



ICON
COPYTEST
RESULTS
2023

COPYTEST



This year's **copy test** was carried out with the March issue of ICON.

ICON had two cover versions (50:50):

- Cover 1: Actress Golshifteh Farahani photographed by Bryan Adams, who portrays the stars of the Berlinale at Cartier.
- Cover 2: Maïke Inga is the face of the fashion spread "The Key Pieces of the Season" photographed by Andreas Ortner

Have you flicked through or read this magazine?

which flicked / read in ICON

83%

ICON II
Publication date: 11./12.03.2023

SUMMARY



ICON

Publication date: 11./12.03.2023

- **Outstanding overall assessment of the magazine:** 87% of the readers rate ICON good or very good.
- **High appreciation for ICON:** Users particularly appreciate the exclusivity (93%) and elegance of the magazine (91%). The appearance of the magazine (91%) and the high quality of the magazine (88%) are also emphasized by the readers.
- **Multipliers stand up for ICON:** More than half of the readers have created further multipliers by instantly talking about ICON with a person from their circle of friends/acquaintances (57%). 68% of the people surveyed have already passed the magazine on to other people.

ICON'

MÄRZ 2023



ENTDECKEN

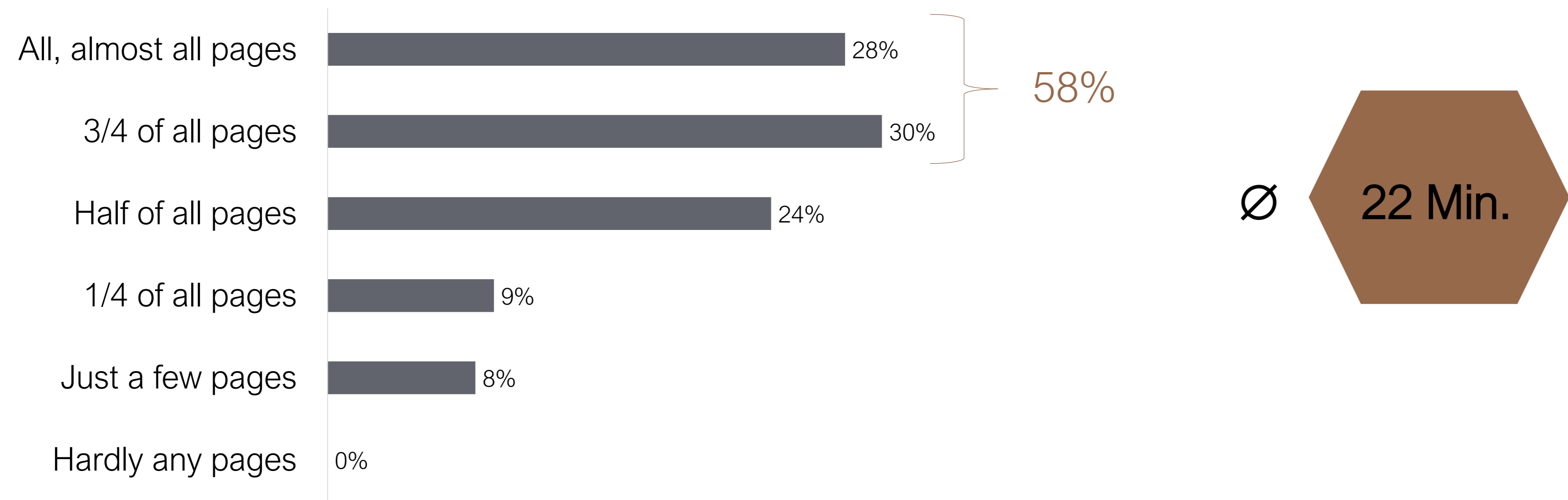
READER BEHAVIOUR

COPYTEST 2023

READING INTENSITY

How many pages do you estimate you have opened from 'ICON' to look at or read something?

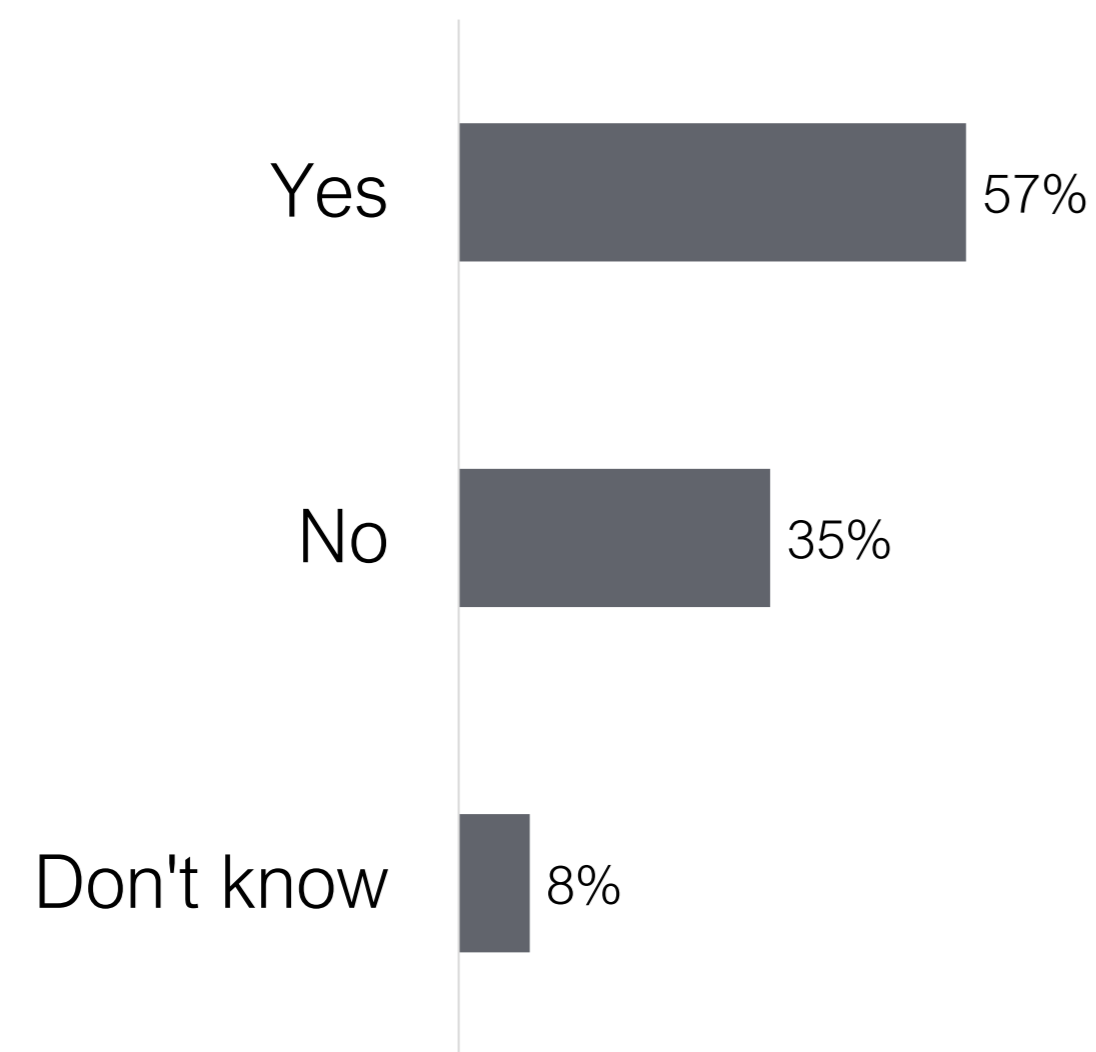
How long did you read this issue of 'ICON' in total?



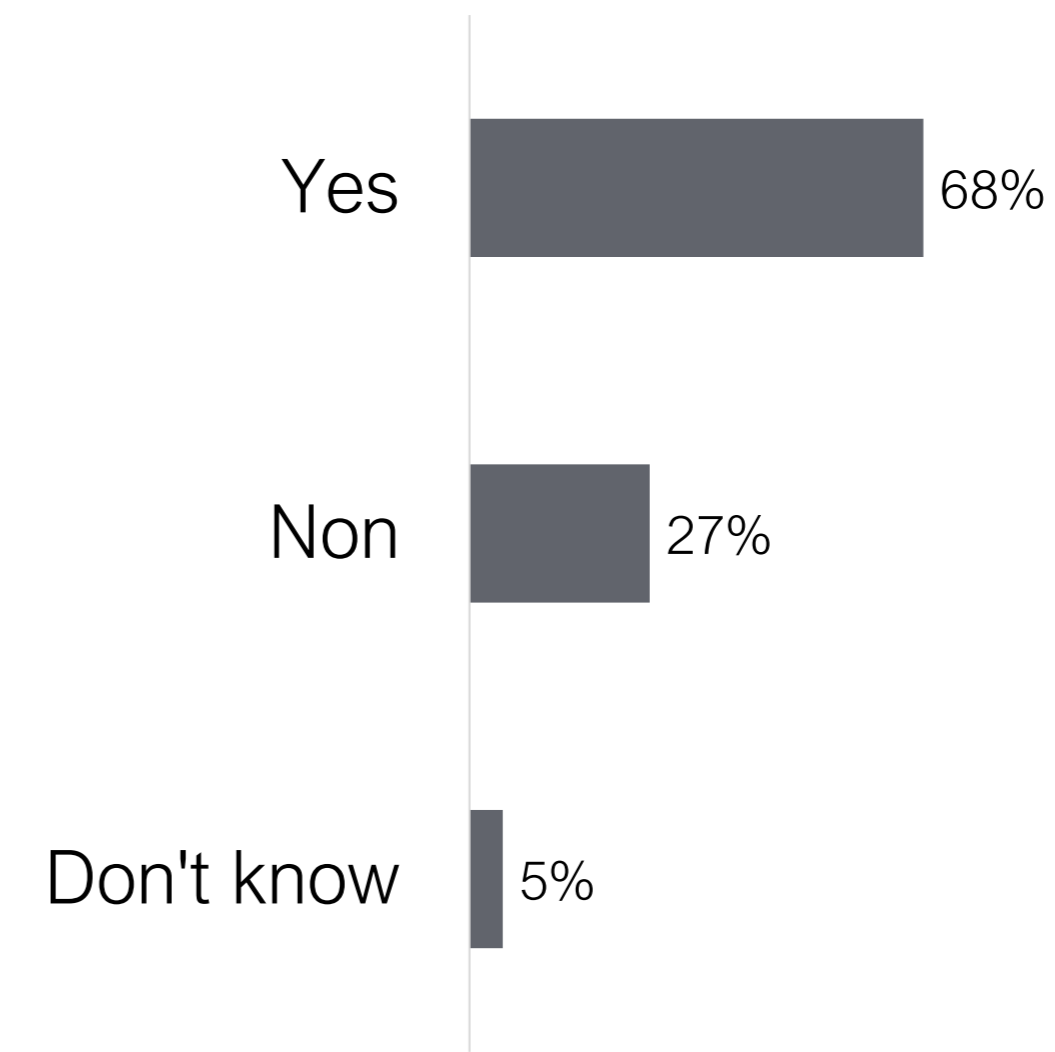
58% are intensive users and read more than three quarters of ICON. On average, the issue was read for 22 minutes.

MULTIPLIER EFFECT

Have ever spoken with friends/acquaintances about ICON.



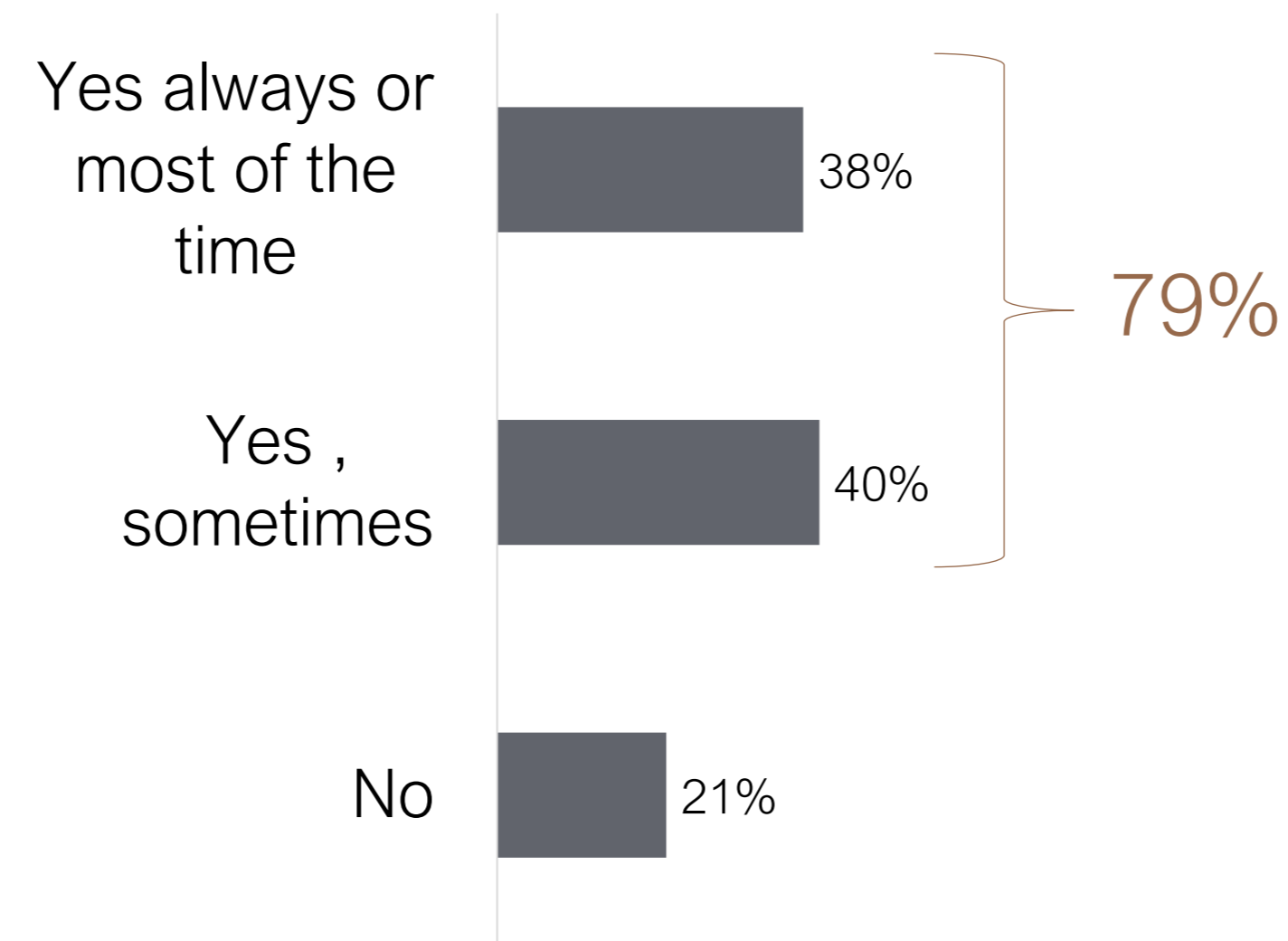
Have ever passed on ICON to friends/acquaintances.



Half of the readers have created further multipliers. Two-thirds pass ICON on to at least one person.

KEEPING AND COLLECTING

Do you usually keep an issue of 'ICON' longer than the corresponding WELT AM SONNTAG in order to flick through or read it again or to collect 'ICON'?



ICON
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More than a third of readers usually keep the magazine longer.

ICON

MÄRZ 2023



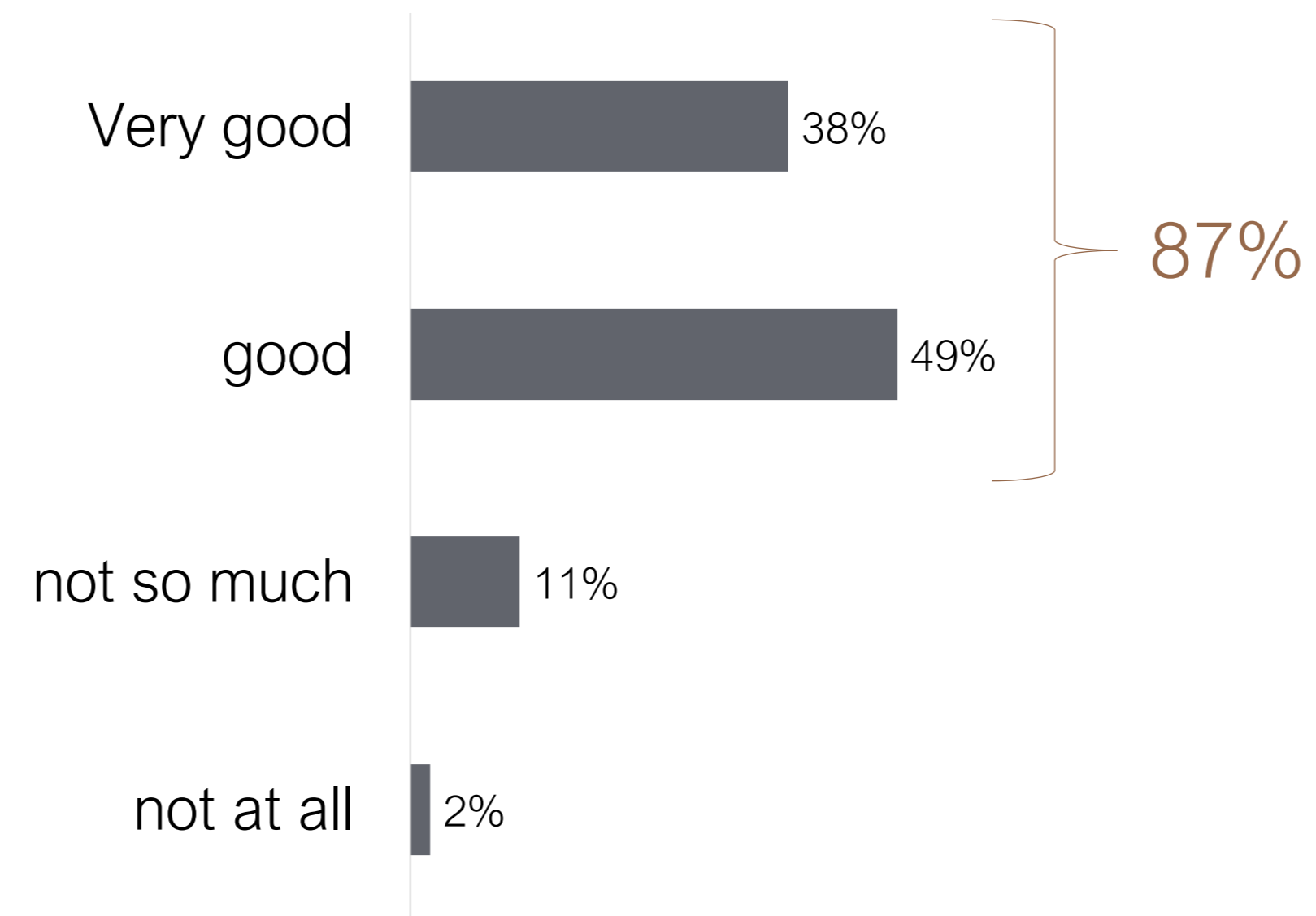
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MAGAZINE REVIEW

COPYTEST 2023

OVERALL ASSESSMENT

All in all, how did you like the magazine 'ICON' overall? ICON likes...



ICON
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87% the reader likes ICON (very) well.

SPONTANEOUS ASSOCIATIONS

What do you like about the magazine 'ICON'?

What comes to your mind spontaneously, when you think of ICON?

„The elegant and modern style.“

„ It is expressive, informative and varied.“

„Stylish inspiration, well-captured motives.“

„Is modern and contemporary.“

„Inspires with great photo spreads and skilfully incorporates brand advertising.“

„Great aesthetic shootings.“

„Is unique.“

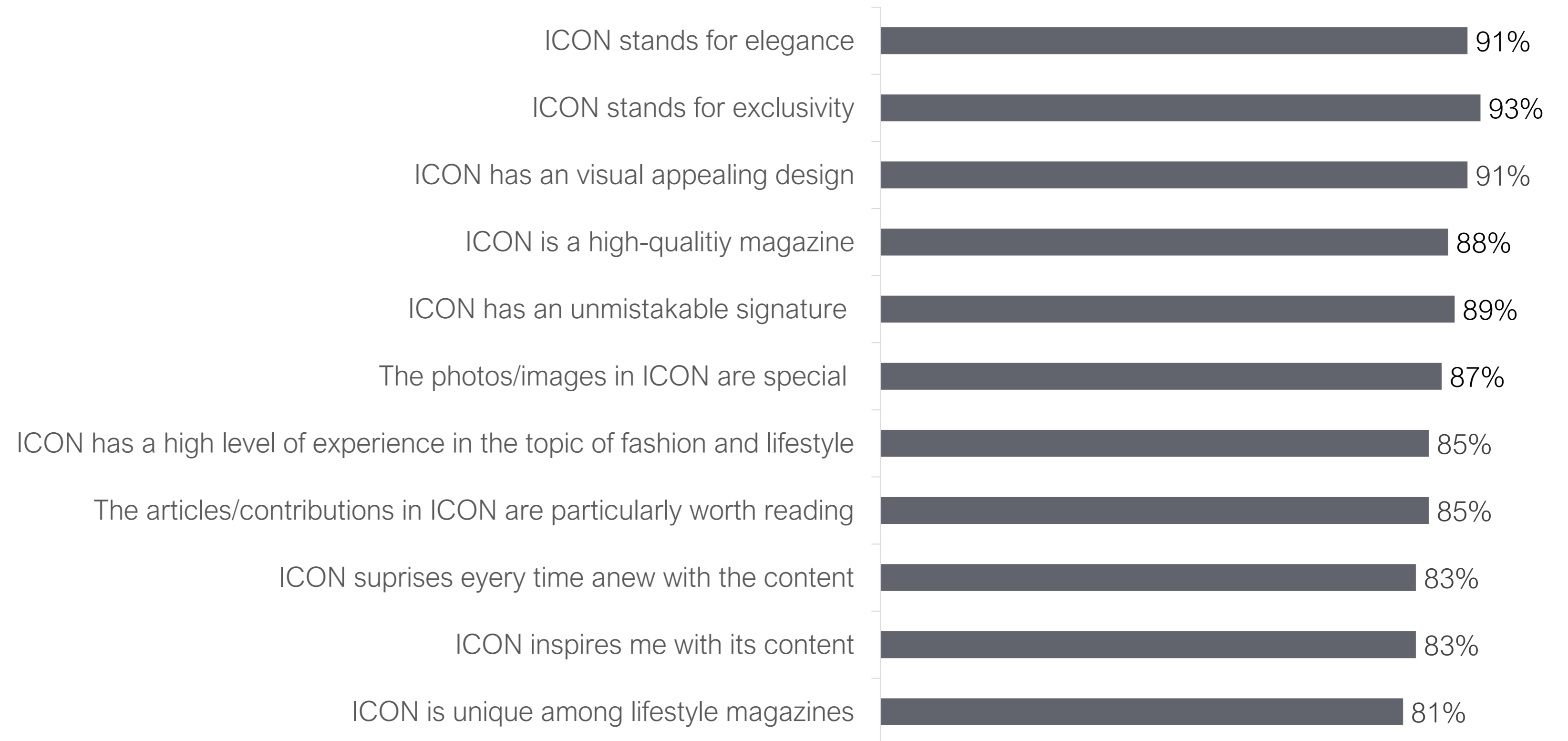
“Interviews, people who make a difference, travel destinations.”

IMAGE OF THE MAGAZINE



ICON

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Above all, users appreciate the elegance and exclusivity of the magazine..

RESEARCH PROFILE

- Population: – ICON readers, 11th and 12th of March 2023
14 -69 years.
- Sample: – Quota sample, n = 107 respondents
- Data collection: – Online-Interviews
- conduction by: – Gapfish, Berlin
- Conception: – Axel Springer Marktforschung, Berlin
- Quotation: – According to ma 2023 Presse I, by gender & age



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