



ABOUT HAUSHALTSFEE

Haushaltsfee is the market-leading household portal in German-speaking countries.

On the topics of household, cleaning and order, the mainly female visitors are offered solutions to household problems of all kinds in high-quality articles.

Haushaltsfee was launched in 2014. Advertising customers benefit from the enormous reach.

Haushaltsfee is currently being expanded from a tips & tricks blog to a comprehensive household portal. With a household marketplace, household vouchers, local household shops and a placement of household helpers. Further related projects will follow in 2024 and 2025.

The following projects are already online or in planning:



(Q1 2024)

(Q1 2024)

RANGE*

| | | |
|---------|--|-----------------------------|
| 8,200 | | Newsletter subscribers** |
| 176,000 | | Page views/month |
| 2,4m | | Pinterest impressions/month |
| 105,000 | | Pinterest followers |
| 87,000 | | Facebook page followers |
| 135,000 | | Facebook group members |
| 1,000 | | Instagram followers |
| 2,300 | | YouTube subscribers |

DEMOGRAPHICS

| | |
|------|---------------------------------------|
| 97 % | Female visitors |
| 91 % | from Germany, Austria and Switzerland |
| 74 % | 25 - 54 years old |

ADVERTISING FORMATS

NEWSLETTER

| | |
|---------------------------------|--------|
| Advertisement in the newsletter | page 2 |
| Stand alone newsletter | page 3 |

SOCIAL MEDIA

| | |
|------------------------------------|--------|
| Focus week "Haushaltsfee Tip" | page 4 |
| Focus week "Competition + voucher" | page 5 |

PAID CONTENT

| | |
|-----------------------------|--------|
| Blog post | page 6 |
| Text paragraph in blog post | page 7 |

SEASONAL

| | |
|----------------------|--------|
| Easter calendar 2024 | page 8 |
| Advent calendar 2024 | page 9 |

*As of: December 2023 ** High opening rate since adjusted for non-openers

Note: We only integrate banner advertising via an exclusive marketer.



ADVERTISEMENT IN THE NEWSLETTER

The advertisement on a household-related topic is published in the Haushaltsfee newsletter.

The editorial Haushaltsfee newsletter is sent out every Thursday on 52 household topics per year ([see dates and availability...](#)). The newsletter includes a thematic introduction, a link to a relevant blog post, the advertisement mentioned here and other tips relevant to the topic of the week. There is only one advertising space each week.

- **Recipients:** > 8,200
- **Average open rate:** 38%

249 Euro

= one-time publication in the newsletter

Specifications

- **Image** (landscape or square, width 1200 pixels)
- **Headline** (maximum 40 characters including spaces)
- **Text** (maximum 500 characters including spaces)
- **Button text** (maximum 25 characters including spaces)
- **Link-URL**

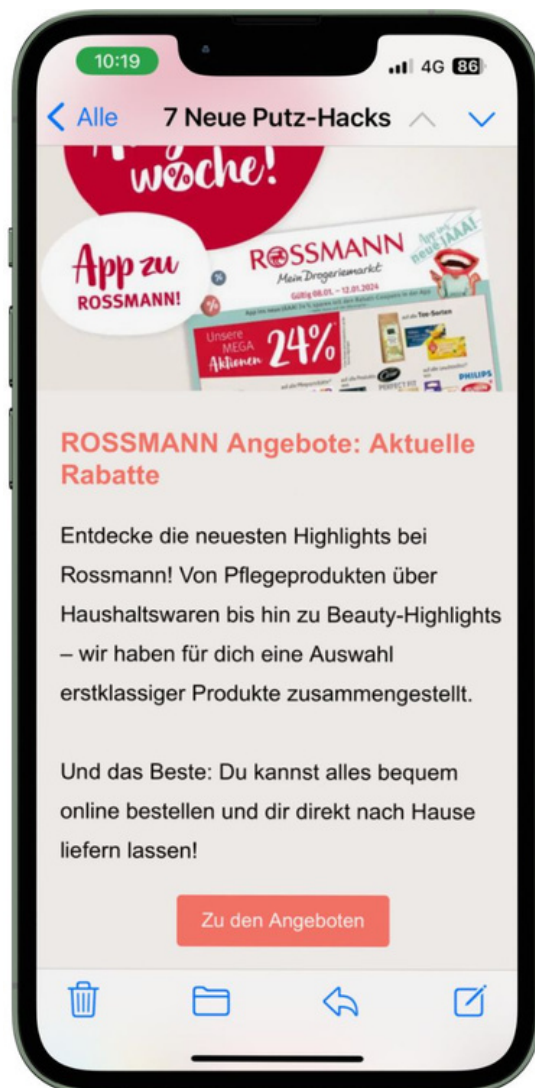
Dates and availability

- [Please check here...](#)

Sequence

Five simple steps from planning to implementation:

1. Select **topic and date** in the editorial plan...
2. Send **booking request**...
3. **Booking confirmation** and **invoice** received
4. Pay the bill
5. **Delivery** of text and images (see specifications) by 12 p.m. the day before





STAND-ALONE-NEWSLETTER

The stand-alone newsletter on a household-related topic is sent to the Haushaltsfee newsletter distribution list and can be freely designed.

The HTML code supplied by the advertising customer is simply expanded to include the Haushaltsfee signature and can be sent on the desired date (possible days of the week are Tuesday, Wednesday or Friday).

- **Recipients:** > 8,200
- **Average open rate:** 38%

490 Euro

= one-time shipping, 15% discount 2 bookings,
25% discount for 3 bookings

Specifications

- **Subject line** (maximum 40 characters including spaces)
- **HTML code** including links and images (on the advertiser's server)

Sequence

Five simple steps from planning to implementation:

1. **Schedule** shipping date (possible days of the week are Tuesday, Wednesday or Friday)
2. **Send booking request...**
3. **Booking confirmation** and **invoice** received
4. Pay the bill
5. **Delivery** of subject line and HTML code (see specifications) by 12 p.m. the day before





FOCUS WEEK “HAUSHALTSFEE TIP”

Every week a product on a household-related topic is presented as an editorial Haushaltsfee tip.

The advertising customer is the exclusive Haushaltsfee premium partner for one week. He benefits from 5 days of editorial presence on 6 different Haushaltsfee channels (social media and Haushaltsfee newsletter):

- **Monday:** Haushaltsfee tip on the Facebook page “My crazy household” (> 82,000 followers)
- **Tuesday:** Haushaltsfee tip in the Facebook group “Cleaning & Household” (> 78,000 members)
- **Wednesday:** Haushaltsfee tip on the Facebook page “Haushaltsfee” (> 4,300 followers)
- **Thursday:** Editorial recommendation “Haushaltsfee Tip” in the introduction to the newsletter (> 8,200 recipients, opening rate 38%)
- **Friday:** Haushaltsfee tip on Instagram (1,000 followers) and in the Telegram channel (> 300 followers). On Instagram, the post is linked in the bio.

290 Euro

= one advertising week Monday to Friday,
15% discount for 2 bookings,
25% discount from 3 bookings

Specifications

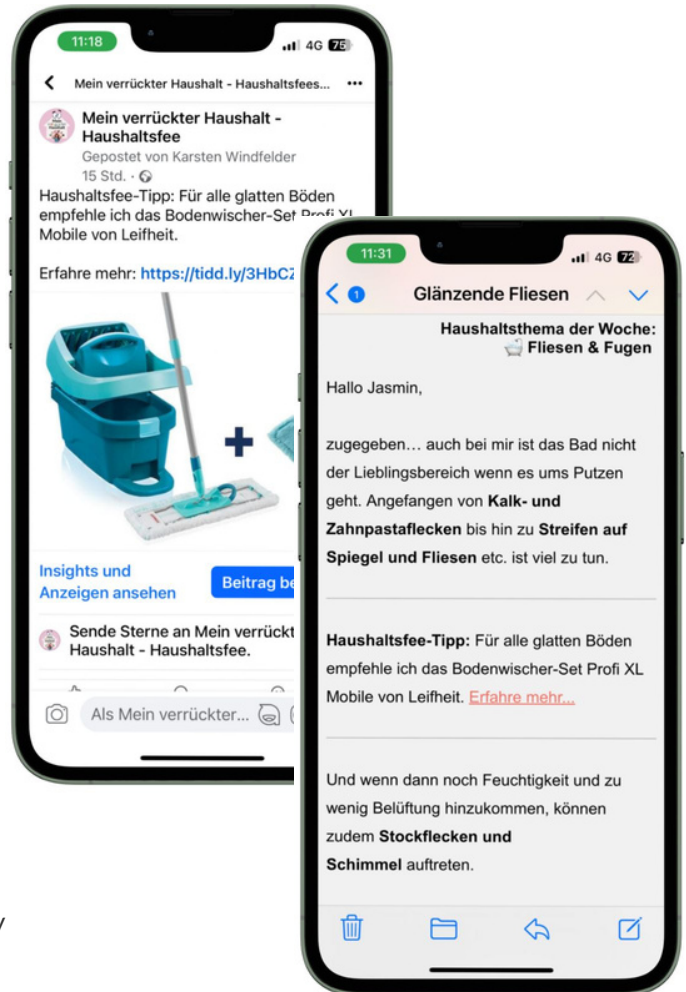
- **Text** (maximum 100 characters including spaces)
- **Image** for the Instagram post (1080 x 1080 pixels)
- **Link-URL**

Dates and availability

- [Please check here...](#)

Sequence

1. Plan calendar week
2. Send booking request...
3. Booking confirmation and invoice received
4. Pay the bill
5. Delivery of text, image and link URL (see specifications) by Friday of the previous week at 12 p.m





FOCUS WEEK "COMPETITION AND VOUCHER"

The advertiser provides a household-related product as a prize. Additionally a voucher code for everyone who didn't win.

The advertising customer is the exclusive Haushaltsfee premium partner for one week. He benefits from 5 days of editorial presence on 6 different Haushaltsfee channels (social media and Haushaltsfee newsletter):

- **Monday:** Competition and voucher in the Facebook group "Cleaning & Household" (> 78,000 members)
- **Tuesday:** Competition and voucher on the Facebook page "Haushaltsfee" (> 4,300 followers)
- **Wednesday:** Competition and voucher on Instagram (1,000 followers) and in the Telegram channel (> 300 followers). On Instagram, the post is linked in the bio.
- **Thursday:** Competition and voucher in the newsletter (> 8,200 recipients, opening rate 38%)
- **Friday:** Competition and voucher on the Facebook page "My crazy household" (> 82,000 followers)

The voucher code is also presented on the Haushaltsfee voucher page. In addition, the campaign is published in numerous Facebook competition groups and the advertising partner receives further attention.

The competition participants can take part via a form on the Haushaltsfee website from Monday to Sunday evening. Haushaltsfee will randomly determine the winner from among all participants on Monday of the following week and notify them by email.

Specifications

- **Link URL** of the product
- We'll take the picture from there
- **Text** (maximum 200 characters including spaces)
- **Voucher code 1** (100% for winners), alternatively we can send the winner's address
- **Voucher code 2** (e.g. 10% for everyone who didn't win), expiry date, possible restrictions

290 Euro

= one advertising week Monday to Friday,
15% discount for 2 bookings,
25% discount from 3 bookings

Dates and availability

- [Please check here...](#)

Sequence

1. Plan calendar week
2. Send booking request...
3. Booking confirmation and invoice received
4. Pay the bill
5. Delivery of the link URL, text and voucher codes (see specifications) by Friday of the previous week at 12 p.m





BLOG POST (Paid Content)

Our editors create a blog post on Haushaltsfee that is tailored to the advertiser's needs on topics relating to the house and garden.

The post also appears on the Haushaltsfee homepage and is shared on various social media channels. Haushaltsfee created three graphics for Pinterest. These will be shared on various personal and group boards over several weeks in order to drive additional traffic to the blog post.

The blog post can be delivered as a draft by the advertiser or created by Haushaltsfee for an additional charge.

- **Blog post appears on the homepage:** yes
- **Possible topics:** everything about the house and garden
- **Topics not allowed:** Gambling and online casinos, gaming, Forex, adult content, illegal substances, and violent, discriminatory, misleading or fraudulent content.
- **Language:** German-language content only
- **Details:** Please clarify in a personal conversation

990 Euro

= Publication for 12 months

- **Extension** for another 12 months for 290 euros each
- **Or: a one-off payment** of 1,690 euros for lifetime integration
- **Additional charge** if Haushaltsfee rather than the advertising customer creates the blog post on the desired topic: 490 euros

Specifications

- **Headline** (maximum 50 characters including spaces)
- **Text** (maximum 1,500 words)
- If required, up to three **images** in the post (1024 x 512 pixels), the main post image is created by Haushaltsfee. Your own product-related images can be supplied.

Sequence

1. Send booking request...
2. **Booking confirmation** and **invoice** received
3. Pay the bill
4. **Delivery** of headline, text and images (see specifications)





TEXT PARAGRAPH IN BLOG POST (Paid Content)

In blog posts that have already been published on Haushaltsfee, our editors create a paragraph of text that is suitable for the advertiser.

To do this, a new paragraph of text (up to 500 characters) is created in a thematically appropriate post and linked to the <H2> heading in the table of contents. The text is created by Haushaltsfee.

Please clarify details in a [personal conversation](#).

390 Euro

= Publication for 12 months

- **Extension** for another 12 months 190 euros each
- **Or: a one-off fee** of 890 euros for lifetime integration

Specifications

- Linktext
- Link-URL

Sequence

Four simple steps from planning to implementation:

1. Send booking request...
2. **Booking confirmation** and **invoice** received
3. Pay the bill
4. **Delivery** of link text and link URL (see specifications)





EASTER CALENDAR 2024

From March 18th to 31st there is an Easter calendar with 14 doors on Haushaltsfee. Advertising customers can book individual doors.

The advertising customer provides a product that is as household-related as possible as a prize. Additionally a voucher code for everyone who didn't win.

The Easter calendar is advertised via the Haushaltsfee social media channels and listed in appropriate online directories. The current door is also published daily in numerous Facebook competition groups and the advertising partner receives further attention.

The voucher code is also presented on the Haushaltsfee voucher page.

The competition participants can open the respective door and register to win. Haushaltsfee will randomly determine the winner from among all participants the following morning and notify them by email.

199 Euro

= one of 14 doors in the Easter calendar, 15% discount for 2 bookings, 25% discount for 3 bookings or more

Early bird discounts:

- Bookings by January 31, 2024 = 20% discount
- Bookings by February 29, 2024 = 10% discount

Dates and availability

- [Please check here...](#)

Specifications

- **Link URL** of the product
- We take the logo, product name and product image from there
- **Voucher code 1** (100% for winners), alternatively we can send the winner's address to send the prize
- **Voucher code 2** (e.g. 10% for everyone who didn't win), expiry date, possible restrictions

Sequence

1. **Choose a free door**
2. **Send booking request...**
3. **Booking confirmation and invoice received**
4. **Pay the bill**
5. **Delivery** of the link URL, text and voucher codes (see specifications) by March 8, 2024





ADVENT CALENDAR 2024

From December 1st to 24th there is an Advent calendar with 24 doors on Haushaltsfee. Advertising customers can book individual doors.

The advertising customer provides a product that is as household-related as possible as a prize. Additionally a voucher code for everyone who didn't win.

The Advent calendar is advertised via the Haushaltsfee social media channels and listed in relevant online directories. The current door is also published daily in numerous Facebook competition groups and the advertising partner receives further attention.

The voucher code is also presented on the Haushaltsfee voucher page.

The competition participants can open the respective door and register to win. Haushaltsfee will randomly determine the winner from among all participants the following morning and notify them by email.

199 Euro

= one of 24 doors of the Advent calendar, 15% discount for 2 bookings, 25% discount for 3 bookings or more

Dates and availability

- [Please check here...](#)

Specifications

- **Link URL** of the product
- We take the logo, product name and product image from there
- **Voucher code 1** (100% for winners), alternatively we can send the winner's address to send the prize
- **Voucher code 2** (e.g. 10% for everyone who didn't win), expiry date, possible restrictions

Sequence

1. **Choose a free door**
2. **Send booking request...**
3. **Booking confirmation and invoice received**
4. **Pay the bill**
5. **Delivery** of the link URL, text and voucher codes (see specifications) by November 25th, 2024

