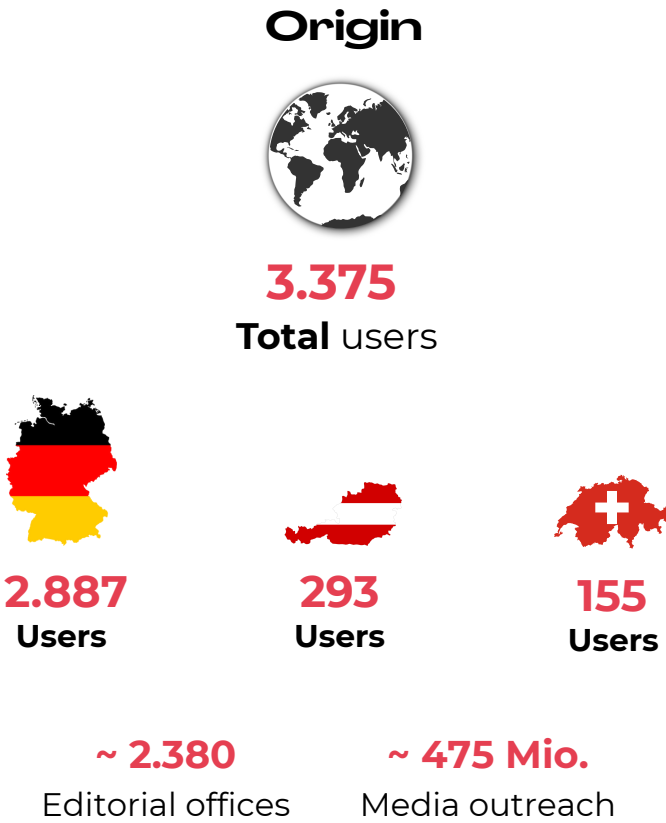
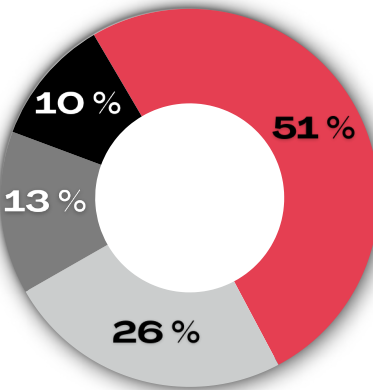


EDITORIAL USERS



Users by type



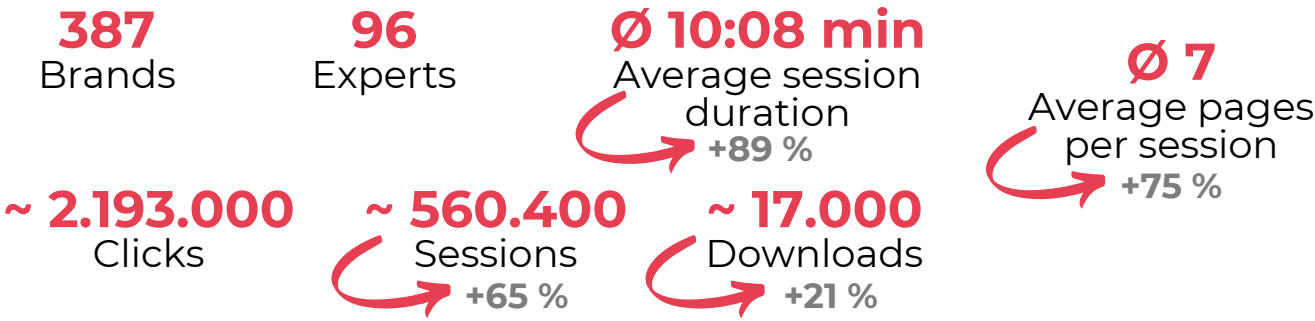
Print

Freelancer

Social Media

Online

KEYFACTS



TOP SEARCH TERMS

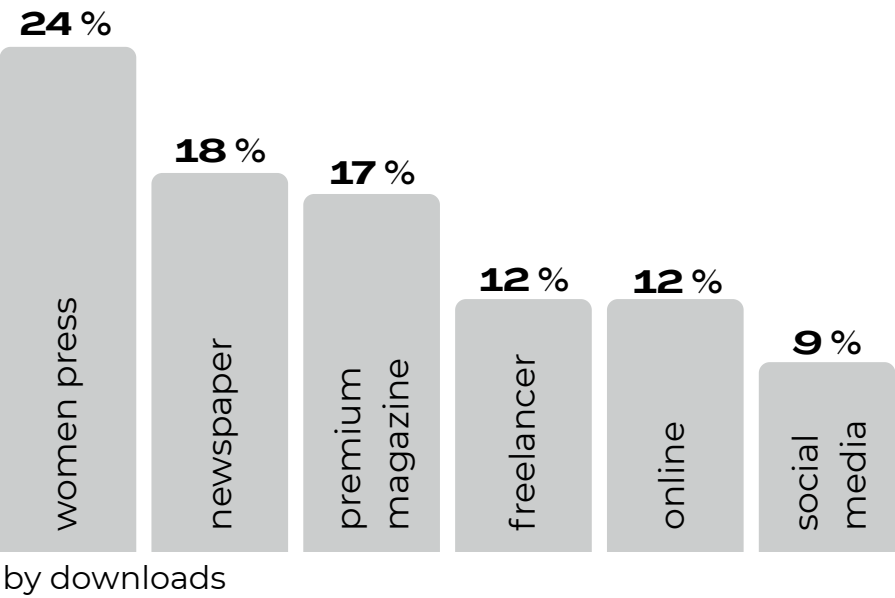
by topics

lips / lipstick recipe / recipes sun / sun
protection eyeshadow nail / nail polish
easter blush / rouge deodorant event
foundation oats wedding scissors sleep
/ to sleep baby scrub bag / bags
webinar curls concealer red

by brands

artdeco lavera Dove NIVEA AVON
balea acredo Vandini BABOR ANNY
Curaprox ebelin trend It up bilou
Eucerin IKW Avène Dr. Grandel isana
Phyris Venya WMF Basica Dermalogica
Dermasence alkmene Anne Möller
Börlind Luvos AHAVA bugatti orthim

TOP OUTLET TYPES



NEWSLETTER



PR-EVENTS

Guests

~ 75

~ 55

~ 45

~ 25

~ 65

Media outreach (in million)

78

54

26

17

4

Dates 2025

11.09.25

04.09.25

17.09.25

23.09.25

08.11.25



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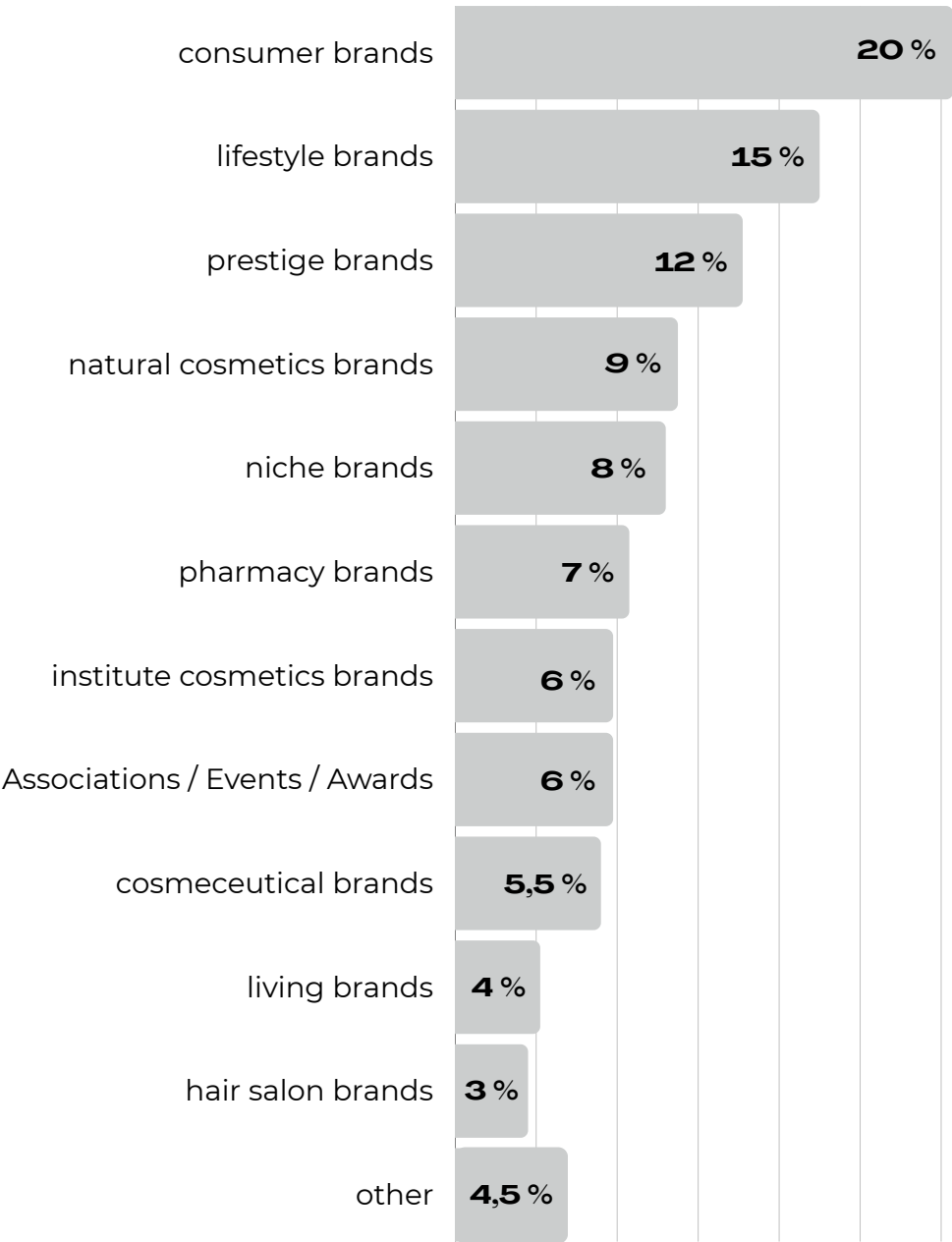
Halil Akgün

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BRAND ENVIRONMENT

Our brand environment illustrates the distribution of brand types, with **individual brands** falling into **multiple categories**.



READY-MADE-CONTENT

Benefit from our ready-made content (focus topics) and the efficiency of pre-produced content!

KEYFACTS

3.153

Sessions

Ø 02:43 min

Average session duration

~ 750

promoted products

TOP FOCUS TOPICS

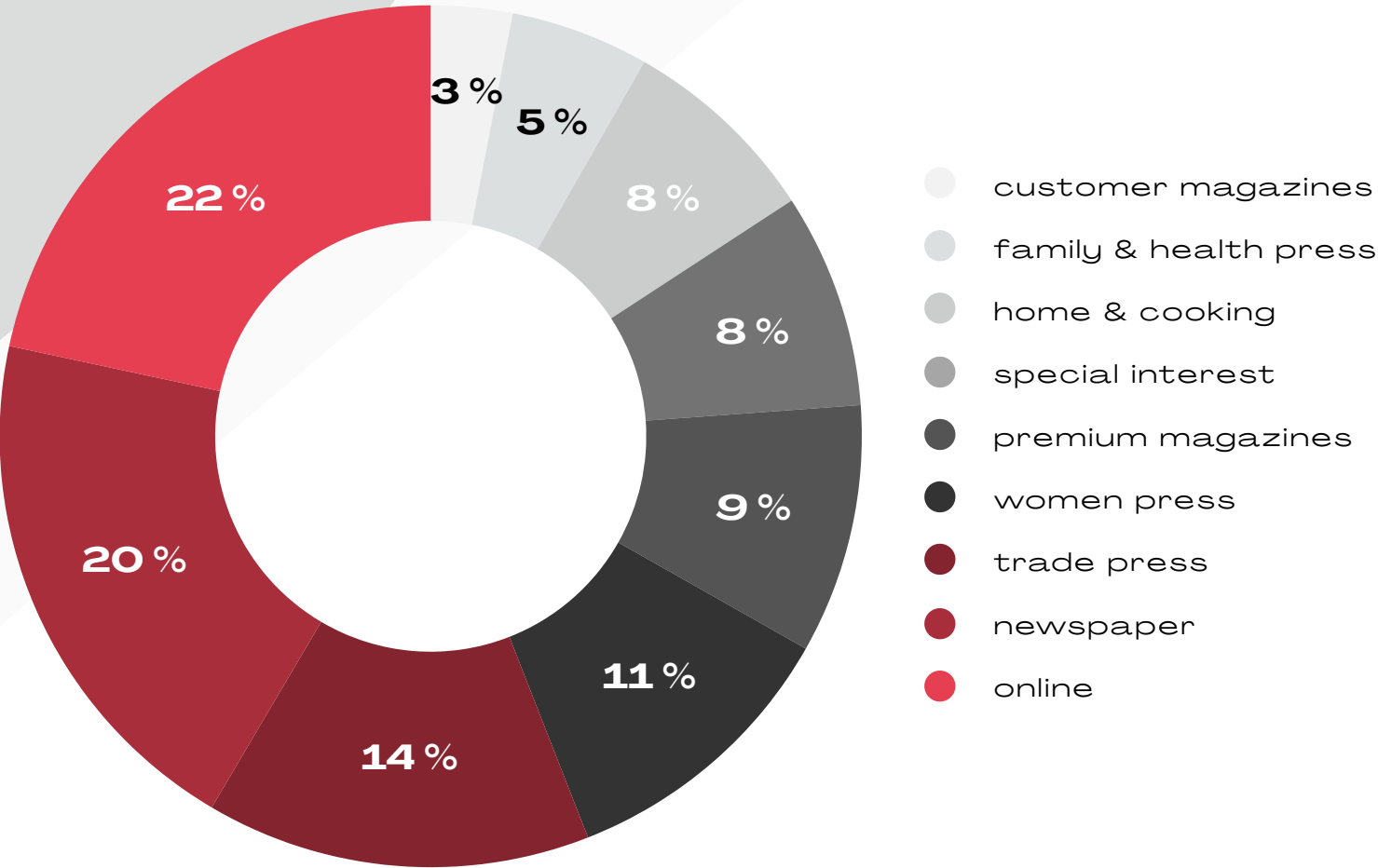
by sessions and topic areas

beautypress	Macht an! Die Make-up-Looks F/S 25 Feel good for fellows – Männerpflege von Kopf bis Fuß Guter Riecher! Nischendüfte für Individualisten
fashionpress	Catwalk-Trends: Modisches für Frühjahr & Sommer Color & Style – Trend-Inspirationen 2025 Ganz schön schmuck! Accessoires die bezaubern
livingpress	Energieschub – Fit ins Frühjahr Luftige Ideen für Balkon- und Gartenfreaks Bürosnacks – Salzig, süß und lecker
medicalpress	Alles eingepackt? Tipps für die Reiseapotheke Leichtfüßig und perfekt geschützt im Sommer Entspann dich: Schlafhygiene für Ruhesuchende

Engagements per focus topic

beautypress	medicalpress	livingpress	fashionpress
~30 products	~15 products	~15 products	~15 products
22-25 brands	8-10 brands	6-8 brands	9-11 brands

OUR MEDIA TYPES AT
A GLANCE



premium magazines	Brigitte, Cosmopolitan, ELLE, Freundin, Gala, Glamour, CQ, InStyle, Madame, The HARBOR Magazine, Vogue
women press	Avanti, Bild der Frau, Closer, Couch, Flair, In, InTouch, Joy, Laura, LEA, Lisa, Neue Woche, OK!, Petra, Vital
newspaper	Augsburger Allgemeine, AZ, Bams, Bild, BZ, Die Welt, FAZ, Kurier, Merkur, NRZ, Rheinische Post, Süddeutsche, TAZ
trade press	Beauty Forum Edition Germany, das Spielzeug, Dental Magazin, GASTRO - Das Fachmagazin, INSIDE beauty, küche+architektur, Keysale, Kosmetik, Parfümerie, SHOEZ, SPA inside, Top Hair
online	Brigitte.de, Bunte.de, Burdastyle.de, Cosmopolitan.de, Fürsie.de, gg.de, Heyday Magazine, Wunderweib.de, vogue.de
home & cooking	COSY, HOMES & GARDENS, COUNTRY HOMES, Laura Wohnen Kreativ, Lisa Wohnen & Dekorieren, Zuhause Wohnen, LandIDEE, Landhaus Living
customer magazines	BABYLIEBE, Centaur Kundenmagazin, DOUGLAS MAGAZIN, MIT LIEBE, MÜLLER Lifestyle - Ihr Wohlfühlmagazin, Natürlich Frau, Tamaris - Das Magazin, WW Ratgeber, YUMMI Magazin
family & health press	baby&junior, Bunte Gesundheit, FOCUS Gesundheit, GESUND & LEBEN, Leben & Erziehen, Luna Luna mum mama&family, Meine Enkel & ich, Tipi und dot. Magazine
special interest	bewusster leben®, bubby. Alles, was MANN will, BUSINESS TRAVELLER, Dog's Avenue, HOTELmagazin, materialist, moment by moment, schwulissimo, wanderlust Magazin
content creators	andysparkles, beauty.co_test, cassyverse, dieedelfabrik, meraki_theessenceofbeauty, labellove84, _julovely
Freelancer	No details for data protection reasons → write for the above-mentioned magazines, among others