



# ANIMAL HEALTH IN FOCUS ON **PETBOOK**

For your animals' health and well-being – with expert knowledge, practical tips, and quality products.

*presented by*

media **impact** —

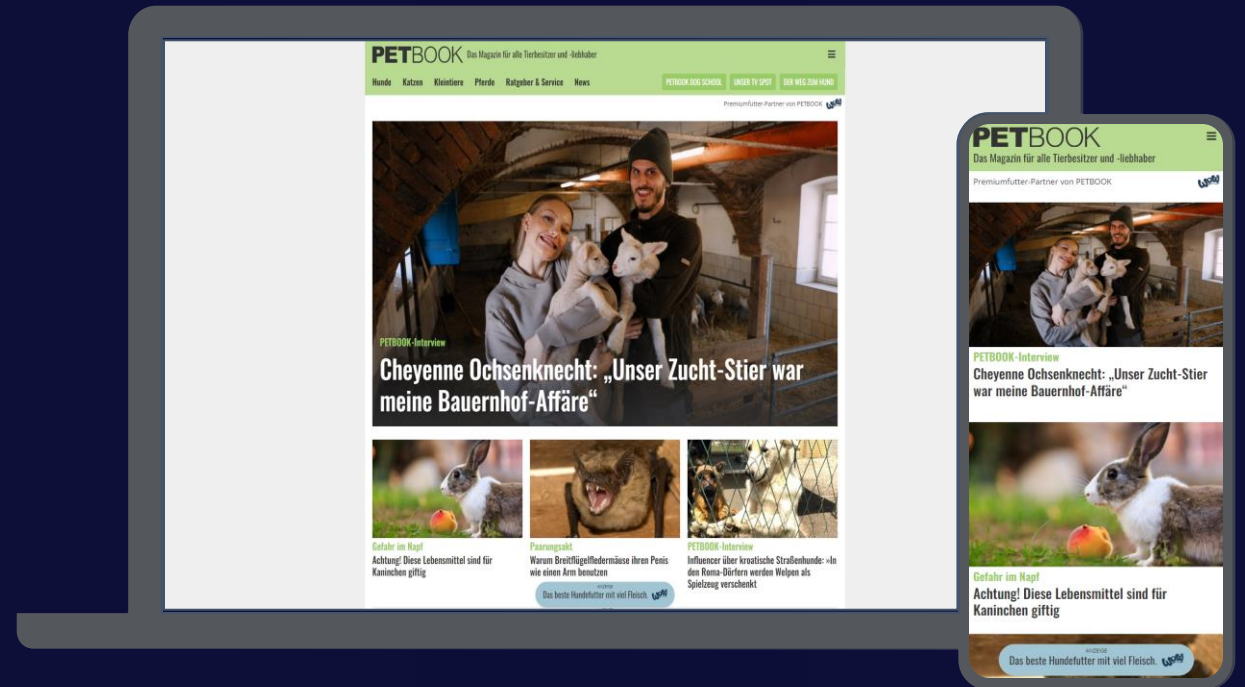
# PETBOOK IN A NUTSHELL

## THE LARGEST LIFESTYLE PORTAL FOR ALL PET OWNERS AND PET ETHUSIASTS:

- PETBOOK wants to understand the behavior and needs of pets and farm animals, explain them in a way that everyone can understand and offer their owners orientation and advice in everyday life
- PETBOOK stands for high-quality and credible service journalism with a lifestyle approach
- Reports, expert interviews and tips, studies, tutorials and life hacks
- Special focus on animal health, healthy and sustainable nutrition, care and keeping of animals

**2.20 million** Unique Visitors\*  
**2.96 million** Visits\*

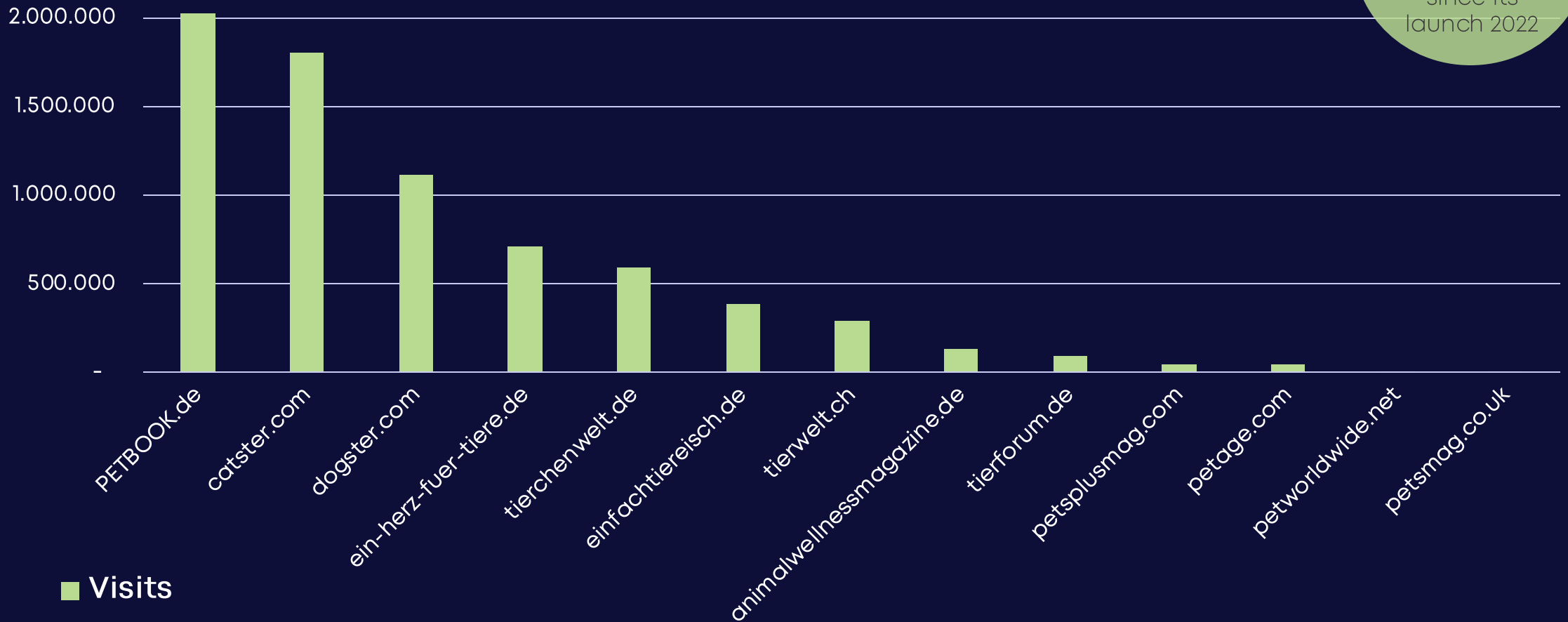
\*Adobe Analytics 03/2025  
\*\*Facebook 2025



**370.620 Follower\*\***  
**367.426 Likes\*\***

# PETBOOK'S COMPETITORS

**PETBOOK**  
has been the market leader since its launch 2022



# OUR PETBOOK-USER

## PET NEWBIE



**JULIA, 29 & THEO, 32**

...live in Berlin. They have just fulfilled their dream of having a pet together and are now wholeheartedly shaping their lives with their new companion. In the process, they are always looking online for helpful tips and new products.

## PET LIFESTYLER



**LOUISA, 36**

...lives alone with her cat Mimi in Leipzig, but also likes to leave her with her friends when she goes out. Mimi has her own Instagram channel where Louisa shares her cat's life and her latest discoveries.

## PET HERO



**CLAUDIA, 51**

...and her family live in Erding near Munich. She has two older children and owns several animals. As she grew up with animals and she is considered an expert among her circle of friends, which is why she is often asked for advice.

A close-up photograph of a person's hands gently cradling a tabby cat's face. The person's face is partially visible in profile on the left, looking down at the cat. The background is softly blurred, suggesting an indoor setting. The overall mood is calm and caring.

# ANIMAL HEALTH FROM PREVENTION TO THERAPY

PETBOOK provides a structured overview

# RELIABLE AND HIGH-QUALITY CONTENT ON ANIMAL HEALTH

## Challenges

- Pets as family members - their importance is increasing, as are the demands on health and care
- Prevention before treatment - increasing emphasis on prevention to avoid illness at an early stage
- Rising veterinary costs & insurance - financial burdens are bringing pet health insurance into focus.

## Goals

- Promoting holistic animal health - education from nutrition to behavior.
- Strengthening prevention & early detection - imparting knowledge about preventive healthcare.
- Creating awareness of insurance - focusing on financial provision.
- PETBOOK knows what animals mean to their owners - and as an established platform wants to convey competence and trust.



**Our solution:** Tailor-made, clear information for pet owners with the help of experts - for optimal health and a long, happy life for your pets.

# ANIMALS IN FOCUS ON PETBOOK

From puppies to senior dogs - from curious kittens to old age - from hamsters to rabbits - we report on the health of pets in all phases of life and support owners with important information and valuable tips on care, nutrition and prevention.

## Focus on PETBOOK:



Dogs



Cats



Small Pets



more animals\*

\* Horses, birds, land and farm animals

# ANIMAL HEALTH AT A GLANCE - OUR VARIETY OF TOPICS ON PETBOOK

## Prevent diseases:

- Preventive check-ups
- vaccinations
- Care ( fur, teeth, ears and eyes)
- Parasite prevention



## Recognize diseases:

- Common diseases
- Interpreting symptoms
- Expert knowledge
- Potential treatment of diseases



## Insurance & protection:

- Pet health insurance
- Surgical fees insurance
- Online consultation hours
- Travel insurance



## Nutrition & supplements:

- Nutrition for pets
- Toxic foods
- Food supplements
- Practical tips & common mistakes



## Species-appropriate husbandry :

- Promote ideal living conditions
- Safe husbandry
- Create a healthy environment



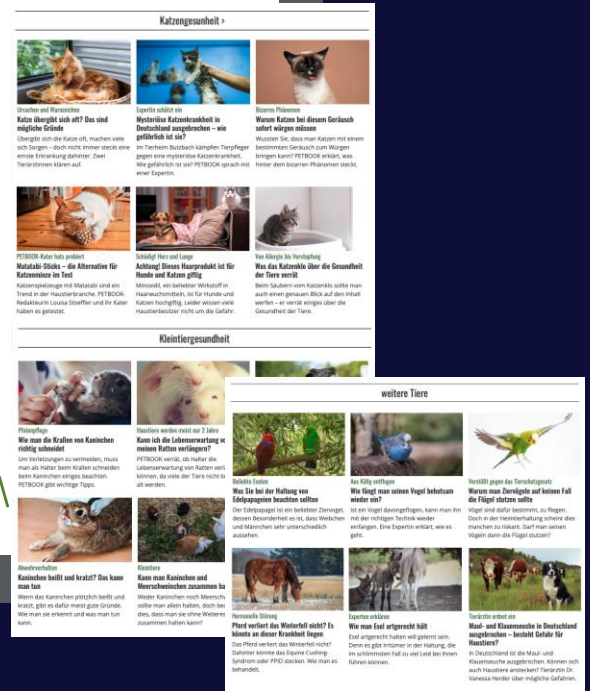
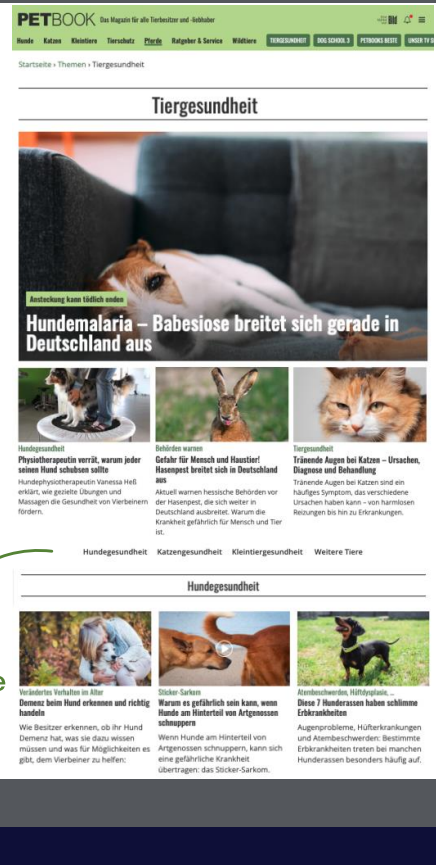
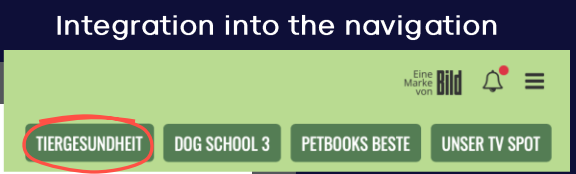


# NEW VISIBILITY FOR ANIMAL HEALTH

Starting in MAY 2025: New Theme Stage!



Navigation on the stage



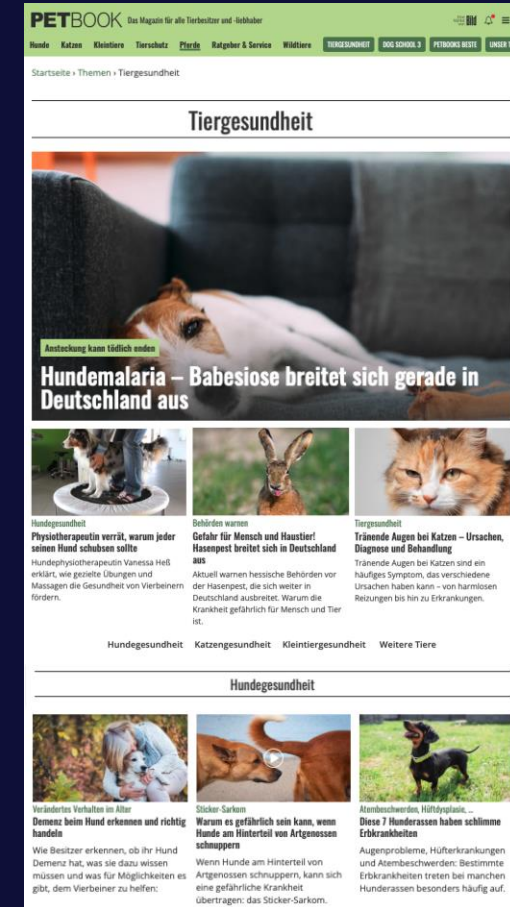
# NATIVE ADVERTISING IN THE PERFECT CONTEXT

Your brand, authentically and purposefully staged.

# INDICATION HUB: STRONG PRESENCE IN A TOPIC-AFFINE ENVIRONMENT

Attention-grabbing placement of your brand in a thematically appropriate environment with an exclusive presence on Specialstart and all article pages:

- All **editorial content** relating to your indication is bundled and clearly presented in the indication hub.
- SEO-optimized editorial articles increase the **reach and relevance** of your indication.
- Your **logo is permanently integrated** in the presenting header and footer of the indication hub.
- Your advertising material is placed **prominently and always visible** in the indication hub and the associated articles, linking externally to your landing page and creating **additional reach** for your topics.
- You receive a **traffic guarantee** on your advertising material (sitebar, fireplace or wallpaper) as part of the package you have selected.
- You have the option of including an advertorial.
- Integrate **native forms of advertising** such as Product Story or Brand Story as an add-on in your indication hub



\* Exemplary visualization

# INDICATION HUB ON PETBPOOK

Package incl. 1 Advertorial	Guarantee	Duration <sup>1</sup>	Gross pricing	Creation costs <sup>2</sup>	Pricing net <sup>2</sup> incl. creation
Package L	1,360,000 AIs	1 month	€40,000	€2,000	€20,785
Package XL	4,080,000 AIs	3 month	€120,000	€2,000	€58,355
Package XXL	8,160,000 AIs	6 month	€240,000	€2,000	€114,710

1) Recommended duration, customizable on request

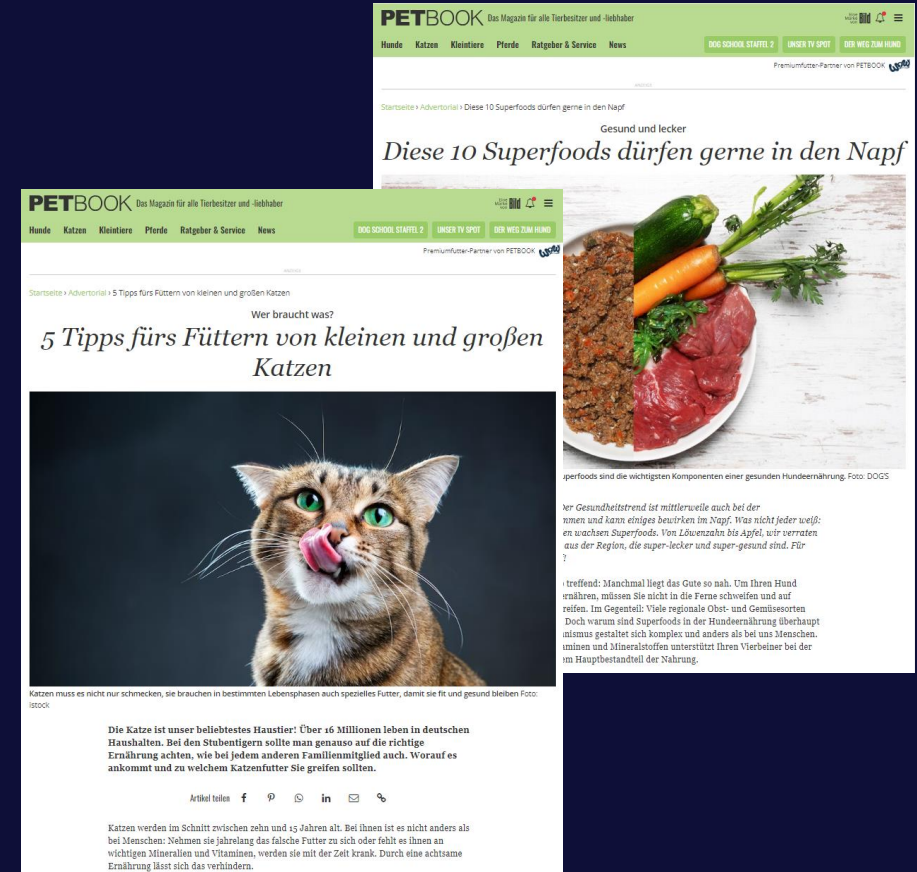
2) Creation costs not discountable. The principle of editorial sovereignty applies to the content of the editorial theme special; for compliance reasons, no customer-specific theme specials can be implemented (e.g. "The big Musterland special presented by Musterland").

# ADVERTORIAL: YOUR CONTENT IN LOOK & FEEL OF PETBOOK

The advertorials on PETBOOK are designed individually.

Thanks to the editorial design in the look & feel of PETBOOK, you are presented in a first-class environment and benefit from a high level of credibility. The focus is on your advertising content. Users are addressed directly, and the brand is activated via competitions, voting, integrated videos and much more.

Traffic is generated via homepage teasers as well as an AdBundle and Mobile Medium Rectangle in Run of Site.



\*Best Case on PETBOOK.de

# EMOTIONAL STORYTELLING WITH THE BRAND STORY

The native story gets exclusive storytelling from PETBOOK:

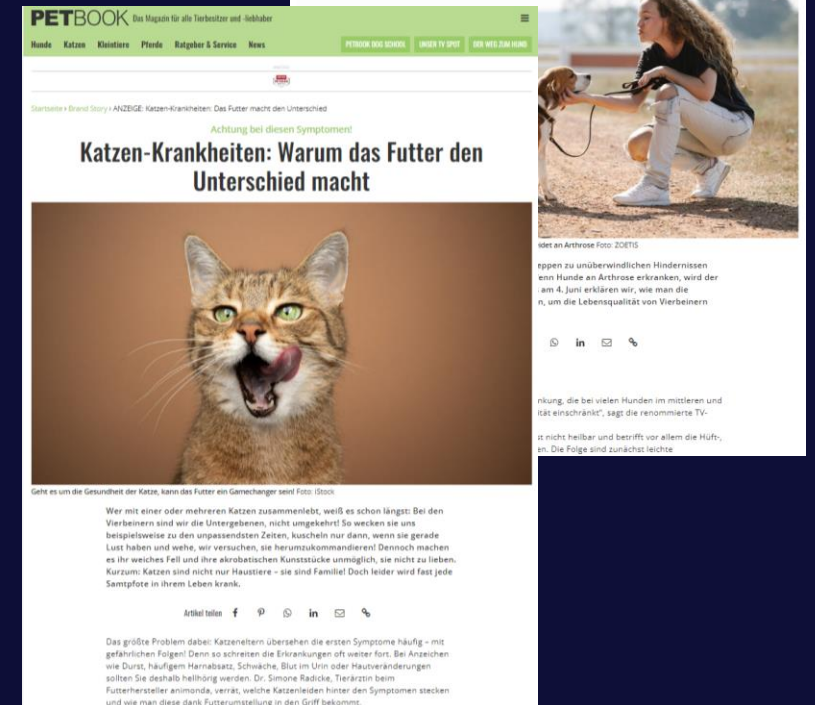
Informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, picture galleries.

- Editorially appealing story
- Clear sender status through logo integration
- Your topic is developed together with the Brand Studio team
- Image material from you or our native photo team

Minimum page views to be booked <sup>3</sup>	Basic package	Maximum page views to be booked <sup>3</sup>
5,000	15.000 page views €50,000 <sup>1</sup> 6 Week duration <sup>2</sup>	20,000

[View the Add-Ons](#) 

- 1) Plus creation costs up to 15,000 views € 3,500, up to 20,000 views € 4,000, from 20,000 views € 4,500, not eligible for discount and AE.
- 2) The lead time must be requested for brand stories.
- 3) Scalable page views: from €3.50 gross CPV (cost per view), SR- and AE-eligible, depending on the size of the booking and the object.
- 4) Various formats possible.
- 5) Brand hub stage bookable from 4 brand stories.



\*Best Case on PETBOOK.de

# PRODUCT STORY: FOCUS ON YOUR PRODUCT

Your brand or product is the focus of the story!

Your story about your products that require explanation, new features, or current offers is presented in an authentic and clear manner, reflecting the style of the respective media brand. We will create your individual story, and the corresponding teaser based on the material you bring along. Always in consultation with you, of course!

Package	Guarantee	Duration	Pricing <sup>1</sup>
Product Story	1,700,000 AIs & 9,000 Views	4 Wochen	33,750 €

[View the Add-Ons](#) 

- 1) Plus creation costs: €3,000 (not SR- or AE-eligible). Basic review of content from financial service providers; if necessary and subject to necessary adjustment of the product variant and/or the guaranteed views.
- 2) Only advertising media included in the basic packages can be booked.
- 3) Various formats possible.



The screenshot shows a webpage from 'PETBOOK Das Magazin für alle Tierbesitzer und -liebhaber'. The page features a navigation bar with categories like 'Hunde', 'Katzen', and 'Kleintiere'. The main article title is 'Sanfte Pflege für die Haut und das Fell deines Haustiers' with a sub-header 'Pflege für Haut und Fell'. Below the title is a large image of a dog sitting in a bathtub. The text below the image is placeholder text (Lorem ipsum) and includes social media sharing icons.

\*Exemplary visualization

# WE LOOK FORWARD TO DISCUSS INDIVIDUAL CONCEPTS WITH YOU!



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