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 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 is the luxury and lifestyle channel on WELT.de.

65% female

50% aged 20 - 49 years old

46% max. sat. exam

31% Income > 4,000 €

69% are employed

85% willing to pay more for quality

49% brand articles of high quality

29% attach importance to branded goods

Quelle: 1

*ICONIST is a self-published portal under www.iconist.de and at the same time a channel of WELT.de.

1 agof daily digital facts, basis: digital WNK 16+ years (61.14 million), single month October 2021, retrieved on 08/12/2021

2 IVW November 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.
COMMUNITY

FACEBOOK
subscribers
98,000

INSTAGRAM
follower
21,400

THE REAL WORD
PODCAST
listeners per week
2,000
01 OFFERS
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)¹.

Reach: 2.4 Mio. Ad Impressions / 4 weeks
Price: 95,00€ CPT gross

¹other formats on request
02
SPECIALS / EVENTS
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.

Ø 2,000 Streams/Downloads* per Episode

30-50 Minutes

Bi-weekly | Sunday

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

Advertising options: Presenter, PreRoll, MidRoll, PostRoll, Closer. Everywhere there are podcasts
04 BRAND STUDIOS
BRAND STORY

Communication goal: Brand storytelling with journalistic narrative competence. Individually conceived stories with elaborate storytelling elements, videos, graphics.

Focus: On the USPs of the brand with a native approach. Advertise credibly while entertaining and informing.

Reporting/Monitoring: Premium

Guaranteed:
Package S: 10,000 story views
Package M: 15,000 story views
BRAND STORY

You have a topic? A campaign? A product? We turn it a story out of it that the whole of Germany will be 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

Optimized for mobile and stationary Brand Stories

More than 23.18 Mio. Unique User² on WELT.de (stationary and mobile)

Over 119.400 fans on our ICONIST social media channels

Package S (4 Weeks)
10.000 Page Views
35.000 €¹

Package M (4-6 Weeks)
15.000 Page Views
50.000 €¹

Example visualizations
¹ Plus creation costs: Package S: 3.500€ | Package M: 4.000 (Non SR-oder AE-capable)
² ageof daily digital facts, basis: digital WNK 16+ years (81.17 million); single month September 2021; retrieved on: 28.10.2021
ADVERTORIAL

Communication objective: Advertising in the look & feel of the media brand. Integration of your content into stories around your products & purchase messages.

Focus: Your supplied advertising content is presented in the style of the media brand and thus receives a trusting environment of the brand in addition to the traffic.

Reporting/Monitoring: Basic

Guaranteed: 3,600,000 ad impressions
ADVERTORIAL

Play-out at ICONIST - With the Advertorial, you can position your products in the Publisher Look & Feel with a wide range, create added value and thus promote the sale of their products.

Billboard and Content Ad 4:1 (WELT.de Run of Site)

Medium Rectangle (WELT.de Run of Site)

2 Facebook Sponsored Post (ICONIST Subchannel)

Medium Rectangle (WELT.de ROS)

Advertorial-Page

* Plus creation costs: 2,500€ (Not SR-oder AE-capable). An extension of the Facebook Sponsored Posts is possible via Instagram.
SPONSORED POSTS

Marking the customer with handshake!

Post is "sponsored", does not appear in the Facebook chronicle of the brand

What are Facebook and Instagram Sponsored Posts?

- Promotional ads with joint sendership from you with ICONIST.
- Mail is played out to the target group defined by you, e.g.: "People in Hamburg", interest: Lifestyle
- Post runs for the campaign period (1-3 days) and is then no longer findable
05 TARGETING
When using B2B targeting, you can choose between 20 different industries.

- The following industries are possible: "Retail", "Self-employed", "Investment managers"...

- Using the IP address of companies, we can target employees from over 1 million different German companies for you.

Address users in real time based on context and keywords and target topics on our portfolio.

Increase the impact of your communication and create added value for users by addressing them at exactly the right time - regardless of the environment!

Select suitable customers from the 27 IAB categories such as "Style & Fashion" or "Shopping".

Your advertising message will be targeted to the target group with a HHNE 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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1) B2B targeting cannot be combined with any other targeting.
2) Sitebar + MR inc. targeting.
3) Sitebar + MR incl. targeting.