

PETBOOK

MEDIA KIT

konzipiert von

media **impact** —

dem kreativsten kundenverstehender
deutschlands_



THE BOOK FAMILY

8,59

Mio. Page Impressions

2,13

Mio. User*

TRAVELBOOK

Germany's largest
online travel
magazine

6,84

Mio. Page
Impressions

2,40

Mio. User*

TECHBOOK

The portal for innovative
Digital-Lifestyle

6,50

Mio. Page Impressions

1,81

Mio. User*

FITBOOK

The portal for
Fitness & Health

6,08

Mio. Page
Impressions

2,06

Mio. User*

MYHOMEBOOK

The largest online magazine
for home & garden

3,37

Mio. Page
Impressions

1,38

Mio. User*

PETBOOK

The Lifestyle-
Portal
for all animal
lovers

PETBOOK IN A NUTSHELL

THE LARGEST LIFESTYLE PORTAL FOR ALL PET OWNERS AND PET ENTHUSIASTS:

- 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



3,37

Mio. Page Impressions*

1,38

Mio. User*



370,620 Follower**

367,426 Likes**



2,207 Follower**

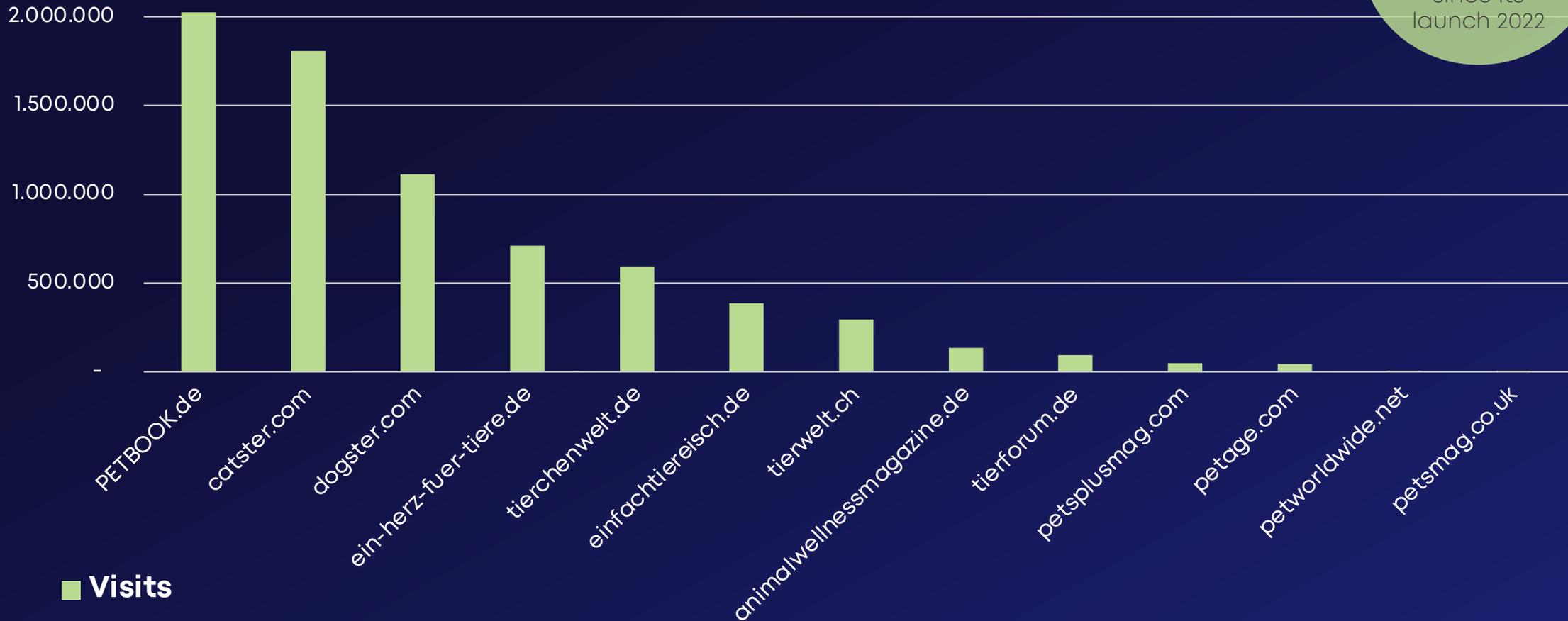
772 Posts**

*b4p 2024, IVW PI 10/2025

**Facebook and Instagram march 2025

PETBOOK'S COMPETITORS

PETBOOK
has been
the market
leader
since its
launch 2022



■ Visits

OUR PETBOOK-USER

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 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 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.



47 % 20-49 years old



46 % high level of education*



78 % employed



62 % woman



62 % net household income > 3,000 €

1) ¹⁾ est for planning 2024 II *(Technical) Abitur, technical or university degree.

OUR CATEGORIES & TOPICS



Aquarium & Terrarium



News



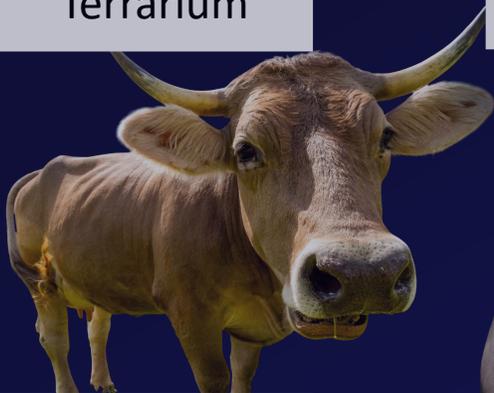
Wild Animals



Dogs



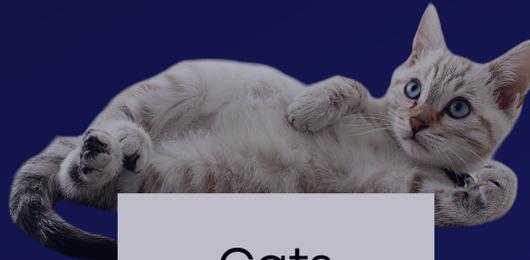
Birds



Agriculture & Farm Animals



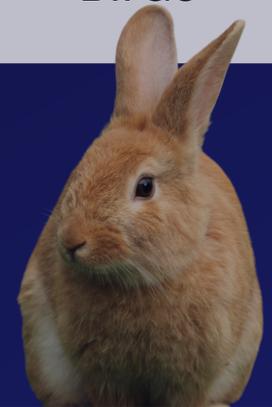
Horses



Cats



Service & Advice



Small Pets

DAILY FIXED PLACEMENTS

Showcase your brand - with all-round attention
and continuous presence!



HOMERUN: HIGH-QUALITY STAGING ON THE HOME

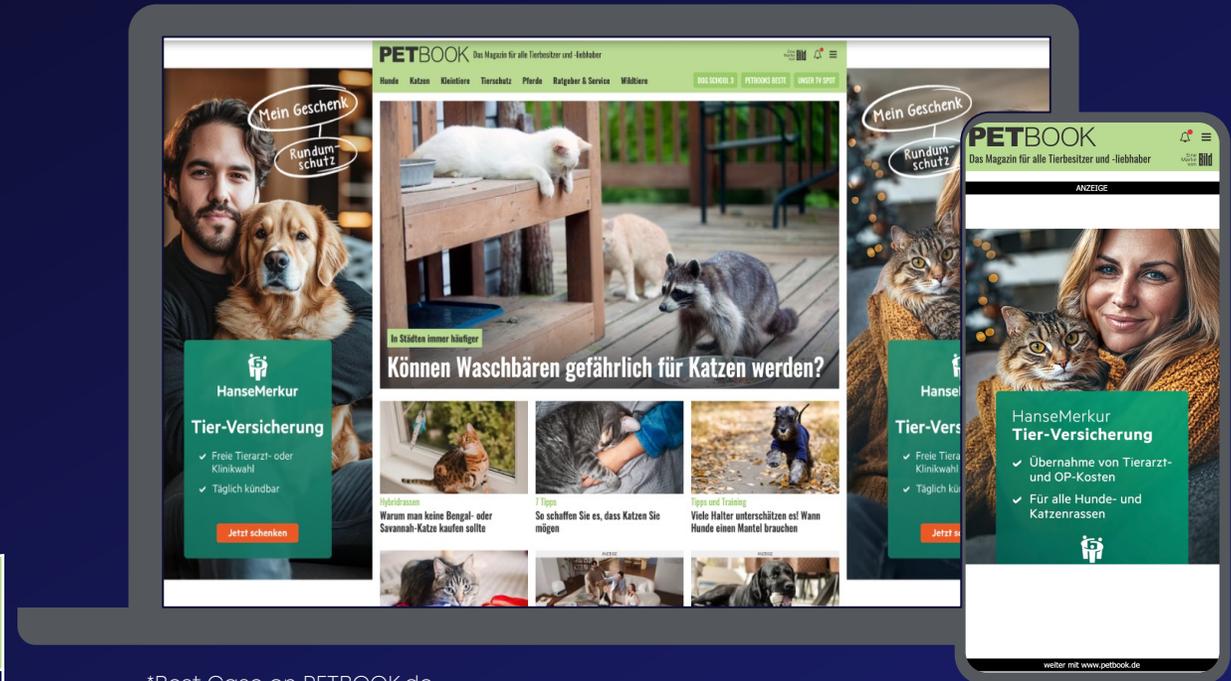
Spectacular and high quality: The Homerun guarantees a first-class appearance and maximum branding!

In addition to a fixed homepage placement, you also receive a first contact placement (first page view on the entire website apart from the homepage) and thus reach every user on the entire special interest portal.

And best of all: a whole page just for your brand.

Package ¹	Guarantee	Duration	Pricing Homerun	Pricing Homerun Plus ²
Homerun Day	200,000 Als	1 Day	11,200 €	14,000 €
Homerun Week	1,200,000 Als	1 Week	56,400 €	72,000 €

- 1) Incl. First Contact, Sat. & Sun.= 1 day | Exclusivity on the homepage except CMS areas, e.g. Hometeaser and Taboola.
- 2) The stationary Big Stage advertising material is displayed on the homepage. ROS the fallback advertising material is displayed. Additional editorial approval required.



*Best Case on PETBOOK.de

[Discover the factsheet](#)

A-TEASER: ATTENTION-GRABBING AND CONTENT-ORIENTED

The A-Teaser is effective and convincing!

Placement on the most attention-grabbing editorial space on the homepage is ideal for product or collection highlights.

The link is either to the partner website partner website or to a specific landing page.



*Beispielhafte Visualisierung

Package	Guarantee	Duration ¹	Pricing ²
A-Teaser	50,000 Als	1 Day	4,500 €

1) Saturday and Sunday count together as one day.

ADD-ONS: LOGOMORPH & HOMEPAGE COLOR KICK

With these add-ons you get two exciting features at once - now it's getting colorful and bold!

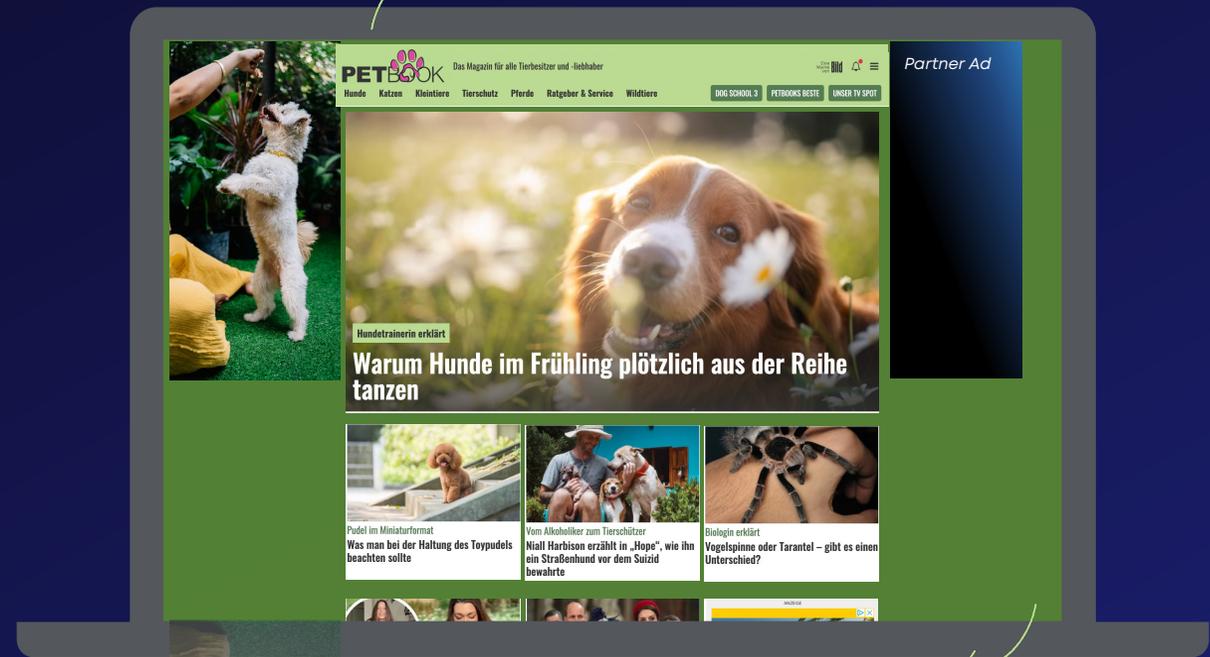
Your brand will be prominently integrated into the header logo, and you can customize the homepage colors so that it shines in an individual color to match your campaign.

The brands merge and strengthen each other through their image and brand characteristics. The direct embedding in the editorial environment increases the credibility of the placement.

Package	Guarantee	Duration	Pricing Basic / Deluxe	Pricing Supreme ¹
Homerun Day	200,000 AIs	1 Day	11,200 €	14,000 €
Homerun Week	1,200,000 AIs	1 Week	56,400 €	72,000 €

- 1) FC 1/day for the animation, a fallback remains, plus creation costs of €4,800 if created by MI, lead time of at least 15 working days from delivery of the assets (video, image material, etc.) The stationary big stage advertising material is displayed on the homepage. The fallback advertising material is played on the ROS. Additional editorial approval required.
- 2) Creation costs for coloring the background (not SR- and AR-capable): 1,000 €.
- 3) Logomorph only available with Homerun Supreme.

Logo transformation



*Exemplary visualization

Design the homepage in an individual color to match your campaign

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Logo transformation



*Exemplary visualization

Design the homepage in an individual color to match your campaign

A close-up photograph of a black and white dog, possibly a Border Collie, with striking orange eyes. The dog is licking its black nose with its pink tongue. The background is a solid dark blue. On the left side of the image, there are faint, white, geometric line-art shapes.

NATIVE ADVERTISING

Your brand narrated in the right context –
authentically and effectively.

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

Package	Guarantee	Duration ¹	Pricing ²
Advertorial XS ³	375,000 AIs	2 Weeks	7,500 €
Advertorial S ³	500,000 AIs	2 Weeks	10,000 €
Advertorial M ³	1,000,000 AIs	4 Weeks	17,500 €
Advertorial L ³	1,500,000 AIs	6 Weeks	22,500 €
Advertorial Stage ⁴	1,500,000 AIs	6 Weeks	35,000 €

- 1) Recommended duration, customizable on request.
- 2) Plus creation costs (not SR- and AR-capable): 2,000 €.
- 3) Guaranteed impressions apply to RoS placement (Ad Bundle + Mobile Medium Rectangle), there is no reach guarantee for exclusive fixed placement (advertising media freely selectable).
- 4) Advertorial Stage bookable from 3 advertorials plus creation costs (not SR and AR capable): €4,000.

EMOTIONAL STORYTELLING WITH THE BRAND STORY

The native story gets exclusive storytelling from PETBOOK:

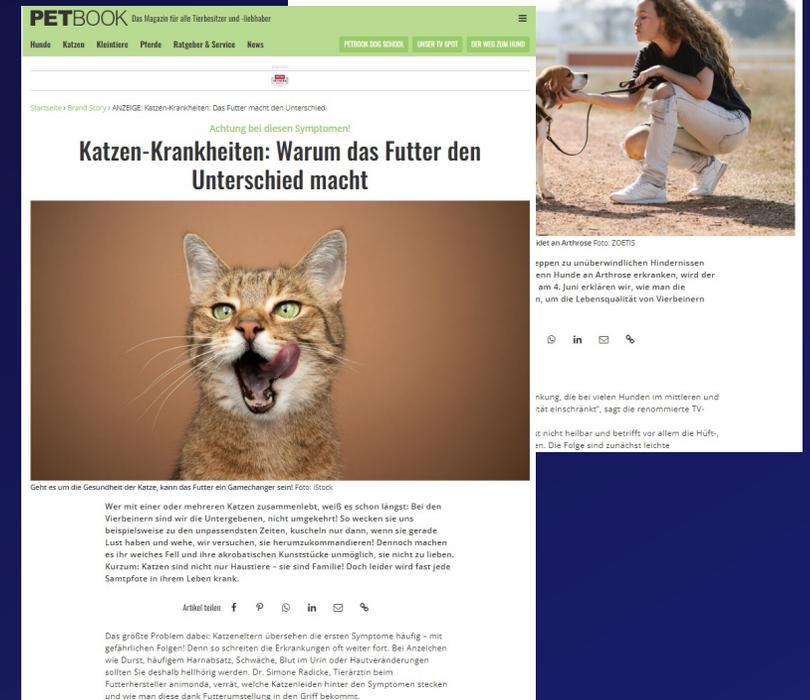
Informative texts, exclusively researched, exciting videos, large photo productions, informative graphics, interactive engagement tools such as 360-degree images, quizzes, picture galleries.

- 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 ³	Basic package	Maximum page views to be booked ³
5,000	15,000 page views 50,000 € ¹ 6 Week duration ²	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 plus production costs (not SR- and AR-compatible): €10,000



*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 ¹
Product Story	1,700,000 AIs & 9,000 Views	4 Weeks	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.



PETBOOK Das Magazin für alle Tierbesitzer und -liebhaber

Hunde Katzen Kleintiere Tierschutz Pferde Ratgeber & Service Wildtiere

Startseite > Product Story > ANZEIGE: Mehr Sicherheit für Hund und Katze – jederzeit und überall

GPS Tracker für Hunde und Katzen

Mehr Sicherheit für Hund und Katze – jederzeit und überall

GPS & Health Tracker für Hunde und Katzen. Live-Ortung. Gesundheitswarnungen. Aktivität & Schlaf. Foto: Tractive

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Artikel teilen 

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*Exemplary visualization

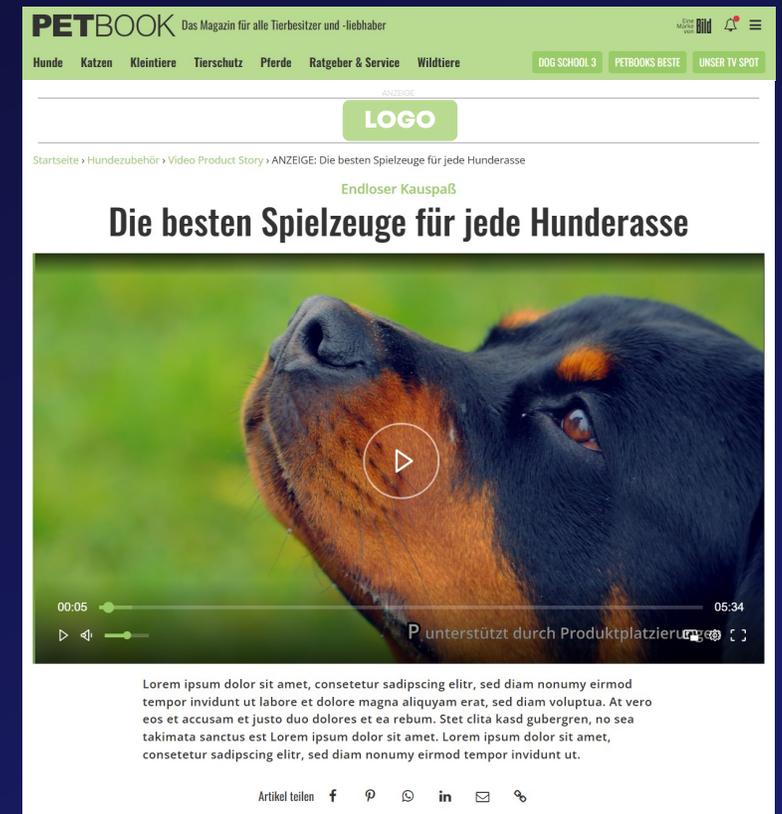
VIDEO PRODUCT STORY: SHOWCASES YOUR PRODUCT

Bring your products to life within the product story!

You will receive a product story that is supplemented by a specially produced 90-second video to present and explain your product even better.

The native product video and an additional reel format will then be made available to you for your own use.

Package	Guarantee	Duration	Pricing ¹	Video-Production ²
Product Story	1,700,000 AIs & 9,000 Page Views	4 Weeks	33,750 €	5,600 €



*Exemplary visualization

- 1) Plus creation costs: BOOKs: €3,000 (not SR- or AE-eligible). Basic review of the content of financial service providers; if necessary and subject to necessary adaptation of the product variant and/or the guaranteed views.
- 2) Not SR- or AE-eligible, depending on individual effort. Product must be made available.

THEME SPECIAL: STRONG PRESENCE IN A THEME-AFFINE ENVIRONMENT

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

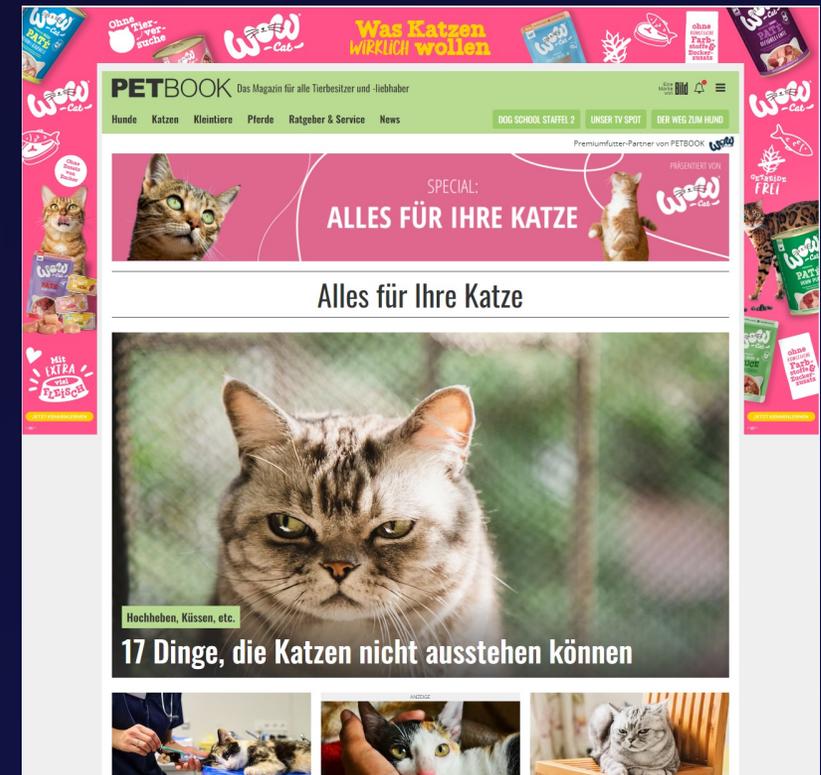
- Sponsoring header and footer “presented by”.
- Integration of advertising media (Fireplace or Wallpaper and Content Ad or Mobile Medium Rectangle).
- Traffic feed via homepage teaser as well as an ad bundle and mobile medium rectangle in run of site.
- Brand stories and advertorials can also be integrated within the special.

Package	Guarantee	Duration ¹	Pricing ²
Theme Special S	300,000 AIs	1 Week	13,000 €
Theme Special M	600,000 AIs	2 Weeks	23,000 €
Theme Special L	1,200,000 AIs	4 Weeks	36,000 €

1) Recommended duration, customizable on request.

2) Plus creation costs (not SR- and AR-capable): 2,000 €.

Please note: The principle of editorial sovereignty applies to the content of the editorial topic special; for compliance reasons, no customer-specific topic specials can be implemented (e.g. “The big sample special presented by sample customer”)



*Best Case on PETBOOK.de

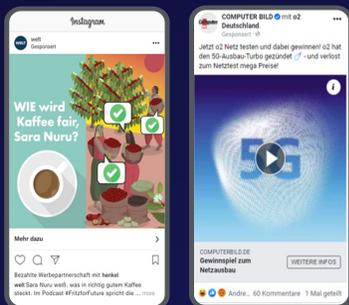
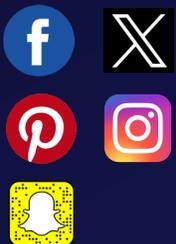
SOCIAL MEDIA: OUR PRODUCTS FOR YOUR SUCCESS!

Leverage the power of social media combined with the credibility of our media brands and reach your target audiences with our top products:

SPONSORED POSTS

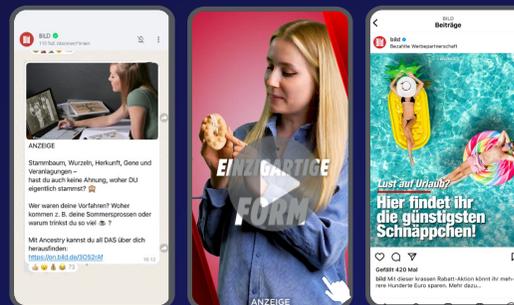
We combine your product with our strong media brands!

Benefit from the popularity of our brands as the sender of your posts or stories. Additionally, we mark your social media page via "Handshake" or direct linking.



CONTENT POSTS

You receive permanent placement via **stories, posts, or presentings** in our Instagram feeds or WhatsApp channels (not available for all brands).



VERTICAL STORY

Using **full-screen vertical videos or photos**, your story will be shared in the style of the young generation on popular social media platforms like Snapchat and Instagram.



Vertical Story on Instagram & Snapchat

[View the Add-Ons](#)

STICKY BAR: MAXIMIZE YOUR BRAND'S VISIBILITY!

Always in sight and perfectly integrated – Your offers constantly present across the entire platform!

All services are permanently bundled in the self-created Sticky Bar, which remains visible on the homepage, stage areas, and article levels. This bar is fixed at the bottom edge of the page and cannot be minimized or closed.

Additionally, the teaser area offers a link, for example, directly leading to your homepage.

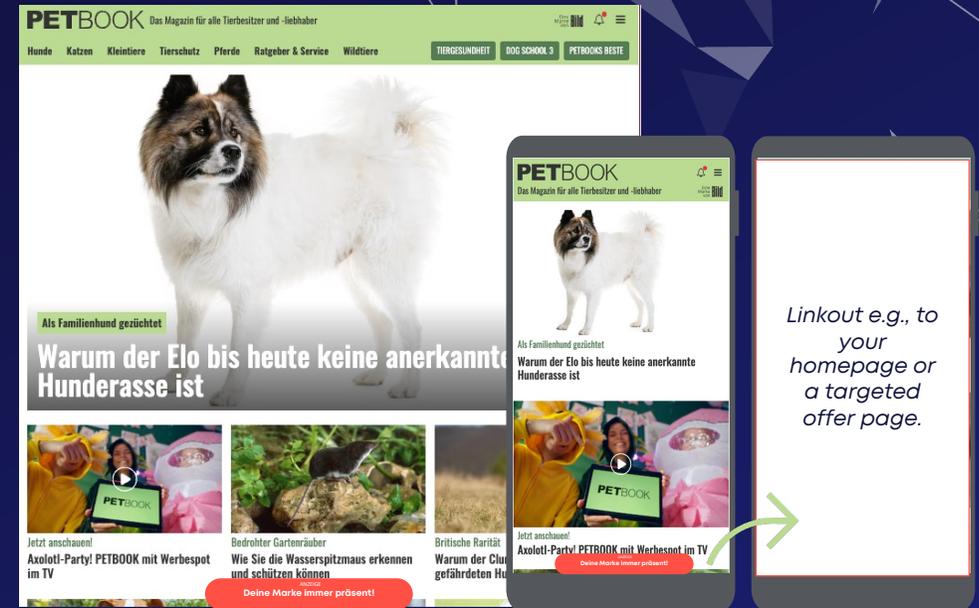
Product*	Guarantee	Duration	Pricing
Sticky Bar	10,000 Clicks	4 Weeks	5,700 €**

Deep integration component, only available in combination with media.

Not eligible for discounts, agency commission (AE), or agency rebate (AR), and cannot be linked with data products.

For exclusive fixed placements, e.g. on the homepage or in special topic sections, the sticky bar will be paused in the respective areas for the booked period.

Advertisement
Your brand always present!



*Example visualization

EDITORIAL COOPERATION

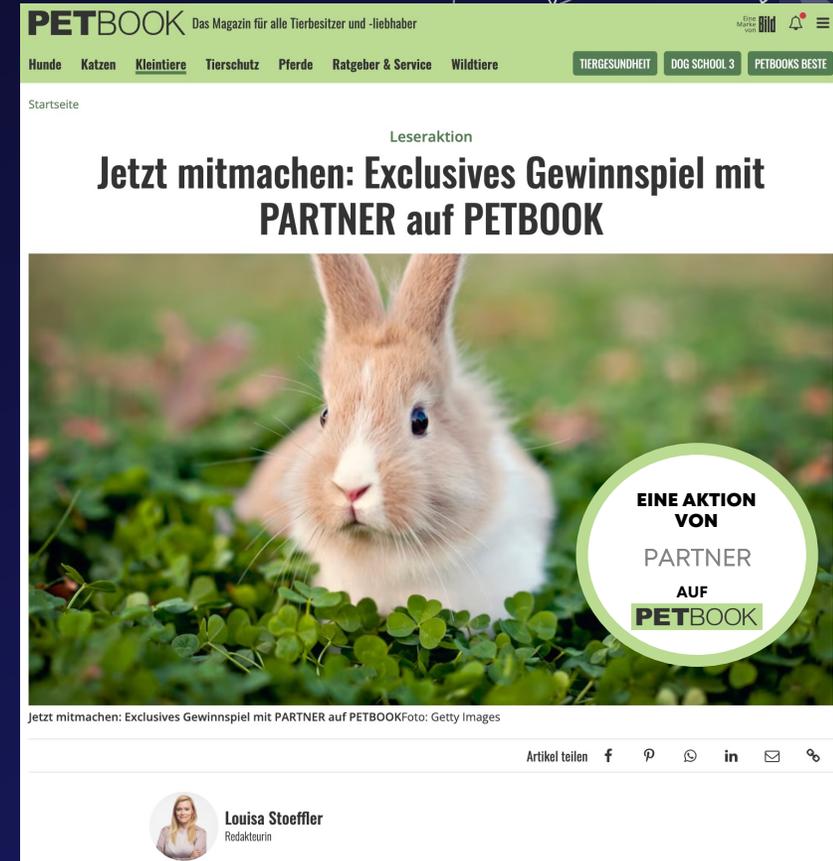
Always in view and perfectly integrated – your offers are constantly visible across the entire platform!

Your content is authentically integrated into the editorial environment and benefits from increased brand presence as well as enhanced credibility.

You have numerous opportunities to receive direct customer feedback on product quality and optimization. Independent reviews strengthen trust in your brand, while the test seal adds extra advertising impact and creates additional purchase incentives in your communication.

Custom concepts and customer activations available on request.

Editorial content is neither provided by the client nor submitted to the client for prior approval. The type, structure, and scope of all editorial articles are determined solely by the editorial team.



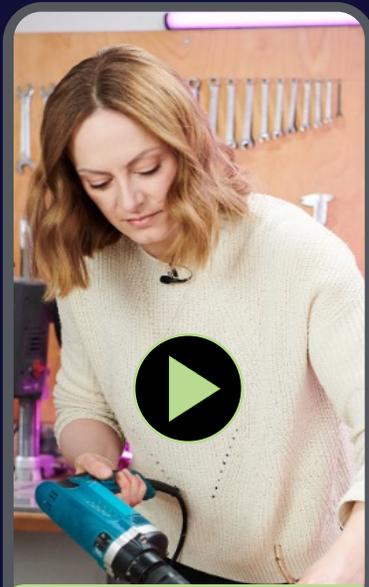
*Sample visualization on PETBOOK

VIDEO SPONSORSHIP

Put your brand in the spotlight
- with a video that inspires!



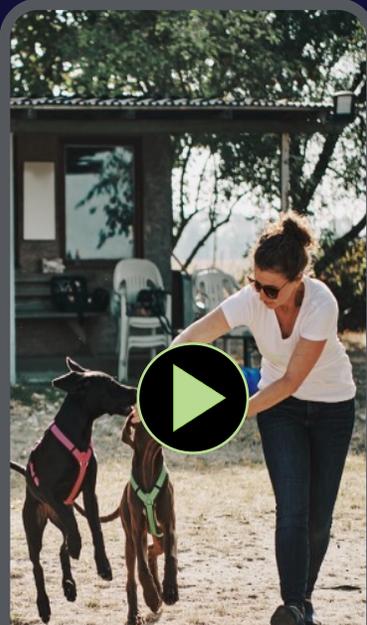
OUR VIDEO FORMATS



DIY projects for your pet | in collaboration with myHOMEBOOK

GO TO VIDEOS

SEASON 1



Step-by-step tutorials for longterm and successful training with you dog

GO TO VIDEOS

SEASON 2



GO TO VIDEOS

SEASON 3



GO TO VIDEOS

Coming up next**:
CAT SCHOOL

Exemplary focus points of season one:

- Visit to the vet
- Socialization
- Keeping the cat occupied
- and much more.



We will be happy to select the right protagonist for the video series together.

* We are happy to develop individual video concepts together with you. Subject to editorial approval.

** Lead time for sponsoring is 2 months

VIDEO SPONSORSHIP COMPONENTS

Logo integrations within the video:



Presenter-Clip



Banderole



Outro-Clip

Media components for the video: Multiscreen media package in ROS and on the video pages.

ADD-ONS:

ADVERTORIAL S
on Video Stage¹

BRAND STORY
on Video Stage¹

Product Story
on Video Stage¹

PRODUCT PLACEMENT²

A booking must include at least one logo integration component as well as a media package.

- 1) Placement on the stage where available.
- 2) Cannot be part of already produced seasons.

VIDEO SPONSORSHIP PRICING

BASIC PACKAGE¹

Logo integrations in the video:

- ▶ Presenter clip "presented by"
- ▶ Banderole (5 Sek.)
- ▶ Outro Clip "presented by"

Media components:

- ▶ Media package Multiscreen on the video pages²
- ▶ Media package Multiscreen in ROS for traffic delivery

1 episode
5,000 views³ and 200,000 AIs
 (duration 4 weeks)
22,000 €⁴

ADD-ONS:

ADVERTORIAL S
 500,000 AIs/ 10,000 €⁵

BRAND STORY BASIC
 15,000 Views/ 50,000 €⁶

PRODUCT STORY
 1,700,000 AIs + 9,000 Views/ 33,750 €⁷

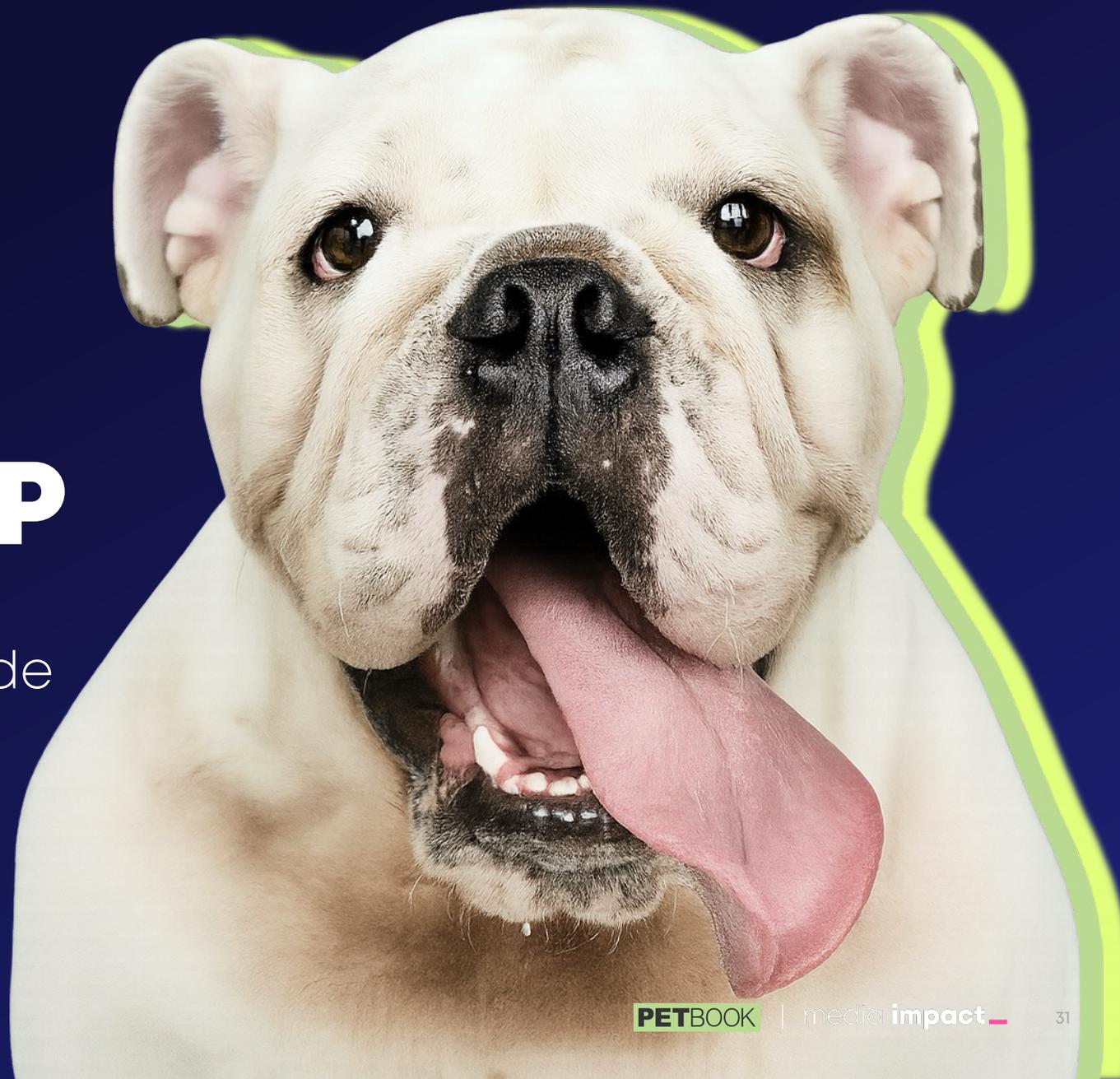
PRODUCT PLACEMENT
 from 5,000 €

For existing video formats, a lead time of 2 weeks applies. For new/individual formats, 2 months lead time and a minimum purchase of 5 episodes apply. A season comprises a maximum of 10 episodes.

- 1) A booking must include at least one component of logo integration and a media package.
- 2) Additional permanent placement on stage only exists from a minimum purchase of 5 episodes, if stage is available.
- 3) When booking more than one episode, the views of all videos count towards the total guarantee.
- 4) SR, AR & AE possible. Plus 500 € creation costs. Creation costs are not SR or AE eligible.
- 5) Plus 2,000 € creation costs. Creation costs are not SR or AE eligible.
- 6) Plus 4,000 € creation costs. Creation costs are not SR or AE eligible.
- 7) Plus 3,000 € creation costs. Creation costs are not SR or AE eligible.
- 8) Price per season per setting (location/situation) 5,000 € to max. 10,000 €. Deviations possible depending on the integration. Costs are not SR or AE eligible.

STRATEGIC PARTNERSHIP

More visibility and tailor-made
communication!



EXCLUSIVE AND LONG-TERM: STRATEGIC PARTNERSHIP

Individual concepts and tailor-made approaches on request

The optimal setting for a strategic partnership is if you pursue a complex strategic communication goal that cannot be mastered with media alone.

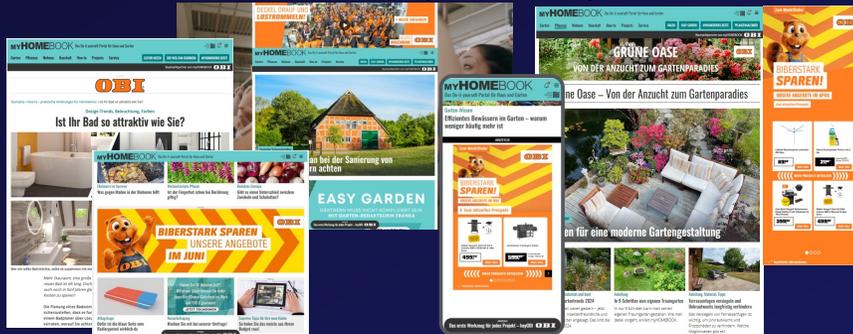
1 We create an **ideal environment** and form the beginning of a customer experience.

2 The **industry-exclusive partnership guarantees** high **visibility** and presence through individual integrations (logo, sticky bar, text links) directly on the website.

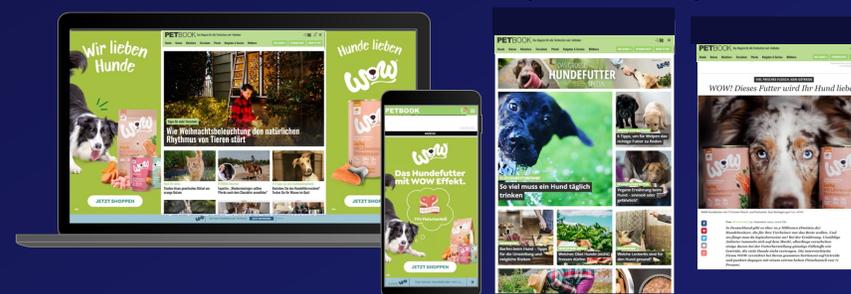
3 Strong **media appearances** on the portal also ensure an image transfer between the respective book and **your brand**.

4 **Customer-specific storytelling** that corresponds to the interests and needs of the users is thematically appropriate and can also be used by you.

OBI PREMIUM PARTNERSHIP (2019 – 2024)



PETCO PREMIUM PARTNERSHIP (2022 – 2024)



POSSIBLE COMPONENTS

Media & Branding

- ▶ Large-scale and multiscreen advertising formats on the entire PETBOOK website (ROS) or on the home page (e.g. HomeRun Day or Week)
- ▶ Various targeting options
- ▶ Industry exclusivity possible for all content and media formats

Content

- ▶ Sponsoring / Topic Specials, Emotional Storytelling, Product-Related Content / Advertorials
- ▶ Traffic-Management Deines Contents

Video

- ▶ Various video formats/video series with well-known personalities from the industry
- ▶ Other format ideas in general

Deep integration

- ▶ Individual conception of exclusive special integration areas (e.g. in-article recommendations or notifications)
- ▶ Logointegration und Sticky Bar

Data*

- ▶ Market research
- ▶ Re-targeting options

*Only feasible within the premium partnership.

PARTNERSHIP PACKAGES

PREMIUM PARTNERSHIP

Package price: from 500,000 €
Term from 6 months

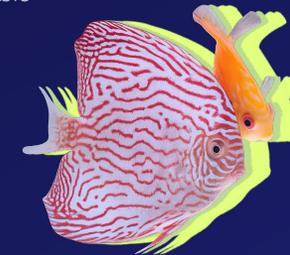
CO-PARTNERSHIP

Package price: from 250,000 €
Term from 3 months

CO-PARTNERSHIP LIGHT

Package price: from 150,000 €
Term 3 months

STORYTELLING	Product Storys	x	x	x
	Brand Storys	x	x	x
	Advertorials	x	x	x
MEDIA	Special Topics	x	x	x
	Home Run	x	x	x
	Display (RoS)	x	x	x
VIDEO	Sponsorship of video episodes + product placement + media	x	x	x
DEEP INTEGRATION	Logointegration	x	-	-
	Exclusiveness	x	Industry exclusivity possible	-
	In-Article Widgets	x	x	x
	Newsletter Integration	x	x	x
	Homeblock	x	x	x
	Notifications	x	x	x
	Events and market research	x	x	-
	Sticky Bar	x	x	x
DATA	Data Usage	x	-	-



WE LOOK FORWARD TO DISCUSSING INDIVIDUAL CONCEPTS WITH YOU!

You can find your contact person [here!](#)

konzipiert von

media **impact** _

dem kreativsten kundenverstehrer
deutschlands_

