ICONIST®

O B J E C T  P R O F I L E
We do stories that interest, engage and enthuse us personally. Because then the spark catches. Always with heart, always with care. And with a special twist, the extra thought and a twinkle in the eye. We get feedback every day that proves to us:

This is what our community appreciates.

Nicola Erdmann,
Digital Editorial Director
ICONIST is an independently published portal under www.iconist.de and at the same time a channel of WELT.de.

ICONIST is the luxury and lifestyle channel on WELT.de. ICONIST sees itself as a source of inspiration for style and quality-conscious users and stands for high-quality online journalism and current content with a personal, lively touch. Always well researched, always to the point, always in an elegant look.
ICONIST reaches an extended target group through its broad range of topics and uses the power of the strong multimedia brand WELT.

ICONIST is an integral part of the ICON Newsroom, where all lifestyle formats of WELT are created.
Sources: 1 AGOF daily digital facts, Basis: digital WNK 16+ years (60.04 M); single month December 2019; called on: 01/03/2020; 2IVW November 2019
TARGET GROUP

- Gender: 51% are male
- Age: 61% between 20-49 years old
- Income: 29% 4,000 EUR or more
- Purchasing behaviour:
  - 83% willing to pay more for quality
  - 51% brand articles of high quality
  - 31% attach importance to branded goods

Source: AGOF daily digital facts, Basis: digital WNK 16+ years (60.04 M); single month December 2019; called on: 01/03/2020
ICONIST offers orientation in its diverse theme worlds through individual icons.

ICONIST goes international: In the column "Global Diary" news from fashion and lifestyle are published worldwide. #englishread
ICONIST
COMMUNITY

Source: own survey social media, May 2019

- Facebook subscribers: 101,632
- Instagram follower: 14,600
- Twitter follower: 15,900
- Pinterest follower: 214,408
- The Real Word Podcast listeners per week: 10,000
With the "Young ICONs Award" ICONIST chooses the icons of tomorrow. There are a hundred young talents to choose from, including models, bloggers, entrepreneurs, designers and actors in ten different categories such as "Social Talent", "Food & Drinks", "Lifestyle Business", "Fashion" and "Culture & Creative".

Large reader voting: The ICONIST readers vote on the icons of the future. In addition, there is a jury consisting of the prizewinners from the previous year.

The ten winners of the Young ICONs Award will be announced at an awards ceremony in Berlin. The event will be accompanied cross-media.
In the podcast „The Real Word“ all the important questions and answers of daily life and popculture are treated by Nicola Erdmann (Digital Editor Director) and Julia Hackober (Features Editor).

What do bosom selfies have to do with feminism? How does the long-term-relationship stay happy? Why do designers print political Slogans on t-shirts and what can we learn from the TV-Bachelor?

In short: „The Real World“ is all about love, fashion, daily life and politics.

The podcast is released weekly (min. 3 podcasts per month) and to find on the following Channels: Soundcloud, iTunes, Deezer, Spotify and WELT.de
Become an advertising partner of our innovative podcasts on ICONIST.de.

We integrate you as a sponsor in a 10-15-second An- and Abmoderation (E.G.: „Those news are presented by XY“)

The text is spoken in by our moderators Nicola Erdmann and Julia Hackober

As a customer you are main sponsor and thus placed exclusively.

Your Logo will be integrated on WELT.de in the respective podcast-episode so you appear as main sponsor

Reach: 8,000 Listeners1

- Sponsoring: 1 Podcast
  - Price: 4,000 €

- Sponsoring: 4 Podcasts
  - Price: 10,000 €

1 Listeners community on all podcast – platforms: Deezer, Spotify, WELT.de, iTunes und Soundcloud
PRESENTING-PACKAGE

Across each site of the channel a fireplace plus billboard (online) and a medium rectangle (multiscreen) is placed permanently with the sponsoring of your brand (multiscreen)¹.

Every channel presenting will be calculated individually according to the channels reach.

Presenting CPM: 95,00€

¹Plus creative costs of 400,00€ (not discount-and AE-capable)
Our Success Formula for Native Advertising

Journalists, video producers, digital strategists & social media experts transform your brand goals into customized storytelling and 360-degree campaigns with maximum impact.

**PUBLISHER-DNA**
The best storytellers develop custom content for strong brands.

We think user-first – your target group will love it.

**RELEVANTE REICHWEITE**
We reach your target groups in secure environments with maximum reach on all screens, devices and platforms.

We are where Germans are at home digitally.

**KEY-KPI**
Our campaigns are constantly being optimized with transparently measured key KPI.

We deliver the results that your brand needs.
Advertising ad in the look & feel of the media brand. Integration of your content into stories about your products & purchase messages.

**Focus:** on the product and content of the customer

**Guaranteed:** Ad Impressions

**Print extension possible**
BRAND STORY
WE MAKE YOUR STORY THE TALK OF TOWN

BRAND STORY

You have a topic? A campaign? A product? We’ll make it the buzz of Germany!

How?
The best journalists and photographers from our Brand Studio editorial team will realize your topic individually in an exciting and informative story. Our reporters go out, do research on site, take pictures, film and stage their topic in the style of Germany’s leading medium No. 1.

Why?
We create stories which are interesting for the Germans and which generate real emotions. Our stories will make you the agenda setter of the Republic!

Best of all: As a customer, you are the director; all the steps from the idea to the implementation of your Brand Story are coordinated with you on a one-to-one basis.
**BRAND STORY PLACEMENT ON ICONIST**

**STATIONARY, MOBILE, SOCIAL MEDIA**

For mobile and stationary optimized Brand Stories

Over 21.2 M Unique User on WELT.de (stationary and mobile)

Over 115,000 fans on our social media channels of ICONIST

**PACKAGE S**

- 6,000 Views guaranteed
- 22,500 EUR* Gross

**PACKAGE M**

- 15,000 Views guaranteed
- 50,000 EUR* Gross

Exemplary visualization

*Plus creation costs: Package S: 2,500€ | Package M: 3,000€ (no discount or agency commission deductible)
Product-centered story with clear purchase messages in an individual publisher look & feel

Position your products ideally in the market with the Advertorial and promote sales.

Integration of picture galleries and videos to present the products in a particularly stylish and elegant way.

Possible content items: competitions and prizes can be communicated, brand logos, product logos, advertising spots or making off's can be integrated.

"Luxury Targeting" can be booked as an option.
MAXIMUM REACH STATIONARY, MOBILE, SOCIAL!

ADVERTORIAL

Playout on ICONIST - With the Advertorial you can position your products with a high reach in the look & feel of the publisher, create added value and promote the sale of your products.

Visualization: Best Case Diageo: https://bit.ly/33HiYS2

*Plus creation costs: 2,900€ (no discount or agency commission deductible). An extension of the Facebook Sponsored Posts is possible via Instagram.
Targeted delivery of individual advertising messages to wealthy customer segments with purchasing power $> 5,500$ (freely disposable income).

Determination of purchasing power on the basis of postal codes using external market research data.
Targeted delivery of individual advertising messages to wealthy customer segments with purchasing power > 5,500 (freely disposable income), living in the core cities of Berlin, Hamburg, Düsseldorf, Munich and Frankfurt am Main.
MI REGIO STANDARD

DRIVE-TO-STORE

Targeted playout of advertising media in the desired 5-digit postcode area.

Regio Standard: All major cities and federal states
Regio Flex: Individually defined area with radius
BOMBAY SAPPHIRE

ICONIST ADVERTORIAL

Challenge

- **Maximum attention** for the new opening of the CANVAS BAR
- **Increase of brand awareness** in Germany
- **Sale**: tickets for the CANVAS BAR

Brand-Studio-Solution

- **Advertorial** on ICONIST. An advertorial and associated advertising media increase sales and brand awareness.
- Individually written text of a native editor, with clear product placement and promotional text
- **Content**: Customer press release on the event
- The campaign was supported with Facebook postings for additional reach

BEST CASE
HIGH RETENTION TIME AND ARTICLE VIEWS

TOP PERFORMANCE

BOMBAY SAPPHIRE Advertorial

Sponsored Facebook-Post


Best Case

- Article Views: > 5,500
- AI's: > 1,500,250
- Article Retention Time: > Ø 02:45
- Impressions: > 150,000
- CTR in %: > 2.5
- Clicks: > 1,000
The Brand Story was:

- placed twice on the WELT.de-Home and in the WELT-News-App
- presented with three different teasers
- accompanied by a Facebook campaign
- read by 12,255 users for Ø 2:26 minutes.

- 148,474 people were reached on Facebook and there were 4,538 interactions with the contributions (comments, shares, reactions)
- The top performer post achieved 33,881 Impressions
- The desired target group achieved around 12,255 Page Views in six weeks, more than 20 percent more traffic than agreed upon.
GLASHÜTTE ORIGINAL

WELT BRAND STORY

BEST CASE

https://www.welt.de/sponsored/glashuette-original-berlinale/
SHOWROOM
VIDEO WALL

Maximum branding - Emotional moving image on the complete screen!

- A transparent billboard is visible when you open the page and the video starts playing automatically in the background
- Per Mouse-Over or click on the Billboard the video open fullscreen and the sound starts playing from the beginning
- Afterwards a Billboard\(^1\) remains fixed on the page

\(^1\)Other formats on request
The Understitial is integrated behind the content and is only visible gradually by scrolling the page.

The viewable area of the Understitial remains unchanged in size while the user scrolls on a WELT article page.

Only one part of the advertisement in the background becomes visible.

The lodged advertising material only becomes accessible to the user during scrolling and thus attracts maximum attention.
The TakeOver Ad integrates a large image in the background of the website.

This background is visible on all other advertising formats on the entire page, as these areas are designed to be transparent.

So the advertising medium is permanently in the visible area of the user.
INTERSCROLLER AD

- Lies behind the content and becomes visible gradually by scrolling.
- Fullscreen format that fits into the content in a user-friendly way and offers maximum space for the advertiser.
- Delivery exclusively on MEW

Scan with the camera to see the Interscroller Ad
## Prices

### Multiscreen

<table>
<thead>
<tr>
<th>Ad Bundle / skyscraper / Super Banner / Native Style Ads¹</th>
<th>Wallpaper, Halfpage Ad², Layer</th>
<th>Fireplace, Sitebar, Floor Ad, Billboard</th>
<th>Video Wall³, Multiscreen special formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native Style Ads, Mobile Content Ad 6:1 + 4:1¹</td>
<td>ICONIST: 50 €</td>
<td>ICONIST: 60 €</td>
<td>ICONIST: 75 €</td>
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<tr>
<td>ROS: 40 €</td>
<td>ROS: 50 €</td>
<td>ROS: 65 €</td>
<td>ROS: 70 €</td>
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<tr>
<td>TK: 30 €</td>
<td>TK: 40 €</td>
<td>TK: 55 €</td>
<td>TK: 60 €</td>
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<tr>
<td>ROP: 20 €</td>
<td>ROP: 30 €</td>
<td>ROP: 45 €</td>
<td>ROP: 50 €</td>
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<table>
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<tr>
<th>Mobile Content Ad 2:1, Mobile/Social²-Medium Rectangle; Push Ad</th>
<th>ICONIST: 60 €</th>
<th>ICONIST: 70 €</th>
<th>ICONIST: 85 €</th>
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<tr>
<td>ROS: 50 €</td>
<td>ROS: 60 €</td>
<td>ROS: 75 €</td>
<td>ROS: 80 €</td>
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<tr>
<td>TK: 40 €</td>
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<td>ROP: 30 €</td>
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<tr>
<th>Mobile Content Ad 1:1, Understitial</th>
<th>ICONIST: 70 €</th>
<th>ICONIST: 80 €</th>
<th>ICONIST: 95 €</th>
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<tbody>
<tr>
<td>ROS: 60 €</td>
<td>ROS: 70 €</td>
<td>ROS: 85 €</td>
<td>ROS: 90 €</td>
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<td>TK: 50 €</td>
<td>TK: 60 €</td>
<td>TK: 75 €</td>
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<td>ROP: 40 €</td>
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<tr>
<th>TakeOver Ad, Interscroller Ad, Multiscreen special formats³</th>
<th>ICONIST: 75 €</th>
<th>ICONIST: 85 €</th>
<th>ICONIST: 100 €</th>
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<tbody>
<tr>
<td>ROS: 65 €</td>
<td>ROS: 75 €</td>
<td>ROS: 90 €</td>
<td>ROS: 95 €</td>
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<tr>
<td>ROP: 45 €</td>
<td>ROP: 55 €</td>
<td>ROP: 70 €</td>
<td>ROP: 75 €</td>
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</tbody>
</table>

Multiscreen traffic distribution between stationary and mobile according to availability

¹Settlement in ROP on Cpc basis possible;²Bookable in Google AMP (Accelerated Mobile Pages);³In the Tablet Browser, only the fallback advertising material or Billboard is delivered, not available in theme combinations or ROP;⁴Not bookable on the ICONIST homepage;⁵ROS on Welt.de
## PRICES

### MULTISCREEN

<table>
<thead>
<tr>
<th>VIEW</th>
<th>IMPACT</th>
<th>ICONIST</th>
<th>ROS</th>
<th>TK</th>
<th>ROP</th>
<th>VIDEO</th>
<th>ICONIST</th>
<th>ROS</th>
<th>TK</th>
<th>ROP</th>
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<tbody>
<tr>
<td>Sticky Half Page Ad + Sticky Content Ad 6:1 / 4:1</td>
<td>ICONIST: n/a</td>
<td>ROS: n/a</td>
<td>TK: 50 €</td>
<td>ROP: 40 €</td>
<td>PreRoll (up to 20 sec.), MidRoll (up to 20 sec.), Header Outstream Ad (up to 20 sec.)</td>
<td>ICONIST: 100 €</td>
<td>ROS: 90 €</td>
<td>TK: 90 €</td>
<td>ROP: 70 €</td>
<td></td>
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<tr>
<td>Sticky Billboard², Sticky Content Ad 6:1 / 4:1</td>
<td>ICONIST: n/a</td>
<td>ROS: n/a</td>
<td>TK: 65 €</td>
<td>ROP: 55 €</td>
<td>Bumper Ads (PreRolls up to 6 sec.)</td>
<td>ICONIST: 60 €</td>
<td>ROS: 50 €</td>
<td>TK: 50 €</td>
<td>ROP: 40 €</td>
<td></td>
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</table>

Multiscreen traffic distribution between stationary and mobile according to availability

¹Overlength (21-30 sec.) + 20 € CPM // short spots (7-15 sec.) -10 € CPM // VPAID + 10 € CPM; ²max. 2-3 sec. Sticky

Additional options:
- Mobile-/ Desktop-/ Tablet-only basic price + 10 € CPM
- Expandable Ads + 10 € CPM
- InText Outstream Ad (settlement: Cost Per Completed View) see separate ratecard
- Data products
- Tandem-/ Triple Ads highest price category plus
- Device-markup see separate ratecard
## CONTACTS

### Media Impact

**Media Impact GmbH & Co.KG**  
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### Director Luxury

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### Unit Management WELT Digital

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### MEDIA IMPACT

### CONTACTS

##### LUXURY SALES

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Phone</th>
<th>Mobile</th>
<th>Email</th>
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<tbody>
<tr>
<td>Deputy Director Luxury, General Manager Luxury Sales, Fashion, Beauty &amp; Design</td>
<td>Kathleen Schwiezke</td>
<td>0 89 / 74 32 59 64 73</td>
<td>0 151 / 44 04 78 34</td>
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<tr>
<td>General Manager Luxury Sales</td>
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<td>0 160 / 90 44 50 64</td>
<td><a href="mailto:michael.sandvoss@mediaimpact.de">michael.sandvoss@mediaimpact.de</a></td>
</tr>
<tr>
<td>Senior Sales Manager Luxury</td>
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<td><a href="mailto:christine.malecki@mediaimpact.de">christine.malecki@mediaimpact.de</a></td>
</tr>
<tr>
<td>Sales Manager Luxury</td>
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</tr>
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</table>
# MEDIA IMPACT

## CONTACTS

### UNIT MANAGER WELT GROUP/BM/HA

<table>
<thead>
<tr>
<th>UNIT NORTH (NIELSEN I)</th>
<th>Christopher Tyziak</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>phone: 0 40 / 34 72 73 05 Fax: -91</td>
</tr>
<tr>
<td></td>
<td>email: <a href="mailto:christopher.tyziak@mediaimpact.de">christopher.tyziak@mediaimpact.de</a></td>
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<tr>
<th>UNIT WEST (NIELSEN II)</th>
<th>Marcus Brendel</th>
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<tbody>
<tr>
<td></td>
<td>phone: 0211 / 159 26823</td>
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<tr>
<td></td>
<td>email: <a href="mailto:marcus.brendel@mediaimpact.de">marcus.brendel@mediaimpact.de</a></td>
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<tr>
<th>UNIT MIDDLE (NIELSEN IIIa)</th>
<th>Stefan Jung</th>
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<tbody>
<tr>
<td></td>
<td>phone: 0 69 / 96 23 85 45 Fax: -49</td>
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<tr>
<td></td>
<td>email: <a href="mailto:stefan.jung@mediaimpact.de">stefan.jung@mediaimpact.de</a></td>
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<tr>
<th>REGION SOUTH/SOUTH-WEST</th>
<th>Sebastian Prahl</th>
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<tr>
<td>(NIELSEN IIIb, IV)</td>
<td>phone: 089 / 743 2596 491</td>
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<tr>
<td></td>
<td>email: <a href="mailto:sebastian.prahl@mediaimpact.de">sebastian.prahl@mediaimpact.de</a></td>
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<tr>
<th>UNIT EAST (NIELSEN V-VII)</th>
<th>Leonie Reinecke</th>
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<tr>
<td></td>
<td>phone: 030 / 2591 73093</td>
</tr>
<tr>
<td></td>
<td>email: <a href="mailto:leonie.reinecke@mediaimpact.de">leonie.reinecke@mediaimpact.de</a></td>
</tr>
<tr>
<td>UNIT NORTH (NIELSEN I)</td>
<td>Marc Diele</td>
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<td></td>
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<tr>
<td>email: <a href="mailto:marc.diele@mediaimpact.de">marc.diele@mediaimpact.de</a></td>
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<thead>
<tr>
<th>UNIT WEST (NIELSEN II)</th>
<th>Sven Heintges</th>
</tr>
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<tbody>
<tr>
<td>phone: 0211 / 159 268 34</td>
<td></td>
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<tr>
<td>email: <a href="mailto:sven.heintges@mediaimpact.de">sven.heintges@mediaimpact.de</a></td>
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<tr>
<th>UNIT MIDDLE (NIELSEN IIIa)</th>
<th>Philipp Matschoss</th>
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<tbody>
<tr>
<td>phone: 069 / 962 385 16</td>
<td></td>
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<tr>
<td>email: <a href="mailto:philipp.matschoss@mediaimpact.de">philipp.matschoss@mediaimpact.de</a></td>
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<tr>
<th>REGION SOUTH-WEST (NIELSEN IIIb)</th>
<th>Daniel M. Seiler</th>
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<tbody>
<tr>
<td>phone: 0711 / 319 912 7</td>
<td></td>
</tr>
<tr>
<td>email: <a href="mailto:daniel.seiler@mediaimpact.de">daniel.seiler@mediaimpact.de</a></td>
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<tr>
<th>UNIT SOUTH (NIELSEN IV)</th>
<th>Daniel Maubach</th>
</tr>
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<tbody>
<tr>
<td>phone: 089 / 211 034 88</td>
<td></td>
</tr>
<tr>
<td>email: <a href="mailto:daniel.maubach@mediaimpact.de">daniel.maubach@mediaimpact.de</a></td>
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<tr>
<th>UNIT EAST (NIELSEN V-VII)</th>
<th>Daniel Papra</th>
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<tbody>
<tr>
<td>phone: 030 / 259 179 021</td>
<td></td>
</tr>
<tr>
<td>email: <a href="mailto:daniel.papra@mediaimpact.de">daniel.papra@mediaimpact.de</a></td>
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