

New: twice a year

# Mr ICON: Lifestyle magazine of WELT



After the successful launch in autumn 2018 Mr ICON, the style magazine for men, will be published twice a year from 2019 as a supplement in WELT and WELT AM SONNTAG.

Mr ICON provides inspiration for modern men across its 4 sections : “moodboard”, “stories”, “school of life” and “shopping”.

With a wide variety of topics and an innovative design, Mr ICON positions itself as a style-conscious companion for those men who think that lifestyle means more than fitness, hoodies and barbecues.

Issue	Publishing date	early booking** deadline	Booking deadline	material deadline
Mr ICON I	30/31/03/19	04/02/19	15/02/19	26/02/19
Mr ICON II	12/13/10/19	05/08/19	30/08/19	10/09/19

**Print circulation:**

400.000 copies

(DIE WELT\* 150 tsd copies/ WAMS\* 250 tsd copies)

\* Individual distribution key: does not correspond to the total print circulation of newspapers Mr ICON does not appear in WELT AM SONNTAG Kompakt. \*\*Closing date for cover pages and ad specials