

Fokus Kind

M E D I E N

Mediakit 2025

We support businesses in the family industry as a high-reach **family media house** & innovative **full-service agency**.

Platforms

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

Surveys

Babywearing Survey

3D/AR/VR

ARkid Studio
ARkid Catalogue



Overview

In a Nutshell

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Platforms & Services

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| BabyForum.at, *.ch, *.app (de) | Platform | 10 – 11 |
| KindAktuell.at | Platform | 12 – 13 |
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Team

As parents and marketing experts, we have combined heart and expertise in our work for 18 years. Our goal is to authentically connect with (expecting) families in Germany, Austria, and Switzerland – using strategies that are both effective and empathetic.

Our strength lies in the combination of deep industry knowledge and personal parenting experience. We create concepts that build lasting trust and foster genuine connections between your brand and your customers.

On the following pages, you'll find information about our platforms, services, and exciting advertising opportunities.

We look forward to working with you!

Barbara Brischar
Managing Director



Stefan Eipeltauer
CEO

Our reach

Monthly performance of platforms in DACH

480k

Unique Clients
per month

4 Mio.

Page Impressions
per month

94%

Female Users

1 Mio.

Visits
per month

+6%

Increasing reach
per year

7k+

Social Media Fans

20k

Newsletter
Recipients

Demography

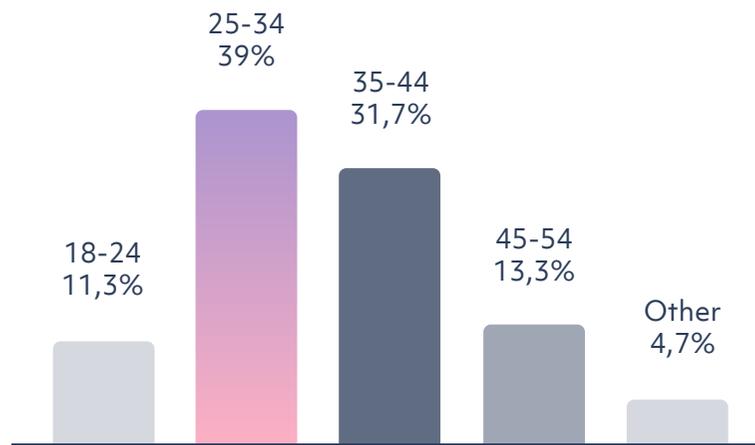
Statistical distribution of users in the DACH region

Here you find an insight into the demography of our online media. The following data represents average values.

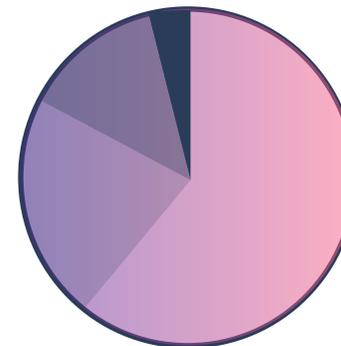
Gender Distribution



Age distribution

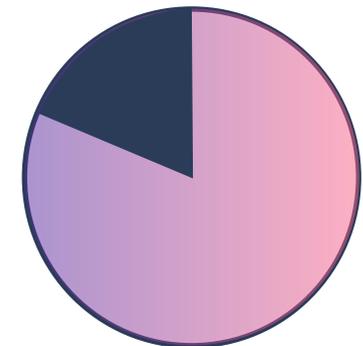


Geograpy



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

Mobile Usage



- 84% Mobile
- 16% Desktop

Modern Parents

Gen Y & Gen Z have high expectations when it comes to trustworthy media

78%

value authentic
content

~ 6h

Usage of daily
screentime

92%

of mothers decide
family purchases



Platforms & Services

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

SCHWANGER

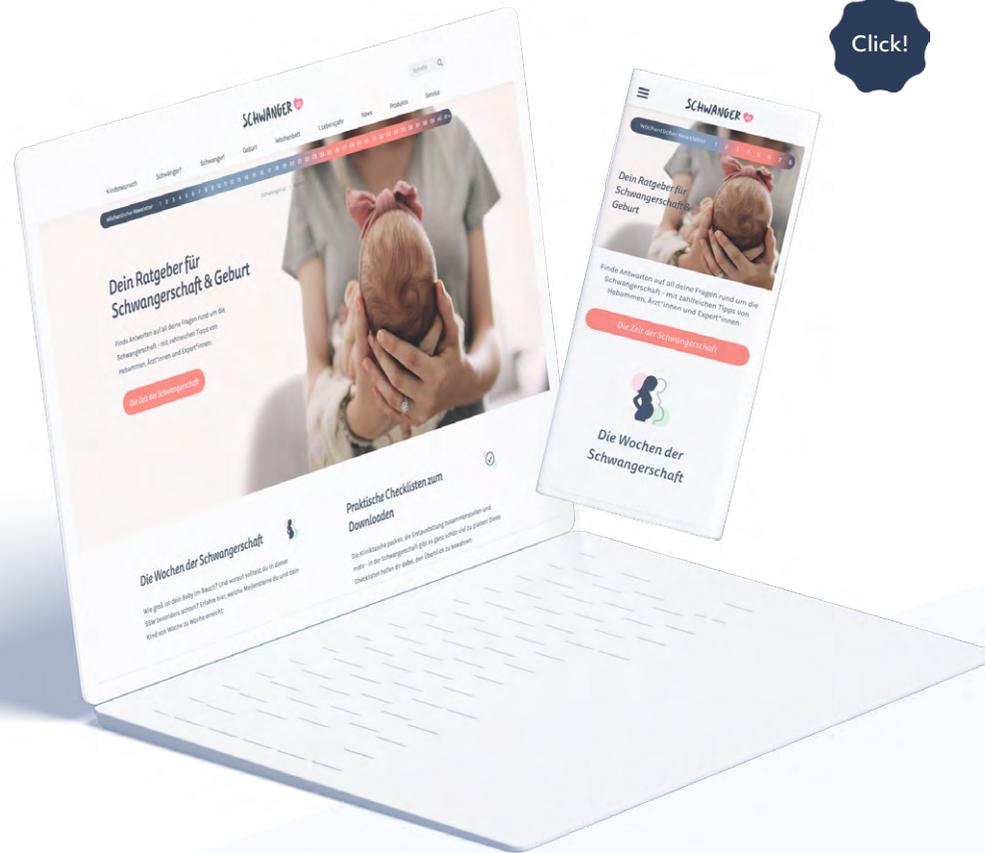
Austria's largest information portal on fertility, pregnancy, birth, and babies. Featuring expert content from midwives and doctors!

| | |
|-------------------------------|---|
| <i>Unique Clients / Month</i> | 265.000 |
| <i>Downloads / Month</i> | 12.000 |
| <i>Female Users</i> | 94% |
| <i>Page Views</i> | 62% Germany 30% Austria 4 % Switzerland |



Schwanger.at - #1 Guide

... for fertility, pregnancy, birth, and babies since 2013.



Click!

350k

Viewers/Month

1.1K

Artikel zum Thema

94%

Female Users

95%

Mobile Users

12k

Downloads/Month

32+

Experts

Schwanger.at is one of the leading content platforms in the DACH region, created by experts!

Content & Topics:

- Fertility
- Pregnancy
- Birth & Confinement
- Baby's first years
- Product news, parenting tips, newsletters



In the popular BabyForum communities, (expecting) parents from Austria, Switzerland, and Germany come together to connect and share experiences. Moderated, safe, and anonymous!

Austria

| | |
|---------------------------------|----------|
| <i>Unique Clients / Month</i> | 137.000 |
| <i>Page Impressions / Month</i> | 1 Mio. + |

Switzerland

| | |
|---------------------------------|----------|
| <i>Unique Clients / Month</i> | 45.000 |
| <i>Page Impressions / Month</i> | 250.000+ |

Germany

| | |
|---------------------------------|----------|
| <i>Unique Clients / Month</i> | 23.000 |
| <i>Page Impressions / Month</i> | 110.000+ |



The BabyForum-Communities

Modern social networks in Austria, Switzerland, and Germany



Click!

248k

Viewers/Month

81k

Discussion topics

95%

Female Users

94%

Mobile Users

1.2K+

Participants
per Campaign

230+

Campaigns
so far

The friendliest, moderated communities about becoming and being parents in the DACH region. Since 2010!

Content & Topics:

- Topics, groups, and discussions in an anonymous and securely moderated environment
- Community activities, raffles, and product tests
- Surveys
- Blogs, newsletters and guides

KindAktuell

Das Eltern-Kind-Magazin

Comprehensive information on all aspects of family life
and up-to-date news for parents – since 2006.

Unique Clients / Month 38.000

Downloads / Month 12.000

Female Users 85%



KindAktuell.at - The vibrant life of families

From fertility to school-age children



Click!

39k

Viewers/Month

780+

Articles

82%

Female Users

85%

Mobile Users

105k

Pageviews/Month

1.7k

Topics

Everything about family life – from birth to your child's 10th year!

Content & Topics:

- Pregnancy & Birth
- Baby & Toddler
- School Kids
- Leisure, travel tips & lifestyle
- Online-Community

arkid

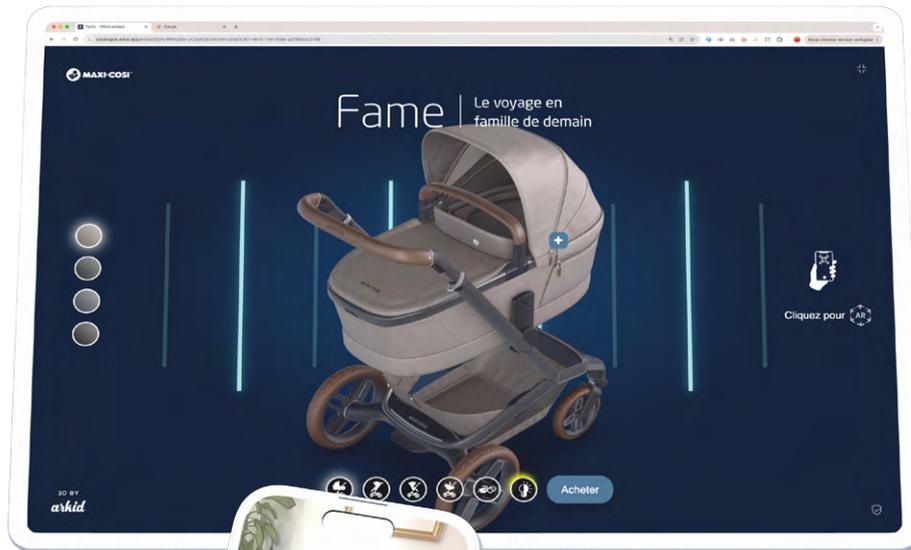
Founded in 2017, ARkid is our division specializing in modern product visualization using AR & 3D technology

We combine a range of services under one roof, including consulting and project implementation - from virtual product showrooms and 360° videos to state-of-the-art marketing strategies for innovative product presentation.



ARkid

Unique product experiences in the digital space



Click!



3D & AR for products and shops

Augmented Reality (AR) already has an enormous influence on consumer behavior today. More than 96% of smartphones are AR-capable.

The 3D twin of a product is becoming an indispensable part of companies' asset catalogs – complementing photos and videos.

AR is thus becoming a crucial success factor in both e-commerce and brick-and-mortar retail. Brands like BeSafe, Maxi-Cosi, Britax-Römer, and Ergobaby are already using ARkid.

New: The user-friendly software ARkid Catalogue provides a bridge between brand and retail: brands upload models, retailers integrate them into webshops and at POS.



TRAGEUMFRAGE

Deutschland • Österreich • Schweiz

DACH-wide surveys on the status quo regarding perception and experiences in the areas of babywearing, babywearing consultation, and baby carriers.

10.000+ Participants – Babywearing Survey 2020

7.000+ Participants – Babywearing Survey 2023



Babywearing Survey 2020 + 2023 DACH

Survey on perception, experiences, and practices of babywearing among (expectant) parents



Click!

17k+

Participants

#1

ever conducted babywearing survey

Social

Shareability-Concept

public

Open Data

Topics:

- DACH-wide survey in 2020 & 2023 with over 17,000 participants in total
- Content collaboration with partners including Die Trageschule®, artgerecht-projekt (bestselling author Nicola Schmidt), Ergobaby, Hoppediz, Buzzidil
- Analysis and publication of results online
- Other reference projects: Midwife survey Austria and numerous collaborations with universities

Advertising formats & Pricing

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

Overview

Display

- Advertorial
- Pregnancy Weeks
- Pockets

Campaigns

- Community-Product Test
- Raffle
- Standalone Newsletter

Content Marketing

- Editorial Product Article

Surveys

- Surveys

Didn't find what you're looking for? We would be happy to create customized advertising solutions for you.

SCHWANGER  AT

Baby 
forum


KindAktuell
Das Eltern-Kind-Magazin



1 Display: Advertorial

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

Deliverables:

Image/Text ad integration with a link to your offer in a thematically appropriate section on Schwanger.at (e.g., 'Fertility,' 'Baby Shower,' 'Breastfeeding,' 'Nutrition,' 'Confinement,' and more).

Benefits:

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

Available Platforms:



Duration
12 Months

Platform
Schwanger.at

Views/Section/Year
~ 189.000+

Reading Duration
Ø 00:04:11

Schwanger.at

Kindeswunsch Schwanger? Schwangert Geburt Wochenbett Lebensjahr

Wöchentliche 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

Schwanger.at | Artikel

Der Ratgeber rund ums Tragen

Facebook Twitter LinkedIn

Ob bunte Tragetücher oder gemusterte Tragehilfen mit Schnallen - sie begannen uns beim Stadtspaziergang. Meisters tragen die Mamas immer öfter seltener aber auch Papis, die ihre Sprösslinge gerüstlich am Körper. Erledigungen oder die Geschwisterkinder. Getragen wird weltweit und das schon seit Jährern. In anderen Kulturen kleine Kinder auf verschiedenen Weisen und sie überallhin 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 Tragenverweigerer zu Hause. Wenn ihr bereits aktive Tragetücher seid oder auch einfach für das Thema interessiert, haben wir viele spannende Inputs für euch in unserem neuen Tragebereich. Imustet du zum Beispiel, dass man bereits Neugeborene tragen kann und dass dadurch die Bonding zwischen dem Baby und seiner Bezugsperson unterstützt wird? Außerdem haben wir die besten Tragetricks 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 Tragetarten mit Tuch ans Herz. Auch Tragepapas finden ein paar Tipps bei uns. Wir wünschen dir viel Spaß beim Stöbern!

Von Geburt bis ins Kleinkindalter

Grundsätzlich können wir festhalten, dass die Lebensdauer einer Trage im Idealfall mit der Nutzungszeit eines Kinderwagens zu vergleichen ist. Sowohl Tragetuch/Tragehilfe als auch Kinderwagen sind Transportmittel, die du von Geburt an für dein Baby verwenden kannst. Viele Eltern nutzen beides im gleichen Ausmaß, andere verwenden zuerst häufiger den Kinderwagen und im Laufemater eher die Tragehilfe, bei wieder anderen 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 Kinderwagen und Babytrage oder Tragetuch. Außerdem weißt du im Laufe der Zeit schon genau, wann sich dein Kind für einen Ausflug im Kinderwagen begeistern kann 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-Do's und die Betreuung von Geschwisterkindern mühelos zu bewältigen.

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

Bei Ergobaby findest 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 Altersstufe und jedes Tragepaar. Babytragen gibt es üblicherweise in zwei oder drei unterschiedlichen Größen. Babysize passt meist ab Körpergröße 52/56 cm bis etwa 80 cm, eine Standardgröße ist oft geeignet von 82 cm bis 90 cm

2 Display: Pregnancy Weeks

Reach expectant mothers exactly in their relevant pregnancy or confinement week! Created with midwives.

Deliverables:

Image/Text ad integration with a link to your offer in the relevant pregnancy week. Inclusion in the Pregnancy Weeks newsletter.

Benefits::

- Integrated for one year
- With link to your website
- Optimal point in time for the target group

Available Platforms:

SCHWANGER  AT

FokusKind
MEDIEN

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



Views/Year/
Pregnancy Week
~ 21.500+



3 Display: Pockets

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

Deliverables:

Image/Text ad integration with a link to your offer, placed on the overview page of the thematically appropriate category as well as on every subpage within that category.

Benefits:

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

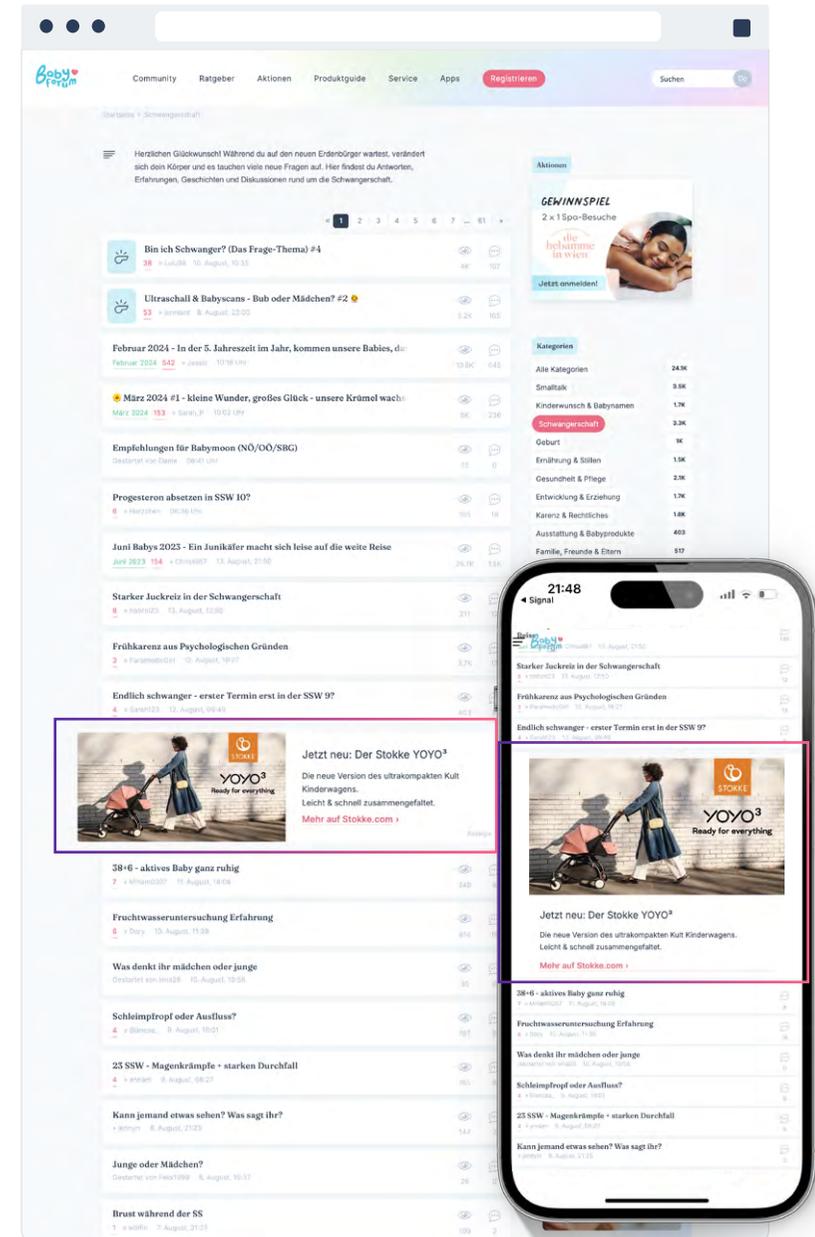
Available Platforms:



Duration
12 Months

Platform
BabyForum.at

Views/Year
~ 900.000



4 Campaign: Community-Product Test

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

Deliverables:

Creation of a landing page and all assets.
The registration phase for the product test lasts 4 weeks and is promoted through banner ads on every page of the BabyForum, as well as in newsletters and on social media. Afterward, testers are selected to share their product reviews in the forum.

Benefits:

- Large-scale campaign with top visibility
- Authentic recommendations from parents for parents
- Stays online long-term & is search engine relevant

Available Platforms:



Duration
4-6 Weeks

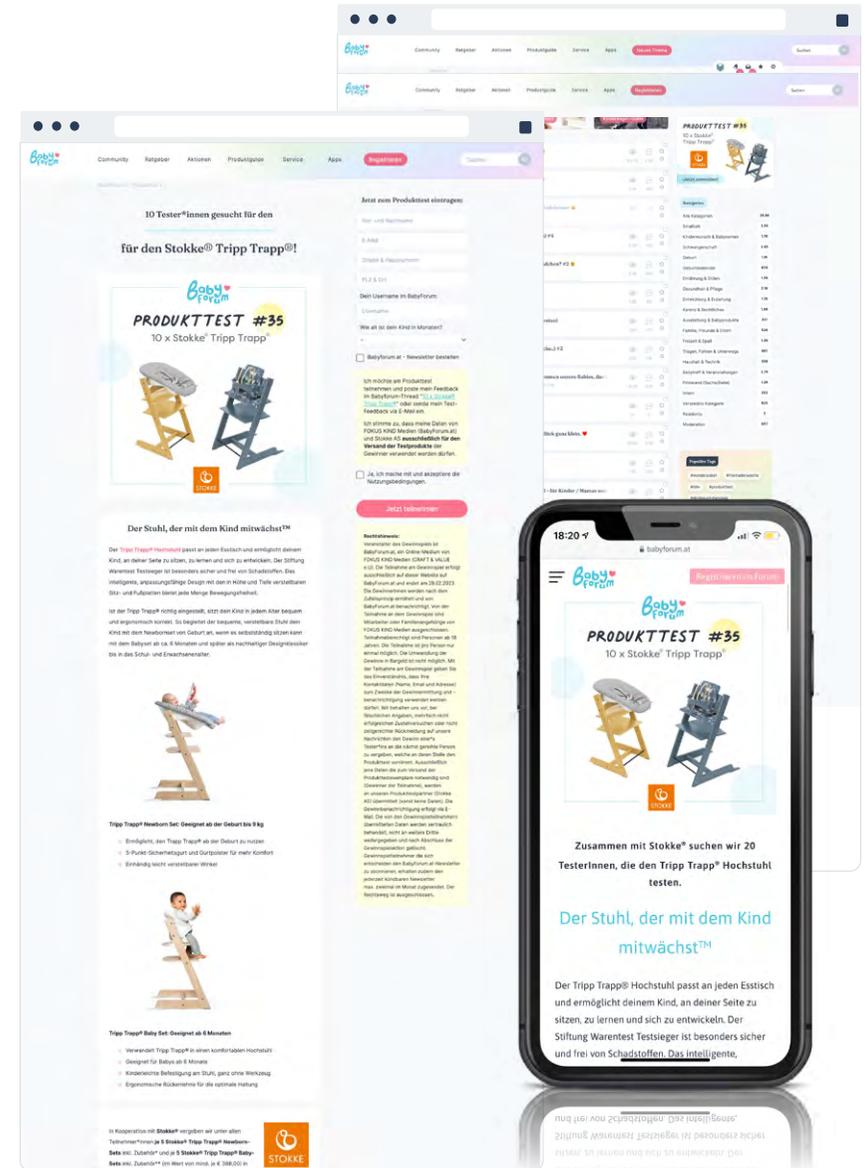
Platform
BabyForum.at

Views
~ 550.000

Participants
~ 800 - 1.200

Newsletter
20.000+ Recipients

Social Media
7.000+ Follower

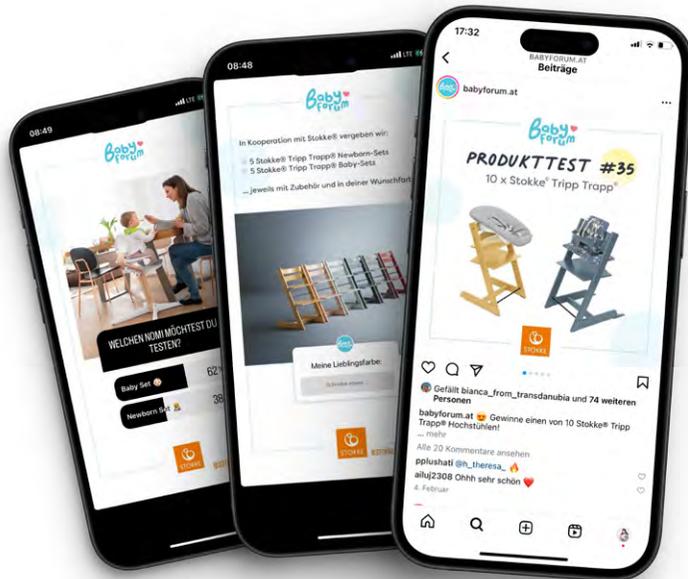


+ Campaign: Community-Product Test

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

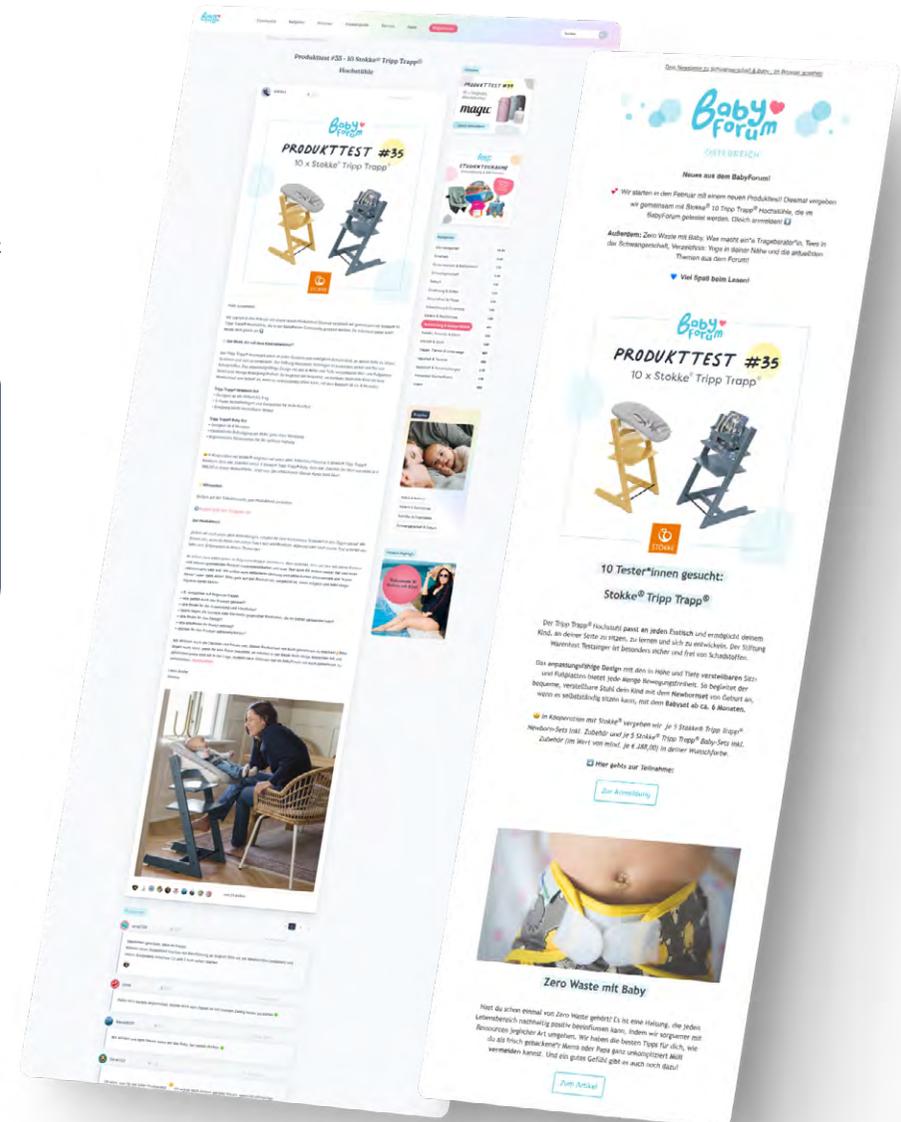
BabyForum-Topic + Landing-Page
(3.500+ Views)

Newsletter
(20.000+ Recipients)



Social Media
(7.000+ followers)

Community Product
Test Seal
for free use



5 Campaign: Raffle

Classic raffle with high reach and the opportunity to thoroughly explain and showcase your product!

Deliverables:

Creation of a dedicated landing page and assets. The registration phase for the raffle lasts 4 weeks and is promoted through banner ads across the entire platform, on every single page, as well as in newsletters and on social media

Benefits:

- High visibility within the target audience
- Attractive presentation of your product
- Possible for every product category (e.g. hospitality, personal care products, etc.)

Available Platforms:



MODU

Duration
4 Weeks

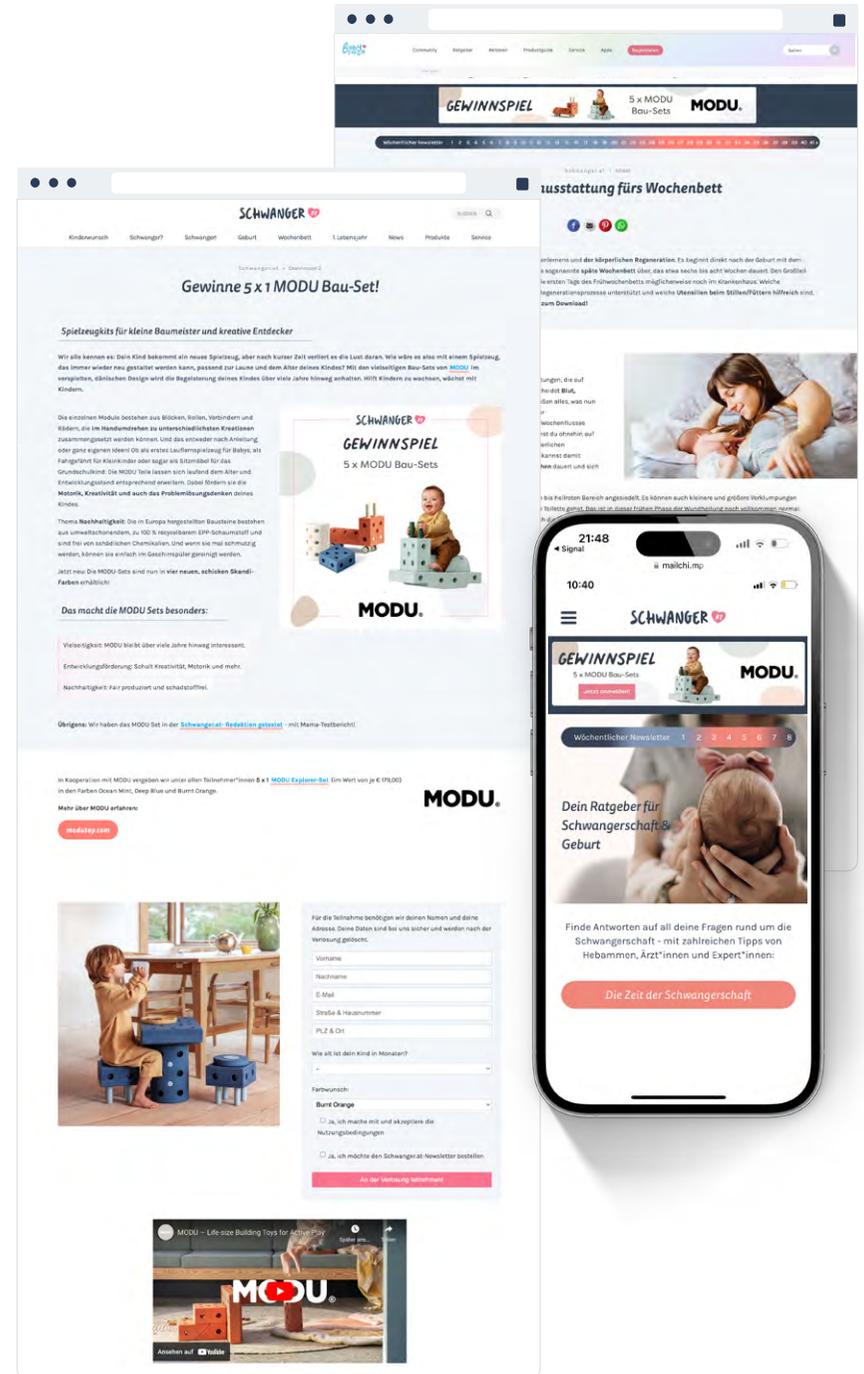
Platform
Schwanger.at

Views
~ 750.000

Participants
~800-1.000

Newsletter
20.000+ Recipients

Social Media
7.000+ Follower



6 Standalone Newsletter

Your message - in the email inbox of 25,000 expectant parents and parents. In your brand's CI!

Deliverables:

Creation of a newsletter in brand CI with 3-5 modules of your choice, including image, text, and links, designed by us. The newsletter will be sent once to both the BabyForum and Schwanger.at mailing lists.

Benefits:

- Can be combined with a discount code or similar
- Ideal for product launches and new CI.
- Or centered around a specific theme (e.g., newborn essentials, summer gear, etc.)

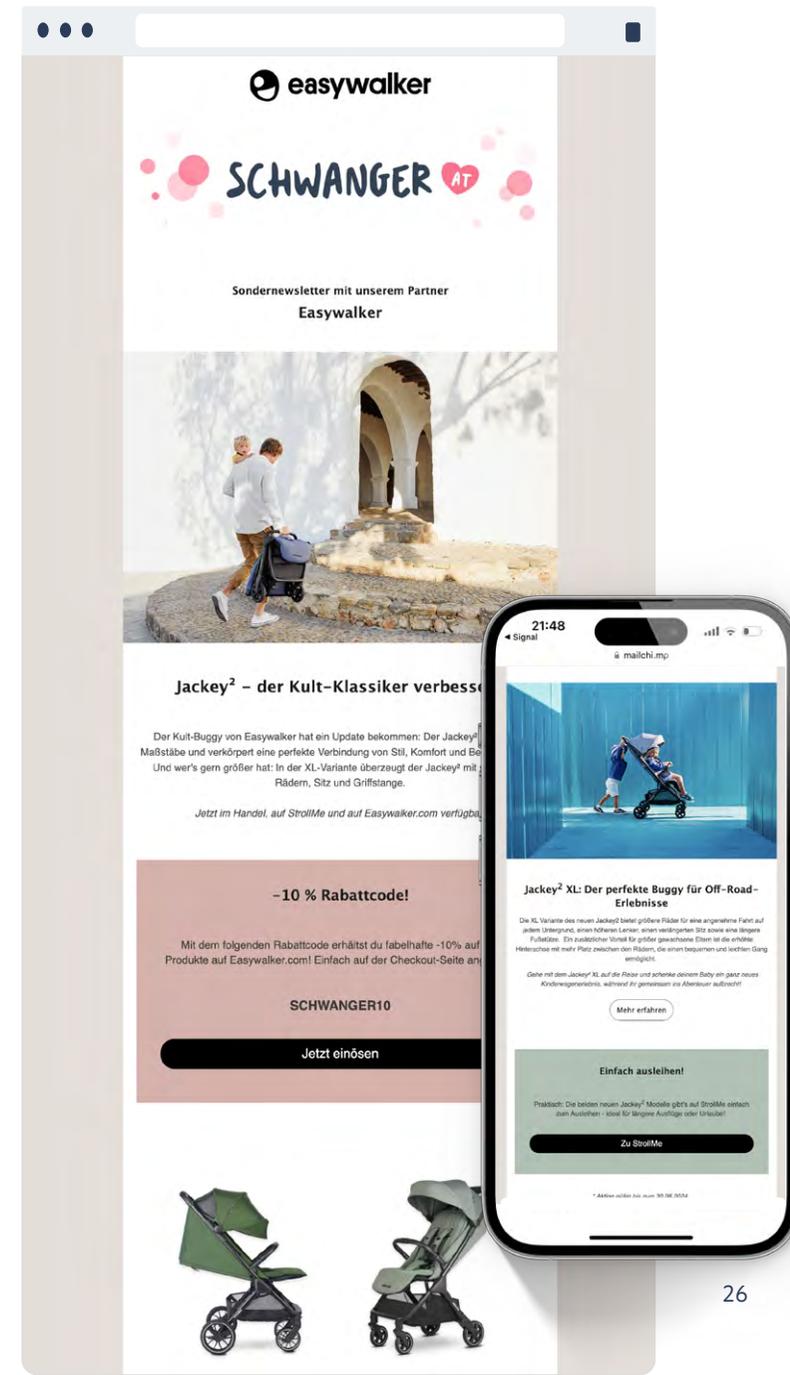
Available Platforms:



Delivery
1 x

Clicks
300-400+

Total Recipients
20.000+



7 Content-Marketing: Product article

We present your product as part of a high-quality long-form article with a parent review. Ideal for new product launches!

Deliverables:

Editorial creation of an informative long-form article, including attractive integration of images, videos, and links to your offer. Upon request, with an authentic product test report from a family. Includes integration into our newsletters!

Benefits:

- Remains online long-term (SEO)
- Good search engine visibility
- With parent check

Available Platforms:

SCHWANGER AT

KindAktuell
Das Eltern-Kind-Magazin

FokusKind
MEDIEN

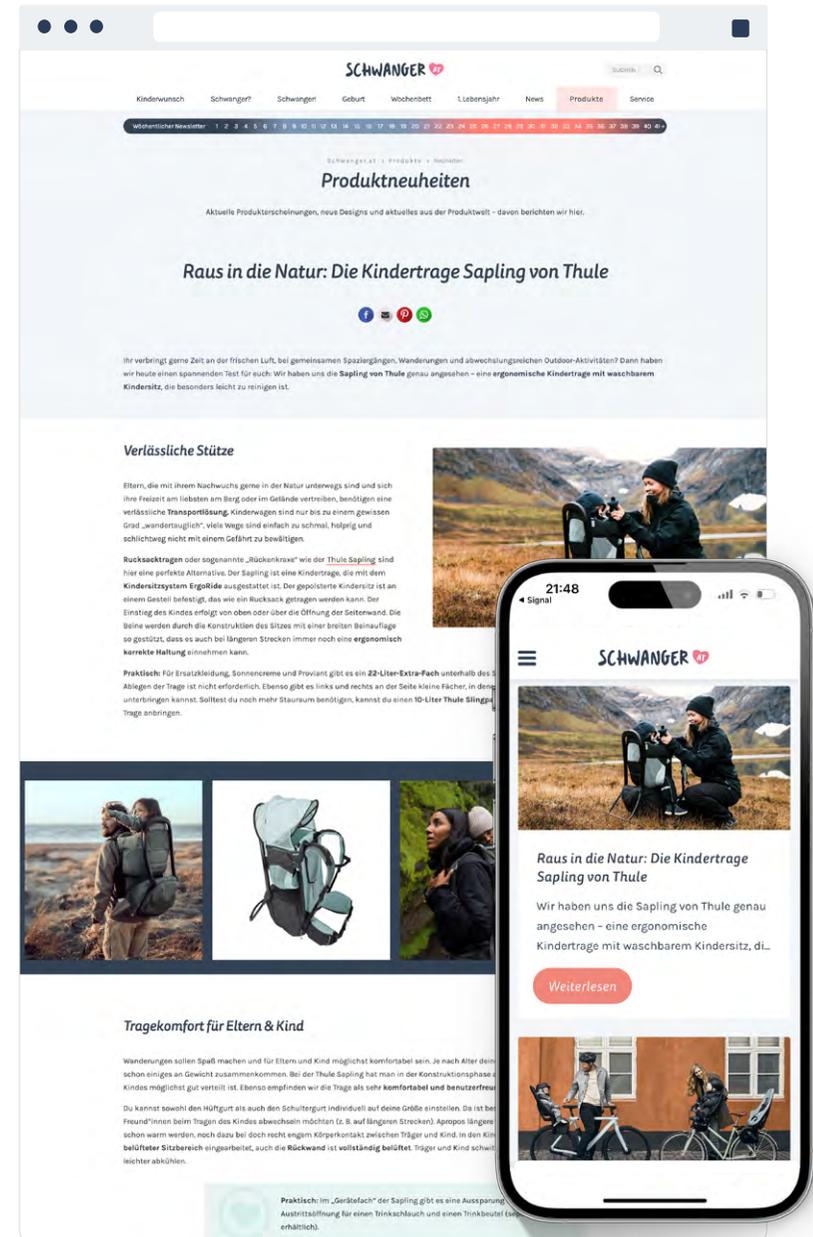
Josef Höfle Gasse 34/5/1A, 2500 Baden Bei Wien, Österreich | T. +43 664 - 914 00 31 | E. kontakt@fokuskind.com



Duration
12 Months

Platform
Schwanger.at

Views/Year
~ 3.000-5.000



8 Survey

From short surveys to complex questionnaires: Discover what your target audience really thinks!

Deliverables:

Study creation, survey execution, and distribution across our platforms. Can feature brand mention or remain anonymous. Optionally combinable with a prize draw!

Benefits:

- High-quality results within the top target groups: pregnant women, mothers, and parents.
- Customized to meet your specific goals
- Execution, evaluation, and analysis handled by our team

Available Platforms:



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



Duration
1 Month

Survey-Participants
~ 600-1.500

The screenshot displays the 'SCHWANGER' website interface. At the top, there's a navigation bar with categories like 'Kindernursch', 'Schwanger!', 'Schwanger!', 'Geburt', 'Wochenbett', '1. Lebensjahr', 'News', 'Produkte', and 'Service'. Below this is a 'Wöchentlicher Newsletter' subscription bar. The main content area features a survey titled 'Umfrage-Gewinnspiel: "Wie schlafen Familien?"'. A sub-section 'Über die Umfrage' explains the survey's purpose: to find out how families with children up to 6 years old in Germany, Austria, and Switzerland sleep. It mentions a prize draw with luxury family vacations. A 'Wer teilnehmen kann' section lists eligibility: pregnant women and their partners, or parents with children up to 6 years old, from Germany, Austria, and Switzerland. Below the survey details, there are three prize categories: '1 x 1 Luxus-Familienurlaub im Alphotel Tyrol****', '3 x 1 Bioblo FUN BOX „Multi-Mix“', and '3 x 1 Überraschungsgutschein'. Each prize is accompanied by an image and a brief description of the reward.

Pricing



| Werbeform | Duration | BabyForum.at, .ch, .app | Schwanger.at | KindAktuell.at |
|--|---------------------|-------------------------|------------------------|------------------------|
| Content Marketing | | Price | Price | Price |
| Integration pregnancy week | 12 Months | - | 1.300 Euro | - |
| Pocket | 12 Months | 1.200 Euro | - | - |
| Product Articles | Permanent | 850 Euro | 1.300 EUR | 850 EUR |
| Advertorial Channel-Branding / Sections-Branding | 12 Months | Available upon request | Available upon request | Available upon request |
| Campaigns | | | | |
| Community Product Test (incl. topic, landing page, advertising materials, seal) | | | | |
| Raffle (12 Slots / Year) | 4 Weeks / Permanent | 3.500 Euro | 3.500 Euro | 2.500 Euro |
| Standalone Newsletter | One Delivery | 2.000 Euro | | - |
| Additional advertising options available upon request (market research, lead generation, banners, newsletters, social media, etc.) | | | | |

About us

We are digital specialists – and parents ourselves. For over 18 years, we have been supporting companies in the baby industry.

Reaching your target audience with precision.

About us

FOKUS KIND Medien has been supporting companies in the baby industry since 2006 as a high-reach media house and an innovative agency for family target groups.

Media: With added value

Stefan founded FOKUS KIND Medien in his mid-20s, transforming his family's nonprofit into a digital media house with the aim of creating a high-quality online platform for childbirth, parenting, and family topics.

Today, the company reaches over 500,000 (expecting) parents monthly in the DACH region through websites, apps, newsletters, and political projects like surveys and conferences.

Implementation: The Agency

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

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

A connected partner

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

As a member of industry associations, organizer of webinars and conferences, and initiator of networks, FOKUS KIND Medien is actively engaged in the baby industry and childbirth support sector.

Innovation: 3D & AR

What does the digital future of the baby industry look like? We've been asking ourselves this question for years – and have already started to bring it to life.

With ARKID, we create product visualizations using 3D, AR, VR, and XR that captivate (expecting) parents. Where will the new baby crib fit? How big is the stroller? Our solutions offer an interactive shopping experience like never before. Learn more at arkid.app.

Clients

For 17 years now, we have been supporting companies from product innovation to market launch. This includes, among others:



Contact us

We look forward to hearing from you!



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