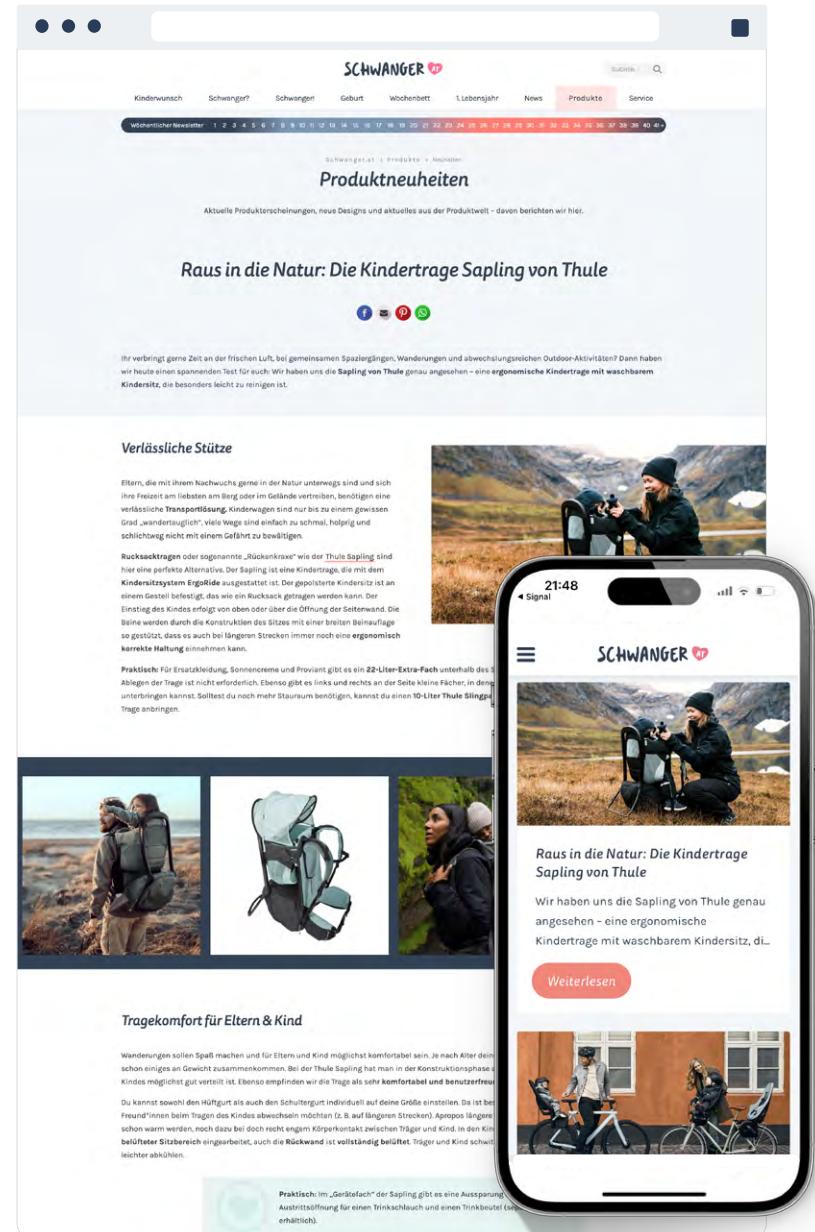
FokusKind
MEDIEN



Duration
Unlimited

Medium
Schwanger.at

Views/year
~ 3.000-5.000



The screenshot shows a product article for the Thule Sapling child carrier. The article is titled "Raus in die Natur: Die Kindertrage Sapling von Thule". It includes a sub-headline "Verlässliche Stütze", a detailed description of the product's features, and a section on "Tragekomfort für Eltern & Kind". The article is presented in a clean, modern layout with a dark header and footer, and a light-colored main content area. It features several images of the product in use and a call-to-action button "Weiterlesen".

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:



**Umfrage-Gewinnspiel:
"Wie schlafen Familien?"**

Über die Umfrage

Ob Beistellbett, Gitterbett oder doch lieber Familienbett: Wie schlafen Familien mit Kindern bis 6 Jahren in Deutschland, Österreich und der Schweiz? Und was ist ihnen dabei besonders wichtig? Das möchten wir im Zuge der größten Familienschlaf-Umfrage herausfinden. Die Teilnahme dauert nur 6 Minuten!

Als Dankeschön für Mithören gibt es tolle Preise zu gewinnen, unter anderem ein Luxus-Familienwochenende in Südtirol. Trage dich nach Abschluss des Fragebogens in das Formular ein und mit etwas Glück bist du dabei!

Wer teilnehmen kann

Schwangere & deren Partner*innen ODER
Eltern mit einem oder mehreren Kindern bis max. 6 Jahre
... aus Deutschland, Österreich & der Schweiz

Duration
1 month

Survey participants
~ 600-1.300

Market research participants
~ 2.000-10.000

Umfrage:
"Wie schlafen Familien?"

Jetzt teilnehmen und einen Luxus-Familienurlaub sowie weitere tolle Preise gewinnen!

Los geht's! Drucken Sie weiter +

18-21

18-20

Umfrage:
"Wie schlafen Familien?"

Jetzt teilnehmen und einen Luxus-Familienurlaub sowie weitere tolle Preise gewinnen!

Los geht's!

18-20

Gewinnspielpreise

1 x Luxus-Familienurlaub im Alphotel Tyrolersee

3 x 1 Bioblo FUN BOX „Multi-Mix“

3 x 1 Überraschungsgutschein

Was mag sich dahinter wohl verbergen? Als Überraschungspreis verlosen wir 3 tolle Gutscheine für Baby- und Kinderschlafläden.

Verlost werden 3 Gutscheine im Wert von je € 50,00

Price list



Advertising format	Duration	BabyForum.at, .ch, .app	Schwanger.at	KindAktuell.at
Content marketing				
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) 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.

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

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