

A person wearing a red poncho and a light-colored scarf is seen from behind, looking out over a mountainous landscape at sunset. The sun is low on the horizon, creating a warm, golden glow. The mountains in the background are partially covered in snow. The foreground shows some rocky terrain and sparse trees.

my life

Ein Angebot von  **NetDoktor**

PROFILE

QUOTE FROM THE EDITOR-IN-CHIEF

The MY LIFE brand

”

“In the digital search for information, **sender status is playing an increasingly important role as an earmark of trust.** [...] That’s why, in the coming years, more and more offers for thematically concise health platforms will emerge under the strong **NETDOKTOR** umbrella brand, in which both the domains and the look and feel will be more specific to what the portals offer in terms of content. With **MYLIFE.DE**, the brand for ‘consciously healthy living’, **NETDOKTOR** has launched the first of these vertical advertisements.”

“

Jens Richter, Editor-in-Chief and Chief Operating Officer (COO)

BCN.



Jens Richter

MYLIFE.DE AT A GLANCE

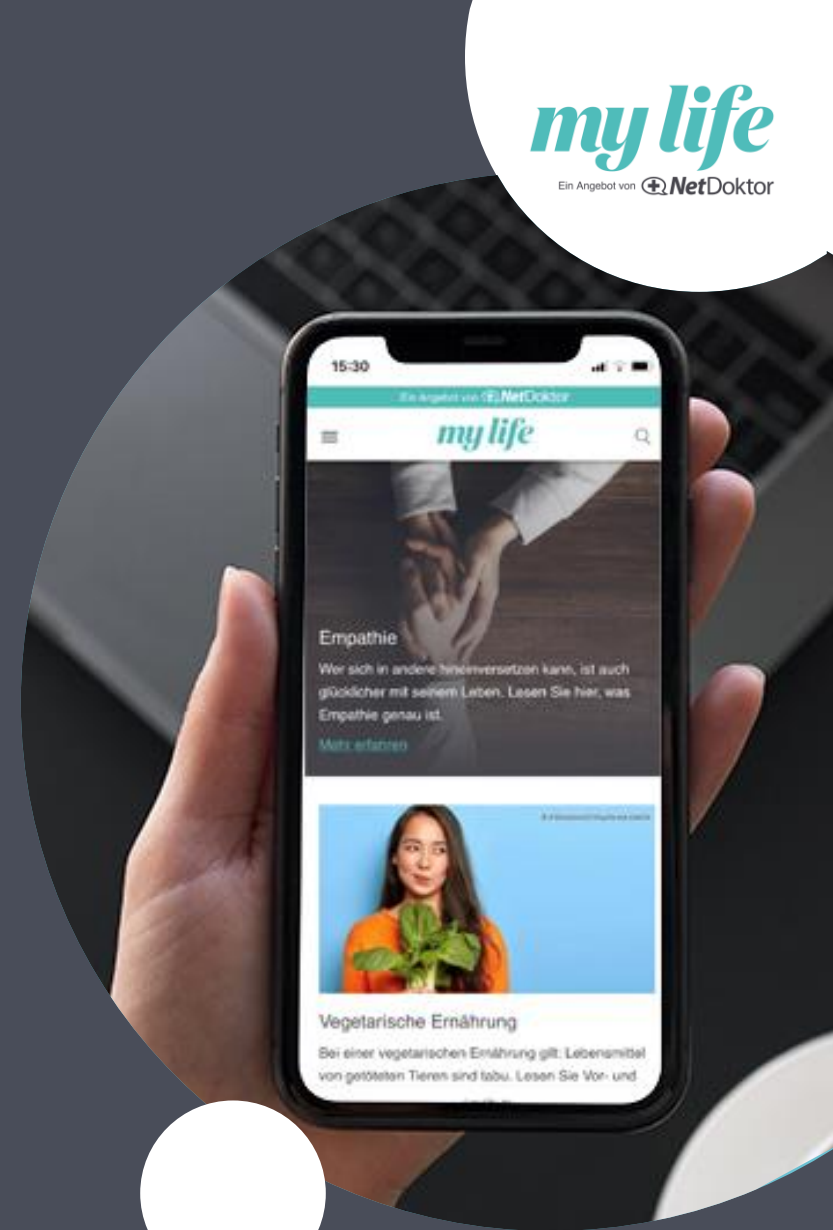
A brief look at the brand

MYLIFE.de is a Vertical of the **NETDOKTOR** portal world, the high-reach health platform in the German-language Internet, to the topic Active Health. Medical journalists and doctors provide evidence-based, independent, well-researched and, at the same time, easy-to-understand medical information on the most important topics concerning conscious and healthy lifestyles. The communication focuses on nutrition, personal care, alternative medicine, well-being and an active lifestyle. **MYLIFE.de** takes a consistent, user-centred approach to provide readers with targeted content that matches the search entry they enter into the search engine.

DIGITAL NETDOKTOR PORTAL WORLD

SOCIAL GERMANY

Visits	9.11 million	Facebook MYLIFE.de	approx. 185,000
Unique users ¹	5.14 million	Facebook NETDOKTOR	approx. 40,000
PIs ¹	16.11 million	Newsletter	approx. 48,000 Subscribers



MYLIFE.de stands for reputable, high-quality health journalism delivered in the form of up-to-date, independent articles.

Sources: IVW 2023-05 NETDOKTOR.de incl. MYLIFE.de, ÖWA: NetDoktor.at, mediapulse: NetDoktor.ch ¹ Without NETDOKTOR.ch reach, in-house survey conducted by MYLIFE: Total from the main channel and MYLIFE.de Health (May 2023), Agof Daily Digital Facts 10/2022 NETDOKTOR.de incl. MYLIFE.de

NETDOKTOR.DE AND MYLIFE.DE

Target group

Digital

56% of the target group
are between
20 and 49 years of age



67%
are women



54% have a
monthly net household
income of over €3,000



Well-educated:
79% attended a secondary school



Performance values
of the German
domains:

NETDOKTOR.DE
and MYLIFE.DE

my life
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Sources: AGOF daily digital facts, contact share, November 2022, NETDOKTOR.de incl. MYLIFE.de

MYLIFE.DE – THE ACTIVE HEALTH PLATFORM

A vertical from NETDOKTOR: Topic overview



Personal care

Numerous tips and information on health care from head to toe



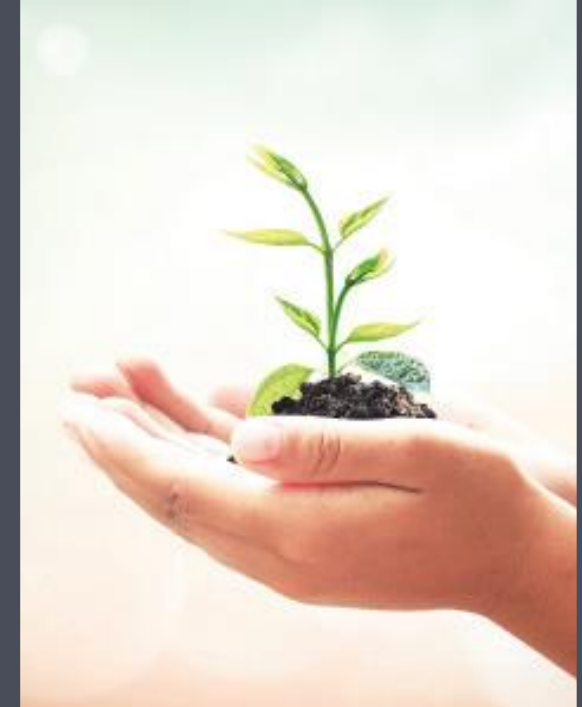
Fitness and nutrition

Information and suggestions on fitness, sports and healthy nutrition



Well-being

Inspiration for mindfulness, relaxation and an active lifestyle



Alternative medicine/family

Information on medicinal plants, homeopathy and traditional Chinese medicine, as well as a balanced lifestyle

Source: mylife.de

PERFECT FOR YOUR PLANNING

Good reasons

No ad waste

MYLIFE reaches every relevant user without ad waste. By taking a user-centred approach and due to its SEO-optimised thematic orientation, MYLIFE consistently delivers the best content matches for what users are searching for – a perfect and targeted advertising platform! The URLs are compiled in a communication-specific manner, tailored to the product and area of specialisation (keyword targeting).

Brand credibility

The high quality of the content, thanks to independent, well-researched health journalism, provides a high level of branding performance. MYLIFE belongs to NETDOKTOR's world of portals, a market leader and highly credible platform that has been established for over a decade.

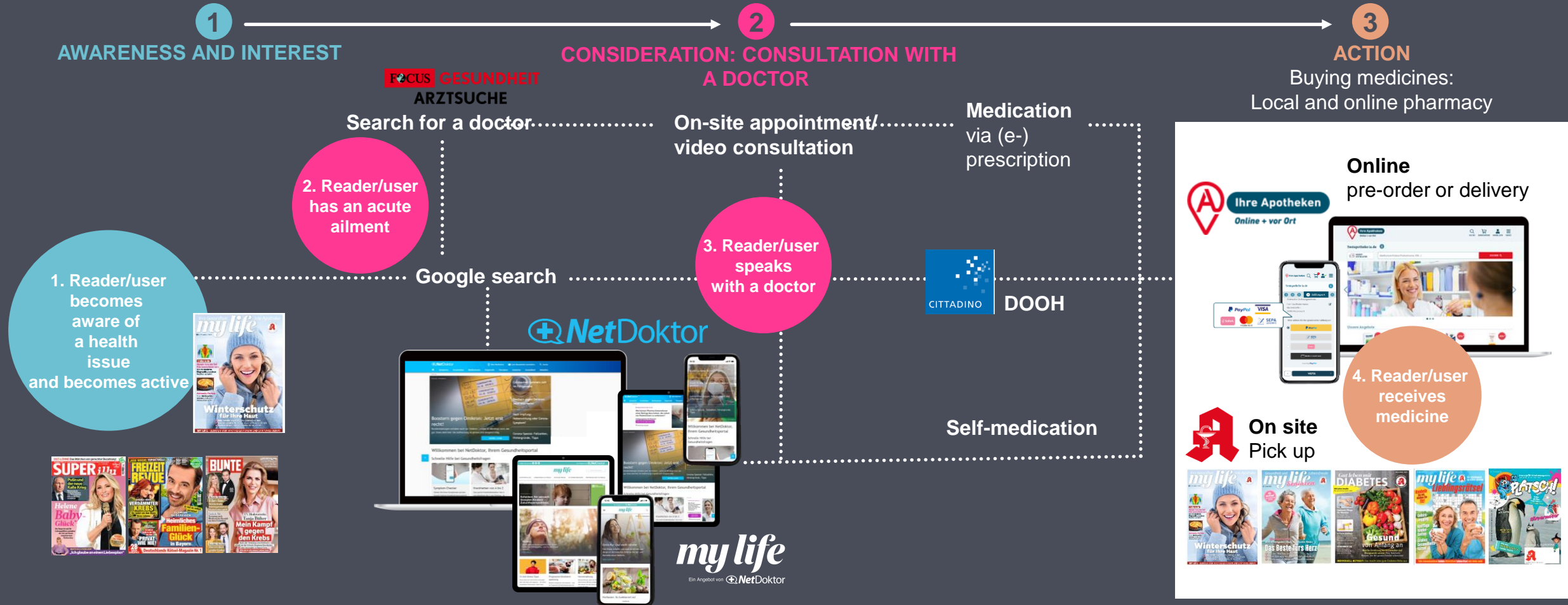
Digital supplement to the pharmacy magazine MYLIFE

With MYLIFE, cross-media campaigns that are run on thematically appropriate platforms benefit from increasing print circulations and the digital platform's successful SEO strategy.



PATIENT JOURNEY

Cross-media customer integration along all our users' touchpoints



BRAND FAMILY

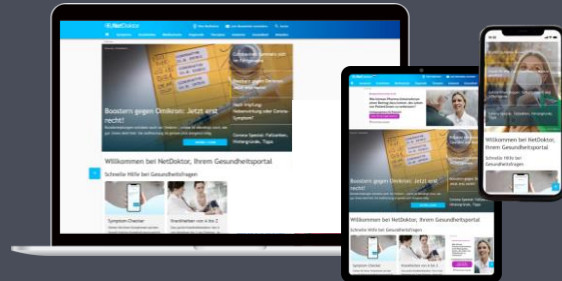
EFFECTIVELY INFORMED VIA THE MYLIFE BRAND FAMILY

NETDOKTOR'S WORLD OF PORTALS

ACTIVE HEALTH
PLATFORM
MYLIFE.de



Multiscreen/
Mobile first



Multiscreen/
Mobile first

GERMANY
NETDOKTOR.de

AUSTRIA
NETDOKTOR.at

SWITZERLAND
NETDOKTOR.ch



my life

MYLIFE
Fortnightly



MY LIFE
SENIORS
(SENIORS)
Monthly



PLATSCHI!
Monthly

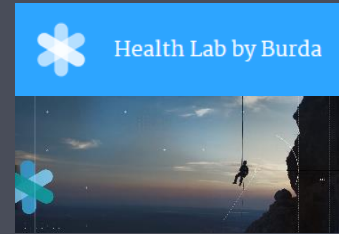
MYLIFE RÄTSEL (PUZZLES)



MYLIFE DIABETES
Monthly

LINE
EXTENSIONS

HEALTH LAB



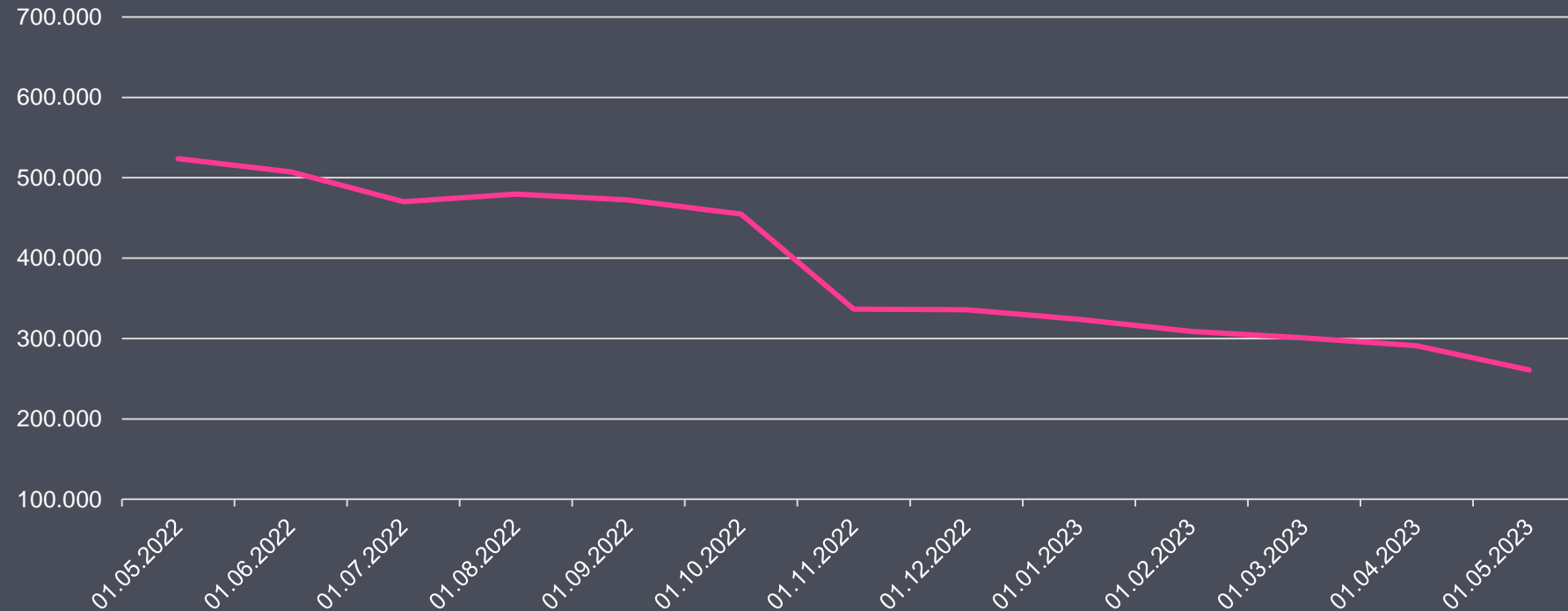
BurdaVerlag's health event/
once annually with selected guests

EVENT

MYLIFE.DE

Successful integration of the vertical into NETDOKTOR's world of portals

Development of MYLIFE.de keywords in 2022/23



Source: SISTRIX