

webportalis

International PR Network



PR Events

MEET. NETWORK AND **IMPRESS.**



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beautypress Info Day

Showcase your brand at our press events in the leading media hubs of the D/A/CH region. Network directly with editorial teams, freelance journalists, and selected influencers.

Despite all the digital possibilities available today, direct and personal exchange remains consistently valuable to us as a brand.

Annika Tietsch, Herbacin

[Learn more](#)

[YouTube video Link](#)

Munich

60 - 70 Journalists

Hamburg

60 - 70 Journalists

Vienna

45-55 Journalists

Zurich

25 - 35 Journalists



Dates 2026

Spring

Hamburg	foodlab	2026.02.25
Munich	Kustermann	2026.03.03
Vienna	Haus der Ingenieure	2026.03.10
Zurich	memox Europaallee	2026.03.17

Autumn

Munich	Kustermann	2026.09.10
Hamburg	foodlab	2026.09.15
Zurich	memox Europaallee	2026.09.22
Vienna	Haus der Ingenieure	2026.10.15



beautypress Info Day

- End-to-end event organization,
- personal support & consultation
- Invitation management
- Inclusion in the goodie bag
- Post-event report distributed to a media list of 3,100 contacts, including links to press materials
- Journalist contact details (GDPR-compliant)



Big booth

- Booth size: approx. 2x2 m

Maximum presentation area—more space for branding, products, and conversations

Price **3.200 €**

Small booth

- Booth size ca. 2x1m

A compact solution for individual presentations—ideal for newcomers or small budgets

Price **2.500 €**



Info-Tage References

For us, the two annual information days are a fixture. They provide us with an additional opportunity to maintain relationships.

Silva Imken, WALA Switzerland



It is rare to strike up a conversation as effortlessly as one does here. Turning to beauty press and collaborating with them was the right decision.

Jörg Abel, Omnimedica

For me, the beauty press Info Day is the semi-annual highlight, as it allows us to look ahead to the upcoming season and discover the latest trends in skincare, hair and body care, as well as decorative cosmetics. It is a fantastic source of information for us journalists.

Sonja Dargatz, freelance journalist

Selection of Participating Brands (Info Days):



Numbers & Top Editorial Teams

Autumn Events 2025

Munich, 2025.09.04 | 56 Journalists

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 uvm.

Hamburg, 2025.09.11 | 58 Journalists

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 uvm.

Vienna, 2025.09.17 | 32 Journalists, 7 Influencer

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 uvm.

Zurich, 2025.09.23 | 16 Journalists, 11 Influencer

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



beautypress Influencer Event

Our influencer events connect you with over 50 of Germany's top creators. Benefit from direct access to our community and a gross reach of around 4 million.

Showcase your brand, gain direct product feedback and forge valuable connections for future collaborations.

[Learn more](#)

[YouTube video Link](#)

Ø-Figures from Recent Influencer Events

Ø-Equivalence Value	12.954,00 €
Ø-Reach	4,3 Mio.
Ø-Number of Posts	168
Ø-Participants	57

Cologne (2026.05.09)

69 Influencer

upcoming Date: 2026.10.10

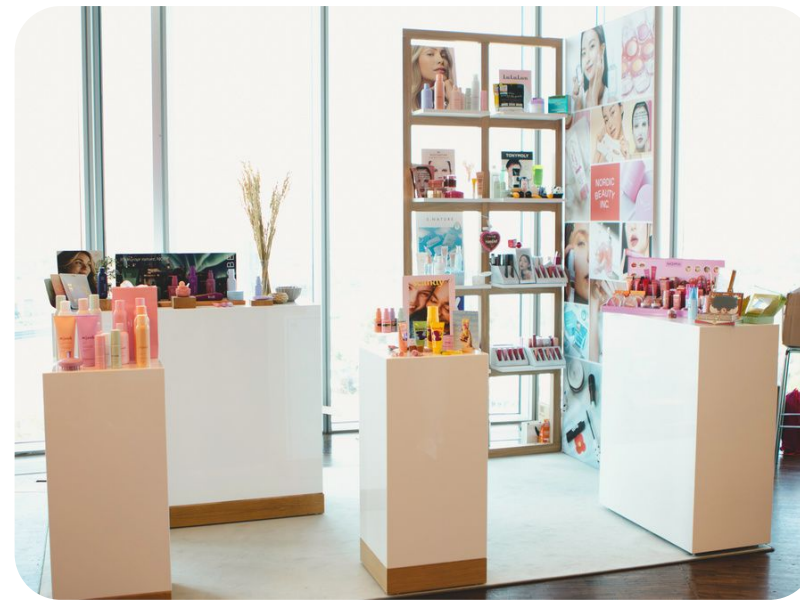
11:00 a.m. – 5:00 p.m.



beautypress Influencer Event

Big booth

- Booth width: approx. 3 m
- Fabric tension wall
- Shelving unit with 8 shelves
- 2 columns (40 x 40 x 90 cm)
- Large area carpet



Maximum presentation area—more space for branding, products, and conversations

Price

4.200 €

Small booth

- Booth width: approx. 2 m
- Tension fabric wall
- Shelving unit with 8 shelves
- 1 column (40 x 40 x 90 cm)
- Small carpet area



A compact solution for individual presentations—ideal for newcomers or small budgets

Price

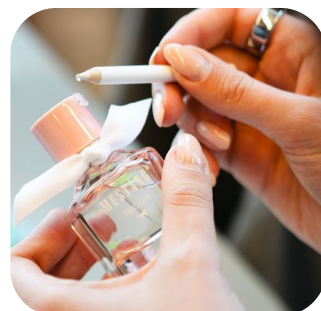
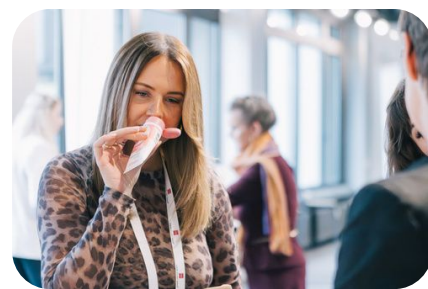
3.200 €



Influencer Event References

From the very first second I felt completely at ease here. The venue is absolutely beautiful and was a perfect choice. Everyone was very friendly and open-minded, and the event was also highly informative. I made some great connections with other influencers as well as with several partners. I got to try out various products—which was really cool—and was even allowed to take a few home with me. We also exchanged contact details so we could stay in touch in the future. I would definitely come back again. It was a very enjoyable event with some really cool people.

Jenna, @jenna_franke



Selection of Participating Brands (Influencer Event):



Everything went perfectly—it was a harmonious experience and impeccably organized. This was particularly valuable for us, as we are still relatively new to the market and therefore not yet widely known. The contacts we met were very keen to learn more about our brands and our unique active ingredients. The atmosphere is wonderfully relaxed; we've had some great conversations and established many new contacts. Everyone here really takes the time to engage and shows genuine interest. We would definitely participate again.

Daniela Mixdorf, SBI Cosmetics & Health GmbH



Dates 2026



Influencer Event

Cologne	KölnSky	2026.10.10
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Info Days

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Sales Manager

WEBPORTALIS – LET'S WORK TOGETHER!

You surely have questions. We would be happy to answer them!

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