

FACTS 2024

ICON

The leading German-speaking style magazine

- unique, internationally successful magazine brand
- A source of orientation and inspiration for a brand-savvy community
- Founder & Publisher Inga Griese
- Editor-in-Chief Alexandra Würzbach
- the journalistic focus and main topics are: fashion, design, watches, Jewellery, beauty, automotive and travel
- 9 times a year as a supplement in WELT AM SONNTAG

Print run: 225.000



Issue	Release Date	Topics
ICON I	10./11.02.2024	Fashion International
ICON II	09./10.03.2024	Spring Issue, Fashion
ICON III	13./14.04.2024	Fashion & Design
ICON IV	18./19.05.2024	Watches & Jewellery
ICON VI	31.08./01.09.2024	The September Issue
ICON VII	21./22.09.2024	Collectors' s Issue No. 4
ICON VIII	12./13.10.2024	Fashion & Design
ICON IX	09./10.11.2024	Fashion, Jewellery & Watches
ICON X	30.11./01.12.2024	Christmas Issue – Haute Couture Shooting, Annual horoscope

Ad formats and rates 2024

Ad	Format	Rates
2/1 page	510 mm x 335 mm	58.900,00 €
1/1 page	255 mm x 335 mm	33.700,00 €
1/3 page portrait*	94 mm x 335 mm	upon request
Premium placements		
Opening Spread	2nd cover page + page 3	83.500,00 €
Cover-Gatefold**	4 pages	140.700,00 €
Against Editorial	Left hand side against editorial	37.800,00 €
Facing Table of Content (FTC)	Left hand side against Table of Content	37.300,00 €
Facing Table of Content II (FTC II)	Left hand side against Table of Content II	35.700,00 €
Facing Table of Content III (FTC III)	Left hand side against Table of Content III	35.700,00 €
Cover pages	3rd cover page (IBC)	35.700,00 €
	4th cover page (OBC)	45.400,00 €
Premium double pages		
	1st double page	65.800,00 €
	2nd double page	61.400,00 €
	1st of the industry absolute as DPS	61.400,00 €
Premium single pages		
	1st right hand page	37.300,00 €
	2nd right hand page	35.700,00 €
	1st 1/1 page of the industry	37.300,00 €

All prices plus VAT, other prices on request.

Media Impact GmbH & Co. KG
Zimmerstraße 50
10888 Berlin
Germany

Carola Curio – Publisher ICON Group – Mobil: +49 (0) 151 5433 1679 / carola.curio@axelspringer.com
Jacqueline Ziob – Head of Brand Management ICON – Mobil: +49 (0) 151 4404 7877 / jacqueline.ziob@axelspringer.com
Eliette-Nabila Korte – Senior Brand Manager ICON – Mobil: -49 (0) 151 150 89 550 / eliette-nabila.korte@axelspringer.com

Status: 21.02.2024. Subject to changes.

ICON | media **impact**