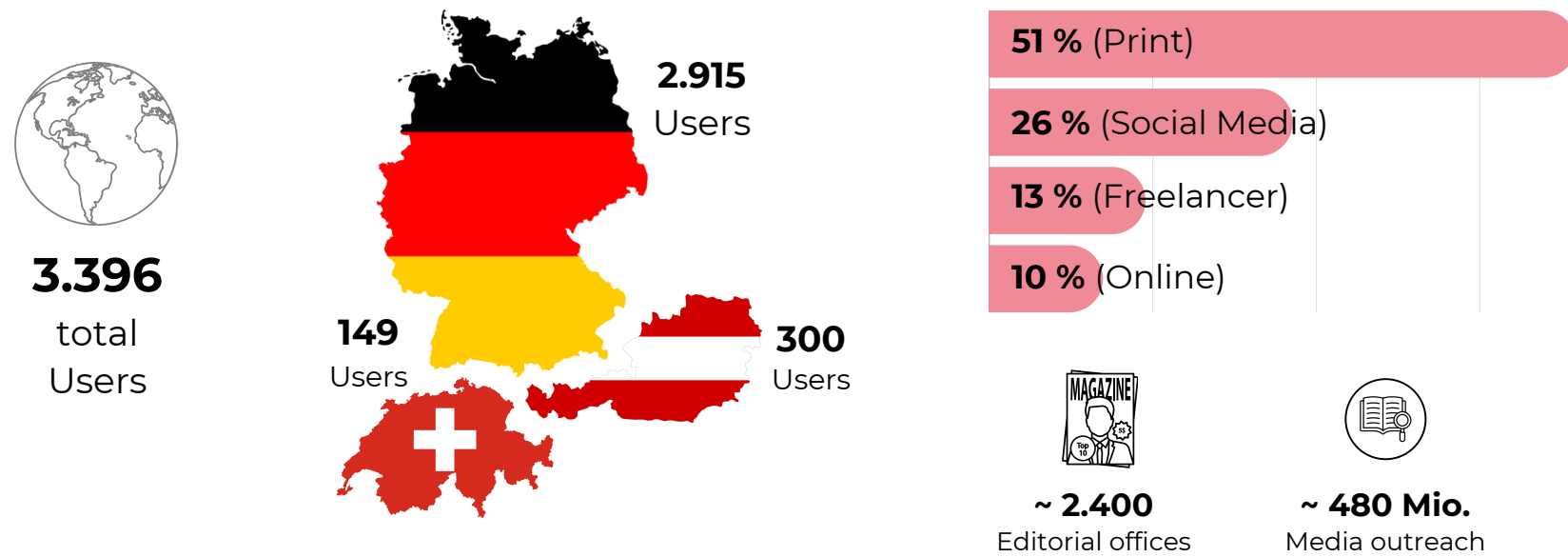


# FACTSHEET Full year 2024

## MEDIA USERS



## TOP OUTLET TYPES (by downloads)

Women Press	Avanti, Bild der Frau, Closer, Couch, Flair, In, InTouch, Joy, Laura, LEA, Lisa, Neue Woche, OK!, Petra, Vital	<b>24 %</b>
Newspaper	Augsburger Allgemeine, AZ, Bams, Bild, BZ, Die Welt, FAZ, Kurier, Merkur, NRZ, Rheinische Post, Süddeutsche, TAZ	<b>18 %</b>
Premium Magazine	Brigitte, Cosmopolitan, Elle, Freundin, Gala, Glamour, GQ, InStyle, Madame, The HARBOR Magazine, Vogue	<b>17 %</b>
Freelancer	Keine Angaben aus Datenschutzgründen	<b>12 %</b>
Online	Beauty.at, Brigitte.de, Bunte.de, Burdastyle.de, Cosmopolitan.de, Fürsie.de, gg.de, Heyday Magazine, Lisa.de, Wunderweib.de, vogue.de	<b>12 %</b>
Social Media	andysparkles, beauty.co_test, cassyverse, dieedelfabrik, meraki_theessenceofbeauty, labellove84, _julovely	<b>9 %</b>
Specialist Press	Beauty Forum Edition Germany, INSIDE beauty, Keysale, Kosmetik, Parfümerie, SPA inside, Top Hair	<b>5 %</b>
Living & Cooking	COSY, HOMES & GARDENS, COUNTRY HOMES, Laura Wohnen Kreativ, Lisa Wohnen & Dekorieren, Zuhause Wohnen, LandIDEE, Landhaus Living	<b>2 %</b>

## FACTS



**421**  
Brands



**893.757**  
Sessions\*



**1.697.709**  
Clicks\*



**Ø 53,4 %**  
Open-Rate\*\*



**94**  
Experts

\*According to Matomo  
\*\*According to Mailchimp

## PR-EVENTS 2024 KEY DATA

	Guests	media outreach in million	dates 2025		Guests	media outreach in million	dates 2025
<b>Vienna</b>	~ 45	26	<b>11.03.25</b> <b>18.09.25</b>	<b>Hamburg</b>	~ 75	78	<b>27.02.25</b> <b>11.09.25</b>
<b>Zurich</b>	~ 25	17	<b>13.03.25</b> <b>23.09.25</b>	<b>Munich</b>	~ 45	54	<b>18.02.25</b> <b>04.09.25</b>
				<b>Cologne (Influencer)</b>	~ 65	4	<b>05.07.25</b> <b>08.11.25</b>

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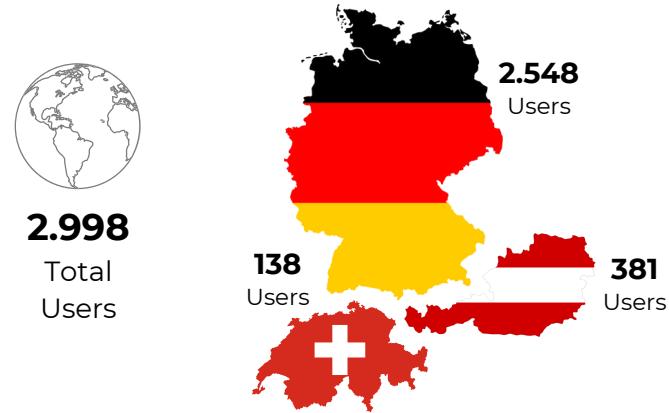


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## MEDIA USERS



## TOP OUTLET TYPES (by downloads)

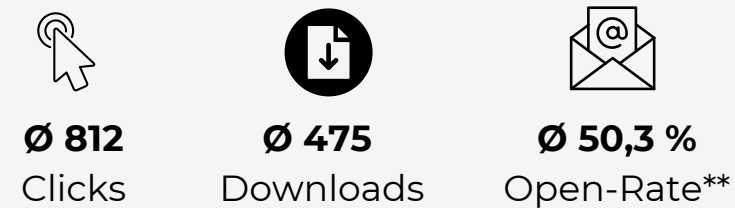
Women Press	<b>21 %</b>
Premium Magazine	<b>11 %</b>
Freelancer	<b>11 %</b>
Online	<b>10 %</b>
Newspaper	<b>8 %</b>

## FACTS



## READY-MADE-CONTENT\*

Ø-values of 25 topics



## BRAND ENVIRONMENT



## TOP SEARCH TERMS\*

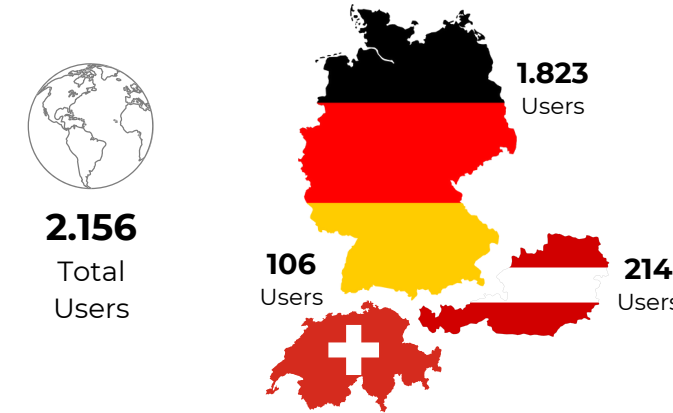
### TOPICS:

- lips
- mascara
- nail / nail polish
- eye shadow
- blush
- eyeliner
- sun / sun protection
- advent calendar
- kajal
- peeling

### BRANDS:

- ARTDECO
- trenit up!
- NIVEA
- lavera
- Balea
- BABOR
- Anny
- sebamed
- A. Börlind
- M'Asam

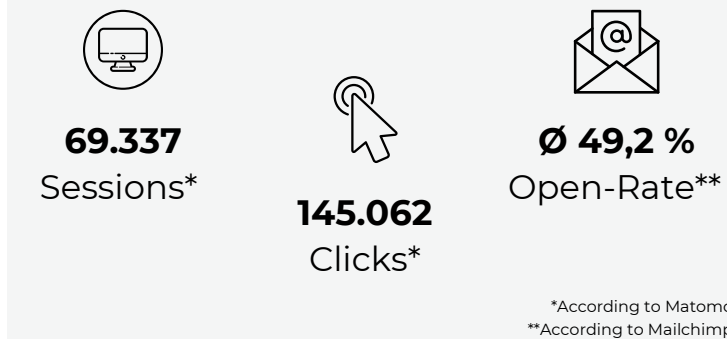
## MEDIA USERS



## TOP OUTLET TYPES (by Downloads)

Newspaper	<b>24 %</b>
Premium Magazine	<b>13 %</b>
Women Press	<b>12 %</b>
Specialist Press	<b>11 %</b>
Online	<b>8 %</b>

## FACTS

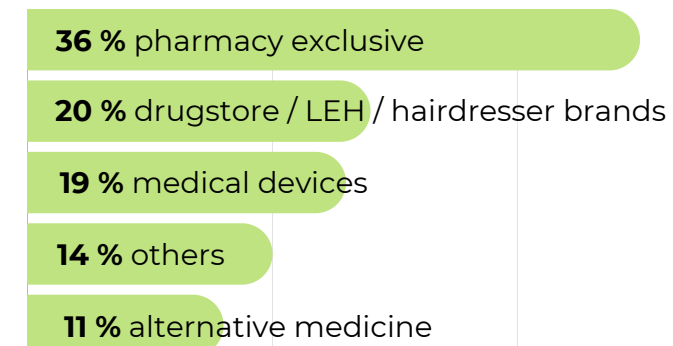


## READY-MADE-CONTENT\*

Ø-values of 12 topics



## BRAND ENVIRONMENT



## TOP SEARCH TERMS\*

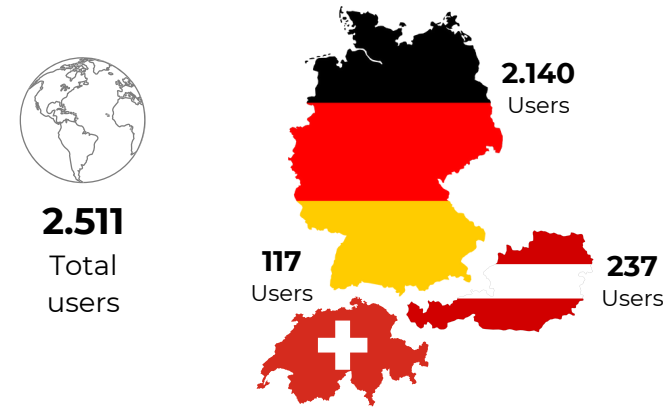
### TOPICS:

- feet
- magnesium
- diabetes
- back
- sleep
- eye / eyes
- BMI
- desinfection
- cold
- ginger

### BRANDS:

- curaprox
- Symbio
- Hansaplast
- orthim
- belixos
- Bion3
- Dado Sens
- dontodent
- femibion
- hübner

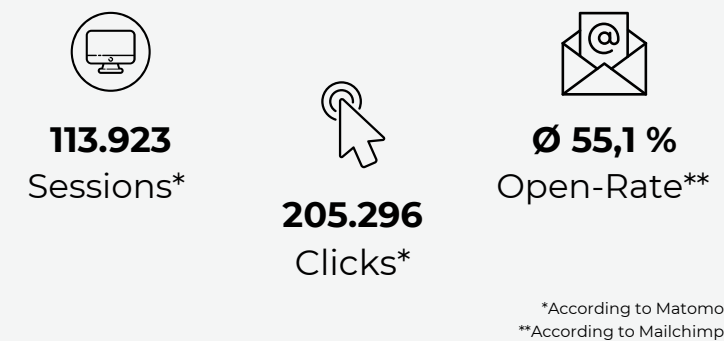
## MEDIA USERS



## TOP OUTLET TYPES (by downloads)

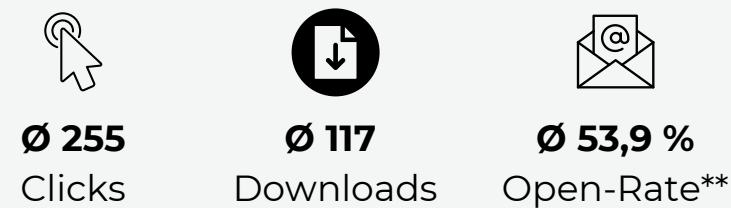
Newspaper	24 %
Freelancer	18 %
Women Press	13 %
Living & Cooking	10 %
Premium Magazine	9 %

## FACTS



## READY-MADE-CONTENT\*

Ø-values of 12 topics



## BRAND ENVIRONMENT



## TOP SEARCH TERMS\*

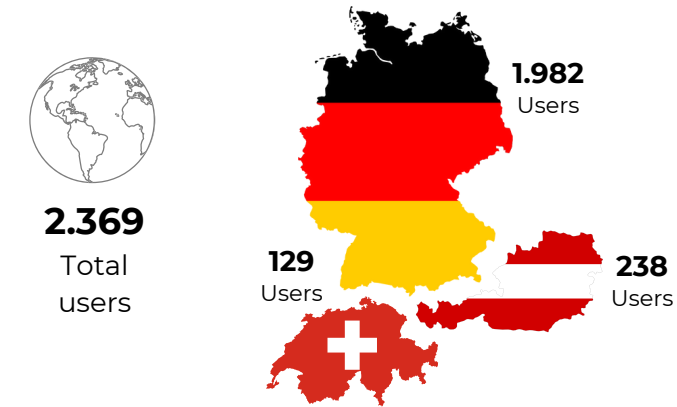
### TOPICS:

- DIY / handicrafts
- recipe / recipes
- candle / candles
- kitchen
- easter
- barbecue / grill
- fire bowl / fireplace
- wedding
- baking
- balcony

### BRANDS:

- STAEDTLER
- Weihenstephan
- Bialetti
- Steinel
- Sterntaler
- Kaiser
- simplicol
- WMF
- Edding
- Engels Kerzen

## MEDIA USERS



## TOP OUTLET TYPES (by downloads)

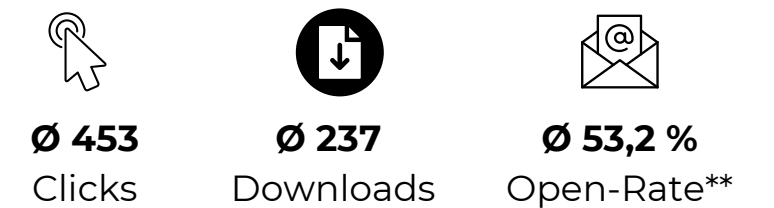
Newspaper	34 %
Women Press	25 %
Online	11 %
Freelancer	7 %
Premium Magazine	5 %

## FACTS



## READY-MADE-CONTENT\*

Ø-values of 12 topics



## BRAND ENVIRONMENT



## TOP SEARCH TERMS\*

### TOPICIS:

- bags
- jewelry / accessories
- shoe / shoes
- jacket
- peach fuzz
- wedding / bride
- glasses / sunglasses
- golf
- fall
- suit

### BRANDS:

- PICARD
- FUCHS SCHMITT
- Paul Green
- ebelin
- JUSTwin
- acredo
- Brax
- simplicol
- Doppler
- Knirps