webportalis

International PR Network

beautypress® FASHIONPRESS® LIVINGPRESS® medicalpress®

PR-EVENTS 2027

LIVE IN FRONT OF PRESS & CREATORS

Press Days: Munich, Hamburg, Vienna, Zurich
Influencer-Event: Cologne

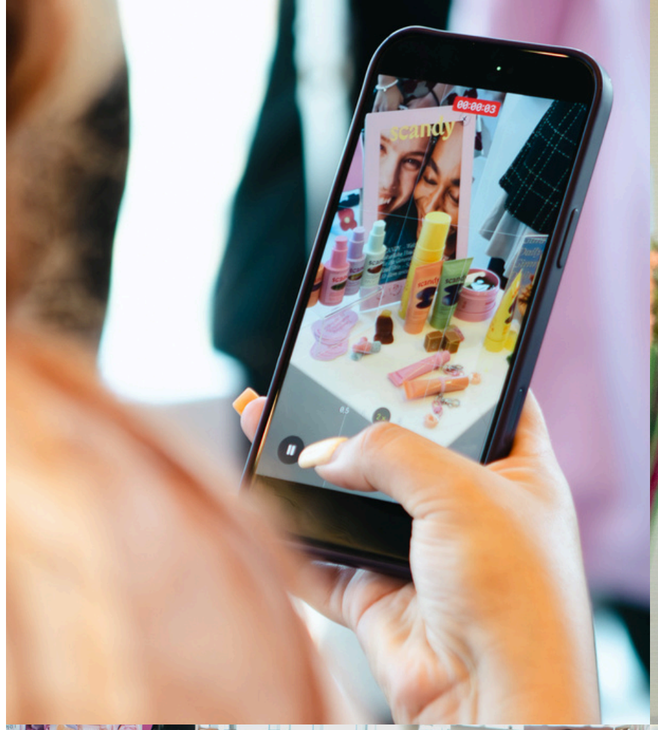








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beautypress Press Day

Showcase your brand at our press events in key media hubs across the DACH region. Connect directly with editorial teams, freelance journalists, and select influencers.

“Perfect organization, interesting stands, and a great opportunity to get to know new products and the people behind them.” ***Journalist***

Learn more YouTube video Link

Munich
60 - 70 Journalists

Hamburg
60 - 70 Journalists

Vienna
45 - 55 Journalists & Influencer

Zurich
25 - 35 Journalists & Influencer



Dates 2027

spring

Hamburg	24.02.2027
Munich	02.03.2027
Vienna	10.03.2027
Zurich	11.03.2027

autumn

Hamburg	07.09.2027
Munich	15.09.2027
Zurich	21.09.2027
Vienna	28.09.2027

beautypress Press Day

- Event organization from A to Z
- Invitation management
- Catering
- Inclusion in the goodie bag
- Post-event report sent to 3,100 media contacts including a link to your press materials





Signature Booth

RECOMMENDED

Booth dimensions approx. 2 × 2 m (4 m²)

Full presentation area, more space for branding, products, and conversations

€ 3.200 corresponds to €800 per m²

Essential Booth

Booth dimensions approx. 2 × 1 m (2 m²)

Compact solution for small product ranges

€ 2.500 corresponds to €1,250 per m²

beautypress Press Day References

Selection of participating brands



“The beautypress press event at Kustermann is always excellent: many relevant brands take part, which speaks to the high caliber of the event. A diverse range of journalists—from the daily press, media outlets, and the beauty sector—attend, and there are always opportunities to forge new connections; it is an all-around productive event.”
Tina Wolf, PR for neubourg skin care

“I always say: it’s a bit like Google for journalists. You can search by active ingredient, color, product type, natural cosmetics category, or specific skincare need—it’s all there. For journalists, who have less and less time to work on their articles, this is a huge help. It also benefits us, as it further bolsters the work of our PR agency. From my perspective, it’s a fantastic synergy.” **Caroline Schliephake, Urtekram**

Top Editorial Teams 2026

Munich · 60 Journalists

Apotheken Umschau, APPROVED Mag, burda style, Chiemgauerin, die aktuelle, DONNA, Echo der Frau, EDITION beauty, ELLE, Esquire, F.A.Z. Kaufkompass, Frau im Spiegel, FRAU von HEUTE, FREUNDIN, GLAMOUR, GONG, Harper's Bazaar, HÖRZU, INSIDE, InStyle, Käfer – die Zeitung, Marie Claire, Müller Lifestyle Magazin, Münchner Merkur, Porsche Club Life Magazin, Rosenheimerin, The HARBOR MAGAZINE uvm.

Hamburg · 53 Journalists

Alles für die Frau, auf einen Blick, bella, BILD der FRAU, BRIGITTE, Closer, COUCH, CYTE MAGAZIN, DAS NEUE BLATT, DOUGLAS MAGAZIN, diverse TItel der Bauer Media Content Group Beauty, Echte Mamas, Frau im Leben, FÜR SIE, Freizeit Woche, GALA, INSIDE, InTouch, LAURA, MAXI, mein TV & ich, Meins, Neues für die Frau, Neue Freizeit, Neue Woche, petra, Schöne Woche, tina, tina gesund & fit,TUSH uvm.

Vienna · 36 Journalists, 7 Influencer

Die Bundesländerinnen, elite Magazin, FINE FACTS, GESUND & FIT, GOOD LIFE Magazin, Kronen Zeitung, Leben mit Stil, look! - das Magazin für Wien, MADONNA Stylebook, NEW MOM, oe24, TREND, VANITY, WOMAN

Zurich · 14 Journalists, 13 Influencer

beautylife, BMQ, Die Weltwoche / SI, FACES Magazin, GlücksPost, Home & Art Magazine, NewMagz, NZZ, NZZ Bellevue, PKZ, QUADRO, QISMAT, Schweizer Familie, STILPALAST, SWISS LADIES DRIVE, TELE uvm.

beautypress Influencer-Event

Our influencer events connects you with over 50 top creators from Germany. Leverage direct access to our community to drive more interactions and collaborations.

- Event organization and invitation management
- Reimbursement of travel expenses for creators
- Inclusion in the goodie bag
- Catering
- Monitoring for up to 10 weeks after the event
- Follow-up report sent to 3,100 media contacts includes a link to your press materials

Upcoming Dates: 12.06.2027 & 13.11.2027

Learn more | YouTube video Link

16.000 €
Top equivalence values per brand

3,7 Mio.
Ø Followers

163
Ø Posts per brand

62
Ø participating creators





Signature Booth

RECOMMENDED

- Booth dimensions 3 x 2 m (6 m²)
- Includes themed backdrop
- Large shelving unit with 8 shelves
- 2 columns 40 x 40 x 90 cm
- Carpet
- Monitoring

Full presentation area, more space for branding, products, and conversations

€ 4.200*

corresponds to € 700 per m²



Essential Booth

- Booth dimensions 2 x 1,5 m (3 m²)
- Custom roll-up or lightbox
- small shelf with 2 tiers
- 1 pillar 40 x 40 x 90 cm
- Carpet
- Monitoring

Compact solution for small product ranges

€ 3.000*

corresponds to € 1,000 per m²



*Artists' Social Security Fund (KSK) levy: 4.9% of the gross value of the goods, payable as soon as an influencer reports on a provided product.
Invoiced following monitoring; a one-time processing fee of €75.00 also applies.

Voices from the Influencer-Event

“Even back then, I was incredibly impressed by the organization and the way the brands were categorized. You always felt well taken care of. These are fantastic brands that provide real value—the kind you can genuinely create content for. And I believe there’s nothing better than connecting with people who are eager to build relationships—especially when there’s an agency there to bring everyone together.” **Dani Wiese, @dani_wiese**





“We are very happy to be here to engage with creators, introduce our brand and products, make connections, and share the story we have to tell with the wider world. We’ve already had many great conversations today, and I’m certain that many more will follow. We are delighted to be here, and we will definitely be back.” **Patrick Fetzer, KERALOCK**

Dates 2027





beautypress Press Days · spring

Hamburg	foodlab	24.02.2027
Munich	Kustermann	02.03.2027
Vienna	Haus der Ingenieure	10.03.2027
Zurich	memox Europaallee	11.03.2027

beautypress Press Days · autumn

Hamburg	foodlab	07.09.2027
Munich	Kustermann	15.09.2027
Zurich	memox Europaallee	21.09.2027
Vienna	Haus der Ingenieure	28.09.2027

beautypress Influencer-Events

Cologne	KölnSky	12.06.2027
Cologne	KölnSky	13.11.2027



Gabriele Fuchs
CEO & Founder



Frederic Fuchs
CEO



Pascal Schwaab
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Halil Akgün
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WEBPORTALIS – LET'S WORK TOGETHER!

You surely have questions. We are happy to answer them!

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