



Guide-Books 2024

Inserts guaranteed to arrive home

mama -

Guide for expectant mothers



Target group:	Expectant mothers and fathers
Time of contact:	At the beginning of pregnancy
Point of distribution:	By gynecologists, hospitals, therapists, personal contact by medical specialists (opinion leader effect)
Annual circulation in 2024:	63'000 copies (46'000 copies German, 17'000 copies French)
Coverage:	Ca. 80 %, with no distribution wastage
Distribution:	German- and French-speaking Switzerland
Publication:	Once per year, end of January 2024
Scope:	Ca. 240 pages
Content:	Topics about pregnancy, birth

baby -

Guide for childbirth



Target group:	Young mothers and fathers
Time of contact:	Just after birth
Point of distribution:	By birth clinics, personal contact by medical specialists (opinion leader effect)
Annual circulation in 2024:	72'000 copies (54'000 copies German, 18'000 copies French)
Coverage:	Ca. 90 %, with no distribution wastage
Distribution:	German- and French-speaking Switzerland
Publication:	Once per year, middle of March 2024
Scope:	Ca. 280 pages
Content:	Topics around the child's first year of life

family -

Guide for the family



Target group:	Mothers and fathers aged between 25-45 years with 4- to 8-year-old children
Time of contact:	For the 4th birthday
Point of distribution:	Personal home delivery by post included in the family package
Annual circulation in 2024:	40'000 copies (31'000 copies German, 9'000 copies French)
Coverage:	Ca. 55 %, with no distribution wastage
Distribution:	German- and French-speaking Switzerland
Source of address:	Integrated order cards in mama, baby and junior package, from the guide-book mama and baby as well as LetsFamily.ch
Publication:	Once per year, middle of March 2024
Scope:	Ca. 200 pages
Content:	Topics for parents with 4- to 8-year-old children

Details on the various insert possibilities are included in the current media data.