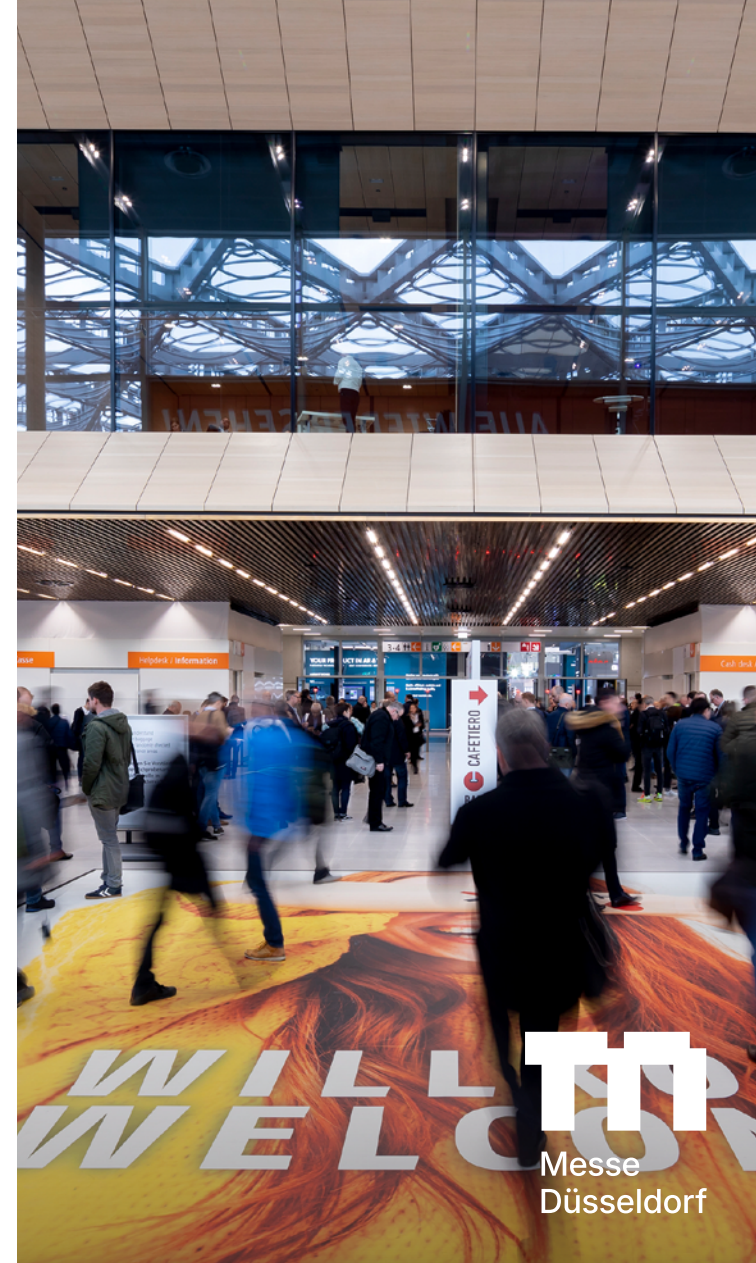


# Simply. More. For you.

## Messe Düsseldorf's media fee



20.3.–22.3.2026  
beauty-duesseldorf.com



**TT**  
Messe  
Düsseldorf

# Media facts: beauty-duesseldorf.com

Make the most of the digital reach of this global trade fair brand

**1,615,000** page impressions

**485,000** visits

**275,000** unique users

**325,000** search queries in the exhibitor and product database

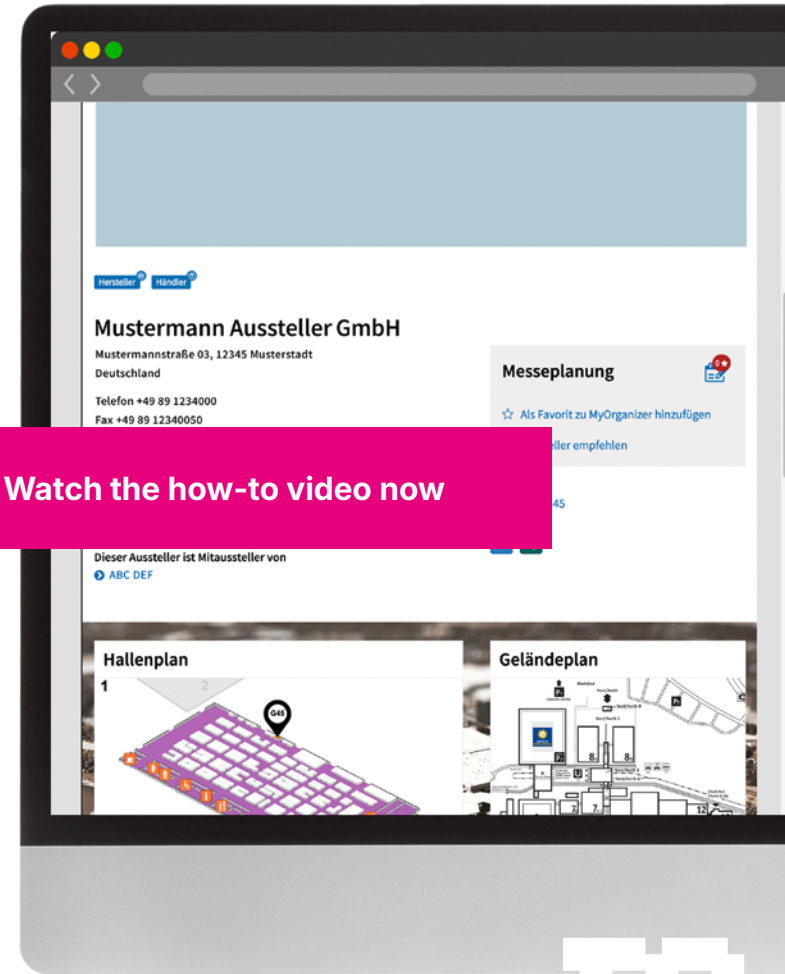
**Source:** Google Analytics for the period from April 2024 – March 2025.



# What do you get for the media fee?

## 1 Visibility and leads for your company

- ✓ Showcase your company, including master data, in the Exhibitor and Product Database.
- ✓ Generate leads via the exhibitor contact button. **NEW!**
- ✓ Publish your company and product news.
- ✓ Incorporate a product or company video (DE/EN). **NEW!**
- ✓ Assign your company to a product category .
- ✓ Present your products and services.
- ✓ Link to your website and social media channels.



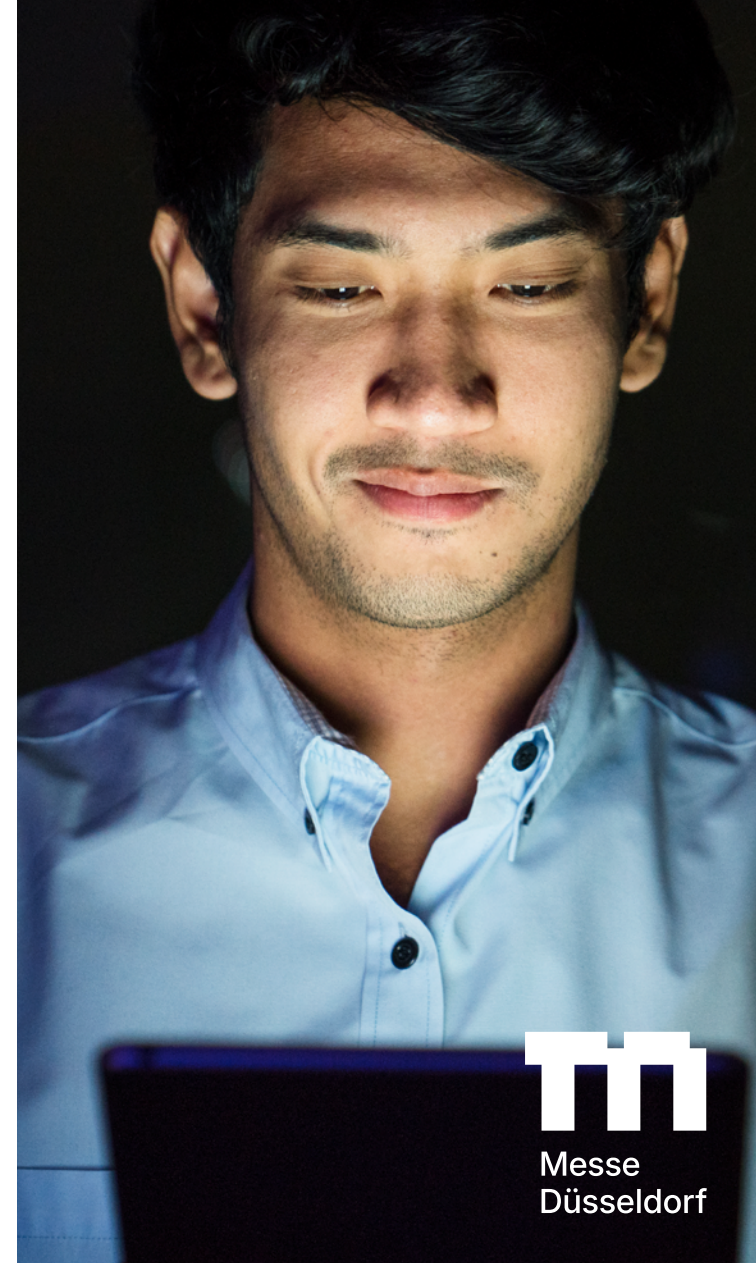
# What do you get for the media fee?

## 2 Digital tools to help you prepare for the trade fair

- ✓ Use the translation function, comprising several languages, for all content in your exhibitor profile.
- ✓ Automatically transfer content from the previous event into your exhibitor profile.
- ✓ Automatically invite potential customers to the trade fair and qualify leads via the customer invitation tool.

**NEW!**

**NEW!**



# What do you get for the media fee?

## 3 Our communication, at your service

- ✓ We publicise your company online, in the app and on the digital information boards, along with in the print media catalogue and/or in the Visitor's Guide.
- ✓ We invest in global advertising campaigns on digital and classic channels for you.
- ✓ We communicate about the trade fair the whole year round in newsletters, on social media channels and in trade publications via PR campaigns.
- ✓ We increase our reach via continuous search engine marketing (SEO and SEA).

### Social media channels

 21,000 followers     20,000 followers



# Your benefits at a glance

1. **Efficient target group marketing** via presentation in a high-value B2B environment.
2. **Qualified lead generation** via the exhibitor contact button.
3. **Increased visibility** for your products and services in your exhibitor profile.
4. **Optimised processes** for your trade fair preparation, with innovative tools.
5. **More visitors and followers** thanks to links to your company website and social media channels.
6. **International presence** is generated via the automatic translation function, which translates your content into several languages at a click.
7. **Easy to use** as content is adopted from the previous event.
8. **Trade fair communication** all year round in newsletters, via social media and via marketing and PR campaigns.



# Do you want more reach?

Our media partner **NEUREUTER FAIR MEDIA** will be happy to provide you with further information on our marketing packages.

## Your contact partner

**NEUREUTER FAIR MEDIA GmbH**

beauty@neureuter.de

Tel.: +49 201 36547 330