ICONIST
OBJECT PROFILE 2021
welt
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 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.

2,32 MILLIONS UNIQUE USER¹

4,85 MILLIONS PAGE IMPRESSIONS²

65% female
50% 20 – 49 years old
46% max sat. exam
29% Income > 4,000 €

69% are employed
83% willing to pay more for quality
49% brand articles of high quality
27% attach importance to branded goods

Quelle: 2

¹ ICONIST is a self-published portal under www.iconist.de and at the same time a channel of WELT.de.
² AGOF daily digital facts, basis: digital WNK 16+ years (01.17 million), single month March 2021; retrieved on: 12.04.2021
ICONIST is the digital destination for open-minded, modern, educated people between the ages of 20 and 40 who are interested in pop culture, luxury and lifestyle. They expect smart, entertaining reporting on current topics from their lives and opt for quality - both in their choice of reading and in their private life purchasing decisions.

ICONIST is particularly appreciated by the younger and more feminine WELT readership, who seek inspiration away from influencers, typical "women's magazines" or pure fashion blogs.

Core age: mid 20 to early 40

ICONIST is the high-reach luxury and lifestyle platform of WELT.
ICONIST
COMMUNITY

Facebook subscribers: 99,000
Instagram follower: 20,600
The Real Word Podcast listeners per week: 6,000

Source: own survey social media, 25.01.2021
CONTENT PRESENTING

Appear as an exclusive presenter in our high-quality ICONIST channel!

Presenting package multiscreen:
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).

Reach: 1 Mio. Ad Impressions / 4 weeks
Price: 95,00€ CPT gross

1 other formats on request
YOUNG ICONs AWARD

With the “Young ICONs Award” ICONIST awards 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".

**Great reader voting:** ICONIST readers vote on the icons of the future. In addition, there is a jury consisting of the winners of the previous year.

The ten winners of the Young ICONs Award will be announced at an award ceremony in Berlin. The event will be accompanied by cross-media.
THE REAL WORD is the honest podcast - with the two journalists Nicola Erdmann and Julia Hackober from ICONIST. The podcast discusses the really important questions of everyday life and pop culture: What do boob selfies have to do with feminism? How much sex makes you happy? What to do when you start crying at work? And what can we learn from the TV Bachelor? THE REAL WORD is about life - as it really is. Personal. Honest. Close.

Format: Society, Pop Culture and Lifestyle

THE ICONIST PODCAST

Ø 6,000 Streams/Downloads* per Episode

30 - 50 Minutes

Weekly | Sunday

Distribution Channels
- Spotify
- Apple Podcast
- Deezer
- Google Podcast
- Smart Speaker
- WELT Online Website

Target Group
- 89% female
- 11% male
- 18-40 years old
- Humorous and educated
- Everyday heroes

Advertising Opportunities
- Presenter (Beginning and End)
- Pre-Roll
- Mid-Roll
- Post-Roll
- Closer

Listen in now!
Freunde und Feinde im Job – und was „Sex and the City“ darüber lehrt
Allein, nicht einsam – Wie dieser Perspektivwechsel gelingen kann

* Cumulated across all relevant podcast platforms incl. aggregators and Alexa smart speaker retrievals Reach may vary per podcast episode
BRAND STUDIOS
Our campaigns are continuously optimized and success is made transparently measurable.

We provide you with the results your brand needs.

The best storytellers develop real success stories for strong brands. We think user-first - your audience will love it.

We reach your target groups in secure environments with maximum reach and on all screens, devices & platforms. We are wherever Germany is digitally at home.

Our campaigns are continuously optimized and success is made transparently measurable. We provide you with the results your brand needs.
OUR BESTSELLERS
AXEL SPRINGER BRAND STUDIOS PRODUKTE ICONIST

Example visualization of the Brand Story

BRAND STORY

Brand Storytelling

Brand storytelling with journalistic storytelling expertise. Individually designed stories with elaborate storytelling elements, videos, graphics.

Focus: On the USP of the brand with a native approach
Guaranteed: Page Views
Print extension possible

ADVERTORIAL

Traffic

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

Focus: On the customer's product and content
Guaranteed: Ad Impressions
Print extension possible

Example visualization of the advertorial

Example visualization of the Brand Story
Brand storytelling with journalistic storytelling expertise.
Individually designed stories with elaborate storytelling elements, videos, graphics.

Focus: On the USP of the brand with a native approach

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Print extension possible
Advertising ad in the look & feel of the media brand. Integration of your content into stories about your products & purchase messages.

Focus: On the customer's product and content
Guaranteed: Ad Impressions
Print extension possible
Do you have a theme? A campaign? A product? We make a story from it that the whole of Germany is talking about!

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

Why?
Stories are emerging that really interest the whole of Germany. Stories that generate real emotions. Stories you’re on the agenda Setter of the Republic!

Best of all, as a customer, you are the director, all steps from the idea up to implementation will be agreed with you 1:1.
BRAND STORY PLACEMENTS AT ICONIST

More than 25.53 Mio. Unique User\(^2\) on WELT.de (stationary and mobile)

Optimized for mobile and stationary Brand Stories

Over 119,600 fans on our ICONIST social media channels

Package S (4 Weeks)
10,000 Story Views
35,000 €\(^1\)

Package M (4-6 Weeks)
15,000 Story Views
50,000 €\(^1\)

Example visualizations
\(^1\) Plus creation costs: Package S: 3,500€ | Package M: 4,000€ (Non-SR or AE-capable)
\(^2\) AGOF daily digital facts, basis: digital WNK 16+ years (61.17 million); single month March 2021; retrieved on: 12.04.2021
Produktzentrierte Geschichte mit clear purchase messages in the individual Publisher Look & Feel

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

Integration of image galleries and videos to showcase the products in a stylish and elegant way

Possible Content Items: Sweepstakes and prizes can be communicated, brand, product logos, commercials or Making Off's can be integrated.

"Luxury Targeting" can be booked optionally.

Example visualization

1 Plus Creation costs 2,500€ (Not SR- or AE-capable).
TARGETING
**TARGETING OPTIONS**

**B2B / SOZIO / INTEREST TARGETING**

**B2B targeting**
- When using B2B targeting, you can choose between 20 different industries.
- The following industries are possible: "Retail", "Self-employed", "Investment managers"...
- Via the IP address of companies we can address employees from over 1 million different German companies for you.

**Luxury targeting**

**Sociodemography + Interest & Education Targeting**

Your advertising message is targeted to the target group with a COCK between 3.000-4.000+€, an age group between 30-59 years and an interest in "Shopping", "Luxury Brands" or "Style & Fashion".

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* The B2B targeting cannot be combined with MI Sozio & MI Interest Targeting. Individual offer on request.
* BB + MR incl. B2B targeting
REGIO PLUS

Precisely targeted regionalised advertising control

You want to display your advertising only in certain postcode areas?
Address users to the 5th postcode area.

Regio Plus: Individual playout area to the 5th postcode (up to 1,500 creatives), including campaign reports and screenshots
Address users in real time based on context and keywords and target topics on our portfolio.

Increase the impact of your communication and create value for users by talking to them at just the right time – regardless of the environment!
BEST CASES
Positioning of advertising materials on the WELT.de start page, stationary/mobile

Sponsored Posts with ICONIST

ARTICLE RESIDENCE
Ø > 2,5 Min

POSITIONING
Home
Stationary/mobile

RUNTIME
23.09. – 03.11.2019

AD IMPRESSIONS
>1,9 Mio.
Positioning of advertising materials on the WELT.de start page, stationary/mobile.

Sponsored posts with welt.de.

ARTICLE RESIDENCE
Ø >2 Min

POSITIONING
Startseite
Stationär/mobil

RUNTIME
23.09. – 03.11.2019

AD IMPRESSIONS
>3,5 Mio.
BOMBAY SAPPHIRE

ARTICLES - VIEWS
>5,500

AI'S
> 1,500,250

RESIDENCE PERIOD
> Ø 02:45.

IMPRESSIONS
>150,000

CTR in %
> 2,5

CLICKS
>1,000

BOMBAY SAPPHIRE Advertorial
Live link to the brand story: https://bit.ly/2Du2HpS

Sponsored Facebook-Post
BRAND STORY – TOP PERFORMER

GLASHÜTTE

ARTICLE VIEWS
12,255
(20% mehr Traffic als vereinbart)

RESIDENCE PERIOD
> Ø 2:26min

IMPRESSIONS
33,881 Top Performer Boost

FACEBOOK - PERSONS
146,474

FACEBOOK - INTERAKTIONEN
4,538 mit Beiträgen
(Kommentare, Shares, Reaktionen)

Brand Story Desktop
Live link to the brand story:
https://www.welt.de/sponsored/glashuette-original-berlinale/

Editorial teaser WELT Mobile
(MEW/App)

Facebook Sponsored Posts
Example of Visualization
VIDEO WALL

Maximum branding - Emotional moving image on the complete screen!

- When the page is called, a transparent billboard is visible and the video starts playing automatically in the background
- By mouse-over or click on the billboard, the video opens fullscreen and plays incl. sound from the front
- A Billboard\(^1\) remains fixed on the side

\(^1\)Andere Formate auf Anfrage
UNDERSTITIAL

• The understitial is integrated behind the content and only gradually visible by scrolling the page.

• The understitial viewing window remains unchanged in size while the user scrolls on a WORLD article page.

• Only a portion of the background ad becomes visible.

• The stored advertising medium is thus only accessible to the user during scrolling and thus reaches the highest level of attention.
The TakeOver Ad integrates a large-scale image in the background of the website.

This background is visible on all other advertising formats throughout the page, as these areas are made transparent.

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

- Lies behind the content and gradually becomes visible through scrolling.
- Fullscreen format that fits user-friendly into the content and offers maximum space for the advertiser.
- Delivery is carried out exclusively on MEW

Scan with the camera to see the interscroller ad
SHOWROOM

INTERSCROLLER AD

- Lies behind the content and gradually becomes visible through scrolling.
- Fullscreen format that fits user-friendly into the content and offers maximum space for the advertiser.
- Delivery is carried out exclusively on MEW

Scan with the camera to see the interscroller ad