FokusKind
MEDIEN

Media Kit 2027

We support companies in the family sector as a high-reach **family media house** in the German-speaking region.

Portals	*Schwanger.at* *BabyForum.at, *.ch, *.app* *KindAktuell.at*
Market Research	*Surveys & Sentiment Analyses*

Overview

At a Glance	***Page***
Reach, Media & Demographics	3 – 7
Media & Services	
Schwanger.at	8 – 9
BabyForum.at | .ch, | .app (de)	10 – 11
KindAktuell.at	12 – 13
Market Research & Surveys	14 – 15
Advertising Formats & Price List	
Advertising Formats (incl. Cases)	17 – 27
Price List	28
Clients	29

Seen a lot. Planning a lot

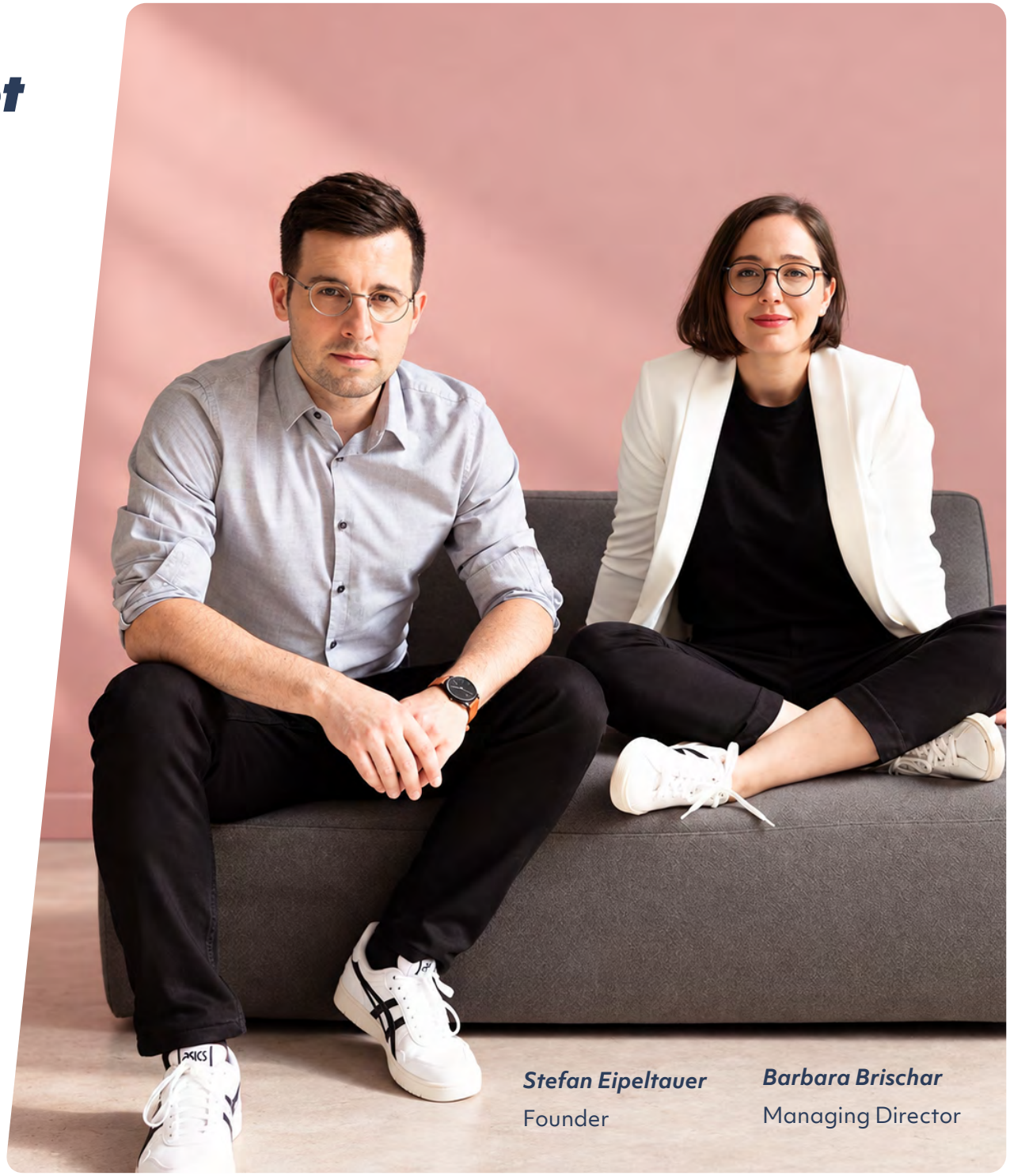
This year we are celebrating our 20th anniversary! Since 2006,
we have combined marketing expertise with genuine
parenting experience.

Our goal: to reach families in DACH authentically and to offer brands in the baby industry a trustworthy, brand-safe advertising environment.

Now, in times of AI, changing search behaviour and increasingly difficult targeting, trust is becoming the new KPI. In demand are platforms with well-founded expert content (doctors, midwives), genuine parent opinions and authentic recommendations.

That is why, even after 20 years, we keep evolving – with AI-ready media, highly engaging campaigns and interactive advertising
formats that bring your brand to families safely and effectively in 2027, too.

We look forward to working with you!



Stefan Eipeltauer
Founder

Barbara Brischar
Managing Director

FokusKind
MEDIEN

Our Reach

Performance media in the DACH region (incl. apps)

180k

Active users
per month

9M

Page views
per year

94%

Female users

2.8M

AI mentions
for Schwanger.at

95%

Mobile
users

7k+

Social media
followers

18k+

Newsletter recipients

Outlook 2027: AI-Ready

AI, SEO and Audience Targeting

1

AI is changing search

Google AI Overviews & LLMs increasingly answer questions directly.

Permanently indexable content becomes the source rather than the click target.

2.8M AI citations for Schwanger.at in just 4 months[1]

2

SEO in transition

Visibility depends increasingly on trust and expertise (E-E-A-T).

An established editorial environment pays directly into this.

Schwanger.at: 32 experts, BabyForum.at: genuine UGC – strong visibility index +4% (AT) despite AI[2]

3

Targeting is getting

Targeting on Meta and other platforms is becoming increasingly imprecise.

Expectant mothers & families are less often reached at exactly the right moment.

Pinpoint targeting on our platforms – down to the exact week of pregnancy.

4

AI-resilient reach

Rankings and AI answers increasingly determine visibility.

Campaigns and newsletters reach the target group directly – regardless of this.

Newsletter: 18,000 recipients (~21% OR[3]) Giveaways with ~ 800 participants

[1] Google Search Console, period: 18 May–26 Sept 2026
[2] Sistrix, 22 September 2026
[3] Mailchimp, 29 September 2026

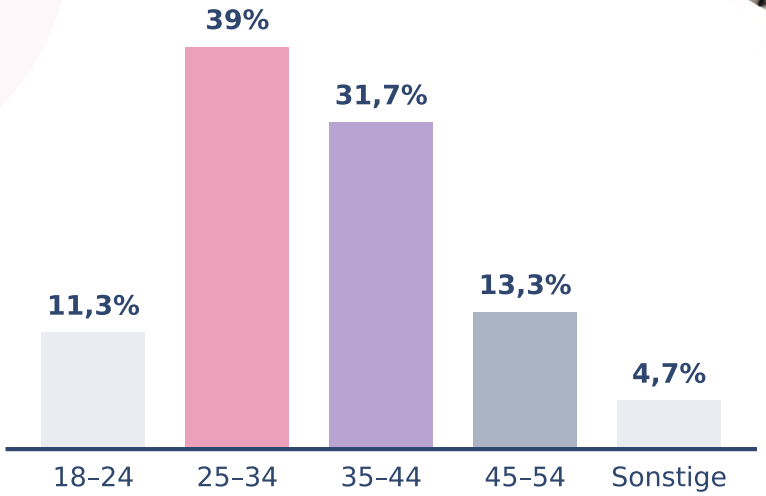
Demographics

Statistical distribution of users in the DACH region

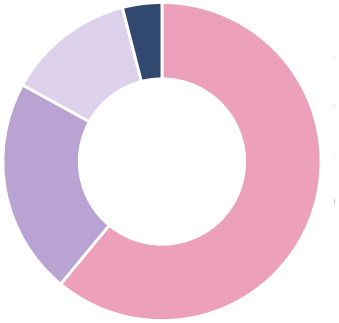
Here is an insight into the demographics of our online media (average values):

Gender distribution

Age distribution

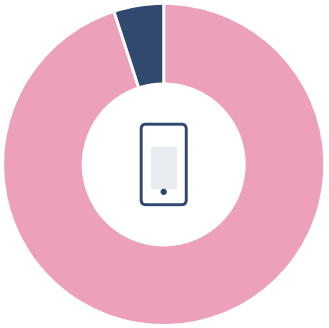


Geography



- 61% Austria
- 22% Germany
- 13% Switzerland
- 4% Other

Mobile usage



- 95% mobile
- 5% desktop

Media & Services

Our most popular platforms, services & surveys at a glance.

SCHWANGER AT

Austria's largest information portal on trying to conceive, pregnancy, birth & baby. Created with midwives & doctors!

2.1M page views/year

Strong traffic among Austrian expectant & new mothers

Collaboration with 32+ experts

Valuable E-E-A-T content for LLMs

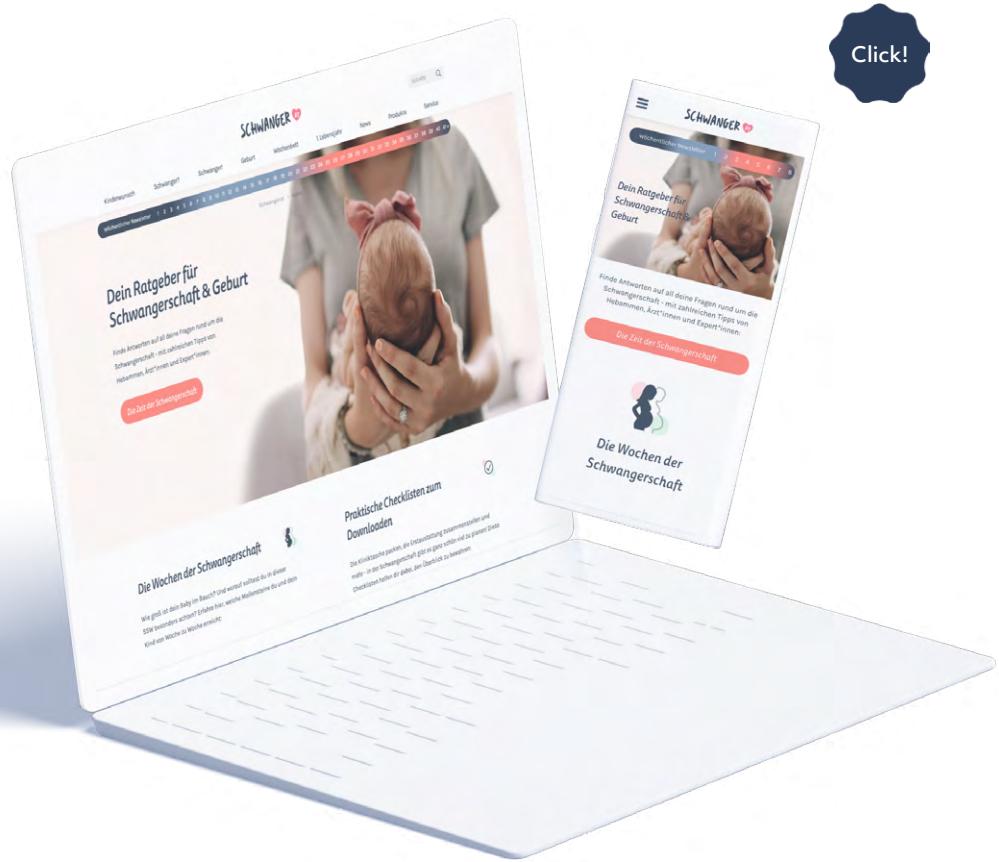
94% female users

Precise target group without wasted reach

FokusKind MEDIEN

Schwanger.at – #1 Guide

... for trying to conceive, pregnancy, birth & baby since 2013



Click!

2.1M
Page views/year

1.2k
High-quality articles

94%
Female users

750k
Active users/year

2.8M
shown as a source in Google's AI answers*

32+
Experts

Content & topics:

- Trying to conceive
- Pregnancy
- Birth & postpartum
- The first year (breastfeeding, baby care, travel, etc.)
- Editorial Product Features & News

FokusKind MEDIEN

* Source: Google Search Console, 18 May–26 Sept 2026

In the popular BabyForum communities, (expectant) parents from DACH come together to connect and share. Moderated, brand-safe and anonymous!

4.9M page views/year

Returning users, long-term loyalty

– through BabyForum apps for iOS & Android

UGC from (expectant) parents

Authentic exchange in 94,000+ topics

Word of Mouth

This is where opinions on products are formed

– recommendations, tests and reviews from real parents

FokusKind MEDIEN

The BabyForum Communities

Modern social networks in Austria, Switzerland and Germany

4.9M
Page views/year*

94k
Discussion topics

95%
Female users

700k
Active users/year

850+
Participants per campaign

Apps
For iOS & Android in all 3 countries

*All figures refer to Austria | DE & CH on request

Content & topics:

- Topics, groups and discussions in an anonymous and safely moderated environment
- Community campaigns, giveaways and product tests
- Market research and user surveys
- Blogs, newsletters and editorial articles

KindAktuell

Das Eltern-Kind-Magazin

Comprehensive information on all areas of family life
and daily news for parents –
since 2006.

900,000 page views/year

High visibility among young families in Austria

Diverse topic worlds

From pregnancy to school age

UGC from parents (kindergarten to school)

Authentic exchange in 2,500+ forum topics

FokusKind
MEDIEN

KindAktuell.at – Family Life in Full Colour

From trying to conceive to school age

Click!

900k
Page views/year

950+
High-quality articles

77%
female users

35k
Active users/year

20+ years
Established medium

2.5k
Forum topics

Content & topics:

- Pregnancy & birth
- Baby & toddler
- School children
- Leisure, day-trip tips & lifestyle
- Online community

Market Research & Surveys

Whether a blind study, product research or PR campaign: with more than 30 successful projects, we bring experience, strong performance and the necessary sensitivity.

Everything from a single source

From study design to technical implementation, recruitment and reporting

Completion rates: 87%+

High completion rates thanks to a mobile-optimised survey flow

~ 800 high-quality, qualified participants

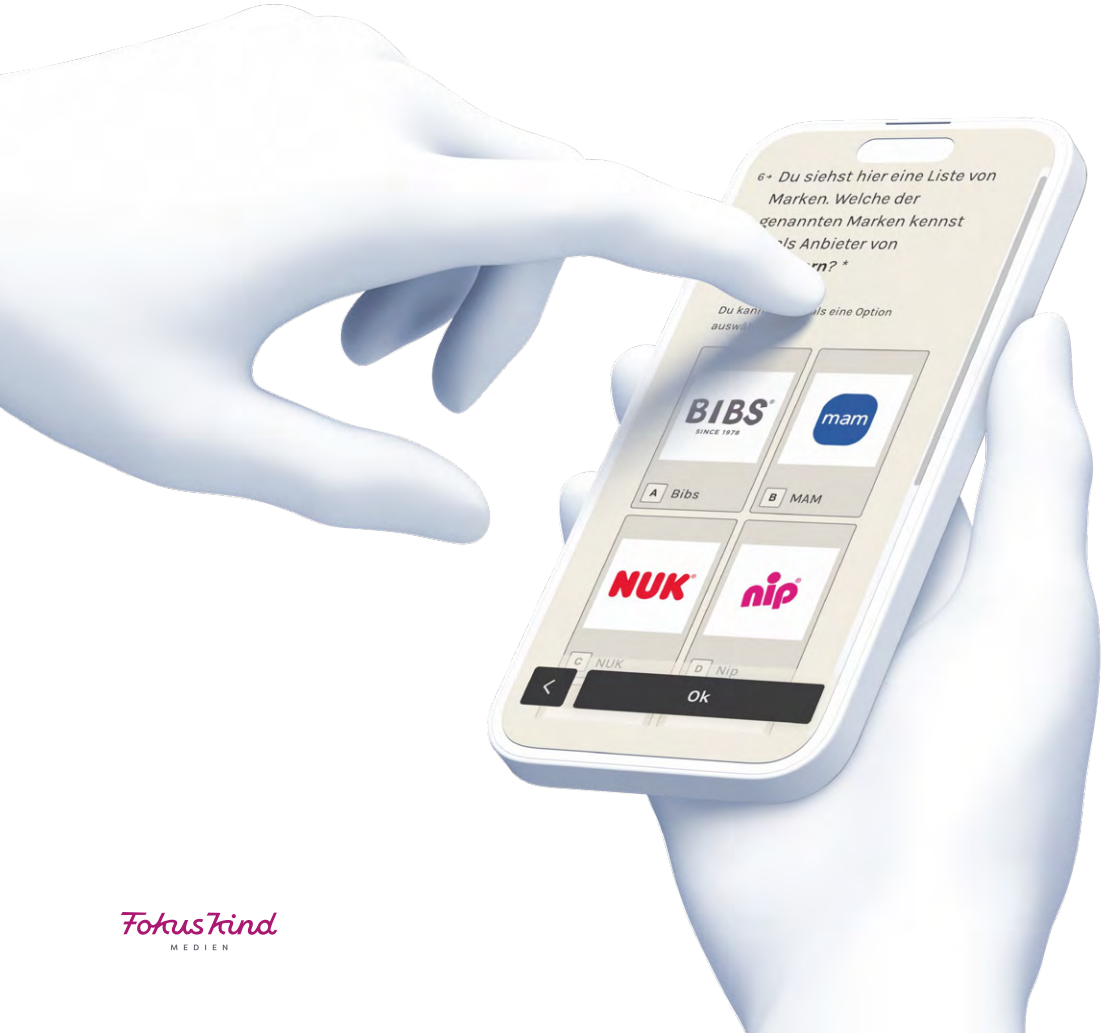
Per incentivised survey in Austria

FokusKind MEDIEN

Market Research & Surveys

Full-service projects in DACH

Click!



800+
Participants per survey in AT

30+
completed projects

87%+
Completion rate

ERSTE SPARKASSE

ZWERGPERTEN
UNTERWEGS SCHÜTZEN, WEN WIR LIEBEN

sanofi

mam

ÖSTERREICHISCHES HEBAMMENGREMIUM

Milupa

Fokus Kind
MEDIEN

Advertising Formats &

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

Overview: Advertising Formats

Campaigns

- Community Product Test
- Giveaway
- Standalone Newsletter

Ad Placements

- Advertorial
- Pregnancy Weeks
- Pockets

Content Marketing

- Editorial Product Feature

Market Research

- Surveys & Polls

Not quite what you need?
We are happy to create custom advertising formats for

FokusKind MEDIEN

1 Campaign: Community Product Test

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

Services:

Creation of a landing page & all assets.
The sign-up phase for the product test runs for 4 weeks and is promoted via banner ads on every single page of BabyForum, in the newsletter and on social media.
Testers are then selected and post their reviews of the product in the forum.

Benefits

- Comprehensive large-scale campaign with maximum visibility
- Authentic recommendations from parents for parents

Available media:

Click!

STOKKE®

Duration
4–6 weeks

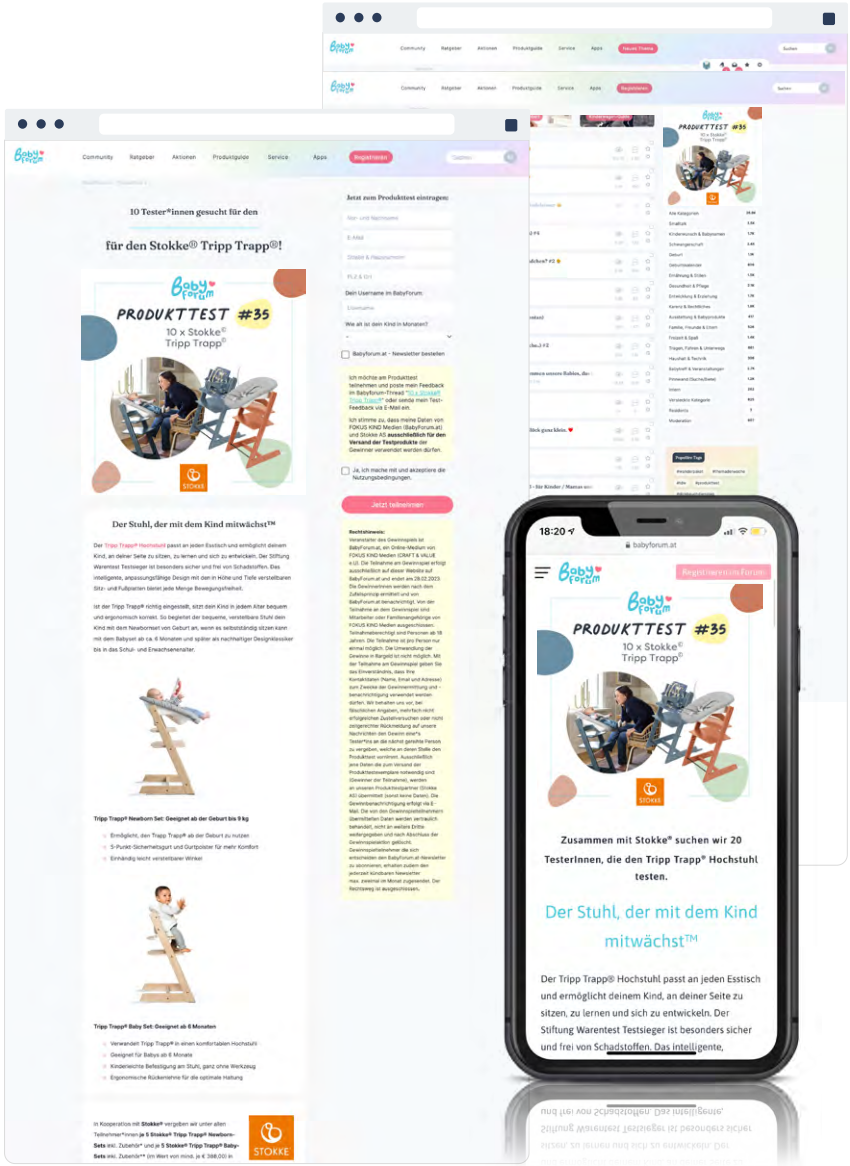
Medium
BabyForum.at

Views
~ 250.000

Participants
~ 800 -1.100

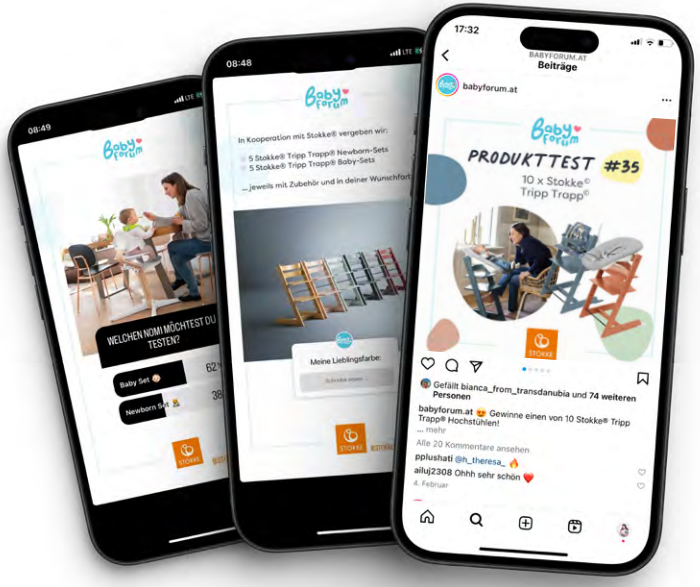
Newsletter
18,000+ recipients

Social Media
7,000+ followers



Campaign: Community Product Test

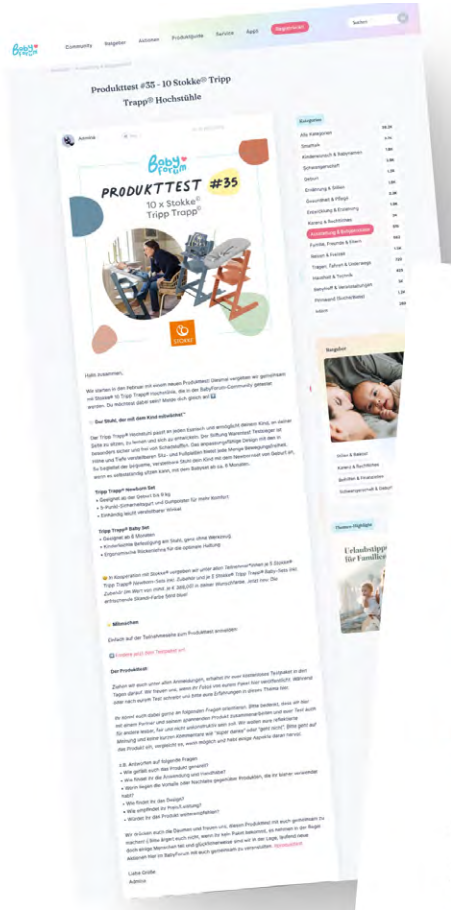
We integrate product tests & giveaways into our BabyForums as dedicated topics, with individual landing pages, as well as into our social media channels and newsletter reach.



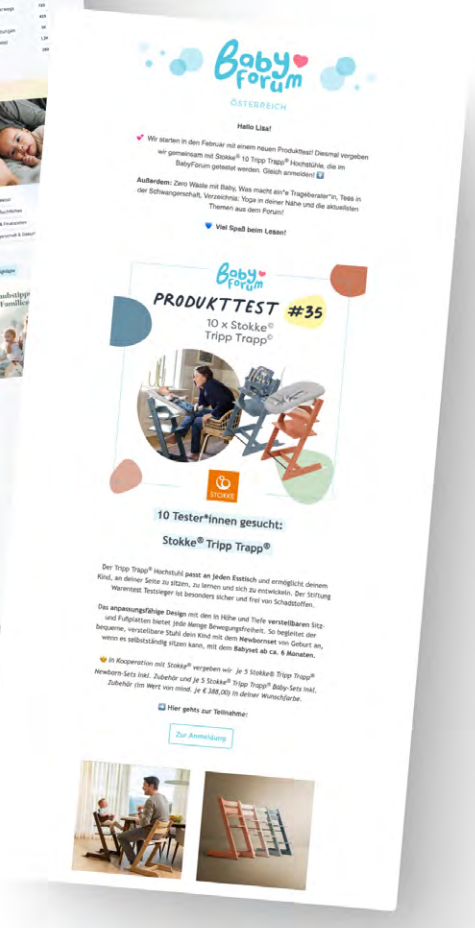
Social Media
(7,000+ followers)

Community
Product Test Seal
free to use

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



Newsletter
(18,000+ recipients)



2 Campaign: Giveaway

Classic prize draw with high reach and the opportunity to explain & showcase your product in detail!

Services:

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

Benefits

- High impressions within the target group
- Attractive presentation of your product
- Suitable for every product category (e.g. hotels, care products, etc.)

Available media:

Baby Forum · SCHWANGER AT · KindAktuell – Das Eltern-Kind-Magazin

Click!

mam Since 1976

Duration
4 weeks

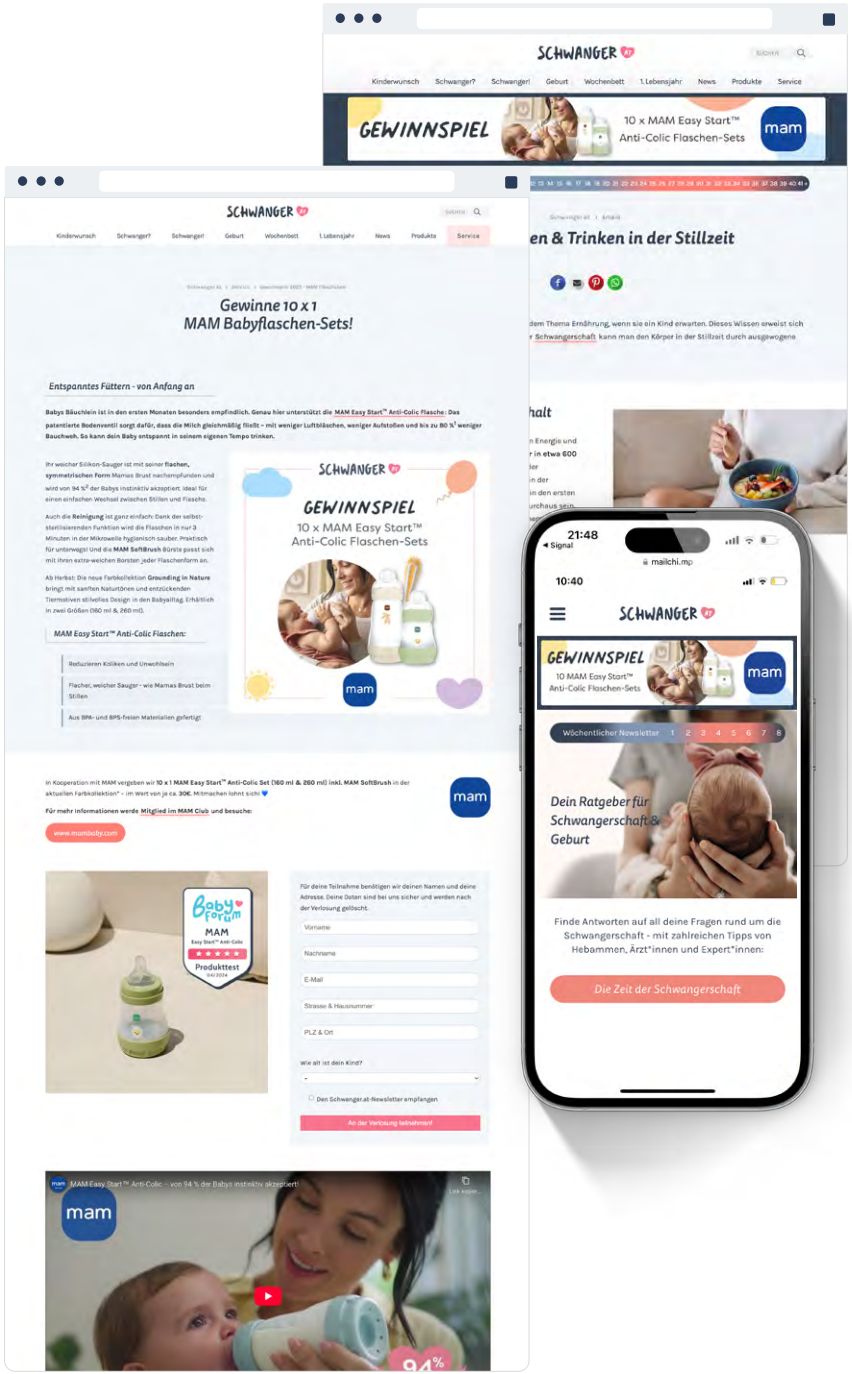
Medium
Schwanger.at

Views
~ 200.000

Participants
~800-1.500

Newsletter
18,000+ recipients

Social Media
7,000+ followers



3 Standalone Newsletter

Your message – in the inboxes of 18,000 expectant & new parents. In your brand CI!

Services:

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

Benefits

- Can be combined with a promotion or discount code
- Ideal for product launches & sales campaigns
- Or built around a topic (e.g. first baby essentials, summer essentials, etc.)

Available media:

Baby Forum ÖSTERREICH

SCHWANGER AT

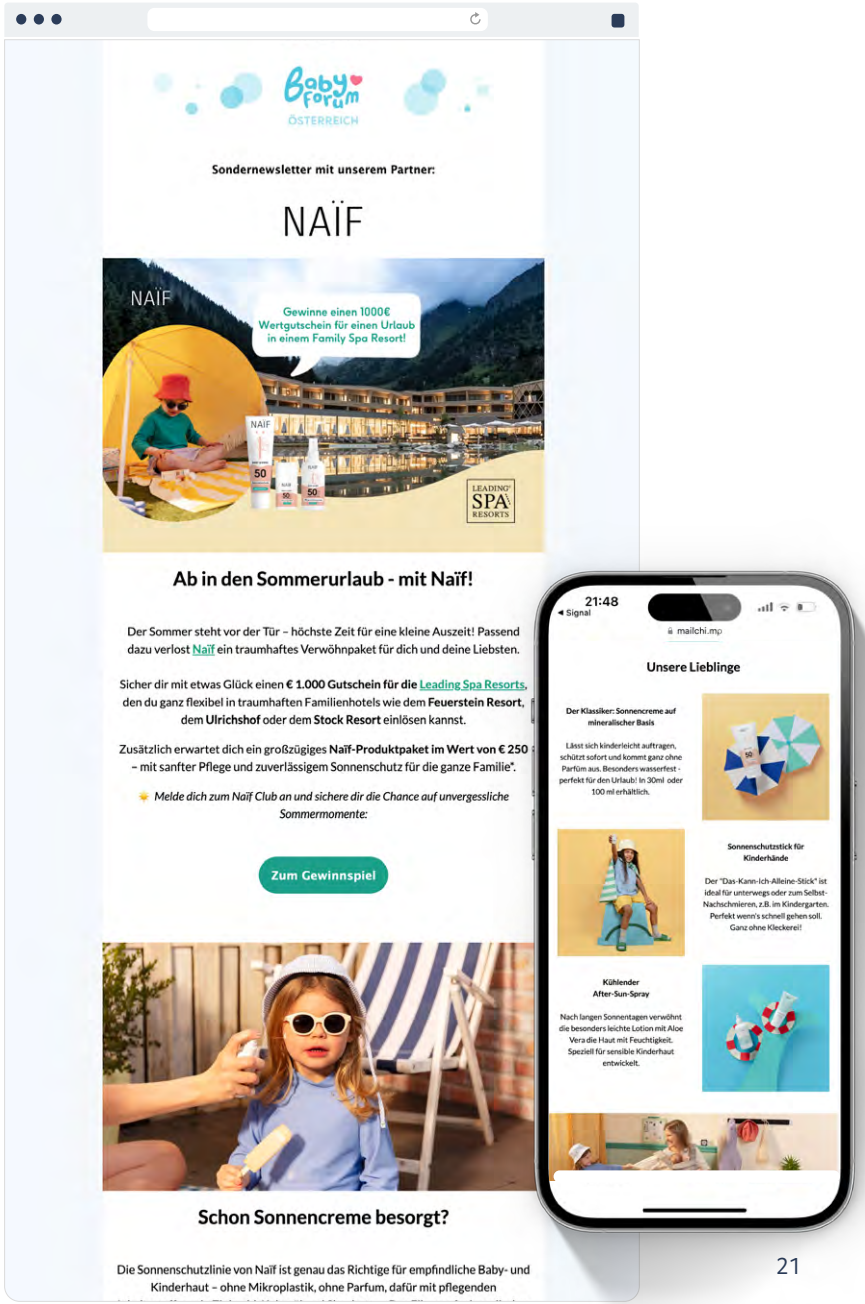
Click!

NAÏF®

mailing
1 x

Clicks
300-700+

Total recipients
18.000+



4 Ad Placement: Advertorial

Integrate your offer into a thematically relevant article on the high-reach content platform Schwanger.at.

Click!

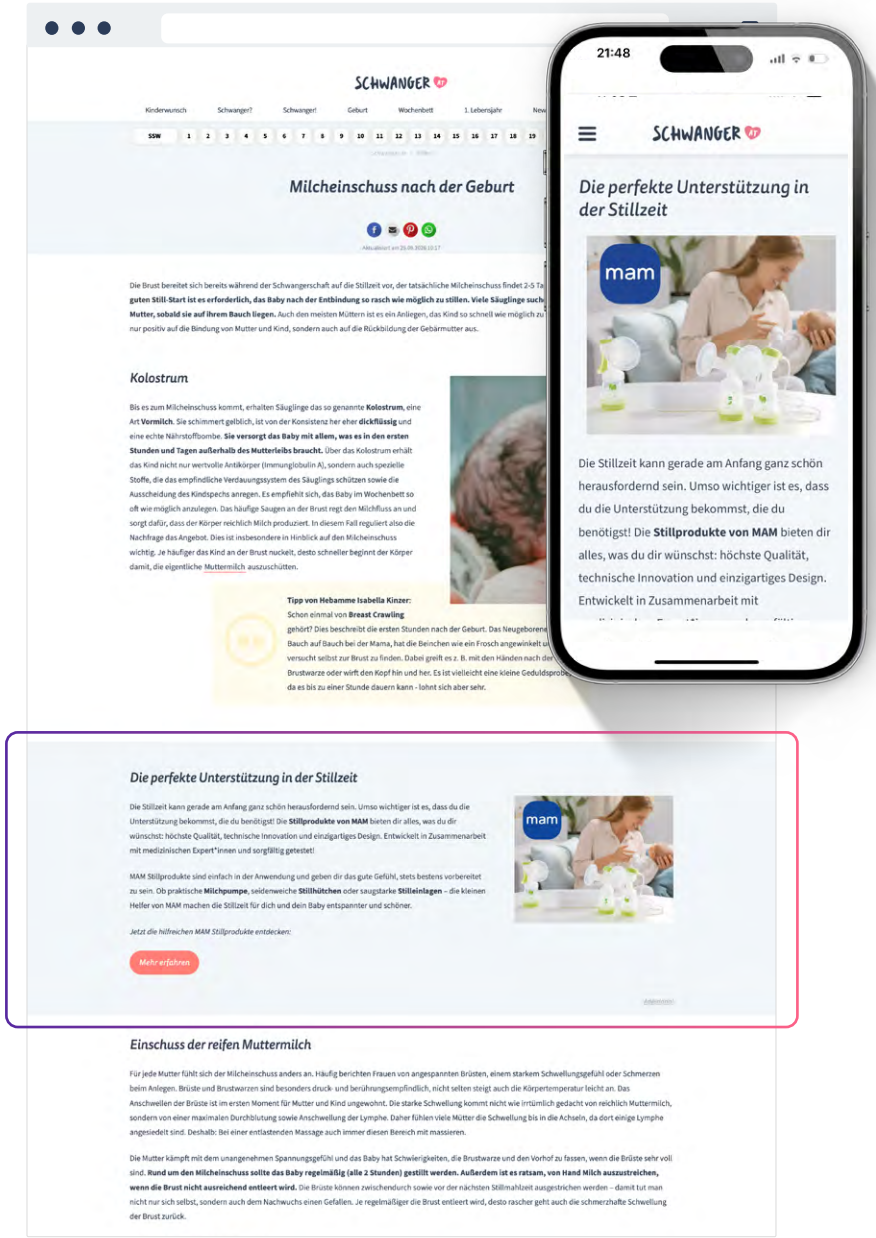
mam
Since 1976

Duration
12 months

Medium
Schwanger.at

Views/section/year
~ 65.000+

Reading time
Ø 00:01:50



Services:

Image/text ad integration with a link to your offer in a thematically relevant section of Schwanger.at (e.g. “Trying to Conceive”, “Baby Shower”, “Breastfeeding”, “Nutrition”,

Benefits:

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

Available media:

SCHWANGER AT

5 Ad Placement: Pregnancy Weeks

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

Click!

THULE SWEDEN

Impressions per year
per week of pregnancy

~ 6.000+

Services:

Image/text ad integration with a link to your offer in the matching week of pregnancy. Included in the pregnancy-week newsletter.

Benefits:

- Integrated for one year
- With a link to your website
- Precise targeting by week of pregnancy

Available media:

SCHWANGER AT

6 Ad Placement: Pockets

BabyForum.at is Austria's largest parenting portal. Every day, our community discusses trying to conceive, birth, babies and the first years with children.

Services:

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

Benefits

- High impressions within the target group
- Users regularly come across the ad
- Strong SEO link to your website

Available media:

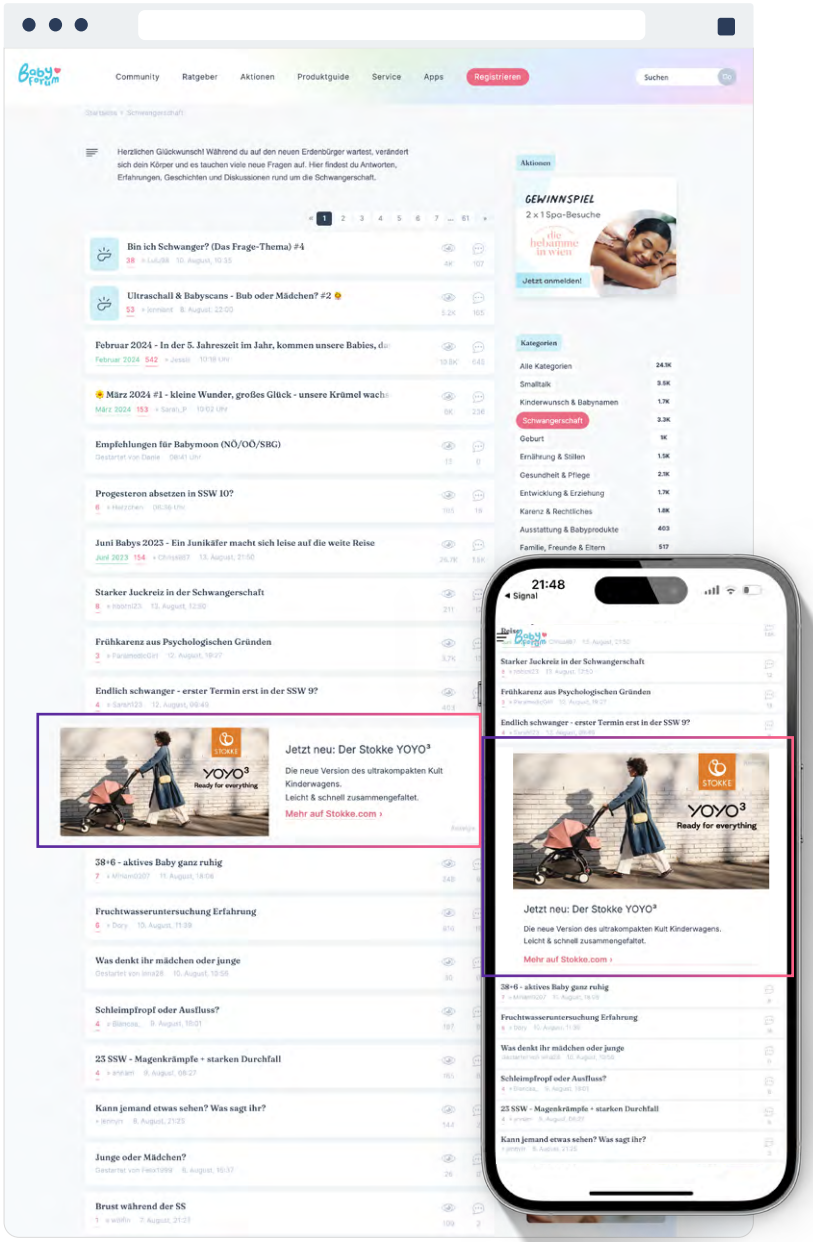
Click!

STOKKE®

Duration
12 months

Medium
BabyForum.at

Views/year
1.000.000+



7 Content Marketing: Product Feature

We present your product in a high-quality long-form article including a parent check.
Ideal for lasting visibility in search & AI.

Services:

Editorial creation of an informative long-form article, including attractive integration of images and video as well as links to your offer. Optionally with an authentic product test report by a family. Includes integration into our newsletters!

Benefits

- Stays online long-term
- Discoverable in Google & AI search
- With parent check

Available media:

SCHWANGER AT

KindAktuell
Das Eltern-Kind-Magazin

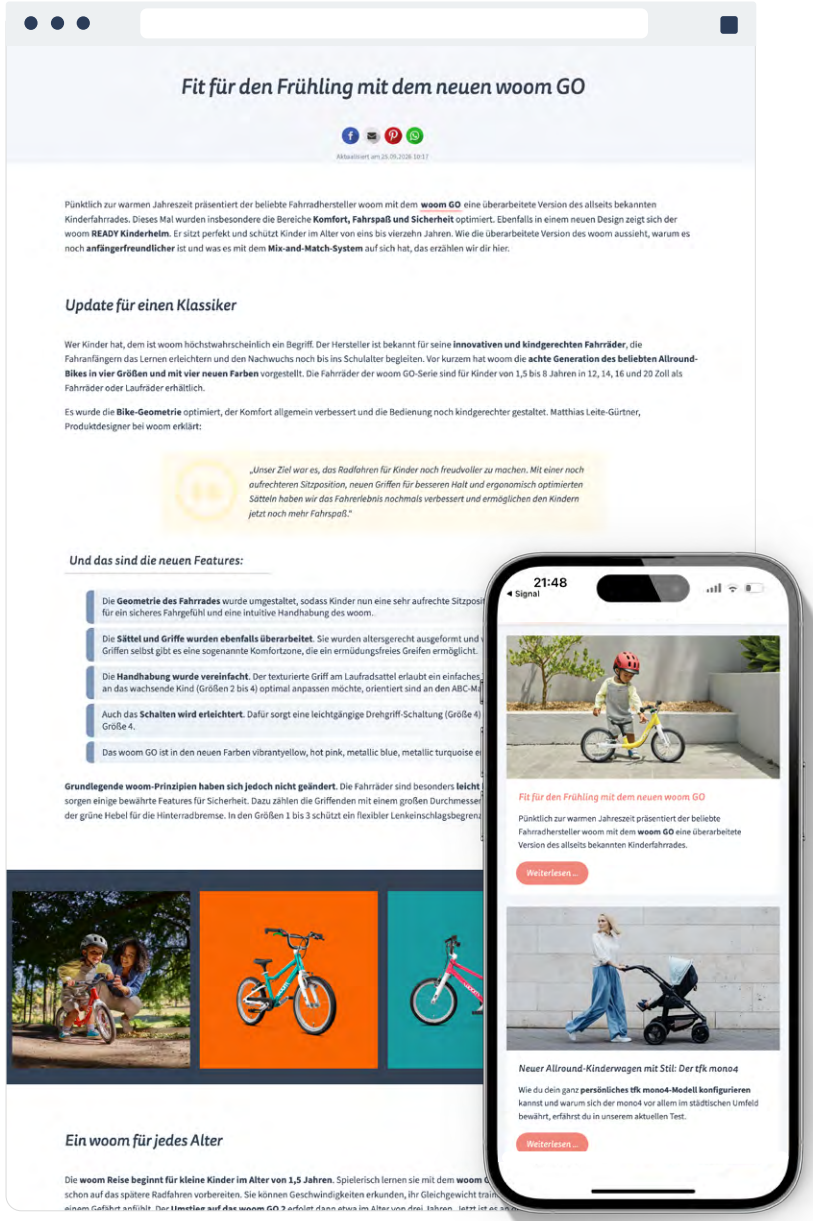
Click!

woom

Duration
Permanent

Medium
Schwanger.at

Views/year
~ 3.000-5.000



8 Market Research: Survey

From short surveys to complex studies: find out what your target group thinks!

Click!

Träumeland

Services:

Study design, survey implementation and distribution across our reach. Can be run with or without brand attribution. Can be combined with a prize draw!

Duration
1 month

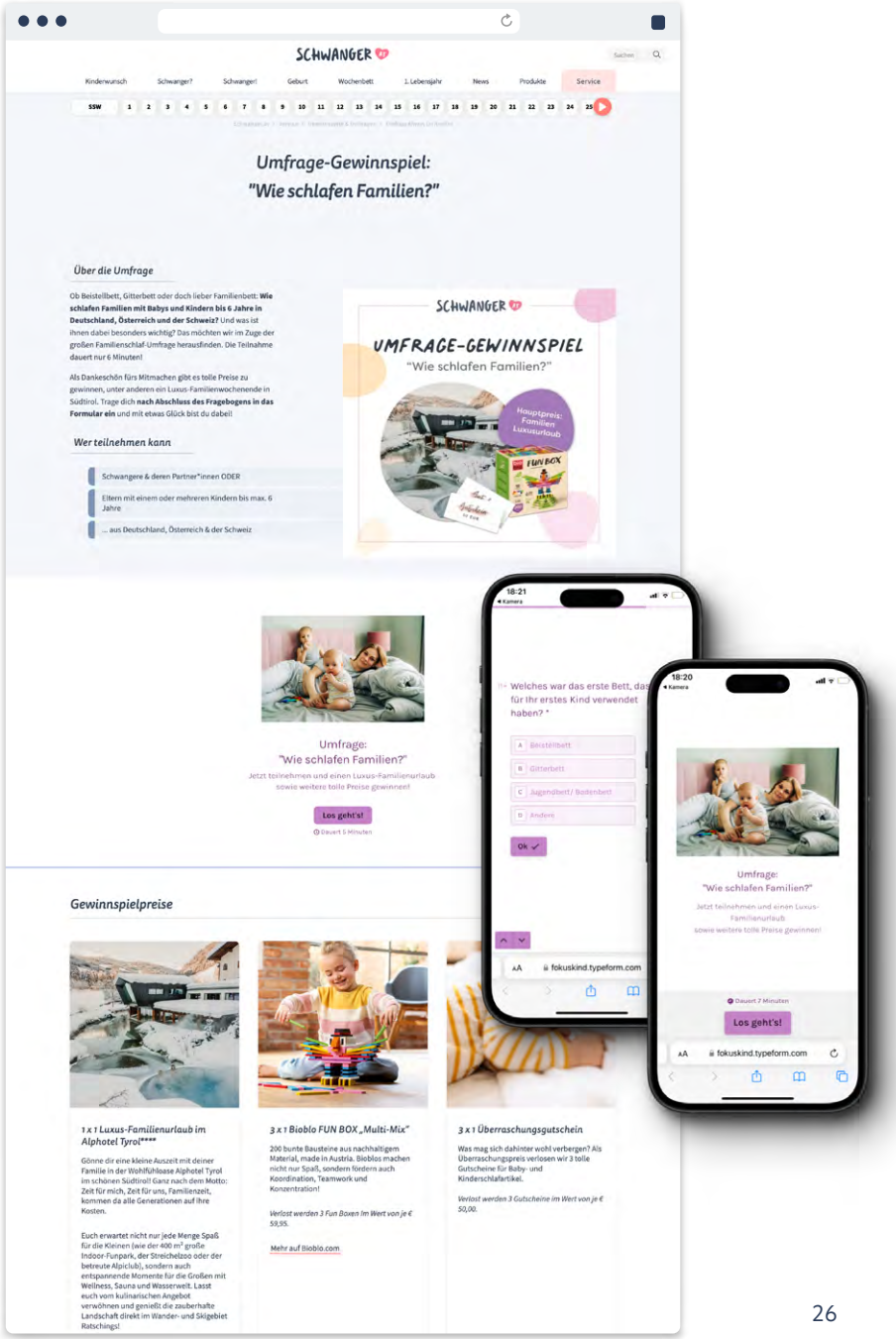
Survey participants
~ 600-1.300

Benefits

- High-quality results within the niche target groups of expectant mothers/mothers/parents
- Individually tailored to your goals
- Implementation, evaluation & analysis by us

Available media:

Baby Forum · SCHWANGER AT · KindAktuell – Das Eltern-Kind-Magazin



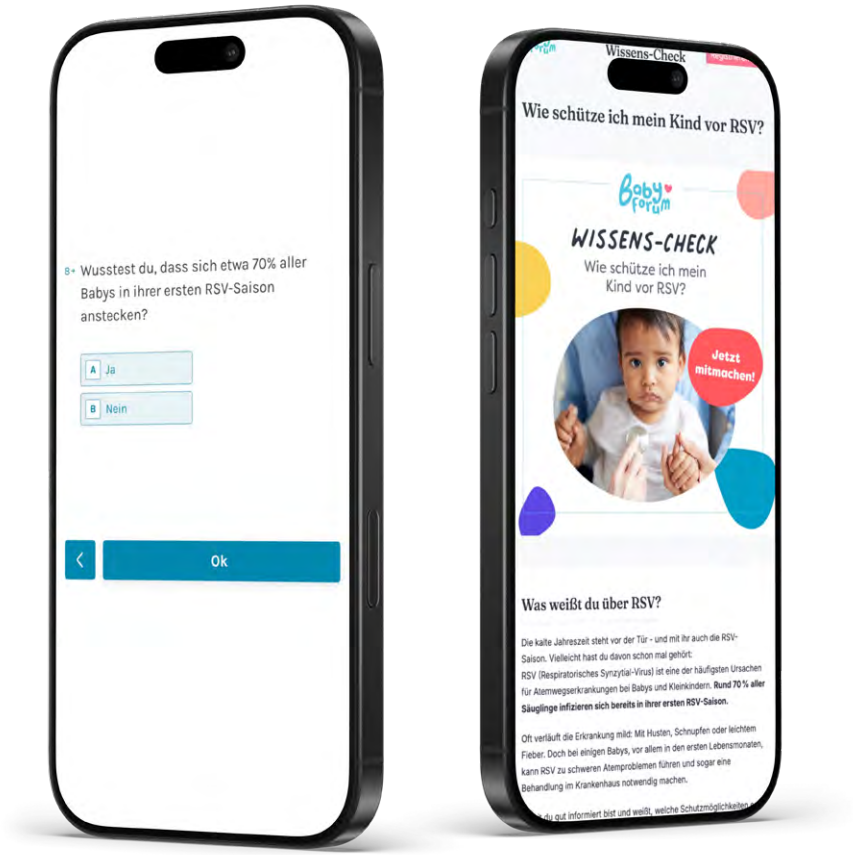
9 Market Research: Sentiment Analysis

RSV sentiment analysis among expectant mothers and young parents, with a compact follow-up measurement in spring 2026 to evaluate awareness, perception and campaign impact.

About the survey

- Non-incentivised sentiment analysis (autumn 2025)
- Follow-up for campaign measurement (spring 2026)
- Recruitment via FOKUS KIND Medien

Total participants
235 (AT)



Available media:

Baby Forum · SCHWANGER AT · KindAktuell – Das Eltern-Kind-Magazin

Price List

Advertising format	Duration	Price	Price	Price
Content Marketing				
Pregnancy-week integration (incl. pregnancy-week newsletter)	12 months	-	EUR 1,200	-
Pockets (per section)	12 months	~ EUR 1,200	-	-
Editorial product test / SEO article	Permanently online	EUR 750	EUR 1,500	EUR 750
Advertorial channel branding / section branding	12 months	On request	On request	On request
Campaigns				
Community product test (incl. topic, landing page, ad materials, seal) 12 slots / year	6 weeks / permanent	EUR 4,500	-	-
Giveaway (12 slots / year)	4 weeks	EUR 3,500	EUR 3,000	EUR 2,000
Standalone newsletter (12 slots / year)	One-time mailing	EUR 2,000		-
Newsletter integration	One-time mailing	EUR 600		
Further advertising formats on request (market research, lead generation, banners, newsletters, social media, etc.)				

Clients

For 20 years, we have supported companies from new product development to market launch. They include:

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.)

Anzengruberstr. 1/4

2540 Bad Vöslau

Austria

www.fokuskind.com

© 2026 FOKUS KIND Medien | As of September 2026