
BEAUTY FORUM
MEDIA
KIT
2027
WE BELIEVE IN THE
POWER
of
BEAUTY!

INHALT

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HEALTH & BEAUTY

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PHOTOGRAPHER: Stefan Imielski www.stefan-imielski.com @imielski
MODEL: Karina Lege @karina_loves_life
STYLING: Yvette Jack @Yvette_meier_jack
HAIR&MAKE-UP: Patrycja Woskowiak @glam_contact
RPDOUCH: twelvustudio @twelvustudio

Publishing Details

Publisher and Publishing House:

HEALTH & BEAUTY

Health and Beauty Germany GmbH
Am Hardtwald 3 | 76275 Ettlingen | Germany
Tel.: +49 7243 7278-0 | info@health-and-beauty.com
www.health-and-beauty.com

Commercial Register:
HRB 108901 Mannheim
Managing Director: Roberto Valente

Bank Details: Deutsche Bank BIC:
DEUTDESM660
IBAN: DE05660700040021601000
VAT ID No.: DE813440463
Tax No.: 31192/37758

Founding member of VCP (Verband Cosmetic Professional e.V.)
Member of the support circle
www.vcp.eu



HEALTH & BEAUTY

Brand *Mission*

Our mission is to spread the concept of beauty as far as possible. Because we believe that people who find themselves beautiful and feel comfortable in their bodies radiate this outwards.

We stand by companies and experts in the beauty industry, bring people together at our events, and disseminate specialist knowledge in a contemporary way through our digital channels and print media.

REASON WHY

WHAT MOVES ME?

Society and the economy are undergoing a fundamental transformation. Classic reward consumption is a thing of the past. What we are experiencing is a radical redefinition of beauty.

Today, beauty is created at the intersection of epigenetics, cell health, and mental balance. The cosmetics market is no longer just reacting to the surface – it is becoming holistic. For institutes, spas, and specialized retail, this means a fundamental shift: the treatment cabin is transforming from a place of treatment into a center for longevity and bio-technological skin health.

As Health and Beauty Germany, we accompany this change as a leading 360-degree communication hub. We connect media, events, and exhibition platforms both online and offline to translate complexity into real strategies for practice. For an industry seeking orientation and shaping the future.

ROBERTO VALENTE
CEO / MANAGING DIRECTOR HEALTH & BEAUTY

20k
Print Circulation

60k[1]
Print Reach

21.4k[2]
Page Impressions / Month

51.2k[3]
Social Followers

716.6k[3]
Social Views / Month

285.6k[4]
Recipients / Month

Sources:
1. Readership survey 2024: 3 readers per issue
2. beauty-forum.com: Matomo (08/01/2025–07/31/2026)
3. Meta Business Suite, YouTube Studio (08/01/2025–07/31/2026)
4. Mautic, Odoo (08/01/2025–07/31/2026)

BEAUTY FORUM APP
Our new app connects consumers, beauty professionals, and brands & manufacturers – all key players of the beauty market in one place.

BEAUTY-FORUM.COM
The portal for beauty fans and professionals – with comprehensive information on beauty, health, and lifestyle.

BEAUTY FORUM YEARBOOK 2027
The industry must-have! Our exclusive yearbook presents the most important company stories and product highlights of the year – perfectly mixed 50/50 and visible year-round from March to March. Printed as an insert in BEAUTY FORUM and online as an animated e-magazine – with clickable product images that lead directly to the online store.

BEAUTY FORUM MAGADINE
The leading beauty trade magazine in German-speaking regions is the multi-talent for life as a beauty professional. The "All-in-One" package provides a complete overview of all cosmetic and business topics.

BEAUTY FORUM STARS AWARD
The largest and most renowned industry award in the professional beauty sector, presented at a gala evening in Munich.

BEAUTY FORUM DAYS
Exclusive one-day events for beauty professionals in high-end locations across eight selected cities in Germany and Austria.

BEAUTY FORUM FESTIVAL
Germany's largest autumn beauty event presents itself in a new look on the grounds of Messe München – featuring trends, innovations, networking, masterclasses, contests, workshops, and many show highlights.

PODOLOGY CONGRESS BY BEAUTY FORUM
Top accredited lectures on podology plus an accompanying podology/footcare trade exhibition – live in Leipzig.



HEALTH & BEAUTY

Brand *Highlights*



HEALTH & BEAUTY

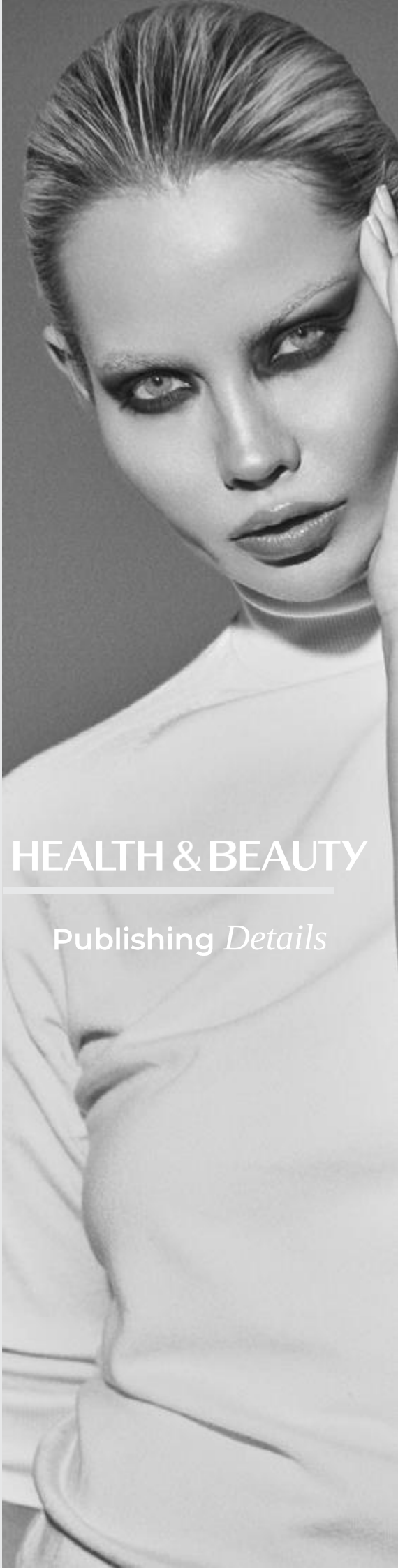
Omni *Channel*

CROSS-MEDIA COMMUNICATION

As an internationally operating company, we create individual and cross-media communication concepts for you. Together with us, reach your target audience across all communication channels. We offer everything from a single source: Print, Digital, Trade Fairs & Events, Live Communication.

Discover our diverse cross-media communication channels – guaranteeing you a high-quality and far-reaching advertising presence. Trend-setting. Innovative. Partnership-based. With the highest quality standards. That is what BEAUTY FORUM stands for.





HEALTH & BEAUTY

Publishing *Details*

EDITORIAL (RESPONSIBLE ACCORDING TO PRESS LAW)
Maxi Goewe, Director Publishing & Customer Service/Editor-in-Chief
Phone: +49 7243 7278-176
maxi.goewe@health-and-beauty.com

ADVERTISING (RESPONSIBLE)
Jerome Siel, Marketing & Account Director
Phone: +49 7243 7278-231
jerome.siel@health-and-beauty.com

CIRCULATION

Printed circulation: 20,000 copies (BEAUTY FORUM)

FREQUENCY OF PUBLICATION

BEAUTY FORUM 8x per year

MAGADINE FORMAT

DIN A4 (210 x 297 mm). Also published as an e-paper.

PRINTING / BINDING MPDHOD

Sheet-fed and web offset, Euroscale, perfect binding, 80-screen

PRINT MATERIAL

See page 21

PRICES & TERMS OF PAYMENT

All prices are net in EUR plus statutory VAT. Subject to change and errors.
Payments due 10 days after invoice date without deduction.

AGENCY COMMISSION

15% of customer net

VOLUME DISCOUNTS

Frequency discount: 3% for 3 ads, 5% for 5 ads, 10% for 8 ads, 15% for 12 ads
Quantity discount: 5% for 3 pages, 10% for 5 pages, 15% for 8 pages, 20% for 12 pages

SURCHARGES

10% placement surcharge. Surcharge for HKS special colors, Pantone, and metallic special colors upon request.

TERMS AND CONDITIONS

For the processing of orders, the General Terms and Conditions for advertisements and other advertising media in print or digital media apply, as well as the General Terms and Conditions for trade fair exhibitors for orders from exhibitors – see online at:
www.beauty-forum.com/agb



HEALTH & BEAUTY

Magazine *Concept*

BEAUTY FORUM

BE INFORMED, BE INSPIRED, BE YOURSELF!

POSITIONING

BEAUTY FORUM is the leading beauty trade magazine in German-speaking regions – the multi-talent for life as a beauty professional.As an "All-in-One" package, it offers a complete overview of all cosmetic and business topics: skincare, device-based cosmetics, medical beauty, foot and nail care, natural cosmetics, lifestyle & self-care, mindset, wellness, and style trends.Well-founded content, practical best-practice examples, and industry news keep beauty professionals always up to date.

TARGPD AUDIENCE

BEAUTY FORUM excites, inspires, and informs women with a passion for beauty – many of whom live this passion professionally.Profile: Ø 51 years, household net income > 5,000 EUR, 76% live in their own home, 89% are self-employed.

Recipient structure in percent

0.5 Archive and specimen copies

4.0 Footcare studios and practices

5.5 Cosmetics students, cosmetics schools

90 Cosmetics salons, beauty farms, spas, day spas
(predominantly owners and managers)

WHY IT PAYS OFF (USPS)

- Title with highest reach in the professional beauty segment
- The only medium that reaches the target audience via print, digital, social media, and trade fairs & events
- The ABC of cosmetics for trends, treatments, and concepts in the institute
- Well-founded specialist content with the highest expertise and practical relevance





HEALTH & BEAUTY

Print *Advertising* BEAUTY FORUM

Advertising Forms/ Ad Formats

FORM	FORMAT*	PRICE
2/1 Page	420 x 297 mm	8,500.– €
1/1 Page	210 x 297 mm	5,400.– €
1/2 Page vertical	98 x 297 mm	3,470.– €
1/2 Page horizontal	210 x 143 mm	3,470.– €
1/3 Page vertical	73 x 297 mm	2,950.– €
1/3 Page horizontal	210 x 102 mm	2,950.– €

Further formats upon request

Bound-in and Loose Inserts**

FORM	FORMAT*	PRICE
Bound-in 2-page 4-page 8-page	max. < 210 x 297 mm + 3 mm bleed on sides and bottom + 5 mm on top, maximum weight: 170 g/m²	 6,700.– € 8,400.– € 9,450.– €
Loose insterts up to 10 g up to 20 g up to 30 g up to 50 g	max. 200 x 297 mm, Partial inserts are not possible	 4,750.– € 5,370.– € 5,600.– € 6,150.– €
Glued Post Cards (mechanically)	max. DIN A6, maximum weight: 150 g/m², only in combination with 1/1 ad	2,800.– €

Special Positions

FORM	FORMAT*	PRICE
Opening Spread	420 x 297 mm on IFC (U2) + Page 3	9,800.– €
Inside Front Cover (U2)	210 x 297 mm	5,800.– €
Inside Back Cover (U3)	210 x 297 mm	5,500.– €
Outside Back Cover (U4)	210 x 297 mm	5,950.– €
1/3 Page horizontal in Editorial	210 x 102 mm	3,600.– €
Start-up-Page*	210 x 122 mm ad motif; 1/2 page advertorial	2,000.– €

Further formats upon request

* A start-up is defined as a company that has existed for no longer than 3 years and generates no more than 3 million EUR in revenue.

Special Ad Formats

FORM	FORMAT*	PRICE
Altar Cover	105/207/110 x 297 mm	14,300.– €
Flying Cover	108 x 297 mm	8,650.– €
Flip Insert	73/140/73 x 297 mm	8,800.– €
Special Print 4-page 8-page	 210 x 297 mm 210 x 297 mm	 Upon request
Advertorials 1/1 Page 2/1 Page	 Ad price 1/1 page plus production, 210 x 297 mm Ad price 2/1 page plus production, 420 x 297 mm	 5,400.– € 350.– € 8,500.– € 600.– €
Cross-media Promotion Extension	Landing page with image/video integration, price per month (min. 3 months)	940.– €

* All ad formats are bleed formats (bleed allowance: 3 mm per outer edge).
** Bound-in and loose inserts are non-discountable. Delivery of bound-in and loose inserts: Quantity = magazine circulation + 3%.

All prices net in EUR plus statutory VAT. Subject to change and errors.



HEALTH & BEAUTY

Editorial *Plan* BEAUTY FORUM

THE FUTURE OF HOLISTIC BEAUTY!

From skin longevity and women's health to beauty prevention, recovery, and modern active ingredient research – the topics of the year show how closely skin, health, and lifestyle are connected today.

ISSUE	TOPICS	INTERESTING FOR THOSE WHO MARKETS ...	SPECIAL SECTIONS/ HIGHLIGHTS
1/2027 AD 11/24/2026 DD 12/03/2026 PD 12/30/2026	**Dossier: Moderne Modern anti-aging concepts: Inside, outside, device-based** Multisensory treatments: Activating all senses | Sustainability: Packaging solutions of the future (refill, solid, mono-material) **Business Special:** From a one-person studio to a beauty enterprise	Anti-aging, longevity, medical beauty, or sustainable packaging concepts	Product Novelties 2027 BEAUTY FORUM Stars Award 2026: The Winners
2/2027 AD 01/15/2027 DD 01/27/2027 PD 02/19/2027	**Dossier: Beauty meets prevention: The role of cosmeticians in a health-oriented society** Healthy Scalp: Scalp care as a growth market | The new body cult: Innovative body treatments from tightening to contouring **Business Special:** New customer acquisition: Which marketing measures really work today	Prevention, scalp health, body treatments, or beauty marketing	Trends from India
3/2027 AD 02/12/2027 DD 02/23/2027 PD 03/31/2027	**Dossier: Spring/Summer 2027: Products, active ingredients, and treatments for healthy skin in the warmer months** Beauty rituals for skin and nervous system | Women's Health: Skin changes in different life phases **Business Special:** Sustainable business management – tips and tricks	Solutions for summer must-haves, women's health, or develop sustainable beauty concepts	Summer Must-haves Recap Podology Congress Leipzig Beauty Dusseldorf Trends from the US
4/2027 AD 04/20/2027 DD 04/30/2027 PD 05/28/2027	**Dossier: Men's skin: A market with potential** Beauty supplements: How they support healthy skin and hair | The future of natural cosmetics: Between biotech and plant power **Business Special:** Specialization instead of generalist approach ("Bauchladen")	Supplements, wellness, or niche concepts	Trends Beauty Dusseldorf Recap BEAUTY FORUM Day Nuremberg Global trends from Cosmoprof Worldwide Seen @ FIBO
5/2027 AD 05/31/2027 DD 06/10/2027 PD 06/30/2027	**Dossier: Skin Longevity: Treatments, nutrition, exercise, mindset** Beauty for every generation: From Gen Z to Best Ager | All over relaxing: Fascia, relaxation exercises, and facial massage **Business Special:** Consulting quality as a competitive advantage	Offers around longevity, generational beauty, nutrition, movement, and relaxation	BEAUTY FORUM Stars Award 2027: The Nominees Recap BEAUTY FORUM Day Frankfurt Seen @ LifeSummit
6/2027 AD 07/16/2027 DD 07/28/2027 PD 08/18/2027	**Dossier: Beauty from within: Gut, hormones, skin, and psyche in interplay** Allergies, irritations, intolerances: Care for sensitive skin | Touch instead of tech: Touch as a beauty factor **Business Special:** Social media – which channels and formats really work	Products for gut-skin axis, hormones, mental wellbeing, or sensitive skin	Sneak Preview BEAUTY FORUM Festival Recap BEAUTY FORUM Days Berlin, Hamburg, and Stuttgart Trends from South-East-Asia and the US
7/2027 AD 08/24/2027 DD 09/03/2027 PD 09/30/2027	**Dossier: Autumn/Winter 2027: Products, active ingredients, and treatments for healthy skin in the colder months** Beauty Food: What studies really prove | Sport and skin: Positive effects of exercise on regeneration and aging **Business Special:** How the institute becomes a brand	Seasonal care concepts, beauty food, or position premium offers	Medical Beauty incl. Medical Beauty Special Print BEAUTY FORUM Stars Award 2027: The Finalists BEAUTY FORUM Festival Recap BEAUTY FORUM Day Vienna
8/2027 AD 10/20/2027 DD 10/29/2027 PD 11/19/2027	**Dossier: Skin Barrier 2.0: Shield, microbiome, and** regeneration Healthy lifestyle: Sleep optimization as a beauty booster | Skin Recovery & Resilience: Concepts and treatments for stressed skin **Business Special:** Attracting and retaining premium clientele	Solutions for skin barrier, microbiome, or sleep quality	Trends BEAUTY FORUM Festival Education Highlights Trends from Europe
1/2028 AD 11/23/2027 DD 12/03/2027 PD 12/30/2027	**Dossier: Adult problem skin: From psychological burden to active ingredient power** Why hydration is the new anti-aging | Perfect effect: Combination treatments for well-groomed skin **Business Special:** Selling without sales pressure	Products and treatments for problem skin, regeneration, and skin protection	Product Novelties 2028 BEAUTY FORUM Stars Award 2027: The Winners Trends from Asia

PD = Publication Date (issue in mailbox); AD = Advertising Deadline; DD = Print Material Delivery Deadline

■ BEAUTY FORUM Stars Award ■ Fairs & Events ■ Special Sections



HEALTH & BEAUTY

Advertorial *Sections* BEAUTY FORUM

ADVERTORIAL SECTIONS

Thematic environment and issue

ISSUE	FORMAT	PRICE
1/27 – Product Novelties 2027	1/1 Page, individual presentation of product novelties for 2027	1,700.– €
3/27 – Summer Must-haves	1/1 Page, individual presentation of the summer products of the year	1,500.– €
4/27 – Trends Beauty Dusseldorf	(Format + Price: see 4 different trend packages below)	
6/27 – Sneak Preview BEAUTY FORUM Festival	1/1 Page, individual presentation of an exhibitor and their offer	1,500.– €
7/27 – Medical Beauty	1/1 Page bundle as a PR product presentation in BEAUTY FORUM and in the Medical Beauty special print	4,500.– €
8/27 – Education Highlights	1/1 Page, presentation of training and further education offers (industry and schools)	2,750.– €
8/27 – Trends BEAUTY FORUM Festival	(Format + Price: see 4 different trend packages below)	
1/28 – Product Novelties 2028	1/1 Page, individual presentation of product novelties for 2028	1,700.– €
Digital Extension	Details see p. 15	From 120.– € per month

TRENDS in 4/27 or 8/27	FORMAT	PRICE
Premium XXL	2/1 Page Advertorial + Video (3-4 min) + Linking to individual company page	4,500.– €
Premium	1/1 Page Advertorial + Video (3-4 min) + Linking to individual company page	3,300.– €
Premium Digital	Landing page + Video (3–4 min) + Social Media (Instagram Story)	3,300.– €
Basic	1/1 Page Advertorial	2,500.– €
Express Option	Publication of an Instagram Story on the evening of the 1st festival day upon booking and appointment by 2 PM.	+ 400.– €

SPECIAL ADVERTORIAL ON COMPANY HISTORY		PRICE
ISSUE	Indicate preference, editorial team allocates based on availability and consultation	
FORMAT	1/1 Page, individual presentation of company history	2,500.– €

All prices net in EUR plus statutory VAT. Subject to change and errors.



BEAUTY FORUM Digital

Our mission: Spread the concept of beauty as far as possible.
To achieve this, we use all relevant digital channels – from our websites and newsletters to social media and our custom-developed app, which bundles all beauty topics in one place and makes them available on your smartphone at any time.

This creates a digital beauty environment based on expert content that unites consumers, professionals, brands, and manufacturers in a large community.

HEALTH & BEAUTY

BEAUTY FORUM *App*



APP

Our app brings all key players of the beauty market together in one place – consumers, beauty professionals, and brands & manufacturers.

As a brand & manufacturer, you benefit from these advantages:

- Optimally present your brand(s) and products
- Offer attractive coupons for your customers
- Use the Scan2Connect feature for fast, efficient lead management
- Connect with partner salons and benefit from the reach of the entire community
- Specifically address professionals or consumers – with tailor-made messages

FORM	DESCRIPTION	PRICE*
Brand Profile	Profile with name, short description, images, contact info, social links, connected brands, and your coupon campaigns	99.99 €** per month

Download and register for the app now:

JETZT BEI Google Play

Laden im App Store



FORM	DESCRIPTION	FORMATS	PRICE*
Sponsored Post	Promotional item with teaser image, text, and image(s)	1.320 x 934 px (teaser image)	520.– € one-off
Medium Rectangle Hero	Banner at Pos. 1 in Home Feed, max. 5 rotations	600 x500 px	710.– € per month
Medium Rectangle Rotation	Banner at Pos. 2+ in Home Feed, max. 5 rotations	600 x500 px	710.– € per month
Medium Rectangle Events Feed	Banner in Events Feed, max. 5 rotations	600 x500 px	710.– € per month
Coupon	Coupon in Coupon Slider in Home Feed as well as in Coupon Feed	252 x 252 px	450.– € per month (300.- €, if 3+ months)

All images as specified above must be supplied at 96 dpi.

* All prices net in EUR plus statutory VAT and not agency commissionable (AE-fähig).
** monthly cancellable at month's end

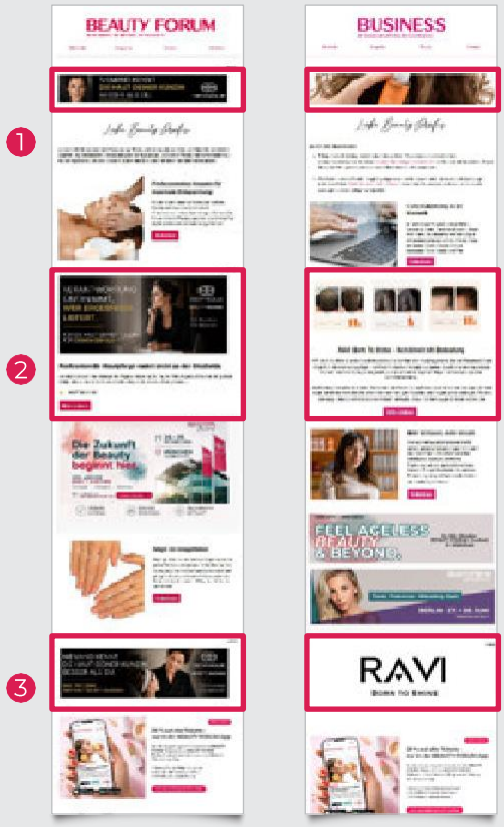
Subject to change and errors.

NEWSLETTER

FACTS

- Target-group-accurate customer approach, directly measurable
- Increased response to your message
- Ø Opening rate (OR) of >30%*
- Ø Click-through rate (CTR) on ad spaces of 2%*
- Target group of BUSINESS newsletter consists of young beauty professionals who follow current top trends, build or further develop their business, and are open to new products, brands, and innovative concepts

DISTRIBUTION LIST	FREQUENCY	REACH*	PRICE**
BEAUTY FORUM Germany	every Wed.	24,000	2,150.– €
Upgrade incl. Austria	every Wed.	+ 2,200	+ 350.– €
BUSINESS	every Tue.	5,100	770.– €
Stand-alone Newsletter	by arrange-ment	per choice of distribution list	See above + 50%



1 **Superbanner** (600 x 100 px)

2 **Native Text Ad/Sponsored Post** with teaser image (1,200 x 560 px) and teaser text (max. 300 characters incl. spaces). Additional data supply for Sponsored Post: News image (1,600 x 900 px), news text (max. 1,000 characters incl. spaces)

3 **Kicker banner** (600 x 180 px)

All banners and images as specified above for newsletter advertising must be supplied at 96 dpi.

* Source: Mautic, Odoo (08/01/2025–07/31/2026)
** All prices net in EUR plus statutory VAT and not agency commissionable.

Subject to change and errors.



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Newsletter

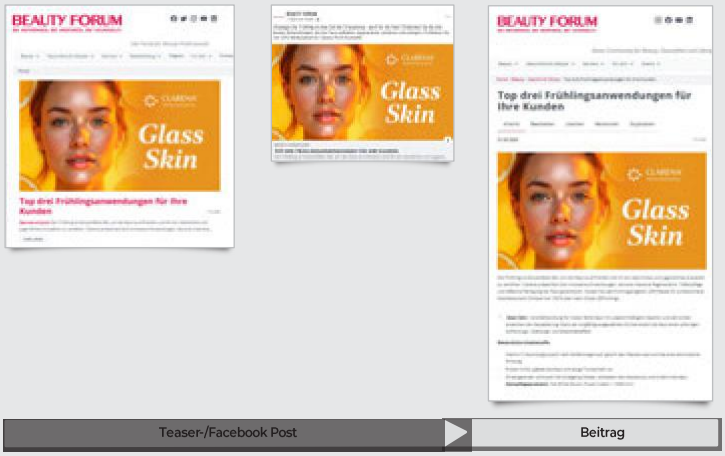
HEALTH & BEAUTY

beauty-forum.*com*



FORM	DESCRIPTION	FORMATS IN PIXELS	PRICE*
1 **Sponsored Post**	Promotional article with image (1,600 x 900, 96 dpi), text + teaser post on Facebook	1,600 x 900	520.– €
Superbanner top	Attention-grabbing horizontal banner above the page header, bookable for homepage as well as per category (Beauty, Health & Lifestyle, Career, For You, Events); max. 3 rotations	1,170 x 90 798 x 90 728 x 90 468 x 60 320 x 50	620.– € per month
Hockeystick (= Superbanner + Skyscraper right)	Attention-grabbing banner in the shape of a hockey stick, bookable for homepage as well as per category (Beauty, Health & Lifestyle, Career, For You, Events); max. 3 rotations; mobile superbanner only	1,330 x 600 798 x 90 728 x 90 468 x 60 320 x 50	990.– € per month
Fireplace	Attention-grabbing banner in the shape of a gate, bookable for homepage as well as per category (Beauty, Health & Lifestyle, Career, For You, Events); max. 3 rotations; mobile superbanner only	1,490 x 600 798 x 90 728 x 90 468 x 60 320 x 50	1,350.– € per month
Premium Banner Exklusive	Large-scale rectangular banner, positions 1+2, bookable for homepage as well as per category (Beauty, Health & Lifestyle, Career, For You, Events); max. 3 rotations	620 x 200 600 x 500, 300 x 250 936 x 120, 468 x 60	710.– € per mont
Product Highlights	Prominently placed product image incl. link to desired URL (e.g., product detail page of your webshop) on the homepage, max. 8 rotations	900 x 900	450.– € per month (300.– €, if 3+ months)
Premium Banner Standard	Large-scale rectangular banner, position 3, bookable for homepage as well as per category (Beauty, Health & Lifestyle, Career, For You, Events); max. 3 rotations	620 x 200 600 x 500 und 300 x 250 936 x 120 und 468 x 60	520.– € per month
Parallax Ad	Banner on homepage that remains fix when scrolling, thereby increasing user attention; bookable for homepage as well as per category (Beauty, Health & Lifestyle, Career, For You, Events); exclusive per page	320 x 267 468 x 391 730 x 610	900.– € per month

1



Teaser-/Facebook Post ▶ Beitrag

Further information on our advertising media can be found at https://www.beauty-forum.com/online-werbemittel

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HEALTH & BEAUTY

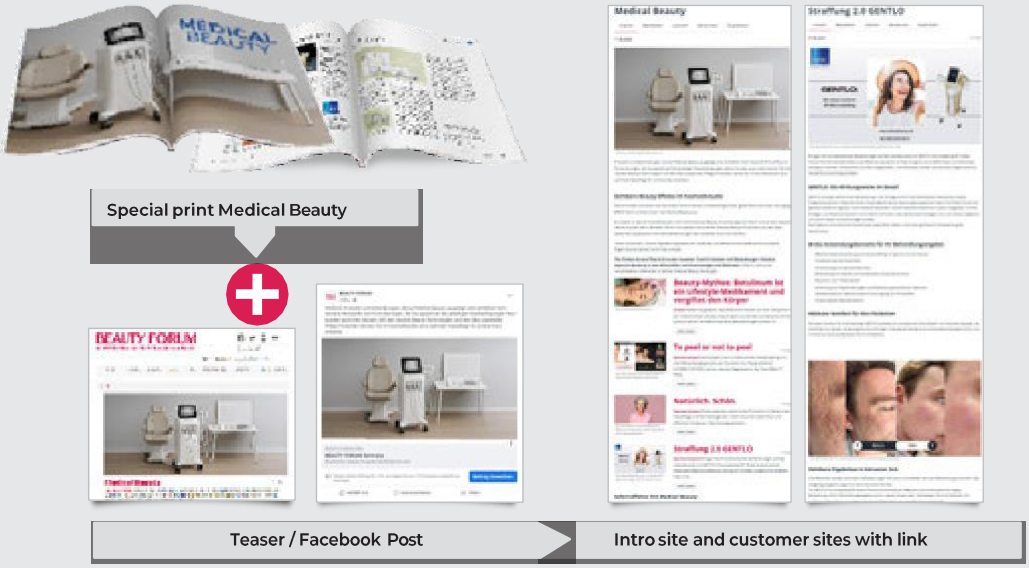
Crossmedia

CROSSMEDIA POST**

= Digital extension, only in combination with advertorial sections (cf. p. 10), purely digital booking = storytelling

AUSGABE		FORMAT	LAUFZEIT	PRICE/MONTH*
1/27 3/27 6/27 1/28	Product Novelties 2027 Summer Must-haves Sneak Preview BEAUTY FORUM Festival Product Novelties 2028	Promotion on beauty-forum.com and social media (in addition to print advertorial section)	min. 3 months	120.– €
7/27 8/27	Medical Beauty Education Highlights	Promotion on beauty-forum.com and social media (in addition to print advertorial section)	min. 9 months	120.– €

**Only bookable in combination with the respective advertorial section in the specified issues of BEAUTY FORUM.



STORYTELLING/ADVERTORIALS

= Native advertising with cross-media extension options

FORM	FORMAT	DURATION	PRICE/MONTH*
Digital only	Promotion of the story site on beauty-forum.com (sponsored post and premium banner) as well as social media	min. 3 months	1,590.– €
Crossmedia	Promotion of the story site of any booked advertorial (cf. special ad formats on p. 8) on beauty-forum.com (sponsored post and premium banner) as well as social media	min. 3 months	940.– €

*All prices net in EUR plus statutory VAT and not agency commissionable. Subject to change and errors.



BEAUTY FORUM SOCIAL MEDIA

INSTAGRAM

- Target-group-accurate customer approach, directly measurable
- Increased response to your message (esp. inspiration, edutainment)
- Over 530,000 impressions/month[1]
- 26,253 followers (as of: 08/03/2026)[1]

FORM	FORMAT	PRICE*
Feed Post	Photo ad, video ad, or carousel ad (up to 20 images/video in succession)	1,500.– €
Story Post	Full-screen ads that look like normal stories, ensuring a seamless user experience.	1,000.– €
Reels Post	Vertical full-screen videos among organic reels ad (up to 60s)	2,000.– €

FACEBOOK

- Target-group-accurate customer approach, directly measurable
- Increased response to your message (esp. information
- Over 175,000 impressions/month[1]
- 18,559 followers (as of: 08/03/2026)[1]

FORM	FORMAT	PRICE*
Feed Post	Photo ad, video ad, or carousel ad (up to 10 images/video in succession)	1,000.– €
Story Post	Full-screen ads that look like normal stories, ensuring a seamless user experience.	600.– €
Reels Post	Vertical full-screen videos among organic reels ad (up to 60s)	1,400.– €
Facebook Live	30–45 min livestream	1,500.– €
Sponsored Post	Promotional article with image (1,600 x 900 px, 96 dpi), text + teaser post on	520.– €

YOUTUBE

- Emotional customer approach with video message
- Around 7,300 views/month[2]
- Around 59 hours watch time/month[2]
- 6,250 subscribers (as of: 08/03/2026)[2]

FORM	FORMAT	PRICE*
YouTube Shorts	Vertical full-screen format for short videos on YouTube (max. 60s)	200.– €

Note: Vertical videos are also (currently) distributed free of charge on the social media platform TikTok.

TikTok

*All prices net in EUR plus statutory VAT and not agency commissionable. Subject to change and errors.
[1] Source: Meta Business Manager; Period: 08/01/2025–07/31/2026; Average values
[2] Source: YouTube Studio; Period: 08/01/2025–07/31/2026; Average values



BEAUTY FORUM PODCAST



WHY PODCASTS?

- Active approach to a strongly delineated target audience with audio message
- Around 5,200 views/month*
- Almost 380 hours watch time/month*

*Source: YouTube Studio and Spotify for Creators; Period: 08/01/2025-07/31/2026; Average values

AD PACKAGE	DESCRIPTION	PRICE*
PODCAST PRESENTER PACKAGE	- Presenter logo in print ads in the trade magazine BEAUTY FORUM with the note: "This podcast episode is presented by..." - Presenter logo on beauty-forum.com/podcast - Logo integration in the Instagram and Facebook story announcing the podcast episode - Instagram story presenting your company as a sponsor incl. linking to your desired URL and tagging your profile - Integration in the podcast teaser of the BEAUTY FORUM newsletter - Pre-roll (15 sec): Spoken intro ("This podcast episode is presented by...")	1,000.– €
PODCAST ADVANCED AD PACKAGE	- All services from the PODCAST PRESENTER PACKAGE plus: - Pre-roll spot (15 sec): Presenter announcement or produced commercial at the beginning - Mid-roll spot (15 sec, optional): Produced commercial in the middle of the episode - Post-roll spot (15 sec): Presenter announcement or produced commercial at the end - Mention of your company as sponsor/presenter in the show notes (podcast description) - Up to 2 links to your desired URLs in the show notes	2,000.– €
PODCAST PREMIUM AD PACKAGE	- All services from the PODCAST ADVANCED AD PACKAGE plus: - Host-Read (Native Ad): Personal shoutout by the podcast host. This authentic approach enjoys particularly high trust from the audience. - Up to 3 links to your desired URLs in the show notes - 1/2 page advertorial in the BEAUTY FORUM magazine - 1 sponsored post in the BEAUTY FORUM app	3,000.– €
EXCLUSIVE BRANDED PODCAST PACKAGE	- All services from the PODCAST PREMIUM AD PACKAGE plus/extended by: - Complete podcast episode produced with/for your brand – including a deep dive into your desired topic - Custom-designed show notes according to your specifications – including an unlimited number of links to your desired URLs - 1 sponsored post on beauty-forum.com with a link to your desired URL	5,000.– €

PODCAST TOPICS 2027

2 podcasts are released per month, meaning 24 episodes are planned for 2027. The core topic areas include:

- Cosmetic treatments, problem skin treatments, and styling
- Longevity, holistic health & bneauty, women's health, skin, and hormones

New podcast series for 2027 can be viewed at any time at **beauty-forum.com/mediadaten**.
Separate topics and booking packages available upon request

*All prices are net in EUR plus statutory VAT and are not commissionable (AE-fähig). Subject to change and errors.

BEAUTY FORUM SPECIALS

BUSINESS PARTNER



- Cross-media visibility of the customer logo throughout the entire year
- Direct linking or URL integration
- Simple process: Bookable for 12 months with an annual invoice and automatic renewal until revoked

DESCRIPTION	PRICE*
Logo incl. link to website, Logo incl. URL on ad in every FORUM issue	55.– € per month

ADVENT CALENDAR DOORS



- Instagram lottery
- High brand reach during the attention-grabbing Advent season
- Positive brand association through an emotional environment
- Lead and follower generation
- Exclusive placement without competition in the same post

DESCRIPTION	PRICE*
Logo an image of the prize (1,080 x 1,350 px), Product text for caption (approx. 500 characters incl. spaces), Instagram account will be tagged	350.– € per door

Note: Prizes must be provided at least in triplicate; otherwise, participation and thus reach will suffer.

BEAUTY FORUM YEARBOOK 2027



Yearbook of the professional beauty industry in the German-speaking region | www.beauty-forum.com/jahrbuch

FORM	PRICE*
Cover Ad	2,200.– €
4/1 Page	8,000.– €
2/1 Page	4,500.– €

Print circulation 2027: 10,000 copies, published 1 x annually. Distributed at Beauty Dusseldorf, all BEAUTY FORUM Days, and the BEAUTY FORUM Festival.

E-Magazine 2027: Published online March 2027–March 2028 with animated pages. 50% company stories and 50% product highlights of the year (clickable product images, linked e.g., to your online shop).

*All prices are net in EUR plus statutory VAT and are not commissionable (AE-fähig). Subject to change and errors.

BEAUTY FORUM
STARS AWARD

BEAUTY FORUM STARS AWARD 2027

Once a year, the award honors the best products and companies in the beauty industry. The BEAUTY FORUM Stars Award is presented in November in Munich. All winners are announced during a festive gala award ceremony in Munich. Will we be able to congratulate you too?
Call upon the beauty world to vote for your nominations in our nominees' section in BEAUTY FORUM issue 5/27. Present yourself in the finalists' section in issue 7/27 if you make it onto the podium in at least one category – right in time for the BEAUTY FORUM Festival in Munich – and in the winners' section in a special supplement to issue 1/28.This ensures you are visible through editorial coverage for months – with digital extension upon request.
Print or cross-media – make sure you are seen as a winner!

Book now to secure preferential rates and plan your 2027 communication comprehensively.

YOUR BOOKING OPTIONS** IN THE NOMINEES' SECTION IN BEAUTY FORUM 5/27	
1/2 Page horizontal	1,980.– € (compared to 3,470.– €)
1/1 Page	2,970.– € (compared to 5,400.– €)
2/1 Page	4,510.– € (compared to 8,500.– €)
Online presence June 2027 – August 2027	360.– €

YOUR BOOKING OPTIONS** IN THE FINALISTS' SECTION* IN BEAUTY FORUM 7/27	
1/2 Page horizontal	1.980,– € (compared to 3.470,– €)
1/1 Page	2.970,– € (compared to 5.400,– €)
2/1 Page	4.510,– € (compared to 8.500,– €)

YOUR BOOKING OPTIONS** IN THE WINNERS' SECTION* IN BEAUTY FORUM 1/28	
1/2 Page horizontal	1.980,– € (compared to 3.470,– €)
1/1 Page	2.970,– € (compared to 5.400,– €)
2/1 Page	4.510,– € (compared to 8.500,– €)
Online presence December 2027 – February 2028	360,– €

COMBO DISCOUNTS** PRINT FOR BOOKING MULTIPLE SECTIONS	
When Booking 2 Sections	– 20% (on the 2nd booking)
When Booking 3 Sections	– 30% (on the 3rd booking)

Incorporate the BEAUTY FORUM Stars Award winner logo into your ad (the logos will be provided upon booking).
Please send technical questions and printing materials to Marina Vasilj: marina.vasilj@health-and-beauty.com

*subject to placing on the podium (top 3)
**Special formats and special prices. Prices are strictly net, not discountable / not commissionable (AE-fähig)

HEALTH & BEAUTY

Contact *Persons*



Health and Beauty Germany GmbH | Am Hardtwald 3 | 76275 Ettlingen
Phone: +49 7243 7278-0 | Fax: +49 7243 7278-227 | info@health-and-beauty.com

MANAGING DIRECTOR



Roberto Valente, CEO

ADVERTISING/MARKETING/ EVENTS

sales@health-and-beauty.com
marketing@health-and-beauty.com
events@health-and-beauty.com



Jerome Siel, Marketing & Account Director
Direct line: -231
jerome.siel@health-and-beauty.com



Florian Knobloch, Executive Key Account Manager
Direct line: -116
florian.knobloch@health-and-beauty.com



Ebru Keskin, Key Account Manager
Direct line: -241
ebru.keskin@health-and-beauty.com



Inga Reti, Key Account Manager
Direct line: -248
inga.reti@health-and-beauty.com



Natalie Karszt, Head of International Sales & Business Development
Direct line: -109
natalie.karszt@health-and-beauty.com



Helen Ambrosio, Sales Agent
Phone: +49176 23753670
helen.ambrosio@health-and-beauty.com

CUSTOMER SERVICE

kundenservice@health-and-beauty.com



Beate Bantzhaff, Senior Manager Customer Service, BEAUTY FORUM App & Digital, COSSMA
Direct line: -232
beate.bantzhaff@health-and-beauty.com



Marina Vasilj, Senior Associate Customer Service BEAUTY FORUM Print & Digital, Podcast
Direct line: -377
marina.vasilj@health-and-beauty.com

EDITORIAL/PUBLISHING

redaktion@health-and-beauty.com



Maxi Goewe, Director Publishing/ Customer Service, Editor-in-Chief
Direct line: -176
maxi.goewe@health-and-beauty.com



Martina Schmieder, Head of Publishing/ Customer Service, Deputy Editor-in-Chief
Direct line: -128
martina.schmieder@health-and-beauty.com



Sandra Jung, Manager Publishing/Senior Editor
Direct line: -182
sandra.jung@health-and-beauty.com



HEALTH & BEAUTY

Print Materials & *Terms and Conditions*

PRINT MATERIALS

Cloud:
Access data for cloud data storage is available upon request from Customer Service. You may also send us data via your own cloud storage. Please provide a contact person and telephone number for any queries.

Transmission:
Contact persons and email addresses can be found on page 20; max. 7 MB per email.

Labeling/Filename:
Advertiser, magazine, volume, and issue
(e.g. Musterfirma_BeautyForum_D_2701)

File Formats:
Preferred file format: PDF/X-3 (print-ready). Also accepted: InDesign CC, Illustrator, Photoshop TIF, EPS (convert fonts to outlines). No Office documents or CorelDraw files.

Open Files:
- For open files, all used fonts, graphics, and images must be supplied as separate files.
- Do not use TrueType fonts. Send only images, logos, fonts, etc., that are actually intended to be used.

PDF Files:
Data should preferably be delivered in PDF/X-3 format. Transparencies must be checked for printability and flattened beforehand. Fonts must be embedded 100%, without subsets, or converted to outlines.

General:
- Save image files as EPS, TIF, or JPG (quality at least 8/Photoshop).
- The file must be created in final format (100%). Please observe the format specifications of the respective magazine.
- Create 4c ads in CMYK (Euroscale); color profiles must neither be attached nor embedded.
- Resolution (at original ad size): CMYK: 300 dpi, grayscale image: 300 dpi, line art: 1,200 dpi.
- For bleed ads, a minimum distance of 5 mm must be maintained between illustrations/text and the edge of the page.
- When transmitting digital data, we assume no liability for the correct reproduction of format, text, and color of the ad. For color ads, a color-accurate digital proof including a control wedge must be sent to the publisher in parallel. Color complaints cannot be considered without a digital proof.

DIGITALE ADVERTISING FORMATS

Data Delivery:
Beate Bantzhaff · beate.bantzhaff@health-and-beauty.com
Phone: +49 7243 7278-232
Marina Vasilj · marina.vasilj@health-and-beauty.com
Phone: +49 7243 7278-377

Target Link:
Please remember to specify the target link individually for each advertising medium.

File Formats:
GIF (also animated), JPEG, PNG
HTML5 (in a completed ZIP file with all assets, with ClickTag if possible).
The use of Flash banners is no longer possible.

File Sizes for Image Files:
Smaller than 1 MB

Connections:
Cloud data storage: access data upon request

Data Transmission via Email:
Up to 7 MB

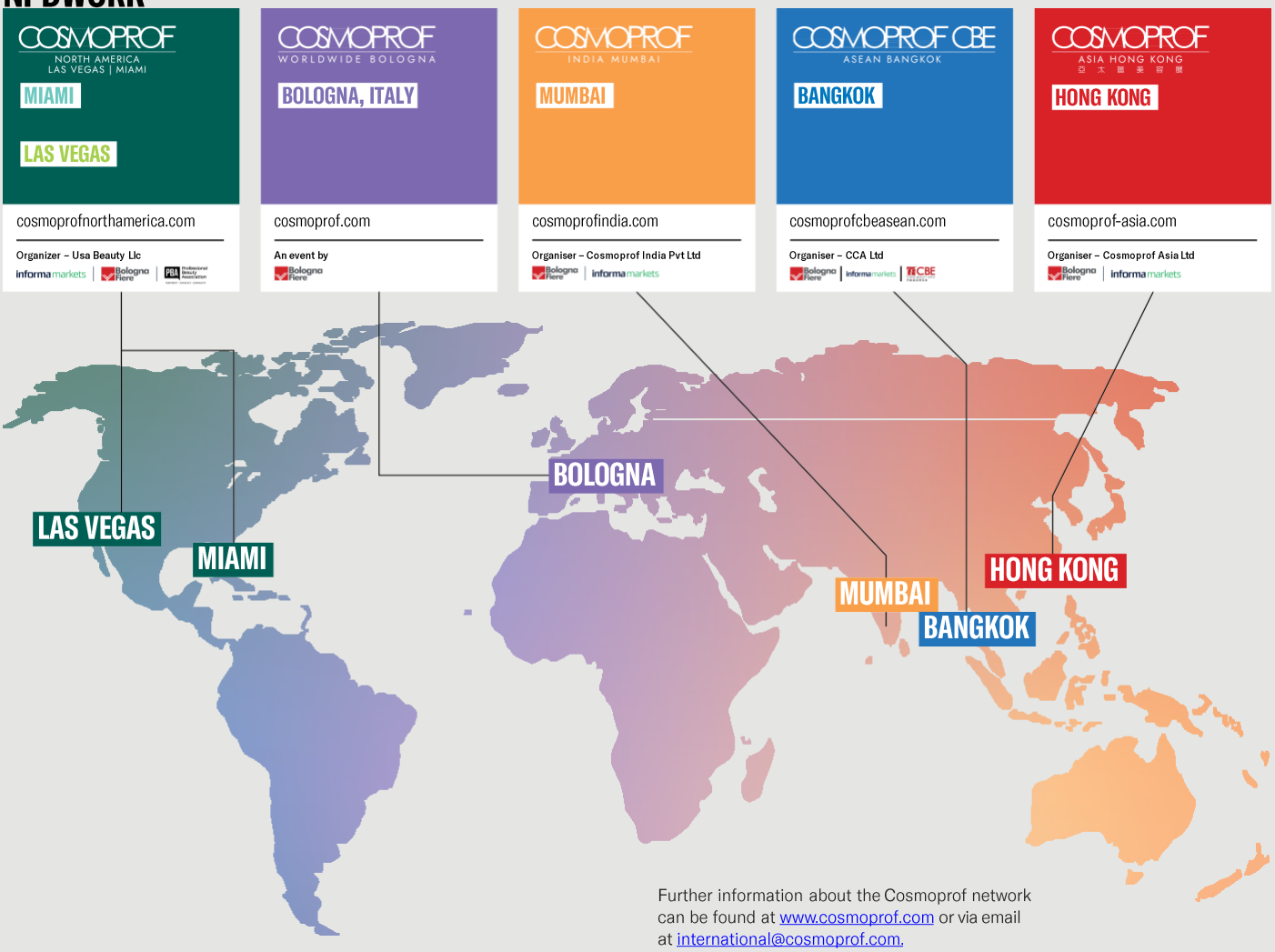
Newsletter Advertising:
Please note that animations cannot be displayed when delivering newsletter advertising formats.

Our General Terms and Conditions (AGB) can be found at:
www.beauty-forum.com/agb

Bologna Fiere COSMOPROF

The ideal partner to advance your business in the beauty industry worldwide.

COSMOPROF NPDWORK



Further information about the Cosmoprof network can be found at www.cosmoprof.com or via email at international@cosmoprof.com.

As the world's most influential trade show for the entire beauty industry, **Cosmoprof Worldwide Bologna** has been a fixed institution since 1967. Here, companies do business, and industry trendsetters use the trade fair as an ideal stage to present groundbreaking new products and innovative solutions.

Cosmoprof's B2B concept specifically supports companies and industry experts worldwide with tailored offerings for their respective markets.

Today, Cosmoprof is a global community: In addition to the flagship trade show in Bologna, the network is represented in the world's most important markets – with **Cosmoprof Asia** in Hong Kong (Asia's leading beauty trade show), **Cosmoprof North America** in Las Vegas and Miami, **Cosmoprof India** in Mumbai, and **Cosmoprof CBE ASEAN** in Bangkok. The events are created in cooperation with international market leaders in the B2B exhibition sector.

The global influence of the Cosmoprof platform continues to grow steadily. Beyond its own network, the BolognaFiere Group is active as an organizer or international sales representative for beauty trade fairs in other important market segments.

With the acquisition of the German **Health and Beauty Group** (owner of the BEAUTY FORUM brand) in 2018, BolognaFiere Cosmoprof further expanded its market leadership in Europe – particularly in the field of professional cosmetics and nail salons.

Today, BolognaFiere Cosmoprof stands for a globally spanning network of:

- **6 trade fairs** under the Cosmoprof Worldwide brand
- **More than 30 international** beauty events
- **More than 10,000** exhibiting companies
- **190** countries of origin
- **More than 500,000** trade visitors reached

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- Use coupons & discounts
- Institute finder
- Event news

For Beauty Professionals:
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- Your institute profile
- Tag partner brands
- Offer coupons
- Win customers
- BEAUTY FORUM e-Paper

For Brands & Manufacturers:
- All benefits from professionals
- Tag partner institutes
- Easy scanning of customers data (Scan2Connect)
- Brand & product presentation



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BEAUTY FORUM



HEALTH & BEAUTY

Health and Beauty Germany GmbH
Am Hardtwald 3 | 76275 Ettlingen | Germany
Phone: +49 7243 7278-0
info@health-and-beauty.com
www.health-and-beauty.com