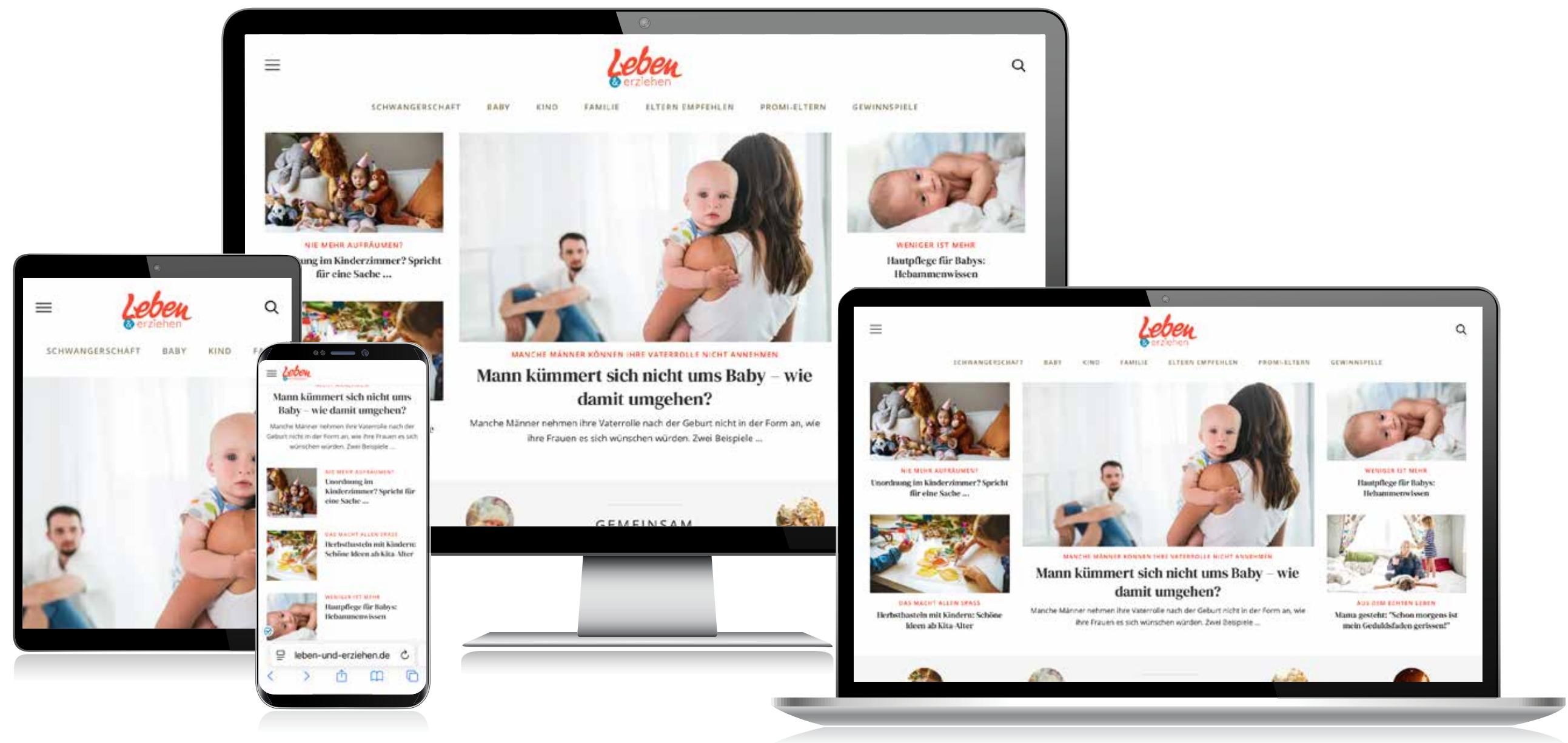


# JUNIOR **DIGITAL MEDIA**

A member company of JUNIORMEDIEN

## MEDIA DATA 2026 – **DIGITAL** Portfolio

Price list No. 56 from 30 September 2025



**We understand what motivates families**



At **leben-und-erziehen.de** families find everything they need to know about pregnancy, baby days and everyday life in the kindergarten and at school.

Our Portal serves primarily as an **informative guide with authoritative service articles covering all aspects of family life** from the areas development, health, education, psychology, ideas for fun & games, media and travel. At the same time, thanks to exclusive celebrity interviews, the latest stories and a whole range of competitions, quizzes and games, there's plenty of entertaining content, too.

A product comparison column and themed specials round out our offer.

## Facts and Figures

### Target group

(publisher's figures)

Gender:

**80% women, 20 % men**

Age:

**26 to 47 (66 %)**

Education:

**High school, technical college, polytechnic, university graduate (78%)**

Ø Net income:

**3,750 euros**

### Reach\*

(publisher's figures)

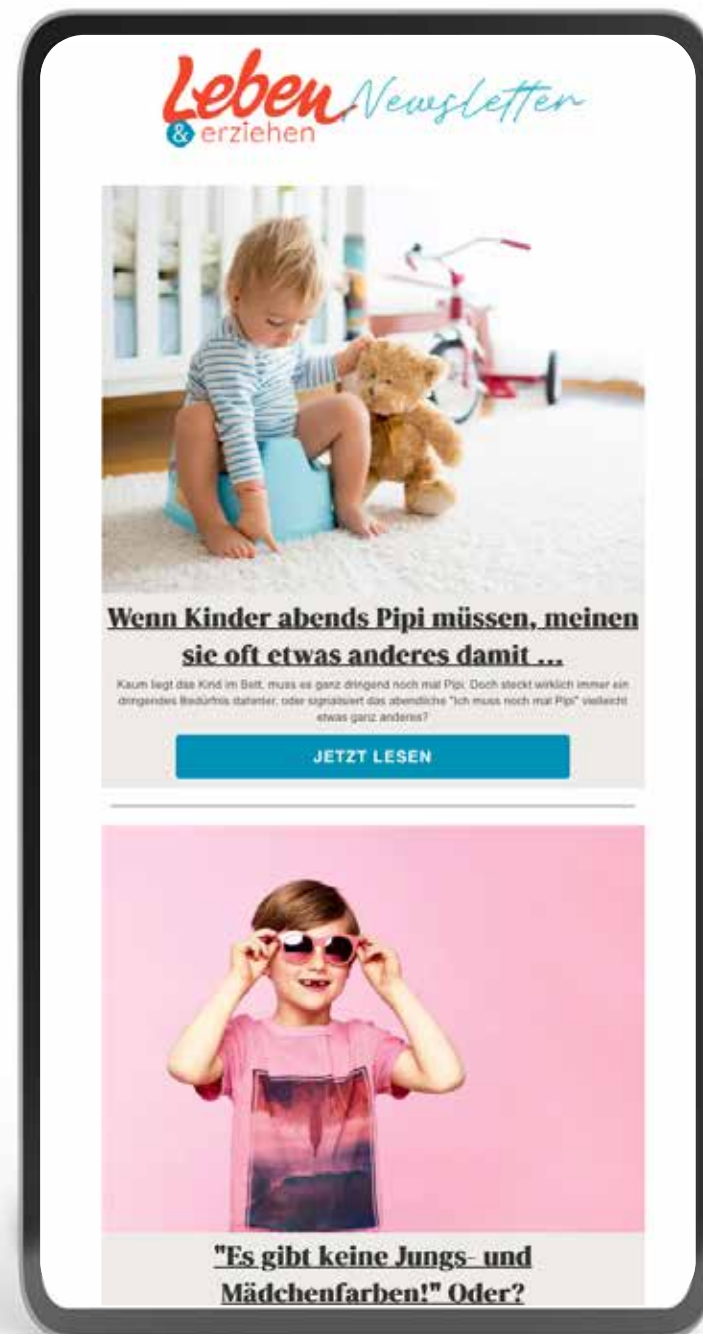
Visits:

**1.3 million**

Page impressions:

**1.8 million**

\* Status as of: September 2025



## Newsletter

Every week, our Newsletter brings subscribers moving stories, useful tips and great promotions relevant to all aspects of family life. Your advertising messages reach our readers (m/f/d) not only as text/visual teasers in the editorial environment, but also as stand-alones.

### Newsletter integration

#### Text/visual teaser

CPM 16 euros

#### Stand-alone

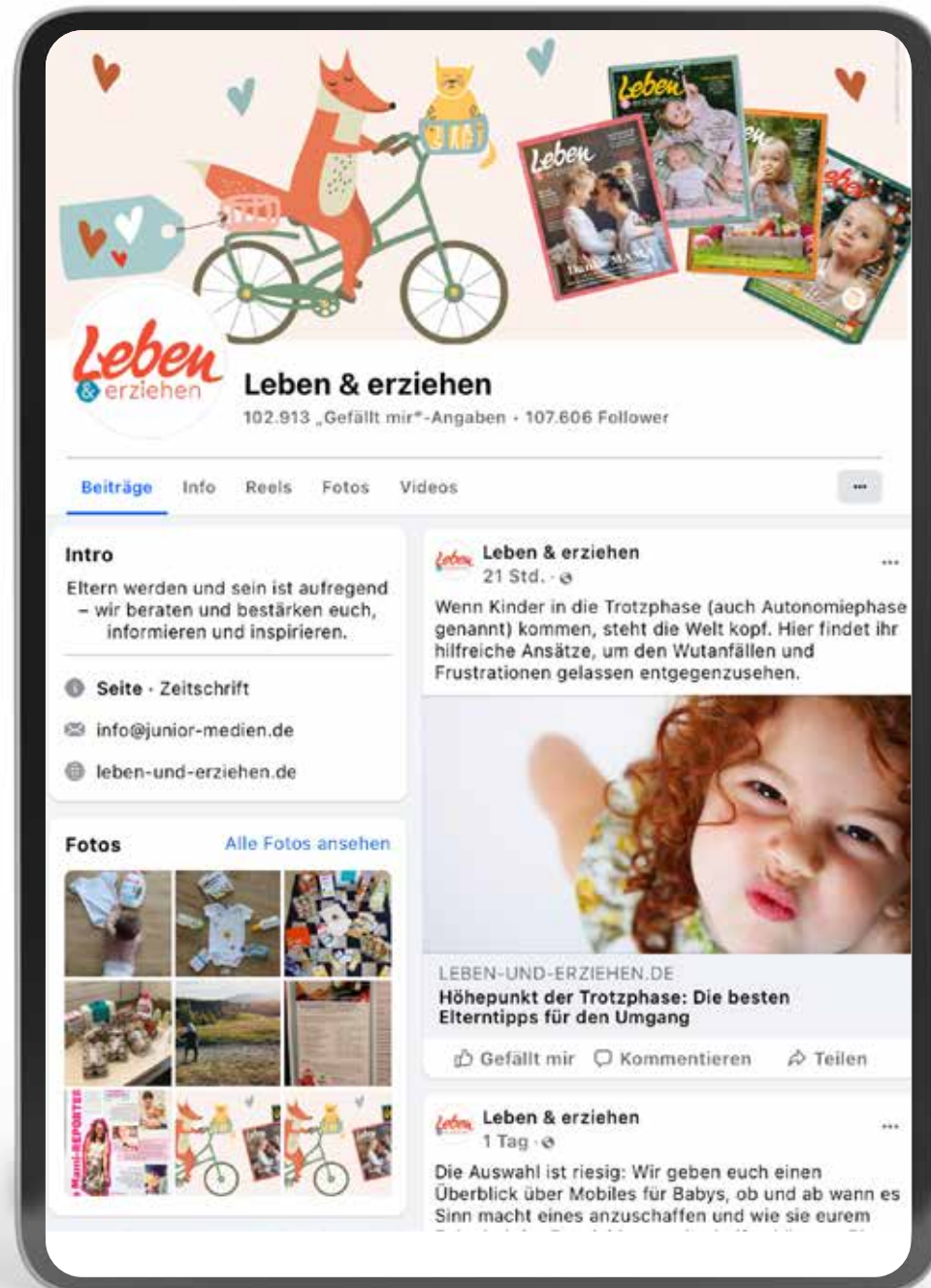
CPM 95 euros

#### Reach\*

Subscribers: **95,617**

\* Status as of: September 2025





## Facebook

There's always a lot going on in our Facebook community: With everything from emotional real-life stories and helpful tips to hotly debated topics and genial 'Mom-Hacks', our readers show us exactly what moves, inspires and motivates them with their shares, likes and comments.

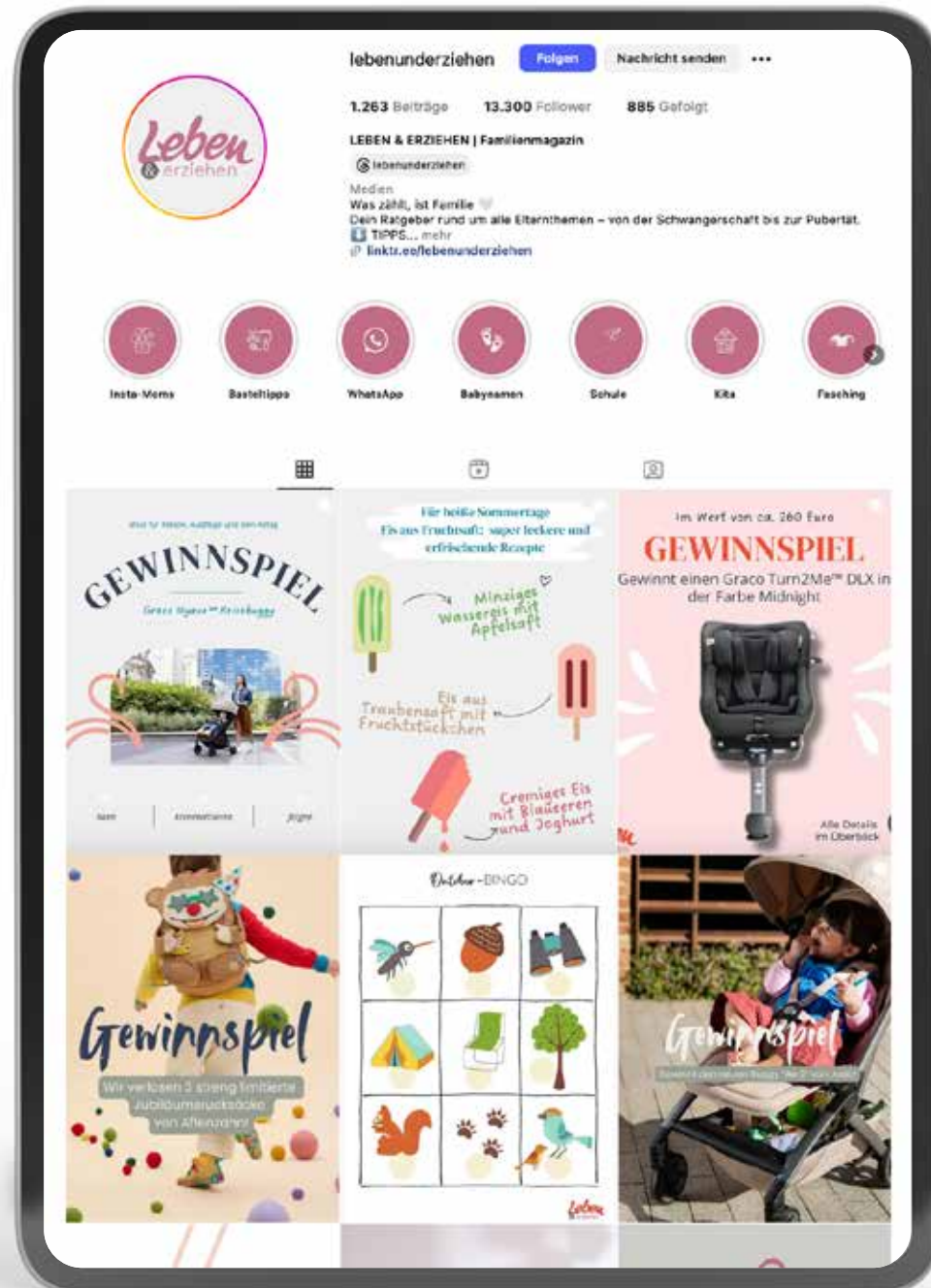
**Branded Facebook and Instagram campaign**  
from 2,500 euros

**Uptime:**  
4 weeks

**Incl. reach estimation**

**Reach\***  
Followers: **107,606**  
Reach/month: **565,000**

\*Status as of: September 2025



## Instagram

Instagram is particularly popular amongst young families and mothers. Here, our entertaining and informative posts and stories reach precisely the community that wants to see your advertising messages.

**1 Feedpost** (with up to 3 pictures):

1,900 euros

**1 Story** (with up to 5 progressively developing slides):

1,100 euros

**1 Reel:**

2,450 euros

**Highlight** (only in combination with a Story campaign):  
from 800 euros

**Uptime:** 4 weeks

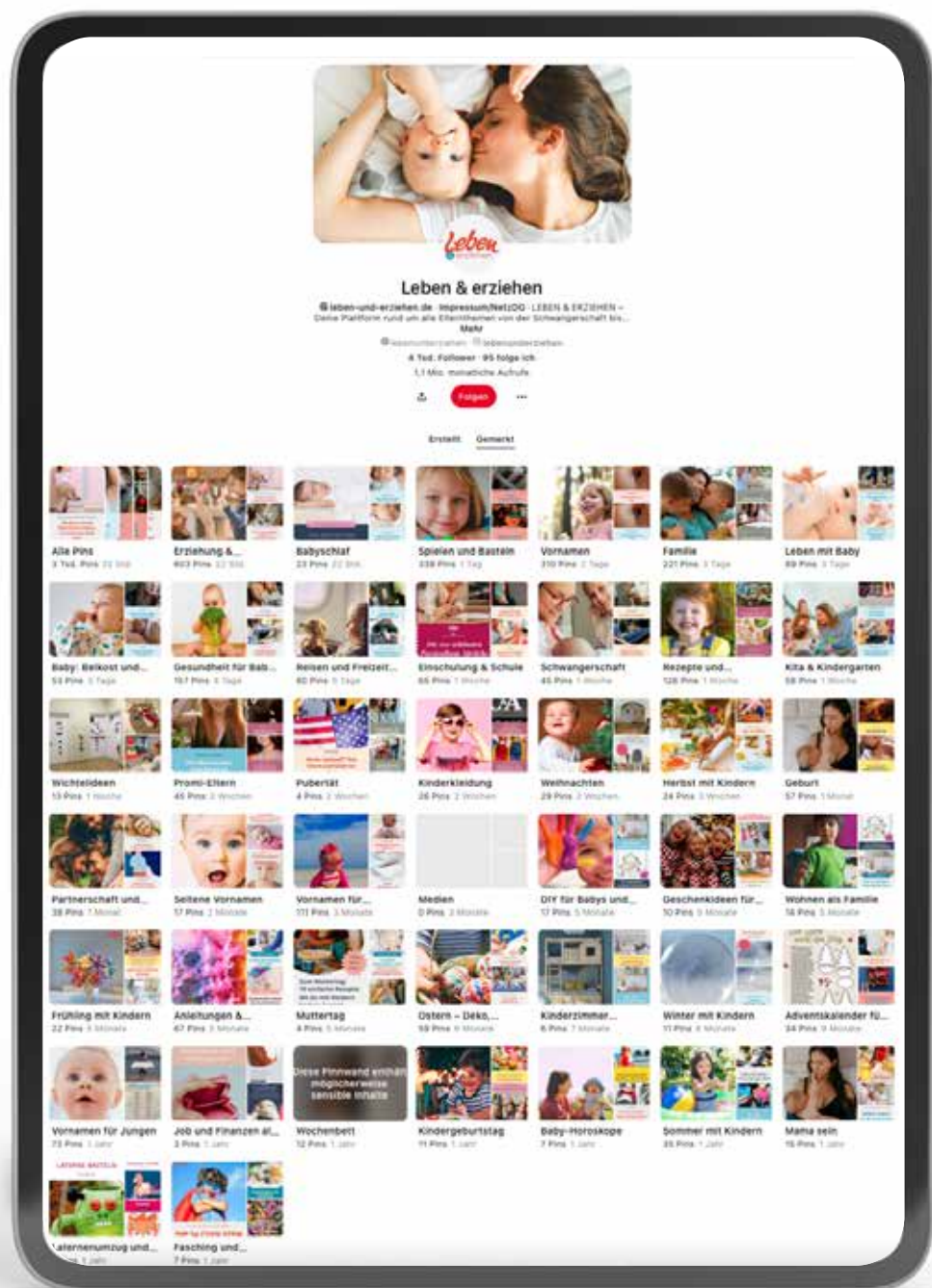
**Incl. reach estimation**

**Reach\***

Subscribers: **13,324**

Accounts reached: **116,716**

\*Status as of: September 2025



The picture search engine is very popular with young parents. This is where our users find all topics that interest parents, from pregnancy to puberty. Our Pins offer real added value and therefore hit the mark within our target group.

**Pinterest Campaign**  
from. 1,900 euros

**Pinterest Idea Pin**  
1,600 euros

**Uptime:** 4 weeks  
**Incl. reach estimation**

**Reach\***  
Followers: 4,400  
Monthly viewers: **1.4 million**

\*Status as of: September 2025





## WhatsApp

No other messaging service is as popular as WhatsApp. As a media brand, we can now also reach our community via this subscription channel with exciting news, entertaining videos, GIFs and polls. With your advertising message at the heart of it all!

### **Visual/text teaser\***

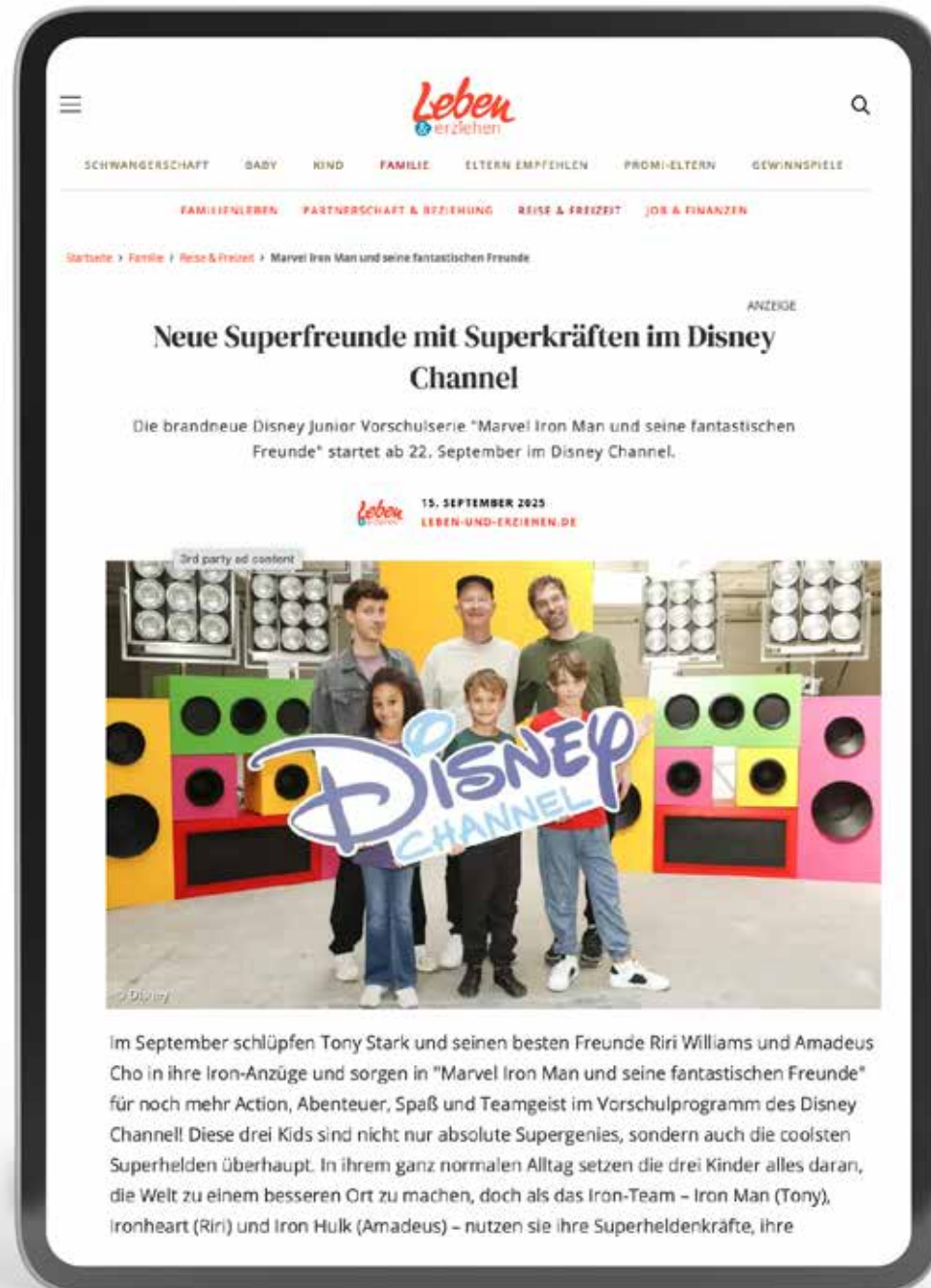
(with link to advertorial/prize competition/customer website etc.)

400 euros

### **Reach\***

Followers: 9,483

\*Status as of: September 2025



## Advertorial

With an advertorial, you reach your target group with an article in editorial style embedded in a selected category.

### Components

- Advertorial (delivery of final copy)

### Uptime

4 weeks

### Price

2,500 euros

### Optional

- with branded Facebook and Instagram campaign and reach guarantee

### Reach guarantee

**2,000 page impressions**

Facebook and Instagram-campaign: **50,000**

### Reporting

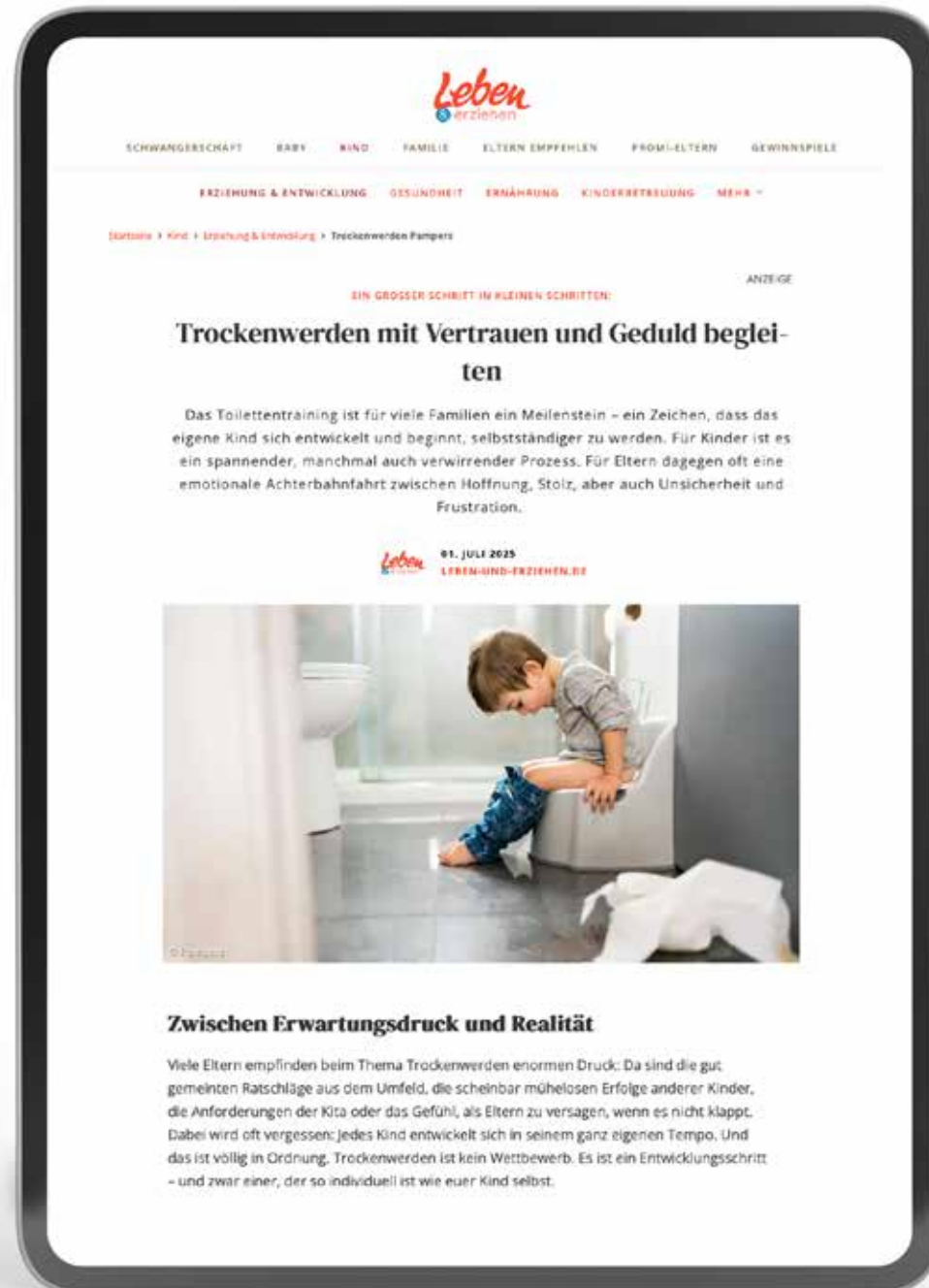
(after end of campaign)

- Page impressions, visits
- Reach of the Facebook and Instagram campaign

### Price

5,000 euros





## Native Advertorial

We create target group specific content that informs our users and provides convincing substance. We integrate your content in our native articles.

### Components

- Native advertorial (creation of content by the editorial team)
- Branded Facebook and Instagram campaign

### Reach guarantee

**3,500 page impressions**

Facebook and Instagram-campaign: **50,000**

### Reporting

(after end of campaign)

- Page impressions, visits
- Reach of the Facebook and Instagram campaign

### Uptime

4 weeks

### Price

**6,000 euros**



## Performance Package

From target definition to implementation and measurement of success – we realise your digital campaign holistically and guarantee you the desired reach. We are committed to the creation of target group specific content that convinces our users.

### Components

- Native advertorial (creation of content by the editorial team)
- Branded Facebook and Instagram campaign
- Newsletter teaser

### Reach guarantee

**5,000 page impressions**

Facebook and Instagram campaign: **50,000**

Newsletter subscribers: **95,617**

### Reporting (after the end of the campaign)

- Page impressions, visits
- Reach of the Facebook and Instagram campaign

### Uptime

4 weeks

### Price

**7,900 euros**

### Optional

with **uptime extension** and **higher reach guarantee**

Prices on request

### 1. Holt euch Hilfe beim gemeinsamen Baden!

Besonders, wenn euer Baby noch sehr klein ist, solltet ihr niemals alleine mit ihm in die Wanne steigen. Das heißt nicht, dass beide Elternteile mit in die Wanne hüpfen müssen. Aber eine zweite Person sollte bereitstehen, um zu helfen. Denn gemeinsam mit dem Baby in die Wanne zu steigen, das wäre zu riskant. Euer Helfer gibt euch das Baby, wenn ihr schon in der Wanne sitzt, und nimmt es nach dem Baden wieder entgegen, um es in ein kuscheliges Handtuch zu wickeln, zu trocknen und anzuziehen. So wird's viel entspannter. Versprochen!



Wie aus Routinen Wohlfühlmomente werden: Kinder entdecken die Welt mit allen Sinnen. Gerade in Momenten der Nähe, wie beim Baden oder Kuscheln, können hochwertige Textilien und einen großen Unterschied machen. Doch nicht nur die Haptik zählt – auch fantasievolle Designs sind wichtig. Das hat FEILER Mini verstanden, wir zeigen euch die neue Kollektion ♥

### 2. Mit Baby zusammen baden: Wie soll man es am besten halten?

Da Babys noch keine vollständige Kontrolle über ihre Körpermuskulatur haben, können sie im Wasser schnell untergehen. Deshalb ist es immens wichtig, das Baby immer festzuhalten und zu unterstützen, während es mit euch im Wasser ist. Mit einer Hand solltet ihr den Kopf und Nacken stützen, die andere Hand greift unter eine Achsel oder unter den Po. So kann das Baby nicht abrutschen und versehentlich untertauchen.

### 3. Mit Baby in die Badewanne: Die richtige

## Native Visual Story

We integrate a clickable visual with a reference to your brand or product within a thematically-relevant editorial article.

Just one click takes the user directly to your native advertorial. The integration of editorial and advertising content brings you doubled awareness.

### Components

- Placement of the visual with #waselternlieben in the editorial article incl. link
  - Native advertorial
- Branded Facebook and Instagram campaign

### Reach guarantee

**6,500 page impressions**

Facebook and Instagram campaign: **100,000**

### Reporting

(after end of campaign)

- Page impressions, visits
- Reach of the Facebook and Instagram campaign

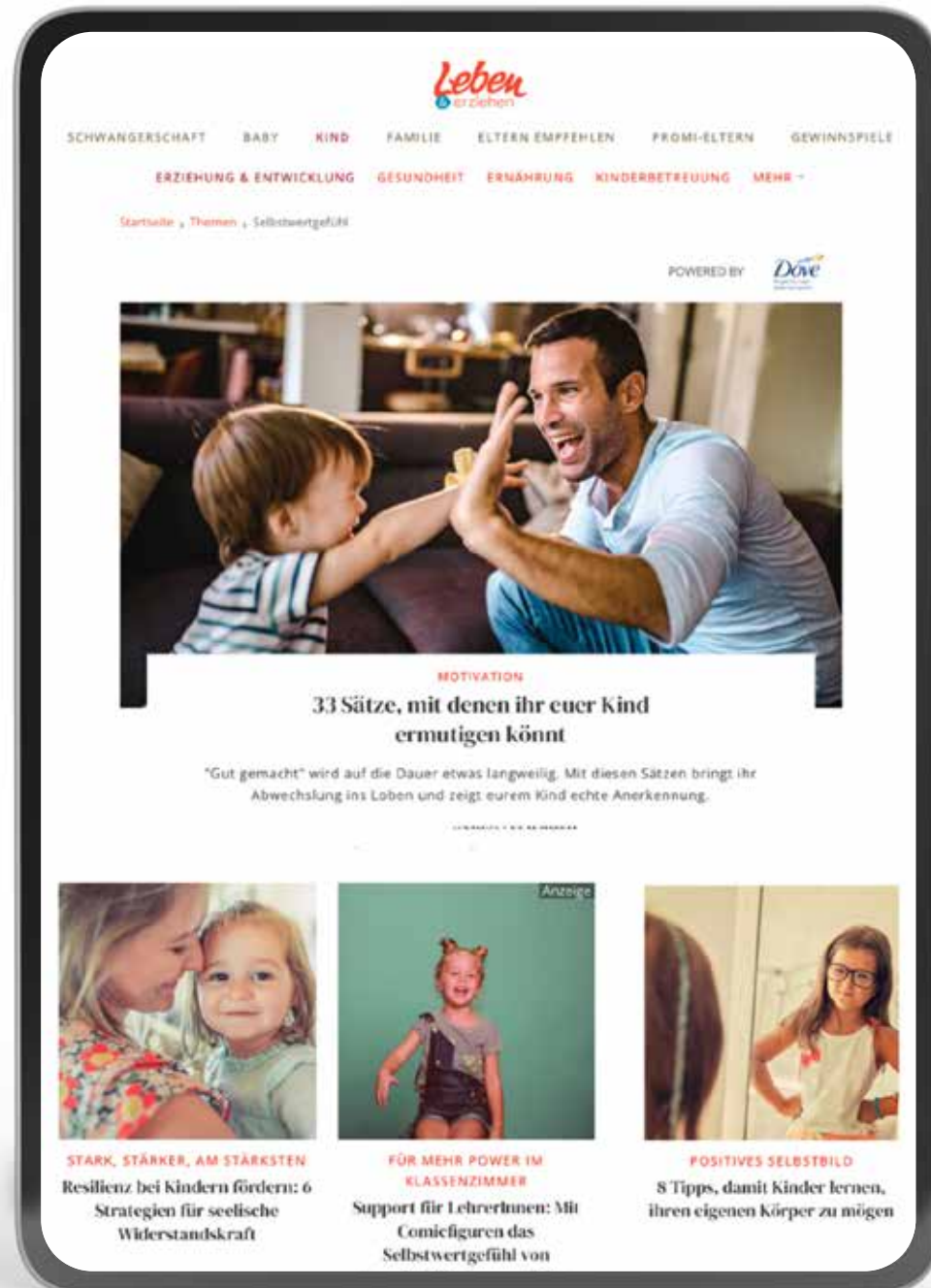
### Uptime

8 weeks

### Price

9,700 euros





## Content Hub

We develop a content marketing campaign and utilise all digital channels to optimally reach your target group. We place high-reach articles and advertorials in the Content Hub, which you can book for a period of **3 months\***.

### Components

- 2 Native advertorials
- 4 editorial articles
- Branded Facebook and Instagram campaign with 5 advertising posts
- 1 Newsletter teaser

### Reach guarantee

**25,000 page impressions**

Facebook and Instagram campaign: **250,000**

Newsletter subscribers: **95,617**

### Reporting

(after the end of the campaign)

- Page impressions, visits
- Reach of the Facebook and Instagram campaign
- Newsletter receipt and opening rate

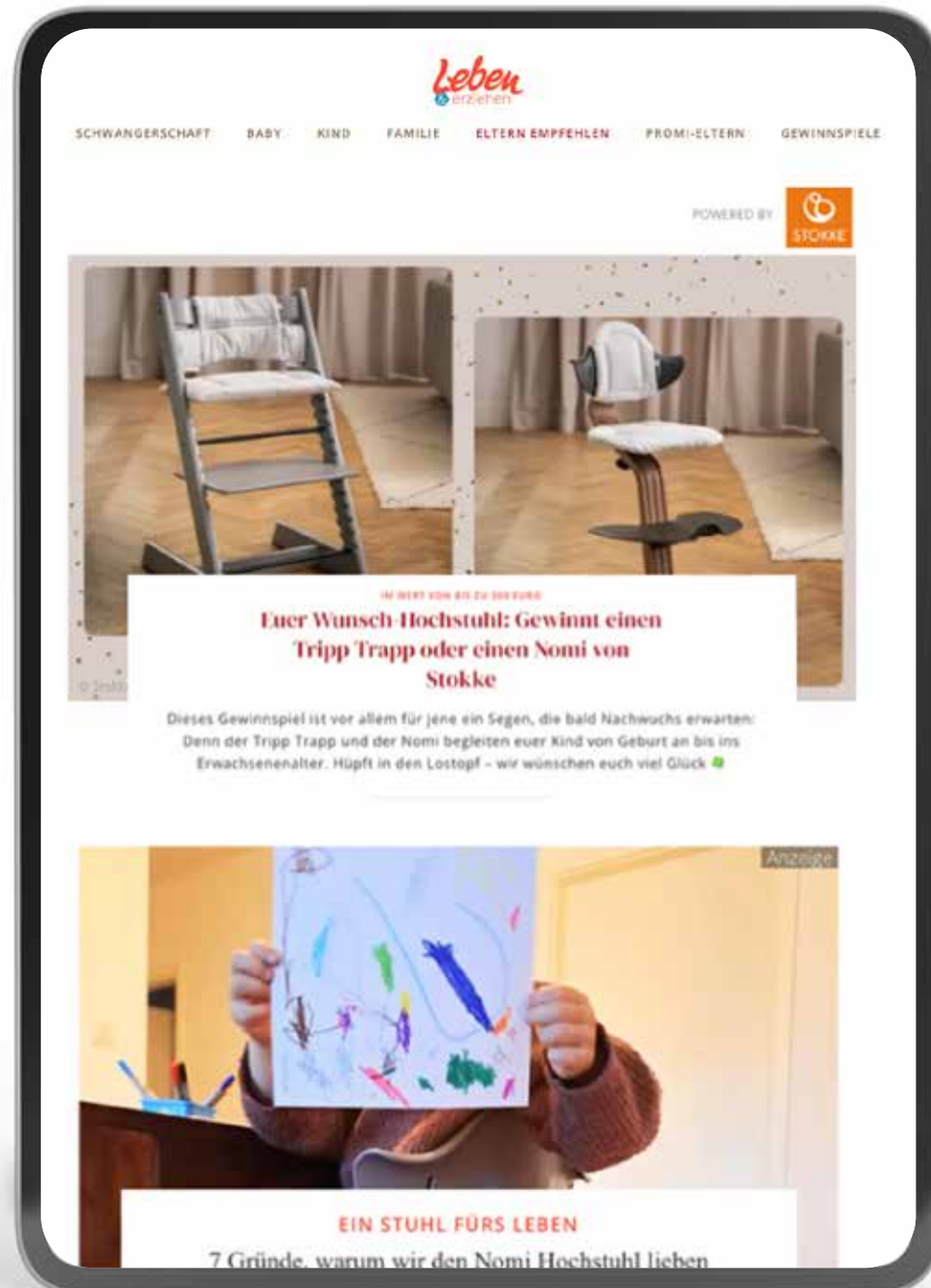
### Uptime

3 months

### Price

**15,500 euros**

\*Prices for an **uptime** between **6** and **12 months** and a **reach guarantee** of up to **300,000 page impressions** on request.



## Storyboard

With the storyboard, you get the greatest presence with the highest reach guarantee. The Storyboard includes 5 native advertorials on a dedicated landing page. The advertorials are prominently displayed on the home page in the term teaser. Whether it's an expert interview, detailed product presentation, editorial test or a competition – we will advise you on which five formats we will place in your storyboard.

### Components

- 5 native advertorials
- 3 Branded Facebook and Instagram campaigns
- 2 Newsletter teaser

### Reach guarantee

**30,000 page impressions**

Facebook and Instagram campaign: **300,000**

Newsletter subscribers: **95,617**

### Reporting

(after the end of the campaign)

- Page impressions, visits
- Reach of the Facebook and Instagram campaign
- Newsletter receipt and opening rate

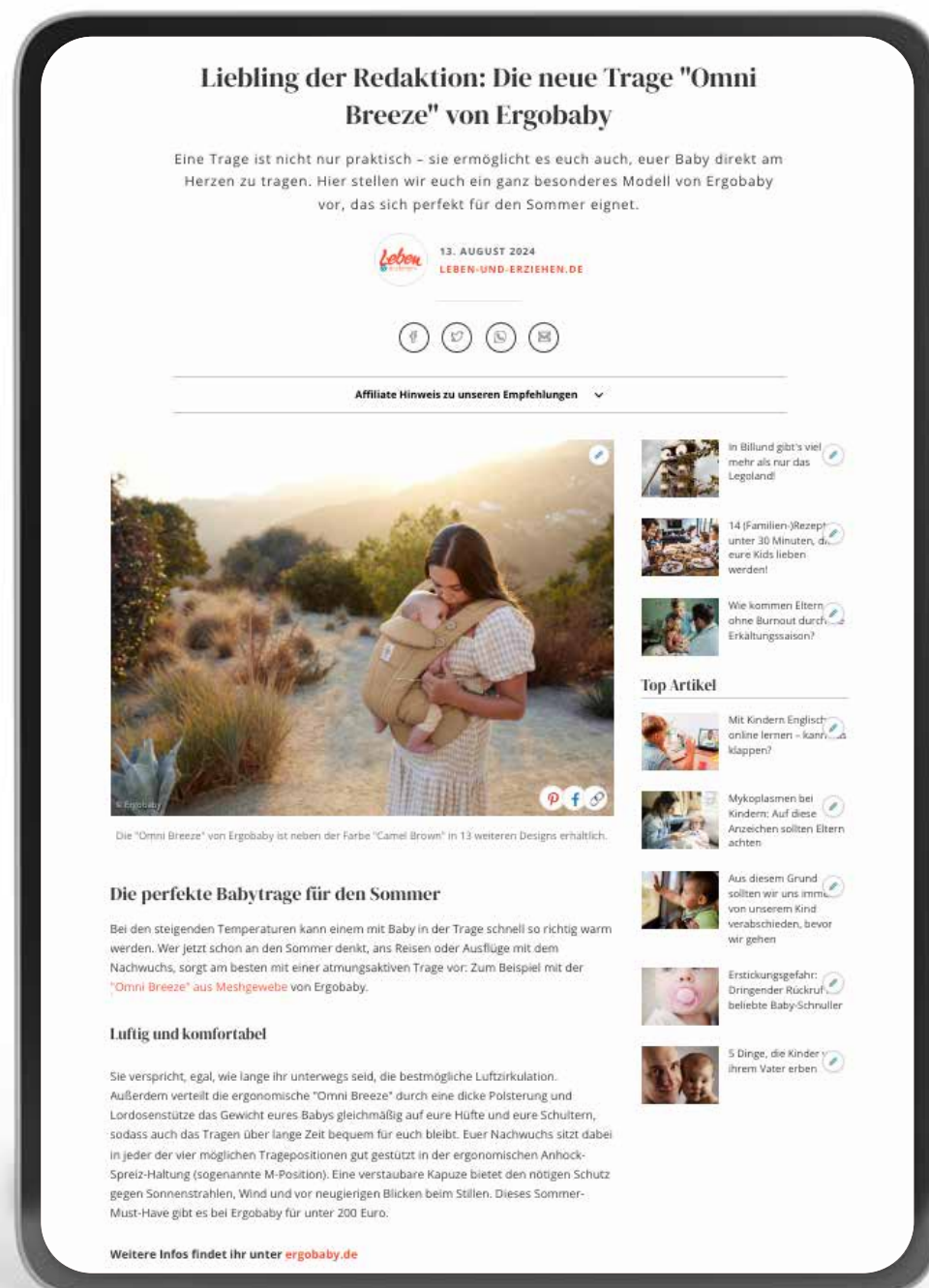
### Uptime

3 months

### Price\*

20,500 euros

\*Prices for an **uptime** between **6** and **12 months** and a **reach guarantee** of up to **350,000 page impressions** on request.



## Editors' Favourite

The Editors' Favourite is a format in which we particularly recommend your product to users. We present your product in detail in the native advertorial and integrate your advertising message in an editorial environment.

### Components

- Native advertorial with your product as Editors' Favourite
- Branded Facebook and Instagram campaign
  - Instagram Story
  - Newsletter teaser

### Reach guarantee

**4,000 page impressions**

Facebook and Instagram campaign: **50,000**

Newsletter subscribers: **95,617**

### Reporting

(after end of campaign)

- Page impressions, visits
- Reach of the Facebook and Instagram campaign

### Uptime

4 weeks

### Price

**7,300 euros**





## Editors' Test

Professional and authentic – our editorial team puts your product to the acid test. We create premium and authentic content for you, incl. video, on request.

### Components

- Test Report on leben-und-erziehen.de
- Branded Facebook and Instagram campaign
  - Newsletter teaser

### Reach guarantee

**4,500 page impressions**

Facebook and Instagram campaign: **50,000**

### Reporting

(after end of campaign)

- Page impressions, visits
- Reach of the Facebook and Instagram campaign
- Newsletter receipt and opening rate

### Uptime

4 weeks

### Price

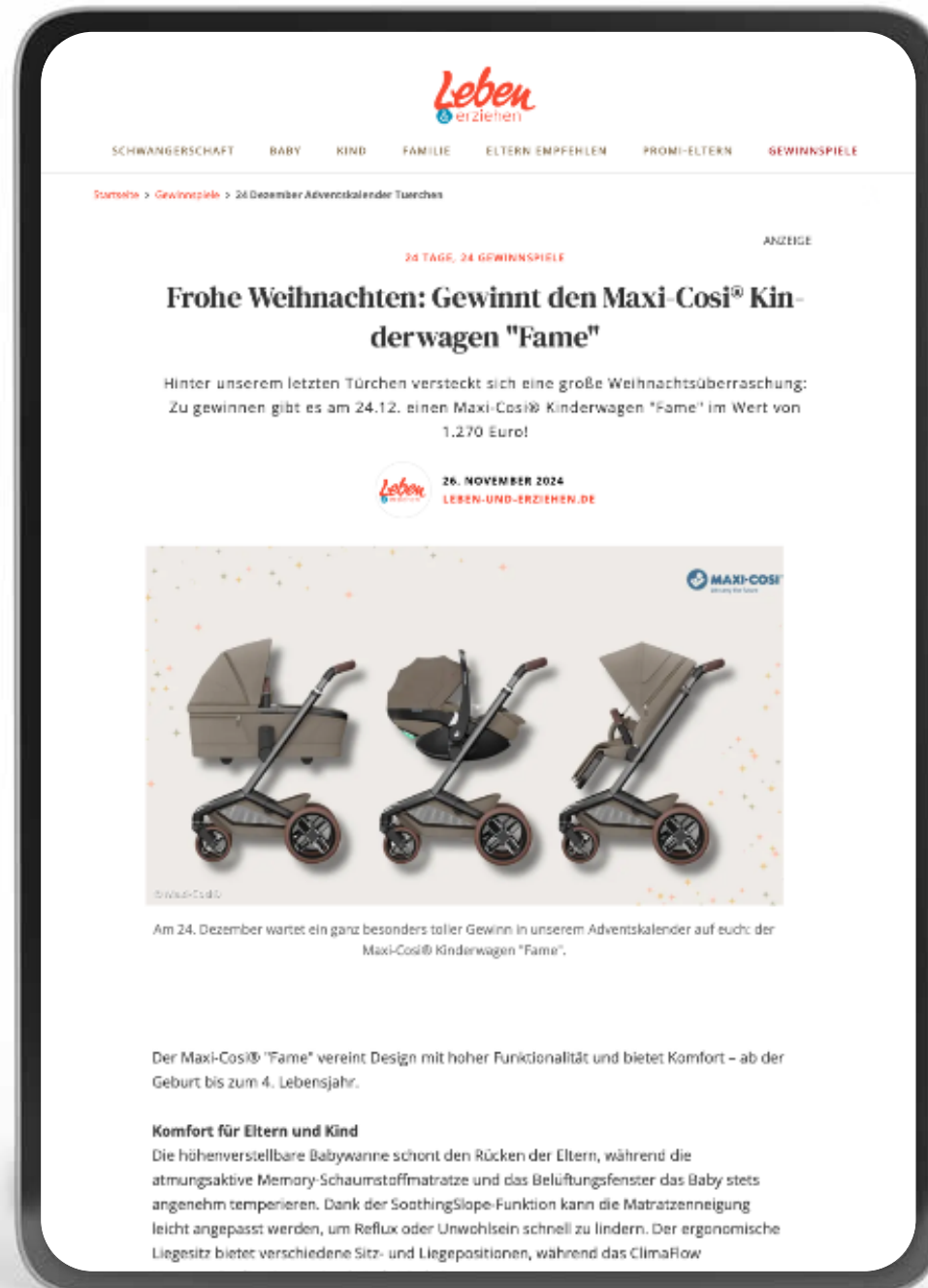
6,900 euros

### Optional

Production of a video

### Price

1,900 euros



## Seasonal promotion packages

You can prominently place your product in print, online and on social media on a small budget.

### Components

- 1/4 page product presentation in print
- Prize competition on leben-und-erziehen.de
- Branded Facebook and Instagram campaign

### Easter campaign

Leben & erziehen 3/26, DOP: 24.02.26  
 Easter competition, 24.02.–06.04.26  
 Social campaign 03.03.–06.04.26

### Back to school campaign

Leben & erziehen 8/26, DOP: 28.07.26  
 Schule 3/26, DOP: 06.08.26  
 Back to School competition, 28.07–14.09.26  
 Social campaign, 04.08–14.09.26

### Christmas campaign

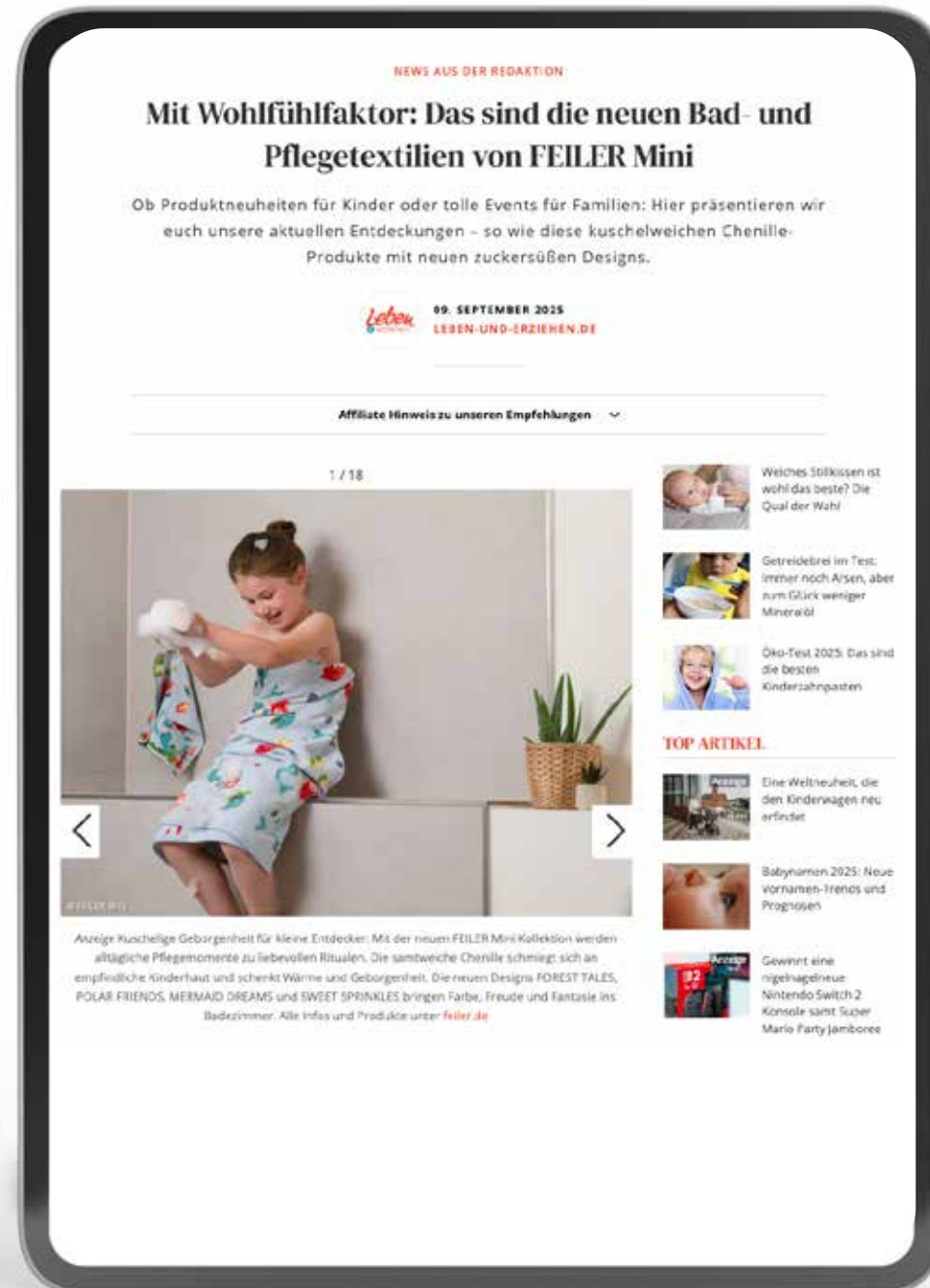
Leben & erziehen 12/26, DOP: 24.11.26  
 Advent Calendar competition, 24.11.–24.12.26  
 Social campaign 01.12.–24.12.26

### Price

per promotion package

With 1 tip in print  
 3,500 euros

With 2 tips in print  
 4,700 euros



## News from the Editorial Team

Whether new products or super events for families. In the News from the Editorial Team, we bring our readers all the latest discoveries.

### Components

- Product presentation in the news picture gallery

### Uptime

4 weeks

### Price

1,000 euros

### Optional

- with branded Facebook and Instagram campaign
  - with Newsletter teaser
- Price on request



ANZEIGE

**Gewinnspiel: Omega-3-Power für kleine Entdecker**

Wir verlosen ein Gewinnpaket von Dr. Budwig mit dem ihr als Familie lecker und gesund in den Tag startet. Sichert euch hier eure Chance auf Porridge, Algenöl Kids sowie einem to-go-Becher.

10. SEPTEMBER 2025  
LEBEN-UND-ERZIEHEN.DE

Dein gesunder Start in den Tag

**TOP ARTIKEL**

- Gewinne eine nigel-nagel-neue Nintendo Switch 2 Konsole samt Super Mario Party Jamboree
- Das große Leben & Erziehen Ostergewinnspiel
- Frohe Weihnachten: Gewinnt den Maxi-Cosi® Kinderwagen "Fame"
- Eine Weltneufheit, die den Kinderwagen neu erfindet
- Babynamen 2025: Neue Vornamen-Trends und Prognosen
- Gewinnt eine nigel-nagel-neue Nintendo Switch 2 Konsole samt Super Mario Party Jamboree
- Namen, die Wasser bedeuten – für Mädchen und Jungen
- Die 100 fiesesten "Alle Kinder"-Witze

Ein guter Start in den Tag ist gerade für Kinder besonders wichtig – denn Konzentration, Energie und gute Laune hängen nicht zuletzt davon ab, was morgens auf den Tisch kommt. Mit dem Dr. Budwig Algenöl Kids Kennenlernpaket hast du die perfekten Zutaten für ein leckeres und kindgerechtes Frühstück zur Hand: ein fruchtiges Dr. Budwig Beeren Porridge, das warm oder kalt ein Genuss ist. Das Dr. Budwig Algenöl Kids schmeckt angenehm zitronig und liefert deinem Kind die wertvolle Omega-3-Fettsäure DHA, die eine zentrale Rolle beim Aufbau der Zellmembranen z.B. in der Netzhaut und im Gehirn spielt.

Für unterwegs ist der praktische to-go-Becher ein perfekter Begleiter. So könnt ihr gesunde Mahlzeiten jederzeit und überall genießen – ob in der Kita, in der Schule oder beim Familienausflug.

Wir verlosen 5 x ein Dr. Budwig Algenöl Kids Kennenlernpaket mit einem Dr. Budwig Beeren Porridge, Dr. Budwig Algenöl Kids sowie einem to-go-Becher von Mepal im Wert von jeweils knapp 50 Euro. Damit bringst du Abwechslung, Genuss und eine Extraportion Nährstoffe in den Familienalltag.

**Mach mit und sichere dir die Chance auf ein Frühstückspaket, das Gesundheit und Genuss kinderleicht verbindet!**

Familientaugliche Rezepte und weitere Informationen findest du unter [www.dr-johanna.de](http://www.dr-johanna.de)

## Prize competitions

The placement of your product in a prize competition is guaranteed to generate high awareness within your target group.

### Option 1

#### Components

- Prize competition on leben-und-erziehen.de
- Branded Facebook and Instagram campaign

#### Uptime

4 weeks

#### Price

1,900 euros

With 1/3 page prize competition in a print edition

3,950 euros

### Option 2

#### Components

- Prize competition on Instagram

- WhatsApp

#### Uptime

1 week

#### Price

800 euros



## Expert talk: Ask a professional

We produce an 'expert-video' clip that answers the most important questions parents ask about your topic. The interview will be conducted digitally, recorded, edited and then published in co-authorship with you on Instagram in the Feed and shared in the Story. We place the video as the lead story in the native advertorial on the website.

### Components

- Interview with the expert
- Recording and editing the expert-video
- Native advertorial with video integration
- Branded Facebook and Instagram campaign
- Co-branded Story and Reel in Instagram Feed

- WhatsApp Teaser

### Reach guarantee

**3,500 page impressions**

Facebook and Instagram campaign: **50,000**

### Reporting

(after the end of the campaign)

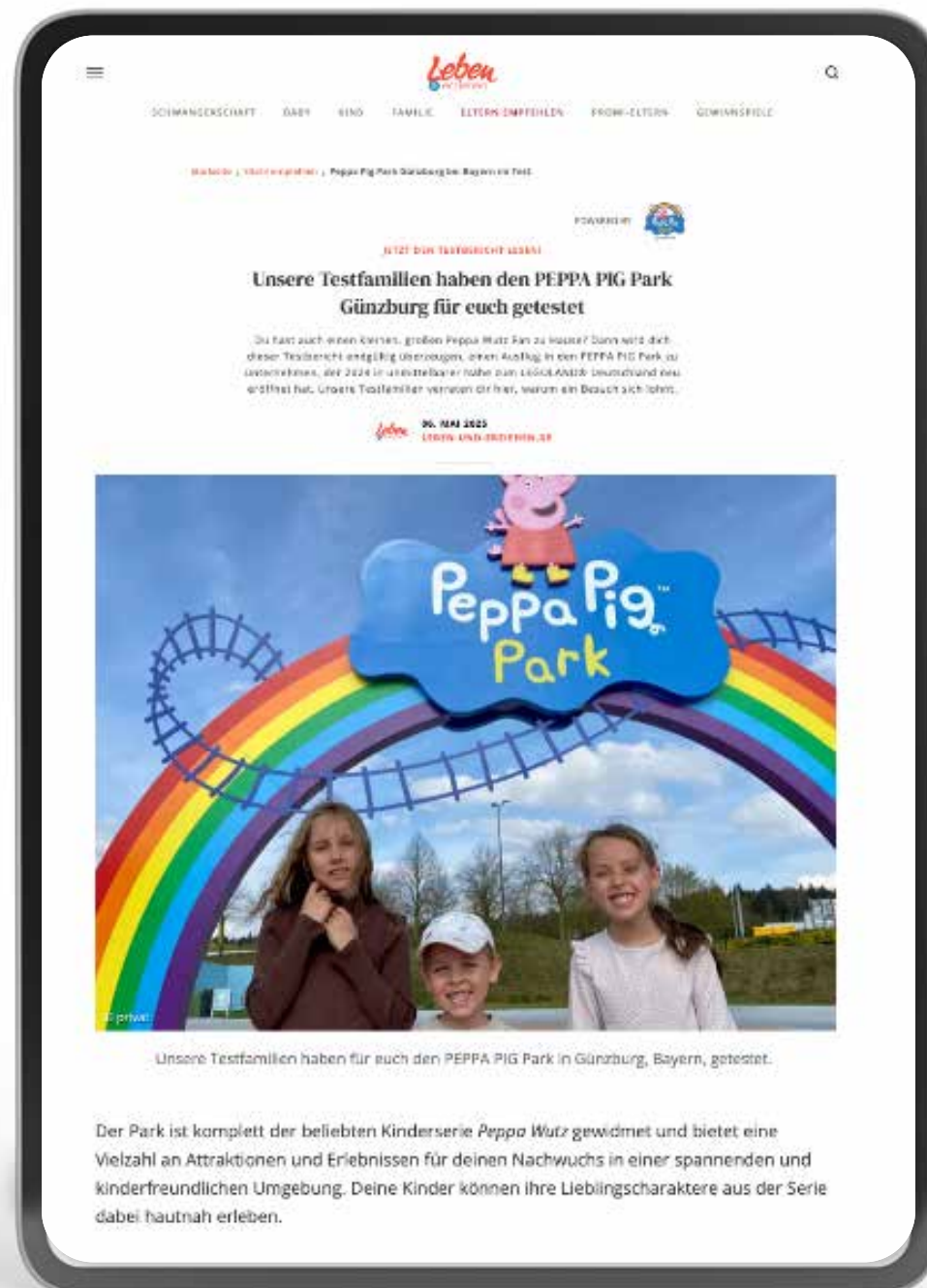
- Page impressions, visits
- Reach of the Facebook and Instagram campaign

### Uptime

4 weeks

### Price

9,100 euros



## Eltern★ EMPFEHLEN

Whether creams, shampoos, anti-lice products, nappies, food, toys or hotels: Our Parents Recommend community tests and rates your product or the service you provide.

We choose the most suitable parents for your test from our pool. We deliver a cross-media communication concept.

### Target group

Expecting mothers and mothers with babies and children to the age of 18

**> 100,000**

Parents in the community

**at least 1,000**

Applicants per test (Ø)

**~ 32,000**

Newsletter recipients

(Status as of: September 2025)

**Price: from 3,750 euros**

**Please contact us for an offer tailored to your specific needs.**

**Eltern★**  
**EMPFEHLEN**

**Month 2025**  
**Product name**  
50 testers

**Overall rating:**  
**SUPER**

★ ★ ★ ★ ★





### Deliverables

- ▶ Event organisation, support and -moderation
- ▶ Guest management for up to 100 persons
- ▶ Entertainment programme
- ▶ Decoration
- ▶ Catering for 100 guests
- ▶ Photographer and film team
- ▶ 2 to 3 'Momfluencers'
- ▶ Media services: Call for participation in the event via various channels
- Social media support during the event

**Price** from 8,000 euros

Please contact us for an offer tailored to your specific needs.

## Live events

Families want to enjoy emotional experiences that offer fun and added value. Live events are an ideal way to inspire families and create such experiences.

Live events offer you the following benefits:

- ▶ The target group **interacts** directly with your product
  - ▶ An **emotional connection** is established between your brand and the families
- ▶ The target group develops **trust** in your brand
  - ▶ The target group share their experiences during the event on social media, we promote the event before and after on all channels – and thus generate increased **awareness** for your products

We can offer you two booking options:

**1. Main sponsoring**

**2. Co-sponsoring**