

MR ICON



Mr ICON I

Publishing date:	28./29.03.2020
Early booking deadline*:	04.02.2020
Booking deadline:	15.02.2020
Material deadline:	26.02.2020

Frequency of publication:
Twice a year as a supplement in WELT and WELT AM SONNTAG

Print Circulation**:	360.000 copies
Distributions:	DIE WELT*** 100 tsd copies
	WAMS*** 260 tsd copies

Mr ICON – Lifestyle magazine for men

Topics in Mr ICON I:

- Hollywood star Robert Pattinson on the new image of men
- Sustainability and the conservation of the oceans
- Big Fashion Shooting at the Men's Car Club in Munich
- Types of men in Europe, America and Asia
- Visiting James Bond's new tailor in Italy
- Adventure: With the SUV through the desert and an expedition cruise
- Test: The best non-alcoholic beers

Size in page section	Format	Gross rate in euro
2/1 page	492 mm x 291 mm	58,000.00 €
1/1 page	246 mm x 291 mm	35,000.00 €
1/3 page	79 mm x 291mm	upon request
Opening Spread	2nd Cover page + page 3	84,700.00 €
Cover Page	4. Cover page (OBC)	45,850.00 €
	3. Cover page (IBC)	38,500.00 €
Inside pages	1. advertiser after opening spread	67,900.00 €
	2. advertiser after opening spread	63,350.00 €
	Against Editorial	38,500.00 €
	Facing Table of Content (FTC)	37,800.00 €
	Facing Table of Content (FTC II)	36,750.00 €
		1. Right hand page
	2. Right hand page	36,750.00 €

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*Closing date for cover pages and ad specials, **individual distribution key: does not correspond to the total print circulation of newspapers Mr ICON does not appear in WELT AM SONNTAG Kompakt; Sub-formats only after consultation/availability; Subject to change, Mediakit Mr ICON 2020 is valid as of January, 2020, All rates in €, plus VAT