



## FACTS 2023

### 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.

9 x a year as a supplement of WELT AM SONNTAG.

Issue	Release Date	Topics
ICON I	11./12.02.2023	Fashion International
ICON II	11./12.03.2023	Glamour
ICON III	15./16.04.2023	Design
ICON IV	13./14.05.2023	Travel
ICON VI	02./03.09.2023	The September Issue
ICON VII	23./24.09.2023	Collectors`s Issue No. 3
ICON VIII	14./15.10.2023	Design
ICON IX	11./12.11.2023	Watches & Jewellery
ICON X	02./03.12.2023	Christmas Issue – Haute Couture

### Ad Formats and Rates 2023

Advertising	Format	Rates
2/1 page	510 mm x 335 mm	57.200,00 €
1/1 page	255 mm x 335 mm	32.700,00 €
1/3 page - portrait*	94 mm x 335 mm	upon request
<b>Preferential placements</b>		
Opening Spread	2nd Cover page + 3rd page	81.000,00 €
Cover-Gatefold**	4 pages	136.600,00 €
Against Editorial	Left hand page opposite editorial	36.700,00 €
Facing Table of Content (FTC)	Left hand page opposite content	36.200,00 €
Facing Table of Content II (FTC II)	Left hand page opposite content II	34.600,00 €
Facing Table of Content III (FTC III)	Left hand page opposite content III	34.600,00 €
Coverpages	3rd Coverpage (IBC)	34.600,00 €
Coverpages	4th Outside Back Cover (OBC)	44.000,00 €
Premium-Doublepage-Spread	1st advertiser after Opening Spread	63.900,00 €
	2nd advertiser after Opening Spread	59.600,00 €
	1st by the industry absolutely as DPS	59.800,00 €
Premium-Single Pages	1st right hand page	36.200,00 €
	2nd right hand page	34.600,00 €
	1.1/1 page of industry	36.200,00 €

Print run: 250.000

All prices plus VAT. Price list No. 7, Regional Media, valid from 1.1.2023. Further prices on request.

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