

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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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

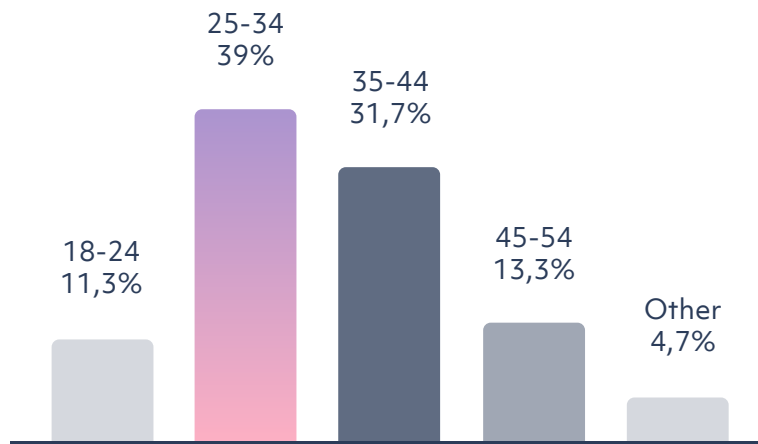
Newsletter
Recipients

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.

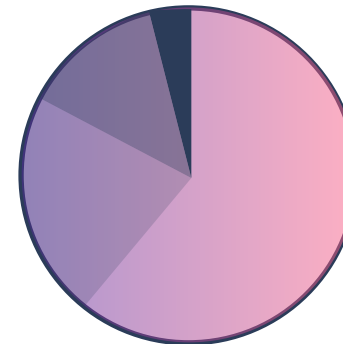
Age distribution



Gender Distribution

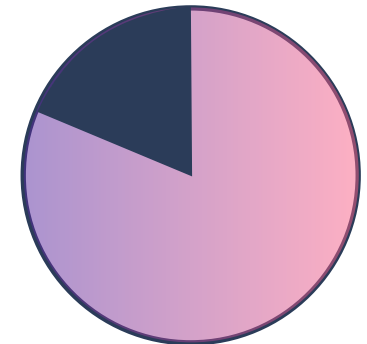


Geography



- 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

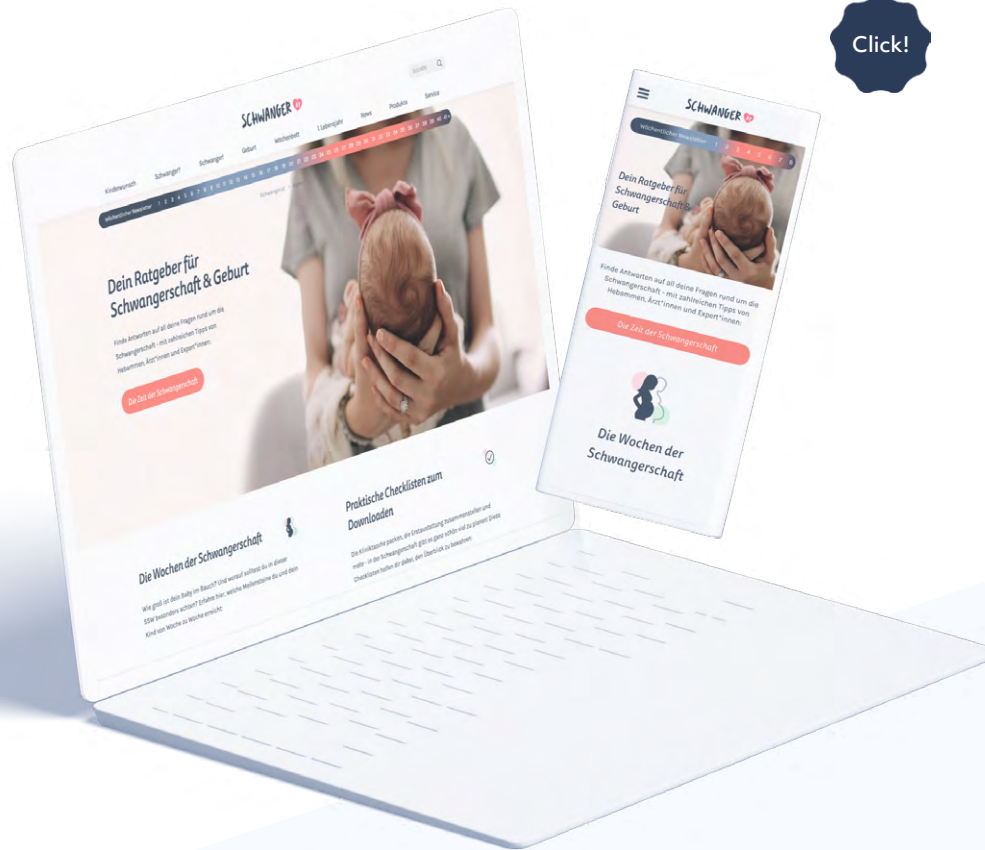
Austria's largest information portal on fertility, pregnancy, birth, and babies. Featuring expert content from midwives and doctors!

<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

Unique Clients / Month	137.000
Page Impressions / Month	1 Mio. +

Switzerland

Unique Clients / Month	45.000
Page Impressions / Month	250.000+

Germany

Unique Clients / Month	23.000
Page Impressions / Month	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

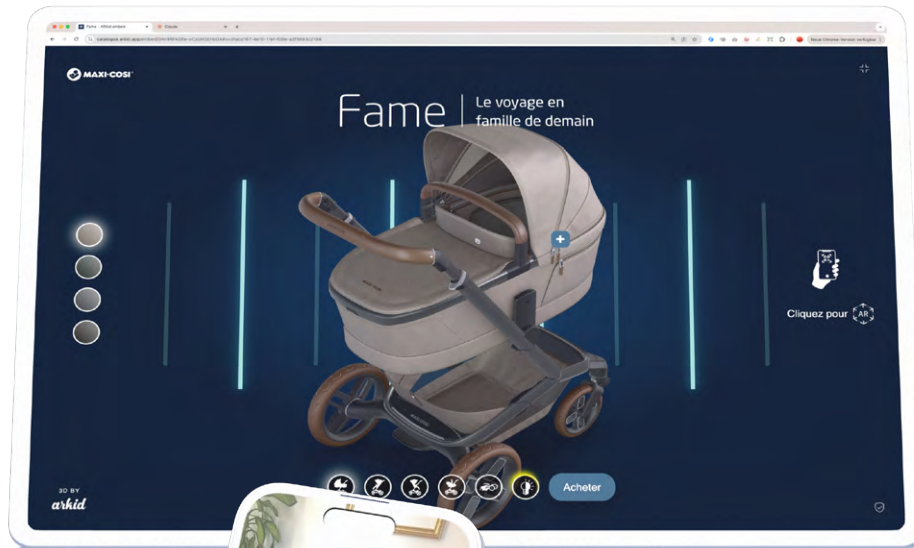
Founded in 2017, ARkid is our division specializing in modern product visualization using AR & 3D technology

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:

Baby
Forum

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

Click!



Duration
12 Months

Platform
Schwanger.at

Views/Section/Year
~ 189.000+

Reading Duration
Ø 00:04:11

SCHWANGER **AT**

Kindwunsch 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 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 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 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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 

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:



FokusKind
 MEDIEN

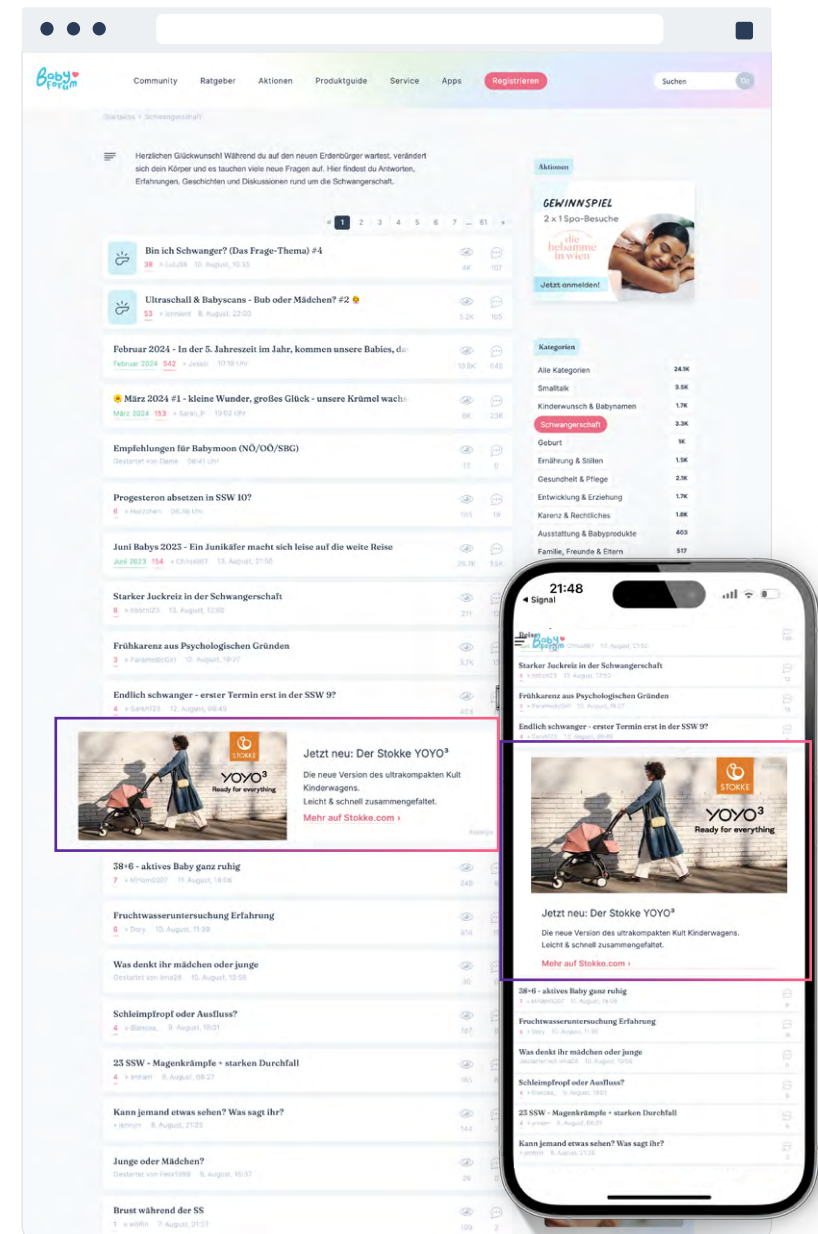
Josef Höfle Gasse 34/5/1A, 2500 Baden Bei Wien, Österreich | T. +43 664 - 914 00 31 | E. kontakt@fokuskind.com



Duration
12 Months

Platform
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:



FokusKind
MEDIA

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



Duration
4-6 Weeks

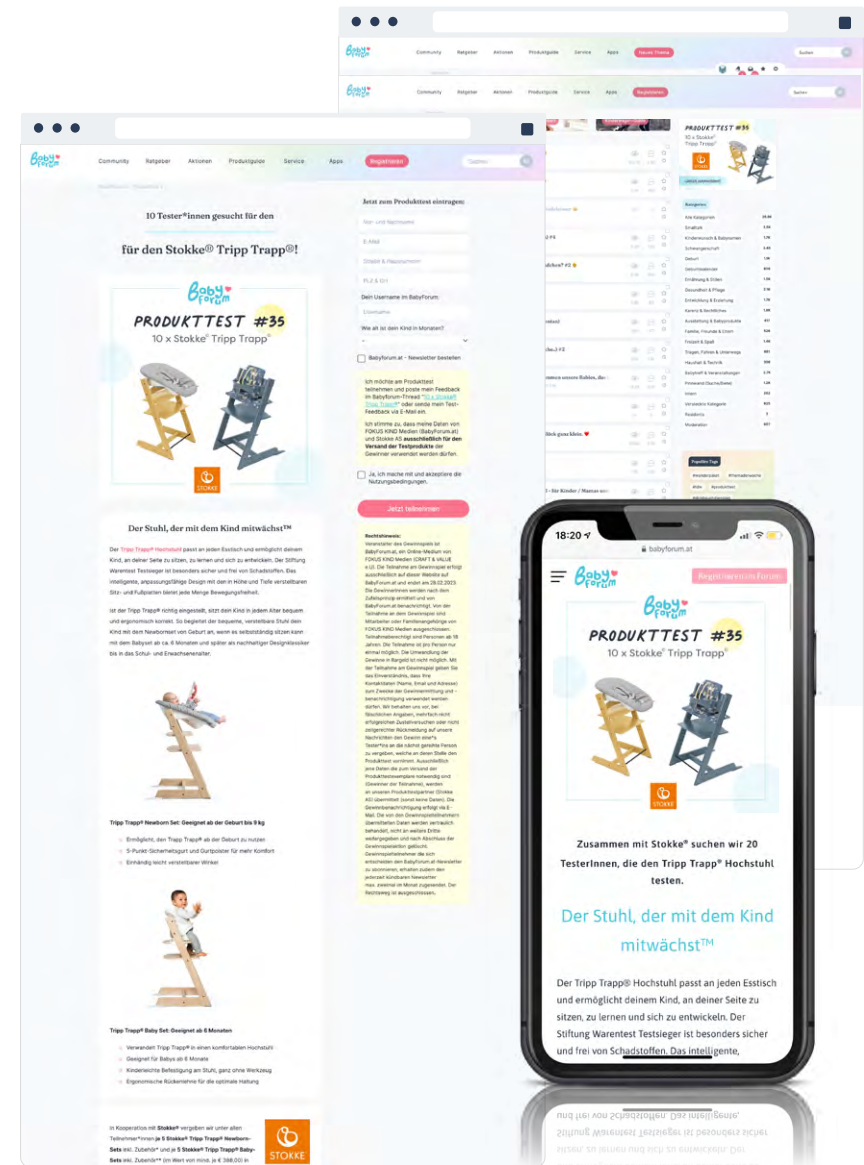
Platform
BabyForum.at

Views
~ 550.000

Participants
~ 800 - 1.200

Newsletter
20.000+ Recipients

Social Media
7.000+ Follower



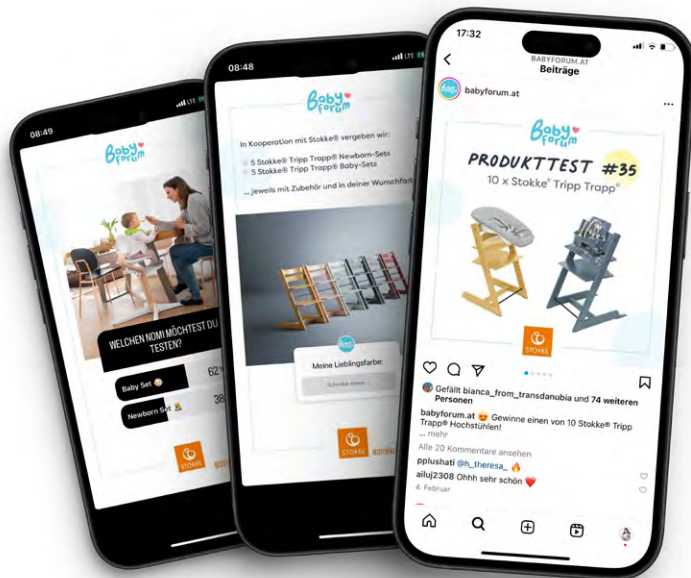
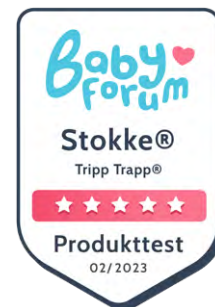
+ Campaign: Community-Product Test

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.

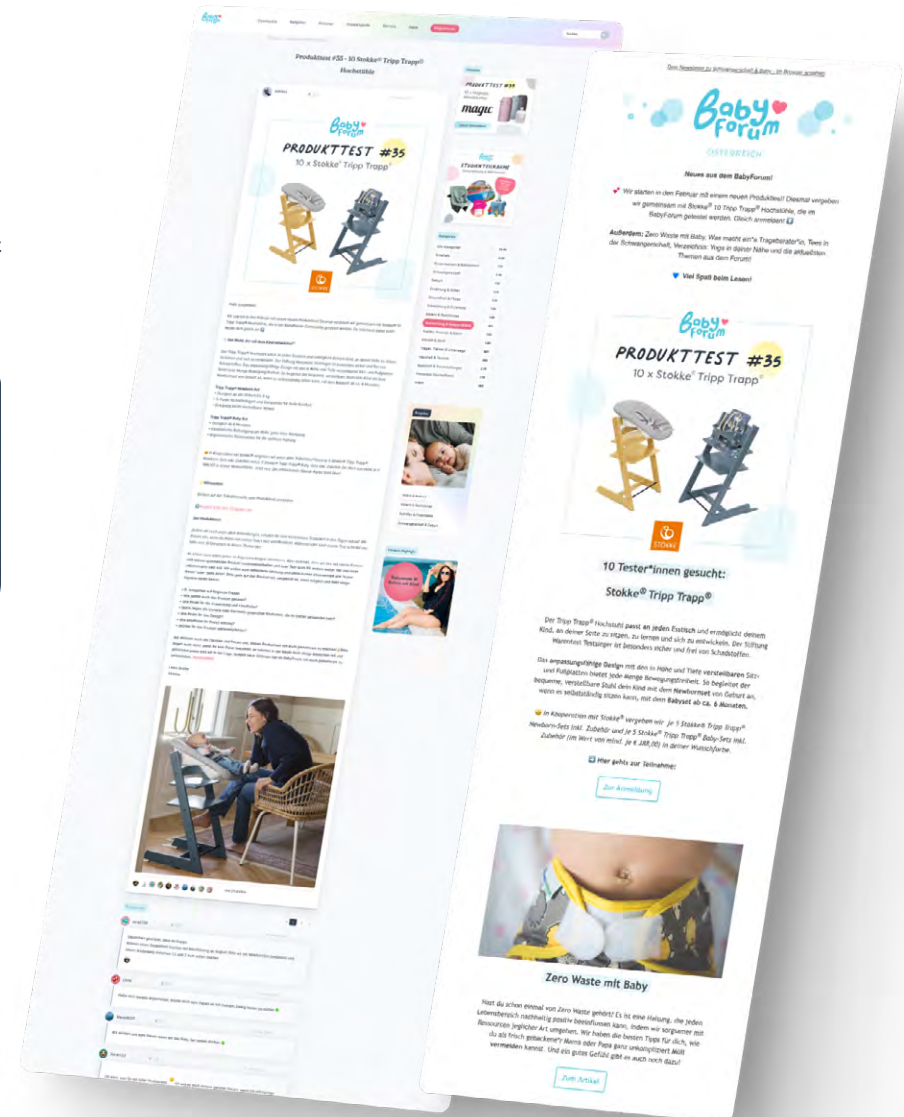
BabyForum-Topic + Landing-Page
(3.500+ Views)

Newsletter
(20.000+ Recipients)

Community Product
Test Seal
for free use



Social Media
(7.000+ followers)



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

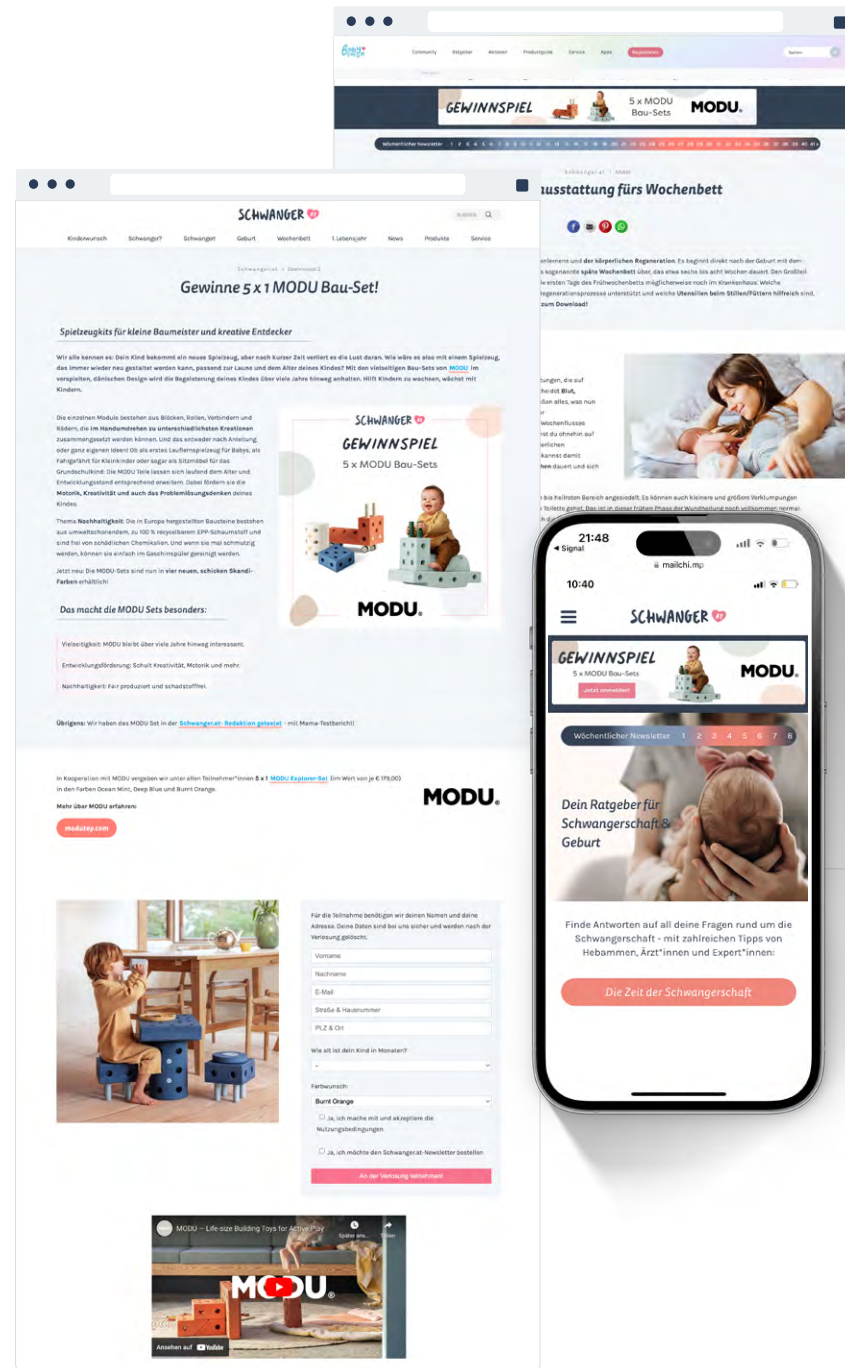
Platform
Schwanger.at

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:



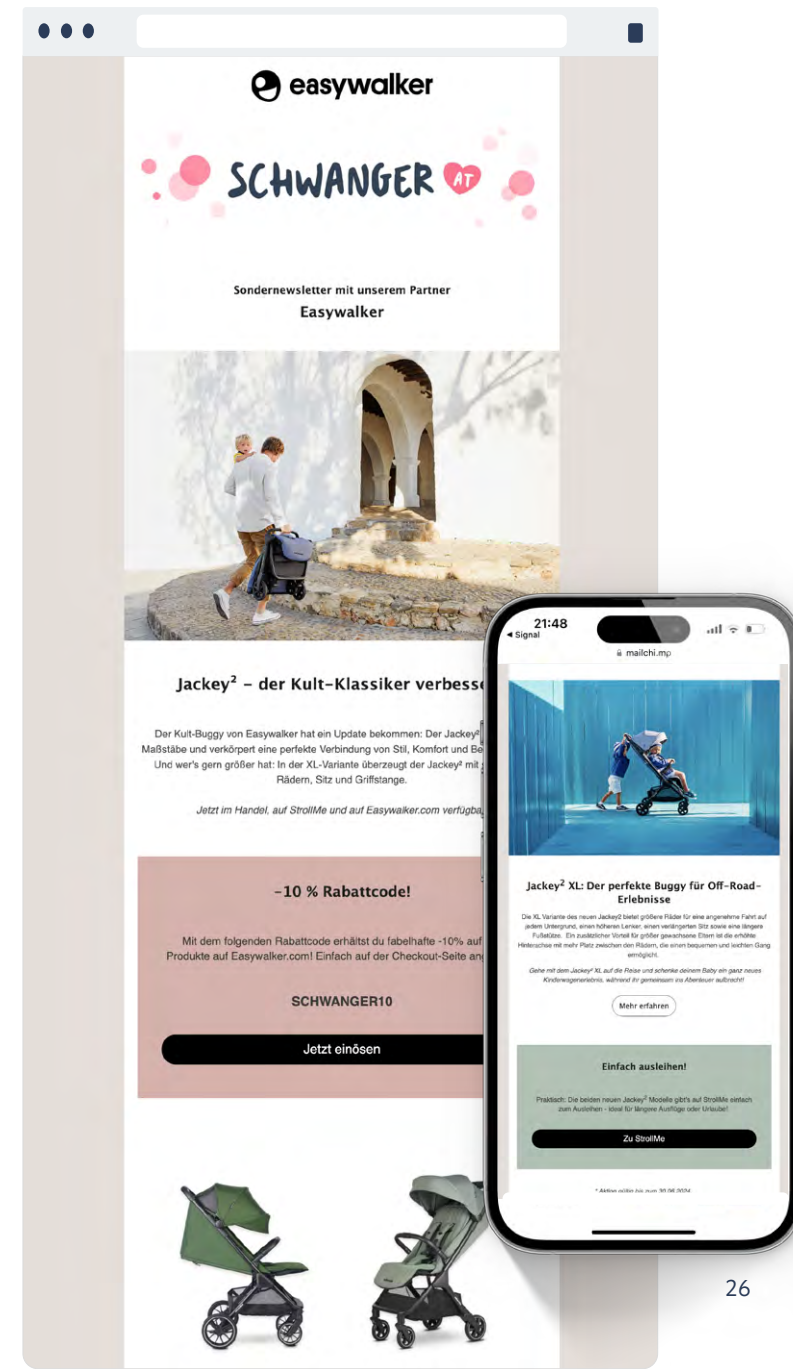
Josef Höfle Gasse 34/5/1A, 2500 Baden Bei Wien, Österreich | T. +43 664 - 914 00 31 | E. kontakt@fokuskind.com



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 

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

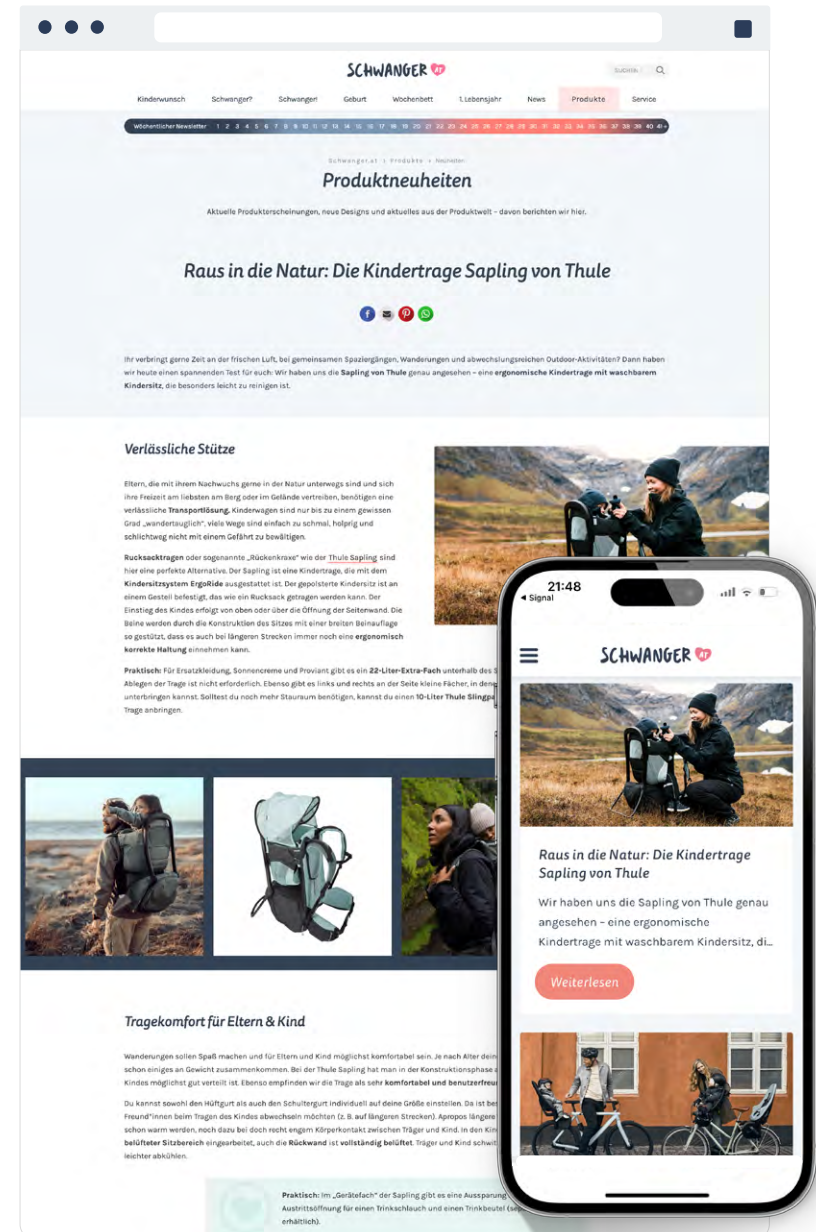
Click!

THULE
SWEDEN

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:



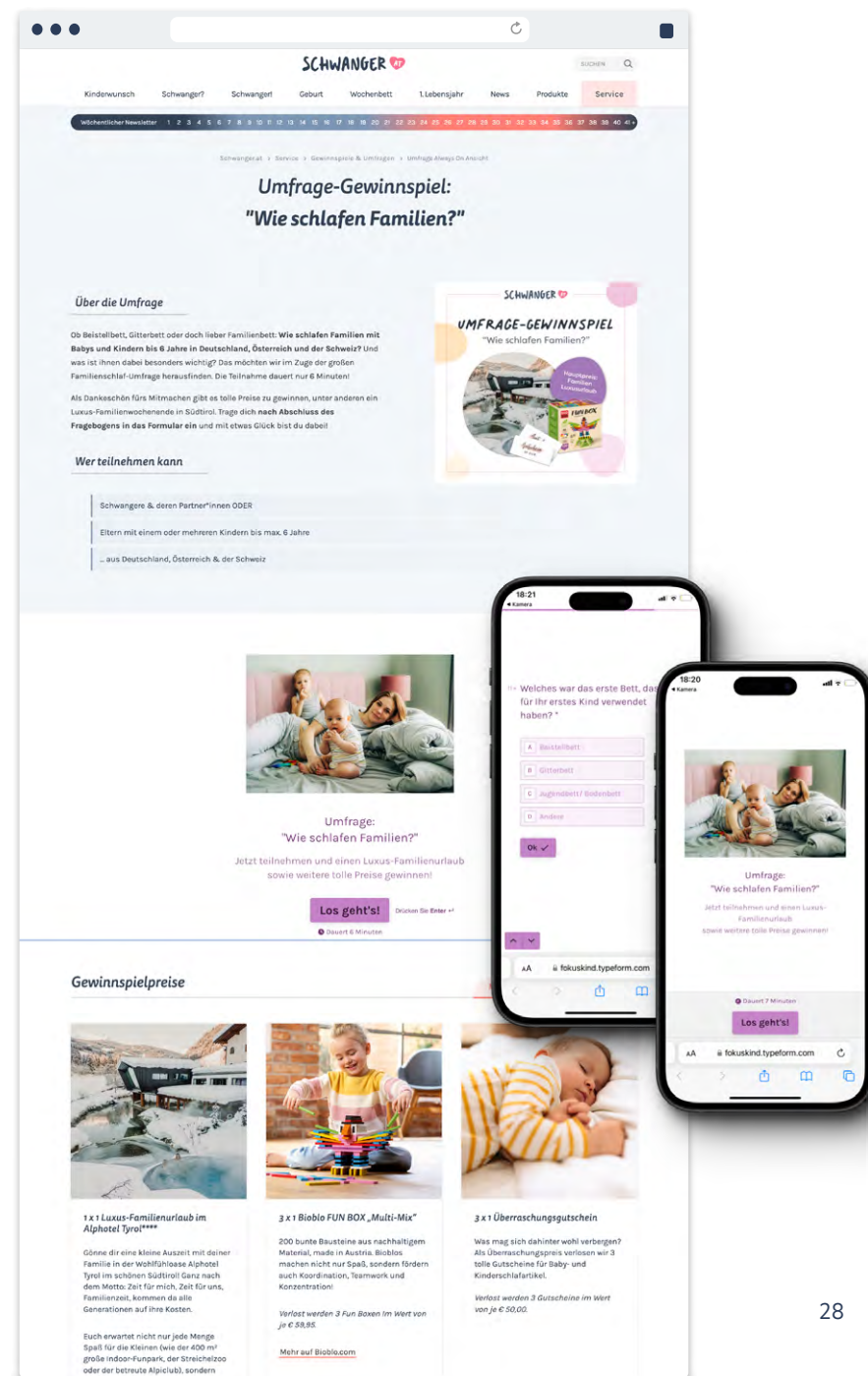
Josef Höfle Gasse 34/5/1A, 2500 Baden Bei Wien, Österreich | T. +43 664 - 914 00 31 | E. kontakt@fokuskind.com

Click!



Duration
1 Month

Survey-Participants
~ 600-1.500



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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