



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:



(Q2 2024)

(Q2 2024)

RANGE*

7.600	✉	Newsletter subscribers**
71.000	🏠	Visitors/month***
95.000	🏠	Page impressions/month***
1,8 Mio.	📌	Pinterest impressions/month
105.000	📌	Pinterest followers
86.000	👤	Facebook page followers
135.000	👤	Facebook group members
1.100	📷	Instagram followers
2.500	📺	YouTube subscribers

ADVERTISING FORMATS

PAID CONTENT

Blog post	page 2
Text paragraph in blog post	page 3

You can find more advertising formats here (German)

DEMOGRAPHICS

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

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

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



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

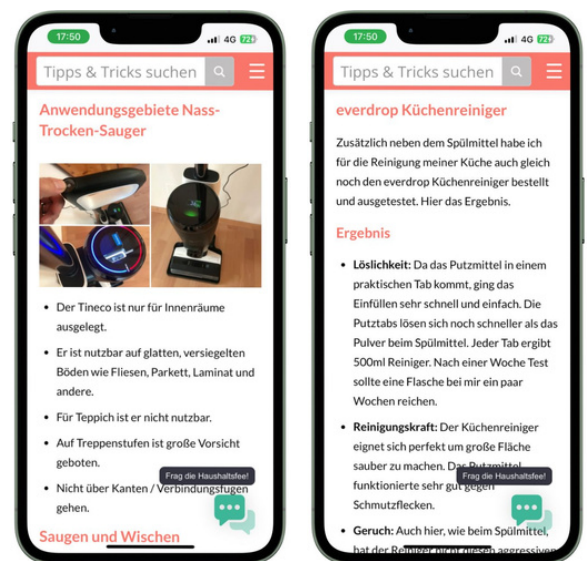
Assets and Specifications

The customer delivers to Haushaltsfee:

- **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 invoice or credit the amount to the affiliate account with the network
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

Assets and Specifications

The customer delivers to Haushaltsfee:

- Linktext
- Link-URL

Sequence

Four simple steps from planning to implementation:

1. **Send booking request...**
2. **Booking confirmation** and **invoice** received
3. Pay the invoice or credit the amount to the affiliate account with the network
4. **Delivery** of link text and link URL (see specifications)

