



## FACTS 2022

### ICON

ICON is a unique, internationally successful magazine brand that is particularly distinguished by the personal signature of founder and editor-in-chief Inga Griese.

ICON sees itself as a source of inspiration especially for consumption-oriented and brand-conscious readers who are interested in fashion and jewelry, beauty and enjoyment, as well as travelling and society. ICON is appearing in WELT AM SONNTAG on Saturdays and Sundays

9 times a year, ICON is presented in WELT AM SONNTAG with opulent photo spreads and the text quality of opinion-leading, independent authors.

Issue	Release Date	Key Topics
ICON I	12./13.02.2022	Fashion International
ICON II	12./13.03.2022	Blue Issue - Sustainability
ICON III	16./17.04.2022	Watches & Design
ICON IV	14./15.05.2022	Jewellery & Accessoires
ICON VI	03./04.09.2022	The September Issue
ICON VII	24./25.09.2022	Collectors's Issue No. 2
ICON VIII	15./16.10.2022	Design
ICON IX	12./13.11.2022	Watches & Jewellery
ICON X	03./04.12.2022	Christmas Issue – Haute Couture

### Ad Formats and Rates 2022

2/1 page	510 mm x 335 mm	55.000,00 €
1/1 page	255 mm x 335 mm	31.400,00 €
1/3 page - portrait*	94 mm x 335 mm	upon request
<b>Preferential placements</b>		
Opening Spread	2nd Cover page + 3rd page	76.300,00 €
Cover-Gatefold**	4 pages	131.300,00 €
Against Editorial	Left hand page opposite editorial	35.200,00 €
Facing Table of Content (FTC)	Left hand page opposite content	34.800,00 €
Facing Table of Content II (FTC II)	Left hand page opposite content II	33.200,00 €
Facing Table of Content III (FTC III)	Left hand page opposite content III	33.200,00 €
Coverpages	3rd Coverpage (IBC)	33.200,00 €
Coverpages	4th Outside Back Cover (OBC)	41.300,00 €
Premium-Doublepage-Spread	1st advertiser after Opening Spread	61.400,00 €
	2nd advertiser after Opening Spread	57.300,00 €
Premium-Single Pages	1. by the industry absolutely as DPS	57.500,00 €
	1st right hand page	34.800,00 €
	2nd right hand page	33.200,00 €
	1. 1/1 page of industry	34.800,00 €

All prices plus VAT. Price list No. 6, Regional Media, valid from 1.1.2022. Further prices on request.

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Media Impact GmbH & Co. KG

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