
PRESS KIT

Madita van Hülzen





Credentials

"Madita is exactly who she is — whether she's in front of the camera or behind it. **Being Madita means bringing heart, wit, and curiosity to everything she does.** She's always interested in the people around her, always approachable, and always radiating **an infectious positive energy.**"

SUSANNE STIPP, EDITOR-IN-CHIEF

"Madita in three words: all-in, humor, and lots of heart."

MARC RASMUS, CHANNEL BOSS SAT.1

Madita is simply Madita: **curious, straight to the point, authentic and down-to-earth**, always connected to our audience, and **with a good dose of humor.**"

FELIX VON MENGDEN, CHANNEL BOSS KABEL EINS

Madita in the spotlight

It all begins where Madita is catapulted onto the stage of life in a colorful cloud of confetti in 1981: in Hamburg.

There she was discovered as a **child model for the Otto-Catalogue**, grew up and, after a break in **New York**, completed her studies as a **communications manager**.

She finds her calling: people's life stories. Madita establishes herself as a presenter for various television and event formats, including on the channels Pro7, Sat.1, Kabel Eins, RTL and VOX.

If you book Madita, you get more than just a competent presenter. **Madita van Hülsen inspires and enlivens the audience and communicates even complex content with ease and good humor**. Some also say: Even when Madita leaves the room, her smile stays in the air for a while. And you take that with you.



Media presence 2025/2026

Moderation Adventure Life Daily

4.55 p.m. | Kabel Eins





Media presence 2025/2026

Madita has up to **500 hours of TV presence** a year!
During this time you could moderate for 20 days non-stop. Or fly around the world ten times.

She also moderates for clients such as Warner Bros. Pictures, Nike, Shell, OBI, Media Markt, Bahlsen, Deichmann, REWE, Universal Studios and, and, and.

Madita is currently putting her energy and commitment into the Kabel Eins TV shows **“Adventure life daily”**, “Abenteuer Leben Sunday”, current **TV formats on Sat.1 and Pro7** as well as her own online formats on her social media channels and her **baking book “COOKIE MADITA”**.



Media presence 2025/2026



"The Masked Singer"

8.15 p.m. | Pro7



Destination X

8.15 p.m. | Pro7



Holiday menu

5.30 p.m. | Sat.1

Media presence 2025/2026



Sat.1 Morning Show

9.00 a.m. | Sat.1

Category "Do you know?"

9.00 a.m. | Sat.1



Sat.1 Reporter

9.00 p.m. | Sat.1

Winner of Sat.1 "The Great Celebrity Bake Off 2024"

"The Great Celebrity Bake Off" 2024: Madita van Hülzen shows her sweet side.

In an interview, she spoke about her participation in "The Great Celebrity Bake Off": "I totally freaked out and screamed out loud with joy." The woman from Hamburg describes baking as her natural talent: "That sounds a bit crazy, but baking is simply in my blood." After all, her mother is Austrian.

Nevertheless, van Hülzen admits that the recordings for the show were emotionally demanding for her: "I shed a few tears before and during the show. I never thought that a baking show would affect me so much emotionally." Nevertheless, her ambition prevails: "I have a real athlete's heart. When I do something, I do it 300 percent and with all my heart."

8.15 p.m. | Sat.1





Book: COOKIE MADITA

MADITAS NEW BOOK...Cheeky – Happy – Cookie Time!

Concentrated cookie power from the popular TV presenter Madita van Hülsen with recipes, baking hacks and tips and tricks for baking and decorating.

COOKIE – LOVE! Whether sweet classics, creatively colorful things or spicy crunchy bites, every cookie heart beats faster here!

65 cookies that are simply fun: great cookie burgers, muesli cookies for breakfast, colorful confetti cookies for children's birthdays, fruity cookie creations for lunch, hearty crunchy snacks for on the go - and much more! Baking cookies has never been so easy: simple instructions for every occasion, always vegan-friendly. Turn on the oven and enjoy baking!



Madita unstoppable

In 2011, Madita started the “IDEAL! Interview Magazine” as **publisher and editor-in-chief**. The list of her interview partners reads like a who’s who of the international show business: **Daniel Craig, Julianne Moore, Sean Paul, Andreas Bourani, H.P. Baxxter, Moritz Bleibtreu, Jürgen Vogel, Helge Schneider, Oliver Kalkofe, Armin Rohde, Peter Maffay, Tim Mälzer** and many more.

In 2014, Madita van Hülzen worked for five years as a **trained grief counselor**, parallel to her life in the spotlight. In 2016, her book “Forget me never – shaping grief with memories” was published. It is a personal concern of Madita to bring this area out of speechlessness and integrate it into life.

Podcast with 4 paws

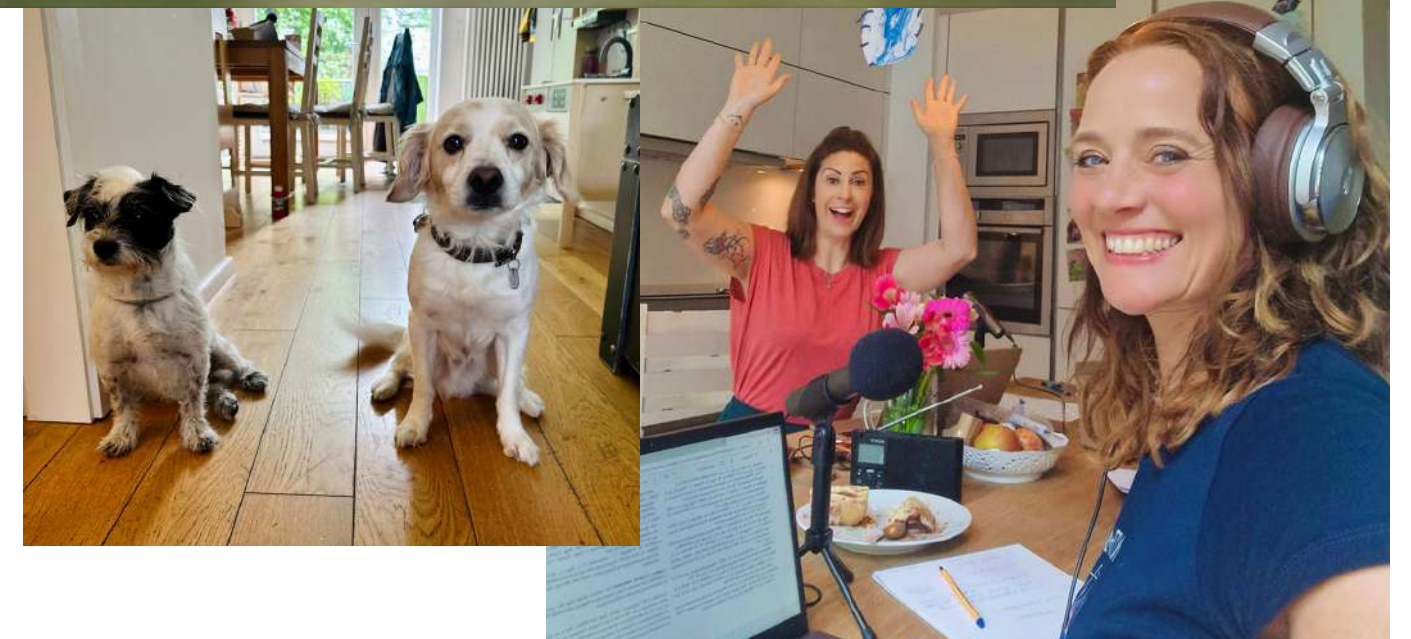
The dog podcast with pet expert & TV presenter Kate Kitchenham and TV presenter Madita van Hülsen. The two show us how to find the right way to deal with our dogs. How do you actually “set boundaries” correctly? Are tug ropes the devil’s work because they make dogs aggressive or are they great for playing and establishing a bond? How do I behave correctly when meeting other dogs? And how do I recognize a good dog school? Listen in and find out more about your favorite four-legged friends! Always on the last Thursday of the month, wherever podcasts are available.

Hosts: Kate Kitchenham, Madita van Hülsen

Editor: Kate Kitchenham

Production: Voice Art Productions

Presented by: KOSMOS Hund





Ratings



The Masked Singer
14 %



Adventure life daily
10 %



The Great Celebrity
Bake Off
11,5 %



Morning Show Weekend
14,7 %

#I like it

Madita invests a lot of time in her social media channels. It is important to her to be in contact with her community and to keep them excited. **Different formats and new ideas show Madita's versatility and her zest for life.**

Currently, she has around 53,000 Instagram followers, around 17,000 Tik Tok followers and around 23,000 Facebook fans.

Madita's everyday life behind and in front of the scenes and get a taste of the life of a TV star with her. Humor and authenticity are the most important things. Under the #Mamadita, she likes to make fun of herself and her everyday life and inspires her community.





Follower



53,000



23,000



17,000

FORMATS

#Mamadita



Bake and cook





Further references



Contact

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