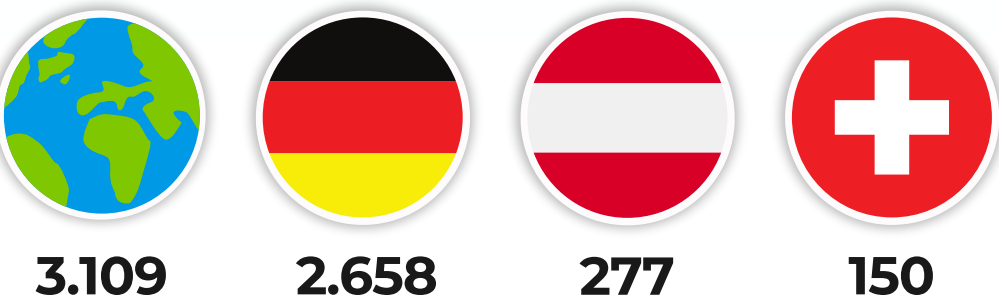


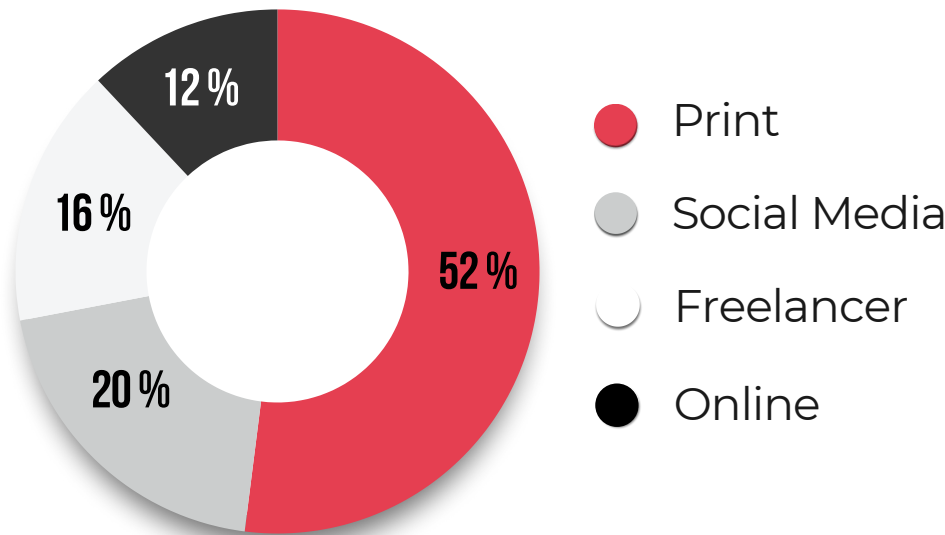
Registered Users



~ 2.389
Editorial offices

~ 475 Mio.
Media outreach

Users by type



Key Metrics

389 Brands	~ 860.036 Sessions	101 Experts
~ 4.729.515 Clicks	~ 30.098 Downloads	Ø 9:30 MIN session duration
Ø 7 pages per visit	66,2% Newsletter opt-in rate	Ø 46,4% Open-Rate

PR-Events

	Guests	Media outreach (in million)
Hamburg	~ 58	63
Munich	~ 56	55
Vienna	~ 39	23
Zurich	~ 27	18
Frankfurt (Influencer)	~ 51	3,3

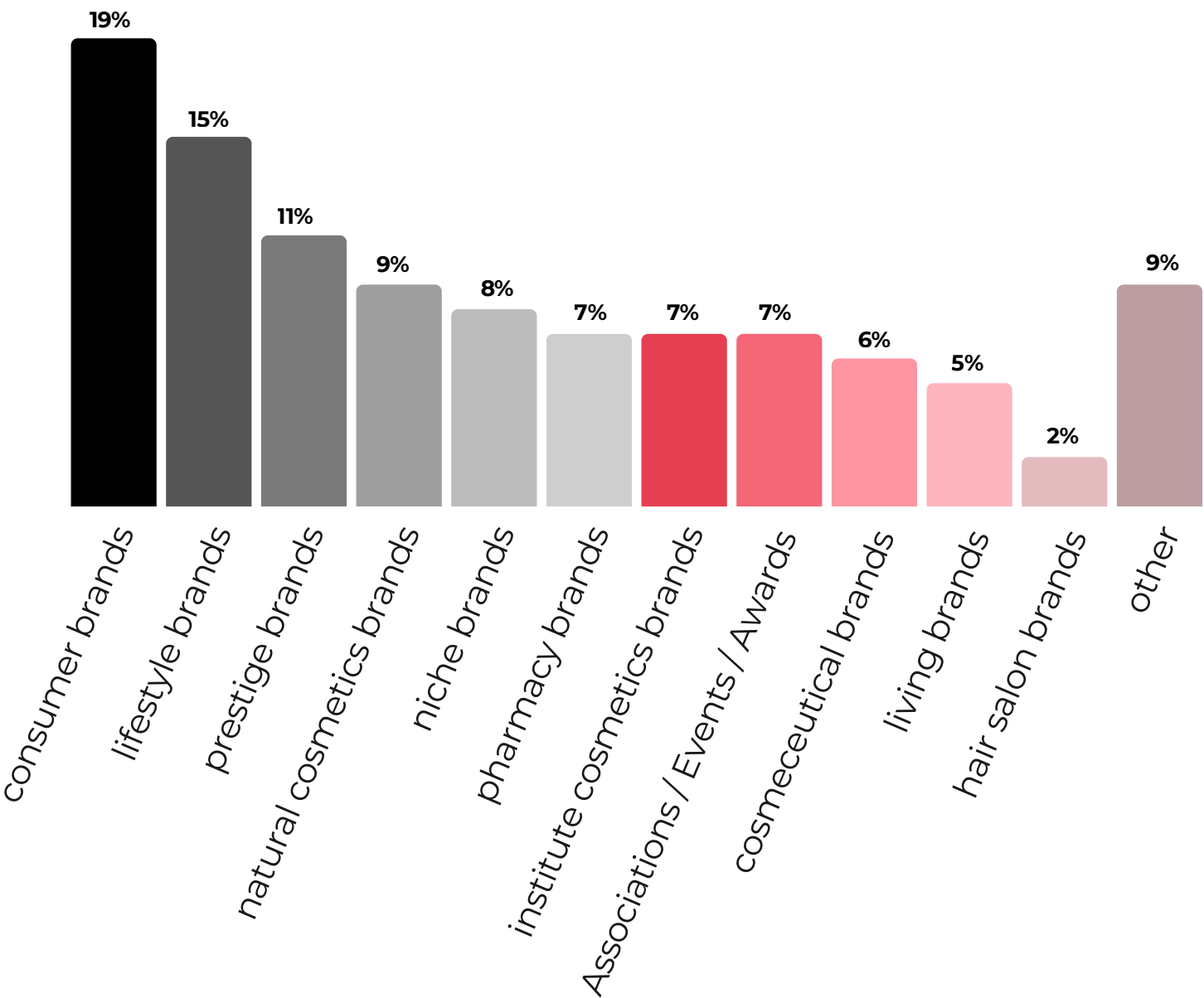


Top Search Terms

by Topics	
lips / lipstick	bags
adventcalendar /	Beauty Forum
adventcalendar 2025	bodylotion
sun protection / after sun	concealer
podcast	magnesium
recipes	fair
Event	follow-up report
easter	shoes
christmas	brown
webinar	eyeliner
baby	foot
fragrance / duftstars	gold
red	hand cream
events	eyeshadow
sleep	mascara
curls	men
natural cosmetics	self tanner
peeling	
by Brand	
artdeco, lavera, nivea, dove, ebelin, acredo, avon, balea, bugatti, eucerin, wmf, anny, trend it up, babor, curaprox, alverde, keralock, avene, ikw, meentzen, asam, bilou, no cosmetics, santaverde, vandini, grandel, dermasence, gehwol, guhl, picard, schaebens, sebamed, staedtler, circadia, hautsache, kaiser, styx, biodroga, mustang, weihenstephan, make up factory, omnimedica, peclavus, onyfix, paul green, wmf, allergika, dermalogica, goovi, herbacin	

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
- Read: 3,4 Mio.
- Ad value: 20.400 Tsd Euro

Kitchen appliance:

- Budget: 3.000 Euro
- Read: 12,7 Mio.
- Ad value: 46 Tsd Euro

Fashion brand:

- Budget: 5.900 Euro
- Read: 5 Mio.
- Ad value: 16 Tsd Euro

Premium Care Photo Story

- Budget: 10.850 Euro
- Read: 32 Mio.
- Ad value: 160 Tsd Euro

Media Types

Social Media	22 %
Newspaper	9 %
Trade Magazines	7 %
Online	12 %
Women’s Magazines	10 %
Premium Magazines	10 %
Special Interest	5 %
Home & Cooking	5 %
Family & Health Magazines	3 %
Costumer Magazines	2%

Online	Brigitte.de, Bunte.de, Burdastyle.de, Cosmopolitan.de, Fürsie.de, gq.de, Heyday Magazine, Wunderweib.de, vogue.de
Newspaper	Augsburger Allgemeine, AZ, Bams, Bild, BZ, Die Welt, FAZ, Kurier, Merkur, NRZ, Rheinische Post, Süddeutsche, TAZ
Trade Magazines	Beauty Forum Edition Germany, das Spielzeug, Dental Magazin, GASTRO - Das Fachmagazin, INSIDE beauty, küche+architektur, Keysale, Kosmetik, Parfümerie, SHOEZ, SPA inside, Top Hair
Women’ Magazines	Avanti, Bild der Frau, Closer, Couch, Flair, In, InTouch, Laura, LEA, Lisa, Neue Woche, OK!, Petra, Vital, Tina Gesund & Fit, bella
Premium Magazines	Brigitte, Cosmopolitan, ELLE, Freundin, Gala, Glamour, GQ, InStyle, Madame, The HARBOR Magazine, Vogue
Special Interest	bewusster leben®, buddy. Alles, was MANN will, BUSINESS TRAVELLER, Dog’s Avenue, HOTELmagazin, materialist, moment by moment, schwulissimo, wanderlust Magazin
Home & Cooking	COSY, HOMES & GARDENS, COUNTRY HOMES, Laura Wohnen Kreativ, Lisa Wohnen & Dekorieren, Zuhause Wohnen, LandIDEE, Landhaus Living
Family & Health	baby&junior, Bunte Gesundheit, FOCUS Gesundheit, GESUND & LEBEN, Leben & Erziehen, Luna Luna mum mama&family, Meine Enkel & ich, Tipi und dot. Magazine
costumer magazines	BABYLIEBE, Centaur Kundenmagazin, DOUGLAS MAGAZIN, MIT LIEBE, MÜLLER Lifestyle - Ihr Wohlfühlmagazin, Natürlich Frau, Tamaris - Das Magazin, WW Ratgeber, YUMMI Magazin



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WEBPORTALIS – LET’S WORK TOGETHER!
You certainly have questions. We will be happy to answer them!