

webportalis

International PR Network

bp fp lp mp

OUR EVENTS

Meet, network and impress



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INFO-DAY

EFFECTIVELY REACHING THE MEDIA

Our press events take place in the most important media centers of the DACH region (Germany, Austria, Switzerland). There you have the opportunity to connect directly with editors from print and online media, freelance journalists, and selected influencers, and to effectively present your brand.

The focus is on personal exchange and building and maintaining long-term relationships with influential media representatives.

This will give your press work a targeted boost and allow you to make the most of the peak sales periods of the year.

56

Journalists
Munich,
09.04.2025

58

Journalists
Hamburg,
09.11.2025

39

Journalists /
7 Influencer
Vienna,
09.17.2025

27

Journalists /
11 Influencer
Zurich,
09.23.2025

Despite all the digital possibilities available today, direct and personal exchange is always valuable for us as a brand.

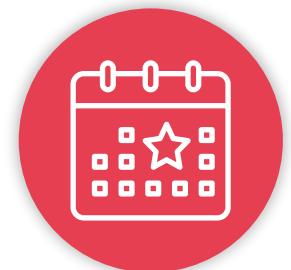
Annika Tietsch, Herbacin



[Recording of the beautypress Info Day in Hamburg, September 11, 2025](#)



INFO-DAY



Event organization
from A to Z, personal
support & consultation



Invitation
management



Up-to-date &
personally curated
media distribution list



HH, AT: 10 am - 5 pm
MUC: 11 am - 6 pm
CH: 12:30 am - 6 pm



Follow-up via
email and
phone



Approx. 2x2m
Exhibition area



2 standing tables
& 1 stool



Meals throughout
the day



Integration in the
Goodiebag



Event report
with link to press
material



Follow-up report
sent to media
distribution list with
3,400 contacts



Contact details
of journalists
(GDPR
compliant)

Variant: Standard

Stand size: approx. 2m wide

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

PRICE

3.200 €*

Variant: One Table Solution (OTS)

Stand size: approx. 1m wide

Compact solution for individual presentations, ideal
for newcomers or small budgets.

PRICE

2.500 €*

*Participation requires a press room on pr.webportalis.com.

REFERENCES

It's rare to find such a relaxed conversation as here. Contacting beautypress and collaborating with them was the right decision.

Jörg Abel, Omnimedica



For us, the two Info-Days per year are a must. They give us an additional opportunity to maintain contacts.

Silva Imken, WALA Switzerland



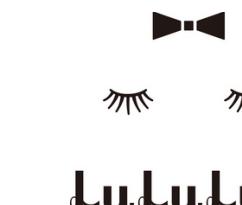
The beautypress Info-Day is the highlight of my biannual calendar because we can always get a preview of the new trends in skincare, haircare, body care, and decorative cosmetics for the upcoming season. It's a fantastic source of information for us journalists.

Sonja Dargatz, freelance journalist



REFERENCES

LIST OF PARTICIPATING BRANDS:





NUMBERS & TOP EDITORIALS

AUTUMN EVENTS 2025

MUNICH: 09.04.2025

56 Journalists

u.a. APPROVED, burda style, BUNTE, Center of Quality, Donna, ELLE, Esquire, FRAU von HEUTE, freundin, Glamour, greenLIFESTYLE, Harper's Bazaar, InStyle, Marie Claire Germany, MySelf, THE CURVY MAGAZINE, VOGUE and many more

VIENNA: 09.17.2025

7 Influencer, 32 Journalists

u.a. BE24, Beauty.at, Die Bundesländerinnen, elite Magazin, falstaff, GESUND & LEBEN, Gesundheitstrends - Deine neue Well-Being-Plattform, GOOD LIFE Magazin, Kronen Zeitung, Leben mit Stil, Nachhaltig leben, VANITY, WOMAN and many more

HAMBURG: 09.11.2025

58 Journalists

u.a. Apotheken Umschau, BILD der FRAU, Brigitte, DAZ, Die PTA in der Apotheke, Echte Mamas, emotion, Frau im Leben, FÜR SIE, Gala, HAPPINEZ, House of Women, LEA, MAXI, Men's Health, MySelf, PETRA, plus Magazin, STYLEBOOK, TUSH, WAZ and many more

ZURICH: 09.23.2025

11 Influencer, 16 Journalists

u.a. annabelle, Display Magazin, FACES, GALA Schweiz, Glückspost, Neue Zürcher Zeitung, NZZ am Sonntag, Prestige Magazin Schweiz, Schweizer Familie, STILPALAST - DEIN LIFESTYLE CONCIERGE, Weltwoche and many more



INFLUENCER-EVENT

Generate authentic posts through storytelling and product presentation.

Our influencer events take place in centrally located and easily accessible major cities in Germany. There you have the chance to meet over 50 carefully selected influencers from our German community with a total reach of around 4 million.

The event focuses on showcasing your brand, direct interaction, and immediate feedback on your products. It also offers you the opportunity to cultivate and expand valuable contacts and establish potential collaborations.

Numbers from recent influencer events

12.954,00 €

Ø-Average equivalent value

168

Ø-Number of posts

4,3 Mio.

Ø-reach

57

Ø-Participants

⌚ Recording of the beautypress Influencer Event Frankfurt, November 8, 2025



INFLUENCER-EVENT



Event organization
from A to Z, personal
support & consultation



Invitation
management



Guest selection based
on interaction, brand
environment & reach



11 am - 7 pm



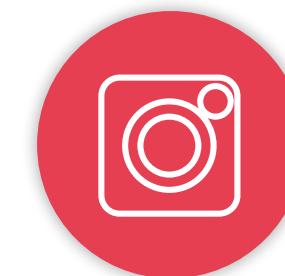
Approximately 3x3m
area, 2 standing
tables & 1 stool



Meals
throughout the
day



Integration in the
Goodiebag



Promotion on
Instagram



Reimbursement of
travel expenses
for influencers



Event-Video



Follow-up report
with
Newsletter



Monitoring of all
publications

Variant: Standard

Stand size: approx. 3m wide

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

PRICE  **3.900 €***

Variant: One Table Solution (OTS)

Stand size: approx. 2m wide

Compact solution for individual presentations, ideal
for newcomers or small budgets.

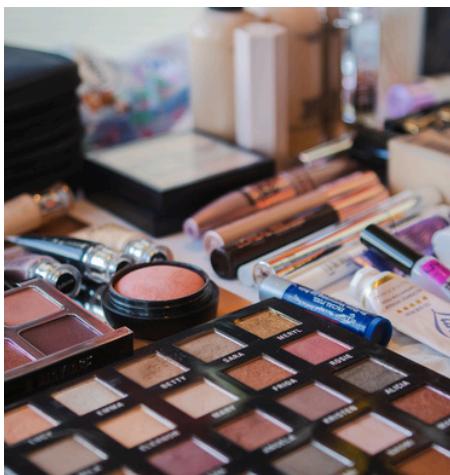
PRICE  **3.200 €***

*Participation requires a press room on pr.webportalis.com.

REFERENCES

There are tons of booths from different brands with innovative and new products that you can easily explore. You can decide individually which booth you want to visit – unlike a typical influencer event where, for example, only one brand or product is presented. Here it's definitely completely different and much broader, which I think is great. The people are really friendly and happy; you can see that they enjoy talking about their products.

Leyla, @leyla.films



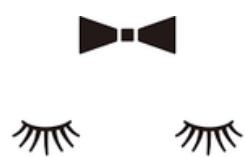
Everything worked perfectly, was harmonious, and exceptionally well-prepared. This was especially valuable for us because we're still relatively new to the market and therefore not yet widely known. The contacts were very interested in learning more about our brands and our unique selling proposition (USP). It was a very relaxed atmosphere; we had great conversations and made many new contacts. Everyone here really takes their time and shows genuine interest. We would definitely participate again. **Daniela Mixdorf, SBI Cosmetics & Health GmbH**



REFERENCES

LIST OF PARTICIPATING BRANDS:

scandy



LuLuLun

NOBE



TONYMOLY

HELIOCARE
SONNENSCHUTZ

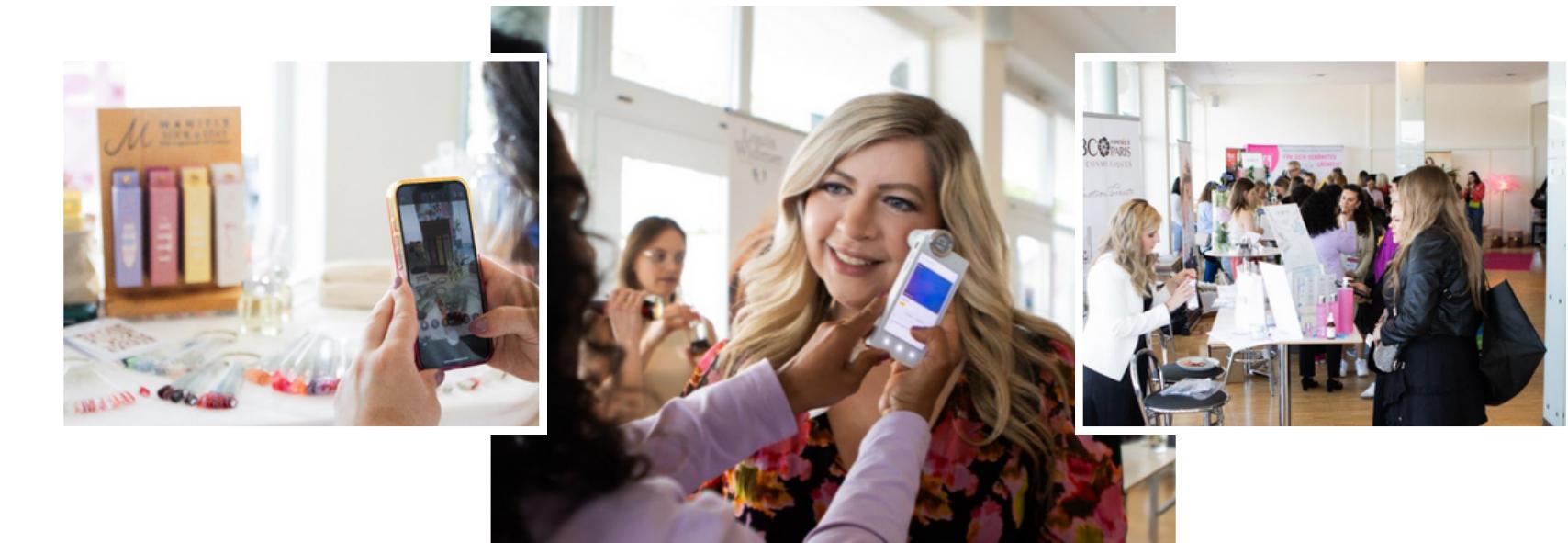
Dailysocks

LBC PARIS
BIO COSMÉTIQUES

herbacin®

Luvos®
HEILERDE
100 JAHRE

KOCOSTAR®
HOME BEAUTY TREATMENTS



*I felt completely at ease here from the very first second. The location is absolutely beautiful and perfectly chosen. Everyone was incredibly friendly and welcoming, and it was also very informative. I made some great connections with other influencers and a few partners. I was able to try out products, which was really cool, and I even got to take a few home with me. We also exchanged ideas to stay in touch in the future. I would definitely come back. It was a very enjoyable event with some truly great people. **Jenna, @jenna_franke***



DATES 2026

beautypress INFO-DAY

SPRING

HAMBURG	foodlab	25.02.2026
MUNICH	Kustermann	03.03.2026
VIENNA	Haus der Ingenieure	10.03.2026
ZURICH	memox Europaallee	17.03.2026

AUTUMN

MUNICH	Kustermann	10.09.2026
HAMBURG	foodlab	15.09.2026
ZURICH	memox Europaallee	22.09.2026
VIENNA	Haus der Ingenieure	15.10.2026

beautypress INFLUENCER-EVENT

COLOGNE	KölnSKY	09.05.2026
COLOGNE	KölnSKY	10.10.2026

You probably have questions. We'd be happy to answer them!



Gabriele Fuchs



Frederic Fuchs



Pascal Schwaab



Halil Akgün

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