webportalis
International PR Network
bp Fp Lp mp

PR-MARKETPLACE.
PR-EVENTS.
PR-PRÄSENZ.

FACTSHEET 1ST HALF-YEAR 2026

Brückenstraße 34/1 | 73037 Göppingen
+49 (0)7161 96 55 4 0
info@webportalis.com
www.webportalis.com

Editorial Users

3.191 Total Users	2.721 Users	163 Users	279 Users

~ 2.380
Editorial offices

~ 475 Mio.
Media outreach

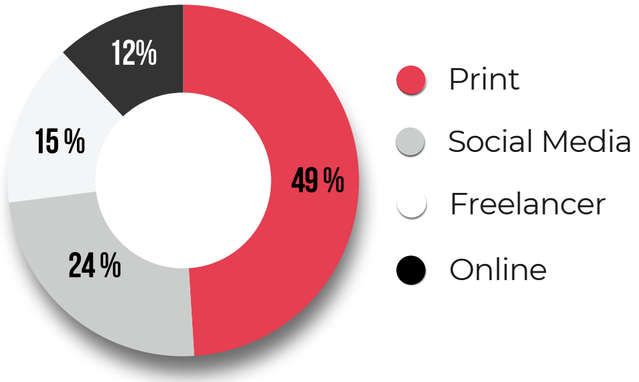
Keyfacts

342 Brands	378.262 Sessions	98 Experts
2.035.481 Clicks	15.420 Downloads	Ø 8:30 MIN Average session duration
Ø 6 Average pages per session	63,9 % Newsletter opt-in rate	Ø 42 % total Open-Rate

Top outlet types

social media	24 %
freelancer	15 %
online	12 %
premium magazine	10 %
women press	9 %
newspaper	9 %

Users by type



Top search terms

by topics
nail polish
sun protection
deodorant
body lotion
natural cosmetics
after-sun
wedding
eyeshadow
lipstick
face mask

by brand
artdeco, heliocare, dermasence, acredo, IBSA, wella, lavera, DIADERMA, WMF, Asam, bugatti, kvik, alverde, ANNY, EUBOS, Tefal, herbacin, Santaverde, AHAVA, trend it up, babor, balea, Catherine, Eucerin, tenhaag, ebelin, Allpresan

PR-Events

	Guests	Media outreach (in million)	Dates 2026
Hamburg	60	65	25.02.2026
Munich	62	58	03.03.2026
Vienna	43	25	10.03.2026
Zurich	27	18	17.03.2026
Cologne (Influencer)	69	4,2	09.05.2026

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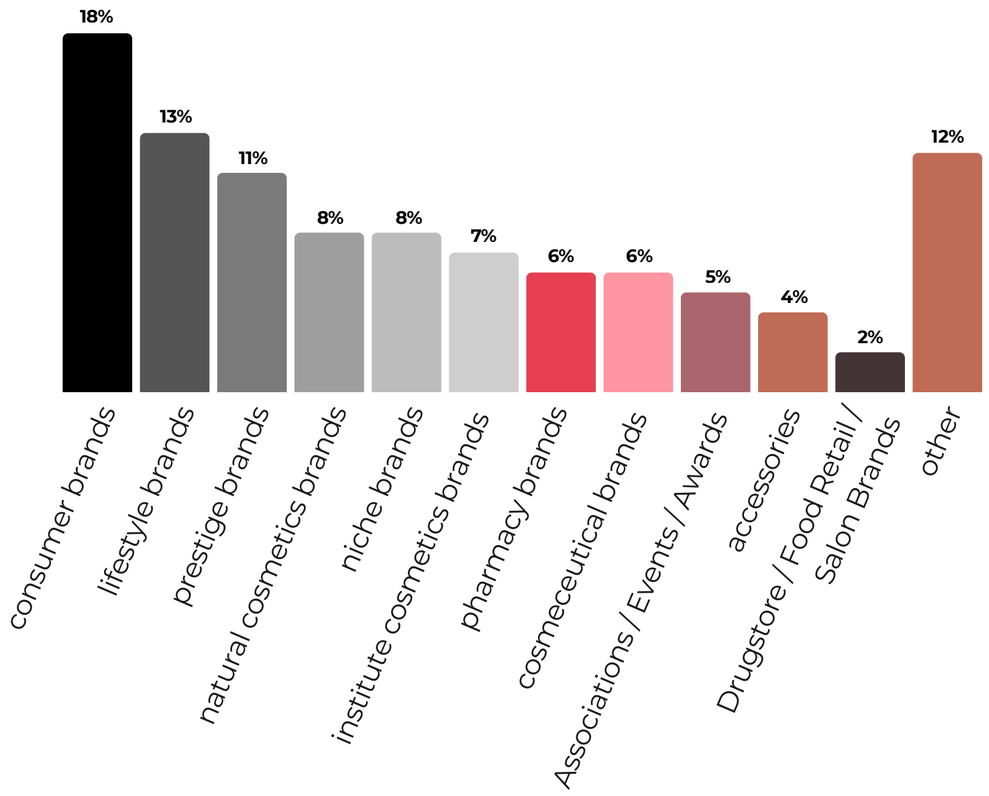
Brand environment

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



Our best cases

Nature Care:

- Budget: **5.835 Euro**
- Reading range: **3,4 Mio.**
- Ad value: **20.400 Tsd Euro**

Kitchen appliance:

- Budget: **3.000 Euro**
- Reading range: **12,7 Mio.**
- Ad value: **46 Tsd Euro**

Fashion brand:

- Budget: **5.900 Euro**
- Reading range: **18,5 Mio.**
- Ad value: **88 Tsd Euro**

Premium Care Photo Story

- Budget: **10.850 Euro**
- Reading range: **32 Mio.**
- Ad value: **160 Tsd Euro**

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Our media types at a glance

online	34 %
premium magazines	10 %
newspaper	9 %
women press	9 %
trade press	8 %
home & cooking	6 %
special interest	5 %
family & health press	3 %
customer magazines	2 %

online	Brigitte.de, Bunte.de, Burdastyle.de, Cosmopolitan.de, Elle.de, Fürsie.de, freundin.de, GALA.de, gq.de, harpersbazaar.de, Heyday Magazine, Wunderweib.de, vogue.de
premium magazines	annabelle, BUNTE, burda style, Brigitte, Cosmopolitan, ELLE, emotion, FÜR SIE, Freundin, Gala, Glamour, GRAZIA, GQ, InStyle, jolie, Madame, MAXI, PETRA, The HARBOR Magazine, Vogue
newspaper	Augsburger Allgemeine, AZ, Bams, Bild, Blick, BZ, Die Welt, FAZ, Kurier, Kronen Zeitung, Merkur, Münchner Merkur, NRZ, oe24, Rheinische Post, Süddeutsche Zeitung, TAZ
women press	aktuell für die Frau, Avanti, bella, Bild der Frau, Closer, Couch, Flair, FRAU IM TREND, FREIZEIT REVUE, In, InTouch, Laura, LEA, Lisa, Meins, Neue Woche, OK!, Petra, tina Gesund & fit, Vital
trade press	Beauty Forum Edition Germany, das Spielzeug, Dental Magazin, GASTRO - Das Fachmagazin, INSIDE beauty, küche+architektur, Parfümerie Nachrichten, SHOEZ, SPA inside, Top Hair
home & cooking	COSY, COUCH, HOMES & GARDENS, KÜCHE, LandIDEE, Landhaus Living, Laura Wohnen Kreativ, Lisa Wohnen & Dekorieren, LIVING AT HOME, Wohnen & Garten, Zuhause Wohnen
special interest	bewusster leben®, buddy. Alles, was MANN will, BUSINESS TRAVELLER, Dog's Avenue, HOTELmagazin, materialist, moment by moment, schwulissimo, wanderlust Magazin
family & health press	aktiv & jung, baby&junior, Bunte Gesundheit, FOCUS Gesundheit, GESUND & LEBEN, Leben & Erziehen, Luna | Luna mum | mama&family, Meine Enkel & ich, Tipi und dot. Magazine
customer magazines	BABYLIEBE, Centaur Kundenmagazin, DOUGLAS MAGAZIN, MIT LIEBE, MÜLLER Lifestyle - Ihr Wohlfühlmagazin, Natürlich Frau, Tamaris - Das Magazin, WW Ratgeber, YUMMI Magazin

Gabriele Fuchs
CEO & Founder

Frederic Fuchs
CEO

Pascal Schwaab
Senior Sales Manager

Halil Akgün
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WEBPORTALIS – LET'S WORK TOGETHER!

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

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