

ICON[®]

FASHION DESIGN WATCHES ICONS ON TOUR JEWELS BEAUTY CONTACT



ICON DIGITAL

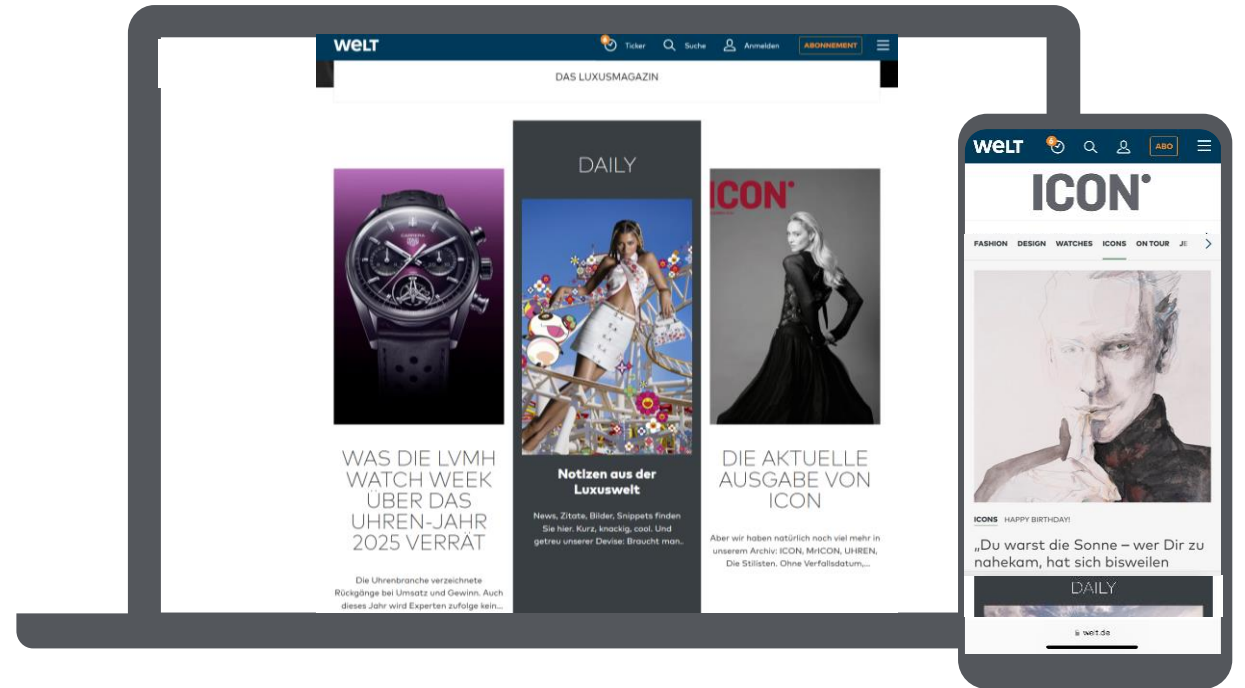
MEDIADATA 2025

Status: 04/25 valid from 01 January 2025

WGLI

ICON DIGITAL 2025

Portrait	p. 3
Categories	p. 4
Portfolio	p. 5
Editorial	p. 6
Issue highlights & dates	p. 7
ICON Digital products	p. 8
ICON Takeover	p. 9
ICON Spotlight	p. 10-14
ICON Collaborate	p. 15-18
Advertorials & branded content	p. 19
Brand story WELT + ICON	p. 20
ICON Instagram	p. 21
WELT Lifestyle presenting	p. 22-28
ICON Digital best cases	p. 29
Contact	

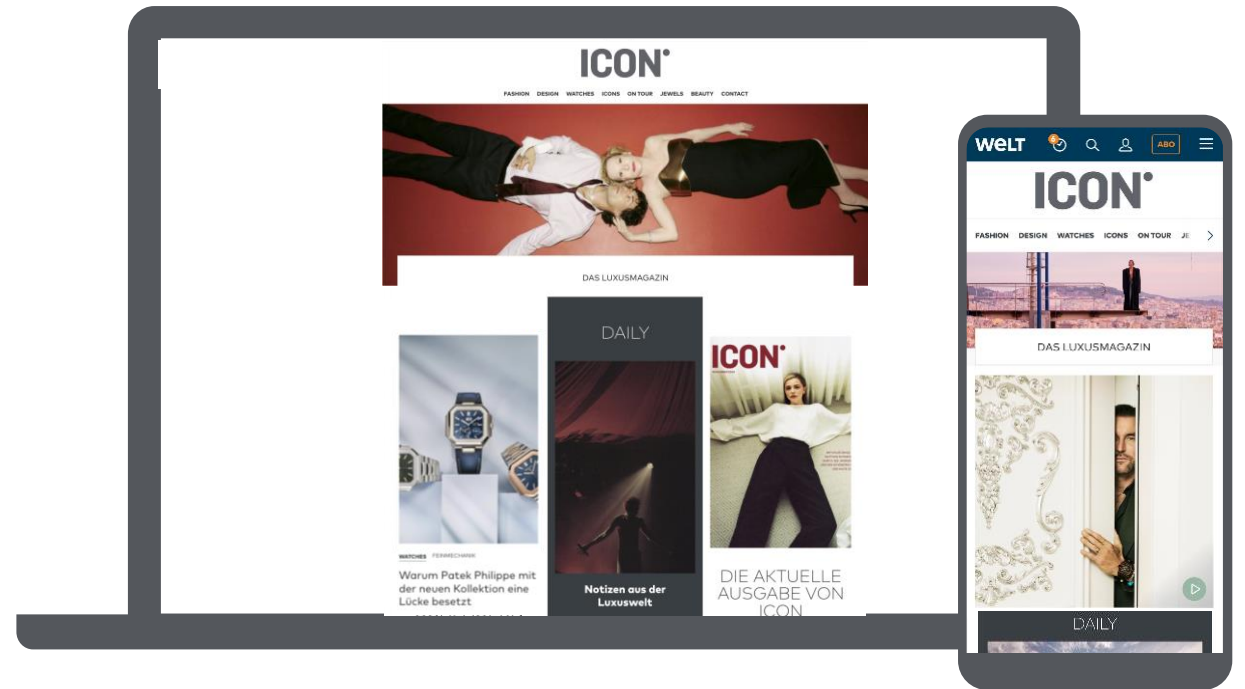


PORTRAIT

The ICON Channel is the digital destination on welt.de for a luxury-oriented target audience with a strong affinity for style, elegance and exclusivity.

As the digital counterpart to the high-class magazine ICON, the digital offering consistently focuses on the most beautiful stories from the international world of style – exceptionally and elaborately staged.

A variety of integration formats are available – ranging from innovative approaches such as ICON Channel Takeover, ICON Collaborate, and Spotlight to traditional classic formats.



CATEGORIES

FASHION DESIGN WATCHES ICONS ON TOUR JEWELS BEAUTY

ICON Digital is published in the following categories:

Fashion: Trends from luxury and high-end fashion brands, international and national fashion labels, major photo shoots, with a special focus on craftsmanship. Fashion is also defined as an intercultural bridge.

Design: Trends and news from the design industry: ICON showcases everything that is grand and significant, small and precious, new and timeless – highlighting exceptional craftsmanship and cutting-edge technology.

Watches: In addition to traditions, technical innovation and craftsmanship, ICON presents interviews and stories about the people behind the brands.

Icons: This section features our celebrity interviews: Hollywood icon Sharon Stone describes the changes she experienced after her stroke 21 years ago, while Arnold Schwarzenegger talks about his commitment to environmental protection.

On Tour: Top resorts, classic luxury hospitality and news from the automotive industry.

Jewels: Showcasing the most breathtaking jewelry pieces and the most precious creations by renowned jewelry designers.

Beauty: News on cosmetic products, interviews with fascinating personalities from the beauty industry and emerging insider brands.

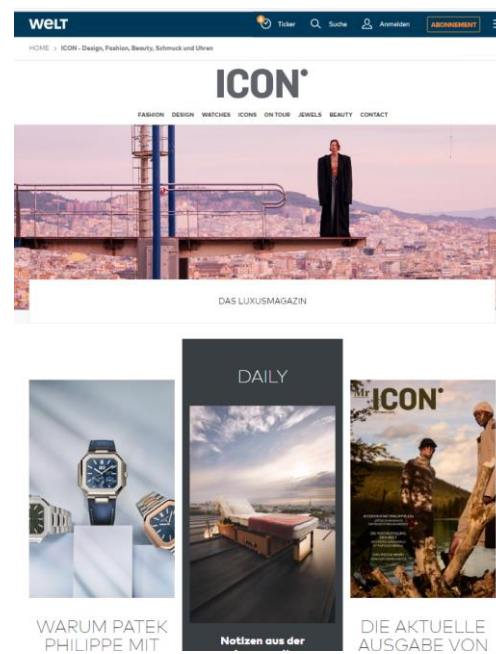
ICON GROUP PORTFOLIO

PRINT



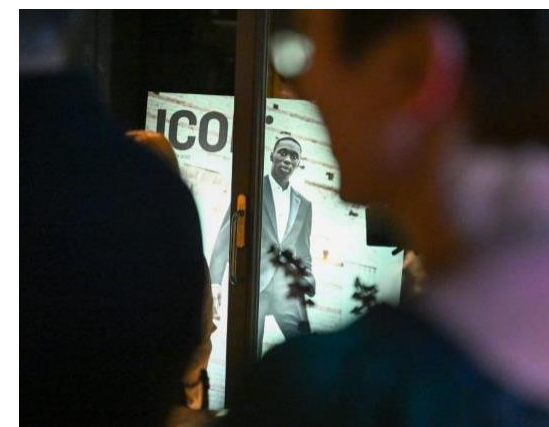
- Magazine

DIGITAL



- Iconmagazine on welt.de
- Social: @icon.magazin

LIFE EXPERIENCE

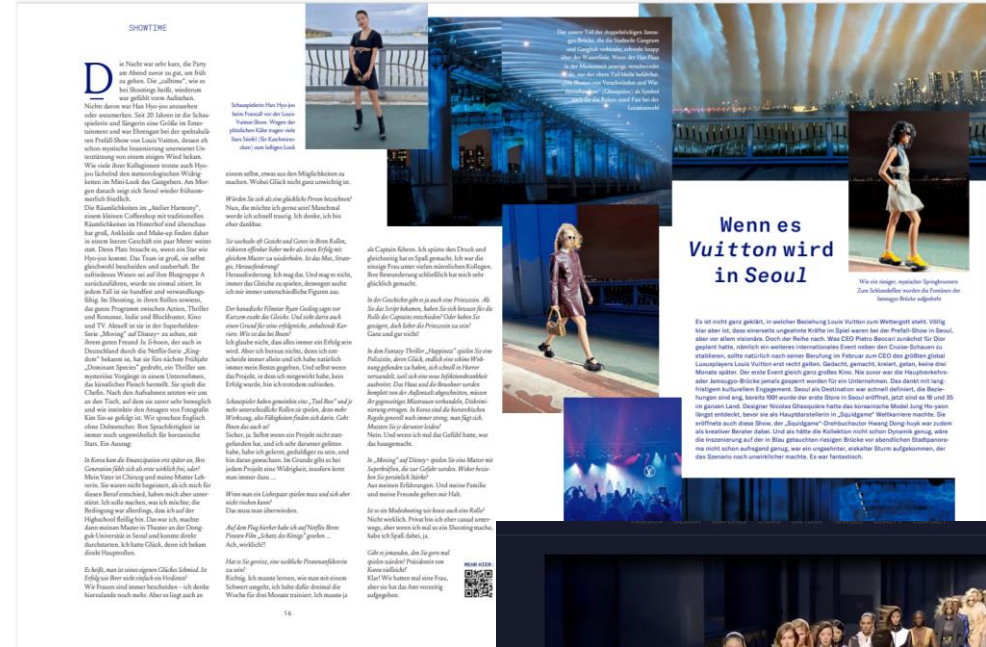


- Customized events

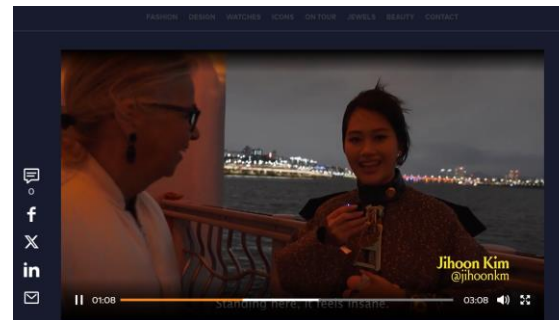
EDITORIAL

Editorial Synergy

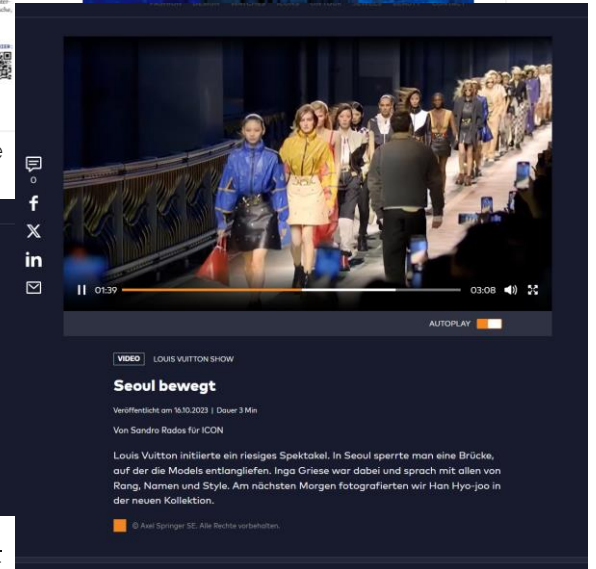
- The **magazines** of the ICON Group are published 16 times a year
- On **ICON Digital** editorial content from the entire ICON Group (ICON, Mr ICON, WATCHES and Die Stilisten) is showcased
- Additional photo material, video content and in-depth stories are available exclusively on **ICON Digital**



ICON VI in the magazine



Spectacular Show: When Louis Vuitton Outdoes Itself – Video – WELT



Digital version of this interview

CROSS-MEDIA TOPICS IN ICON 2025

Month	FOCUS TOPIC	PRINT MAGAZINE	MAGAZINE RELEASE DATE
February	Fashion international	ICON I	February 8–9, 2025
March	Fashion & travel / masculine themes	ICON II / Mr ICON I	March 8–9 & March 25–26, 2025
April	Fashion & design / watches	ICON III / WATCHES I	April 5–6 & April 12–13, 2025
May	Fashion & watches	ICON IV	May 10–11, 2025
August	Fashion international	ICON VI	August 30–31, 2025
September	Collector's issue no 5	ICON VII	September 20–21, 2025
October	Fashion & design / masculine themes	ICON VIII / Mr ICON I	October 11–12 & October 25–26, 2025
November	Fashion & jewellery & watches	ICON IX / WATCHES II	November 8–9 & November 15–16, 2025
December	Christmas issue	ICON X	November 29–30, 2025

* Subject to modifications, as of December 2024

ICON DIGITAL

PRODUCTS

THE TAKEOVER



The Takeover is an exclusive and customized staging of the ICON channel - presented by your brand.

Your content, prepared with light animations, for desktop and mobile.

the ICON takeover can link to the customer's website or optionally deliver extra traffic to the product story.

Performance data:

Runtime:	4 Weeks
Reach:	6 Mio. in total
Mediapackage ¹ :	60.000,00 € gross
Creation costs ² :	12.000,00 €
Lead time:	4 Weeks

¹ Gross price is subject to discount and AE, subject to further agreements and possible price adjustments,

² Creation costs are not discountable., prior appointment necessary

ICON SPOTLIGHT

THE SERVICE

Your brand at ICON in a visually opulent staging – that’s the new native advertising format: **ICON SPOTLIGHT**.

We present your brand in a visually striking and textually powerful format, designed primarily for mobile use but equally impressive on desktop. It works like Instagram, but within the ICON universe.

THE IMPACT

ICON SPOTLIGHT presents the best of your brand in the way it deserves: through large-format visuals, seamlessly composed into a compact, high-quality and outstanding piece of content.

The storytelling integrates multiple direct touchpoints to your offering, your website and your premium product. **ICON SPOTLIGHT** is the exclusive format that captivates with its striking visuals, leaving a lasting impression on ICON’s audience.

POWERFUL FORMAT

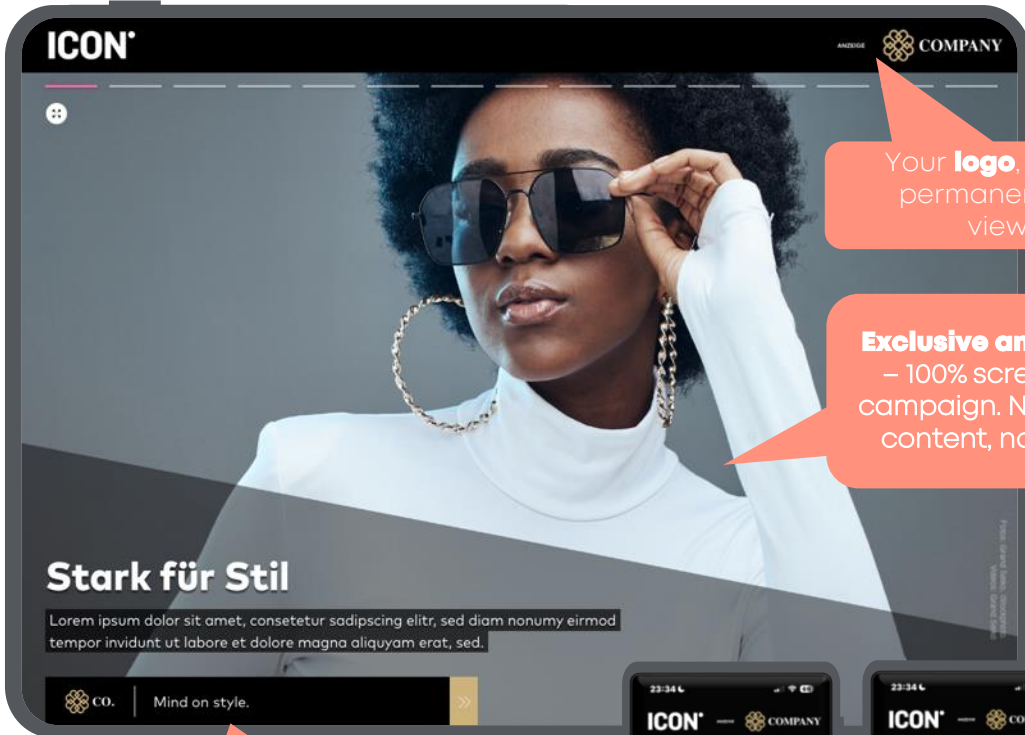
MEDIA-DATA 2025



Five slides (photos and videos), opulent, visually striking, dynamic, full-format (mobile and desktop), logo integration and linking on each slide, with an attention-grabbing CTA.

STRONG CONNECTIONS

MEDIA-DATA 2025

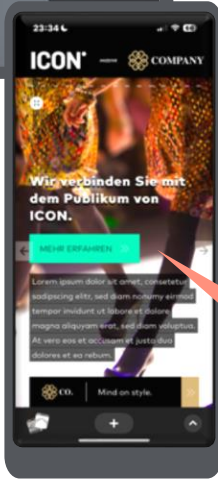


Your **logo**, linked and permanently in the viewport

Exclusive and immersive
– 100% screen for your campaign. No competing content, no other ads.

Your footer with **logo**, linked and permanently in the viewport

Your **footer with logo**, linked and permanently within the viewport



Attention-grabbing **CTA** on the fifth slide

THE FORMAT

ICON SPOTLIGHT is all about your brand—exclusively your brand: 100% of the screen dedicated to you, with no distractions, no competing content and no ads. A full-screen experience—just like in the cinema when the movie begins.

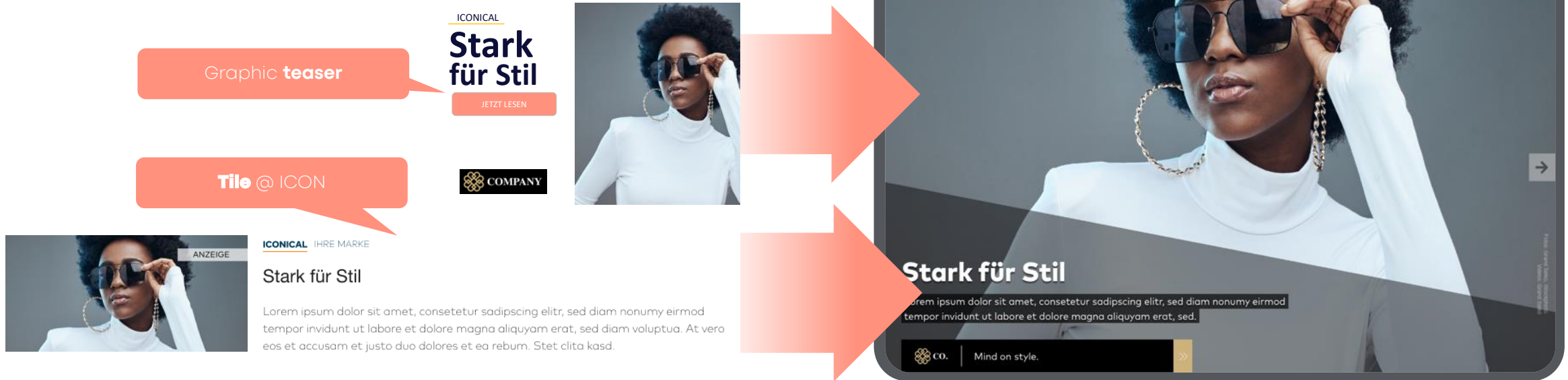
ICON SPOTLIGHT makes it easy for ICON users to connect with your brand. Strategically placed touchpoints, subtly yet always visible, lead directly to your brand.

STRONG VISIBILITY

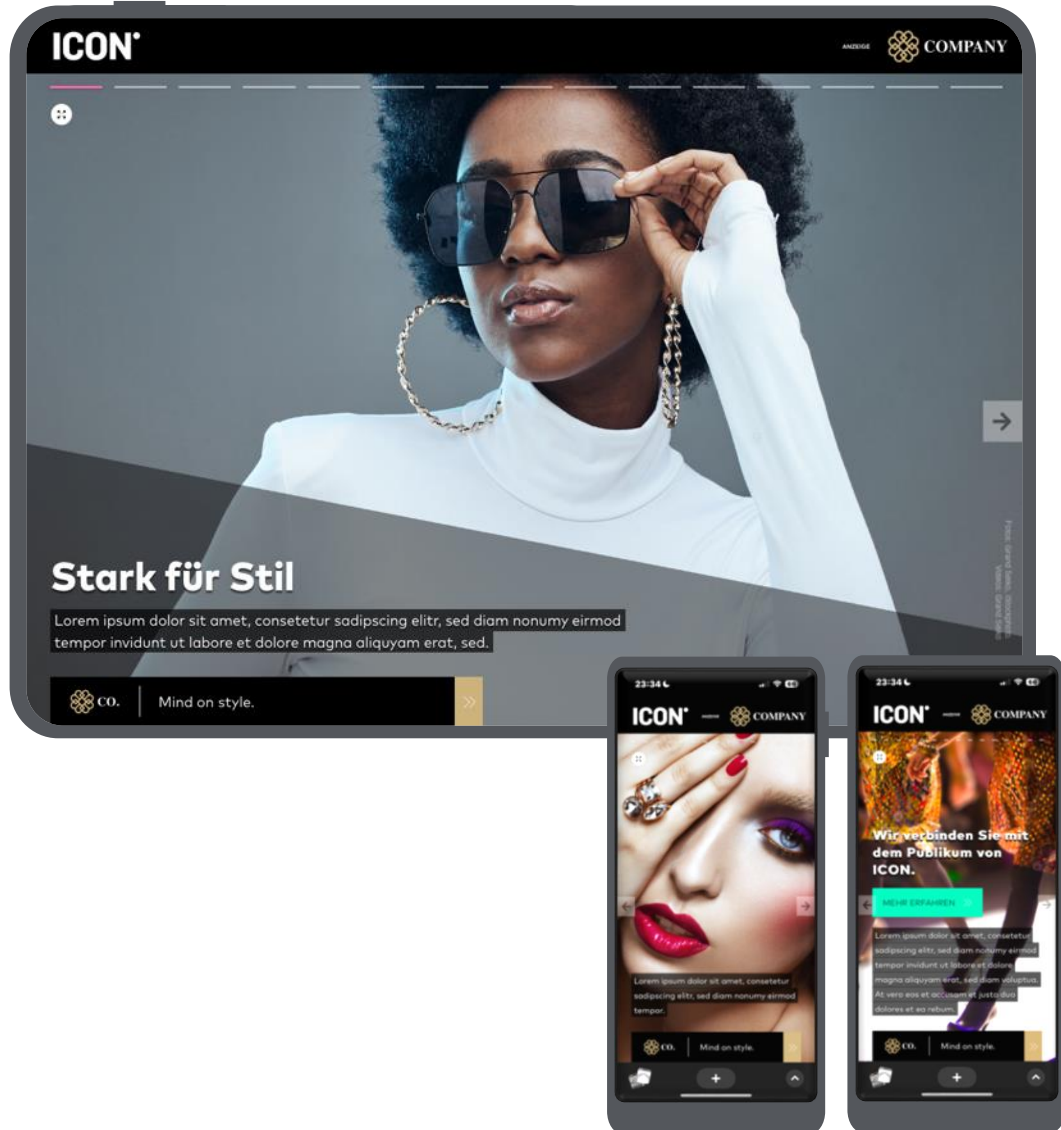
THE TRAFFIC

Users are directed to **ICON SPOTLIGHT** through graphic teasers (3.6 million Ad). A tile is permanently placed within ICON for the duration of the campaign.

MEDIA-DATA 2025



PERFORMANCE DATA



MEDIA-DATA 2025

- Graphic teaser
 - Billboard (stationary & mobile) and app content ad 4:1 on WELT
 - Multiscreen medium rectangle ROS on ICON
 - 3.6 million ad impressions
 - Tile @ ICON
 - Creative services:
 - Story creation
 - Teaser creation
 - Project management
 - Technical implementation
 - Graphic teaser
 - Delivered via ad server
 - Plus fixed placement in the channel
 - Campaign management
 - Analysis & reporting
 - Duration 4 to 6 weeks
- Package price:
- 20,000 € gross
 - Creation costs: 2,500 € (non-discountable)

ICON COLLABORATE

THE SERVICE

Authenticity and the promise of the highest journalistic quality – that’s what ICON stands for. With a new native digital offering, it extends its value cosmos to its partner brands.

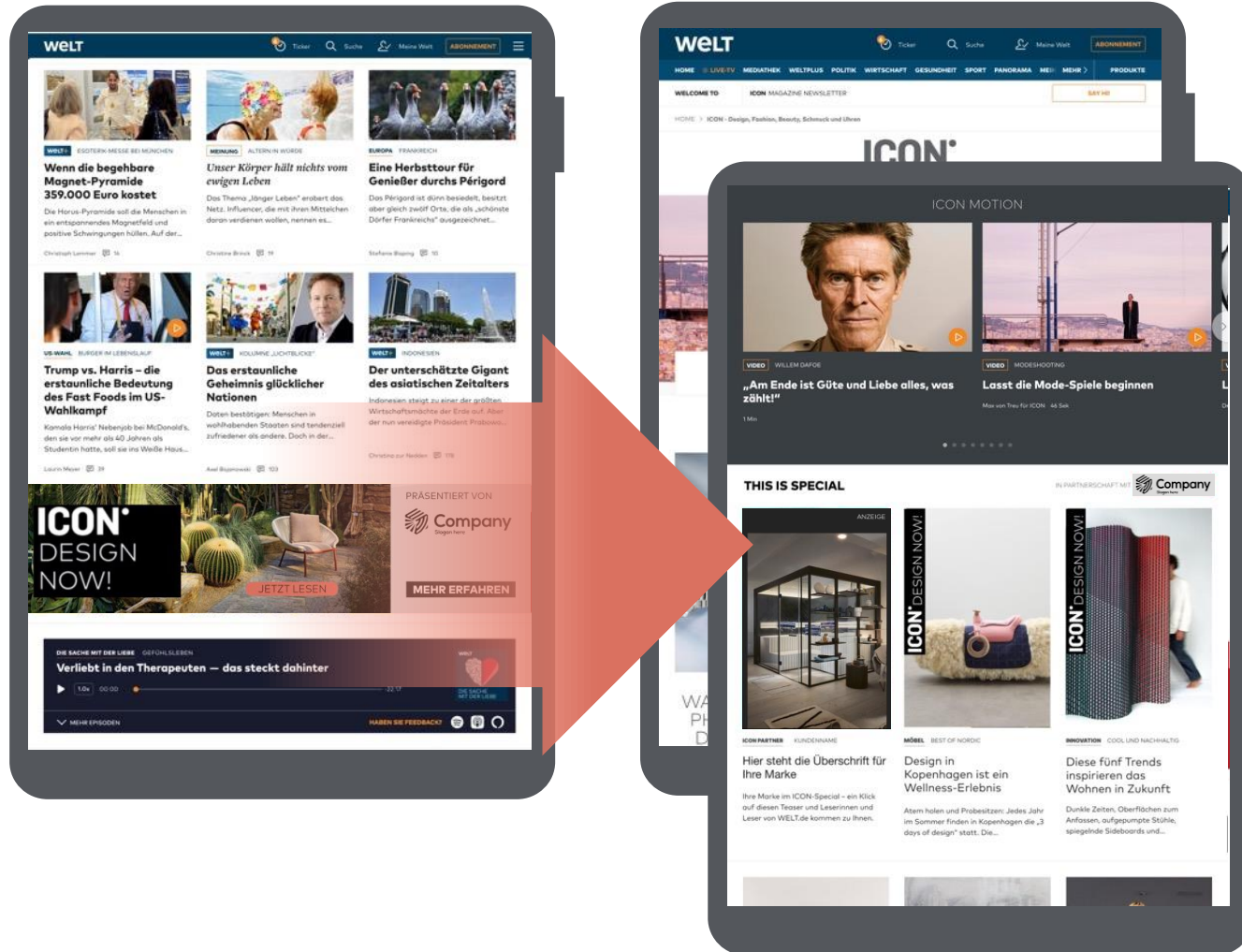
With *ICON COLLABORATE*, we now offer the publication of a custom editorial special on ICON Digital, which can be presented by you with your brand. This allows our ICON readers to access our opulent thematic presentation with just one click on the editorial teaser—or, alternatively, be directed straight to your website or landing page.

THE IMPACT

ICON takes pride in partnerships that share common values. This is precisely what is conveyed to our readers:

Your brand, combined with ICON’s aesthetically high-quality, up-to-date and unique content, creates a perfect fit.

PERFORMANCE DATA



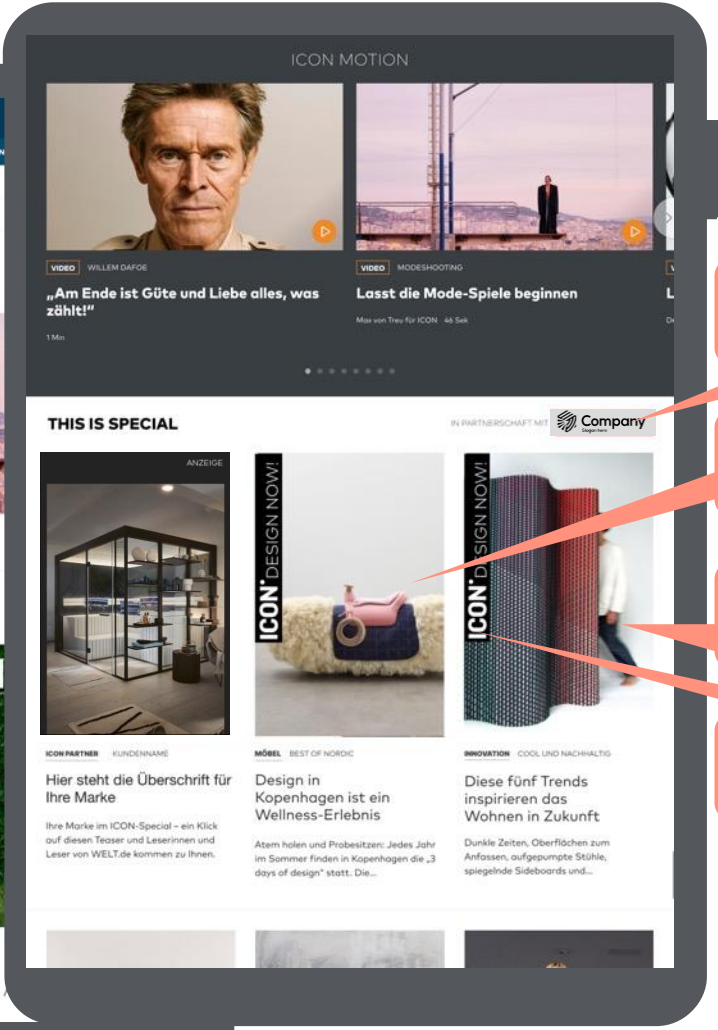
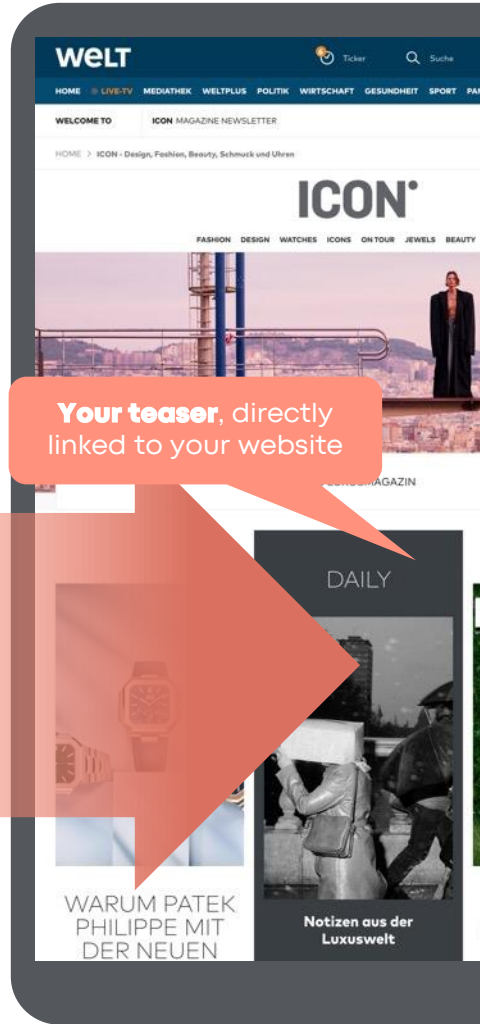
- Setup of ICON stage teaser and editorial content
- Creation of interactive teasers for desktop & mobile
 - Advertising materials (FC 1 per day):
 - Billboard home (970 x 250 px)
 - 2x Instagram sponsored posts (300 x 250 px) @ ICON.magazin
- Campaign management
- Reporting
- 3 million ad impressions
- Duration: 6 weeks
- Package price:**
 - 26,500 € gross
 - Creation costs: 2,500 €

Interactive editorial teaser with a reference to the partner leads to ICON (2x left: ICON & partner).

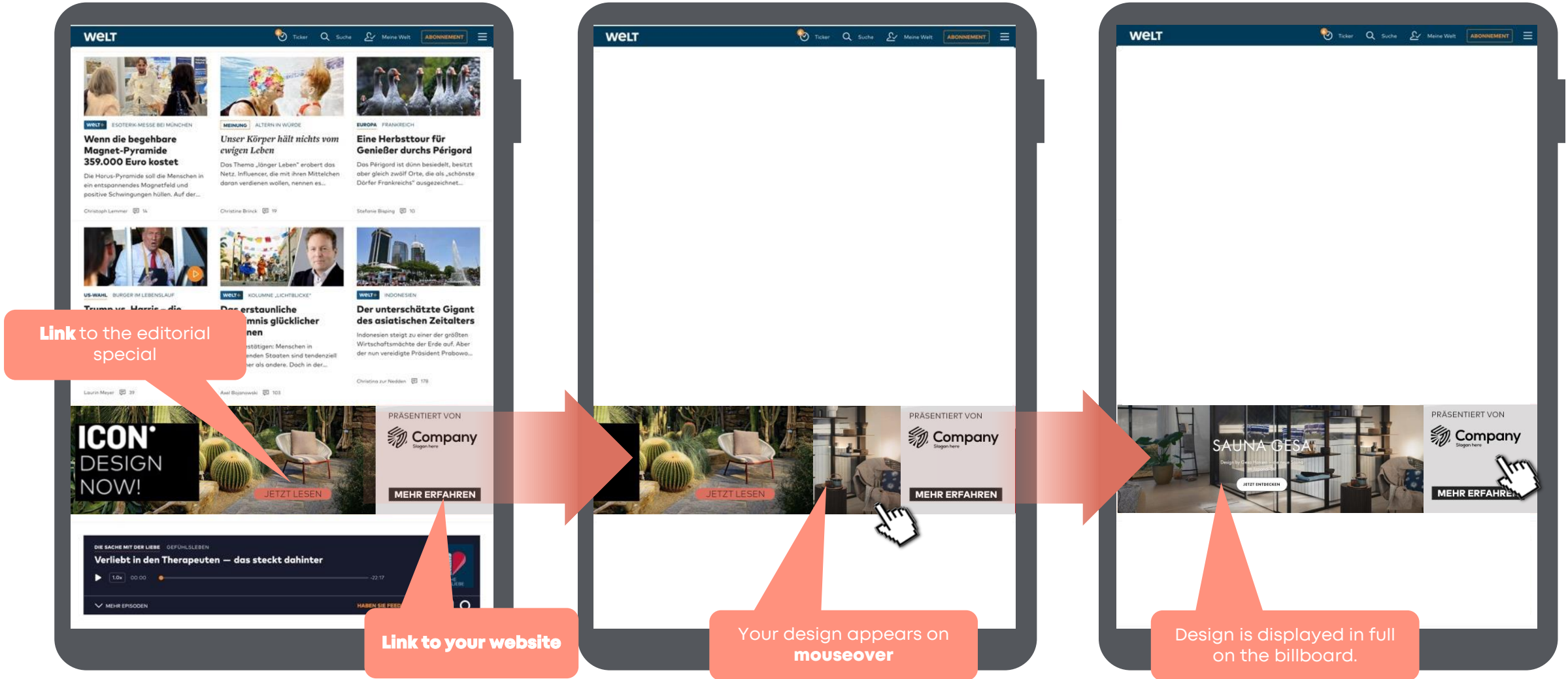
Within the channel, there is a stage for the special featuring the partner logo (linked). Includes 1x advertisement with a link to the partner and 2x editorial content pieces. 

INTEGRATION ON WELT HOMEPAGE

MEDIA-DATA 2025



INTERACTIVE TEASER



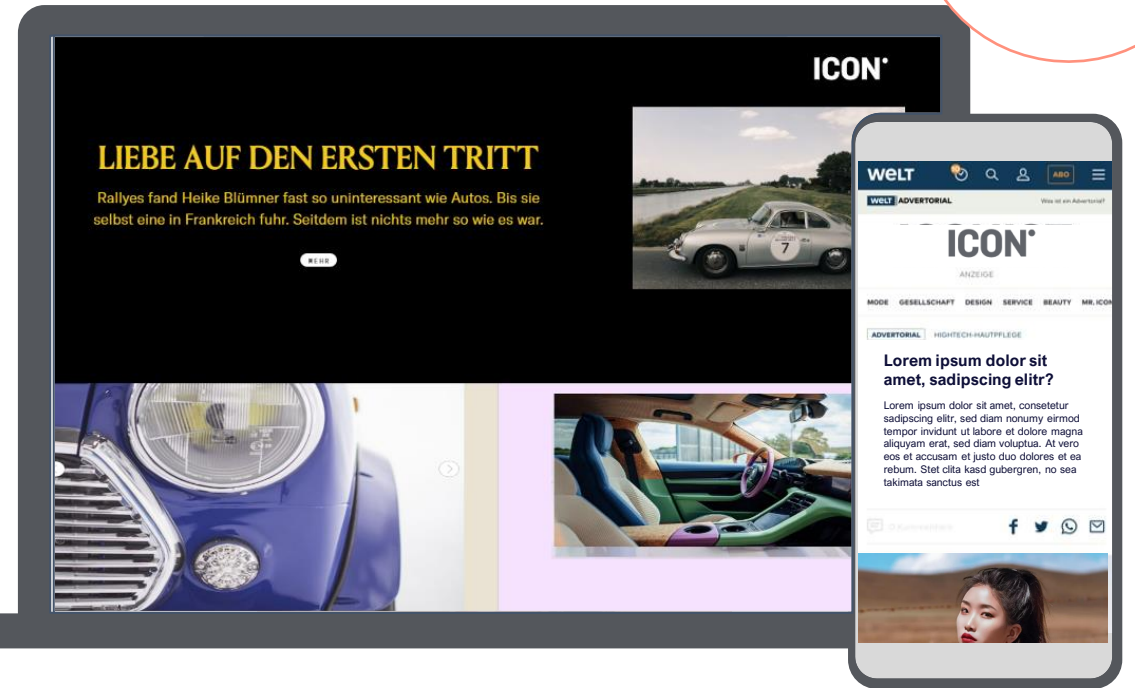
YOUR CONTENT IN THE STYLE OF ICON

Available for **cross-media** booking

With an **ADVERTORIAL**, your promotional message is staged in the look & feel of ICON Digital. Your content is seamlessly integrated into storytelling around your products and key purchase messages. The advertising materials you provide are presented in the ICON Digital style, ensuring not only traffic but also a trusted brand environment. Awareness and performance are at the forefront.

BRANDED CONTENT*

For a native, luxurious presentation on iconmagazine.de, ICON produces photo and video content for the client in the ICON look & feel, shaping the online presence. Video and photo production are included.



ADVERTORIAL PACKAGE:

6 weeks | 3,600,000 AIs | 20,000€ gross¹

Costs and customized offers available upon request. *Branded content available from Package M & L. **Package L includes exclusively programmed digital features & digital innovations for branded content.

WE CREATE YOUR STORY

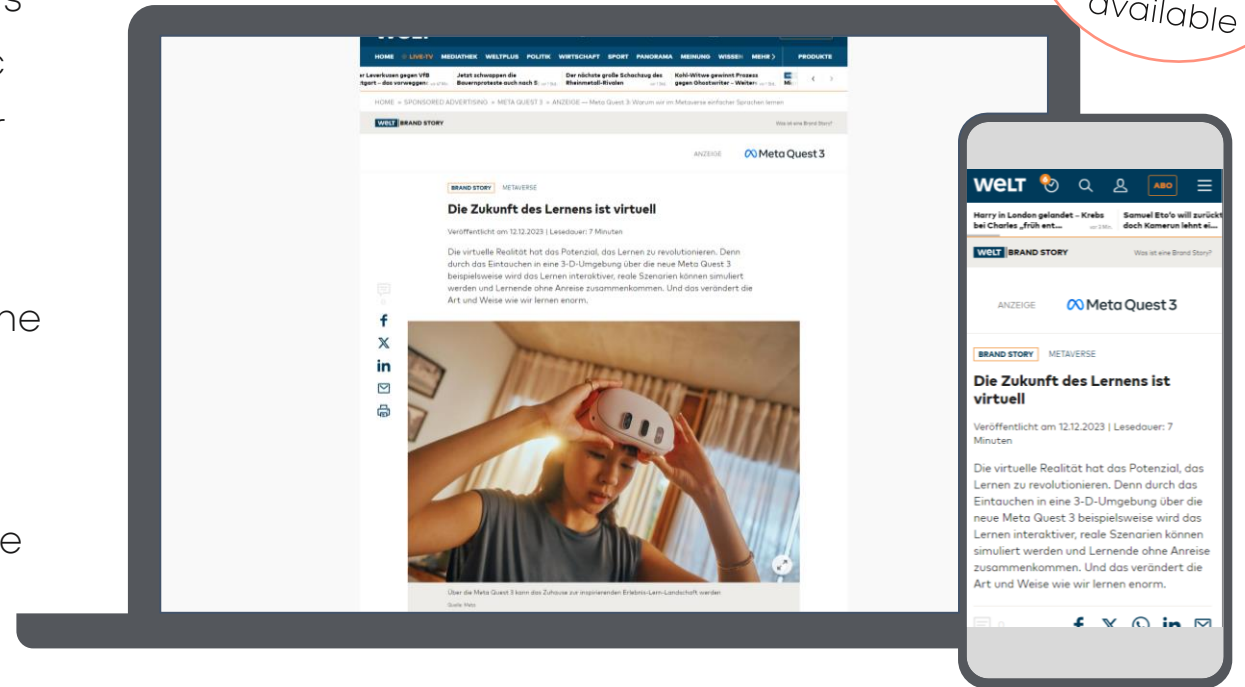
An experienced team of journalists and photographers from our Brand Studio editorial team brings your topic to life through an engaging and informative story. Our reporters research, photograph, film and stage your topic in the style of WELT.de. The result: stories that captivate all of Germany, narratives that evoke genuine emotions.

BRAND STORY WELT BASIC PACKAGE¹

Duration: 6 weeks, including native teaser | 50,000 page views | 131,000 € gross¹

BRAND STORY WELT LIFESTYLE BASIC PACKAGE¹

Duration: 6 weeks, including native teaser | 15,000 page views | 50,000 € gross¹



You are the director! Every step, from concept to execution, is coordinated with you 1:1.

¹ Plus 8,000 € creative costs (not eligible for SR or AE)

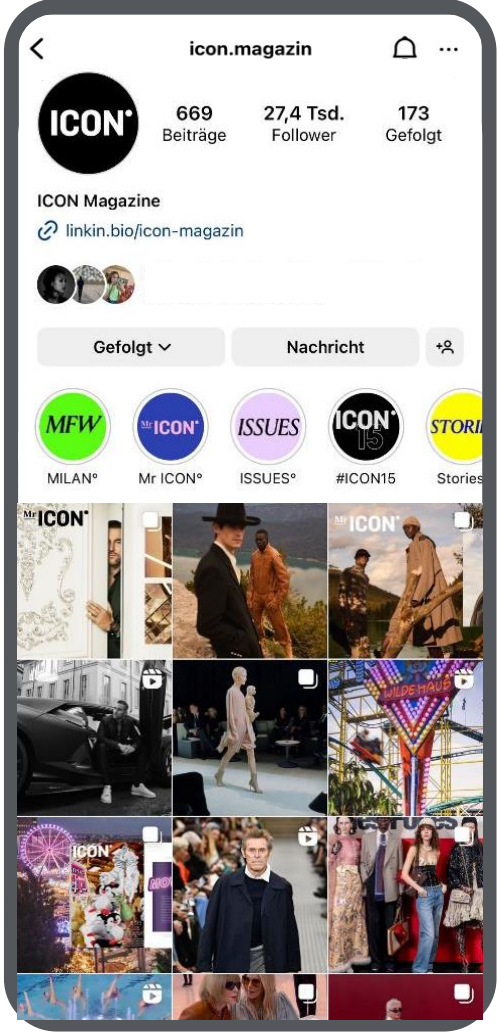
Case: MetaQuest3: <https://www.welt.de/sponsored/meta-quest-3/article249013954/ANZEIGE-Meta-Quest-3-Warum-wir-im-Metaverse-einfacher-Sprachen-lernen.html>

ICON x INSTAGRAM

On ICON’s social media platform on Instagram, the editorial team shares behind-the-scenes stories, personal insights from interviews and ICON fashion shoots. Sponsored Instagram posts are targeted to specific audiences, gaining authenticity through users' trust in the ICON brand. Photo, video, slideshow or carousel ad integrations are available, with A/B testing upon request.

SPONSORED INSTA-POSTS PACKAGE:

Approx. 4 weeks | 4 sponsored posts/stories | 10,000 € gross¹



4 sponsored posts: 200,000 AIs
28.4K followers (as of 03/2025)

¹ Prices plus 800 € creative costs, Instagram Stories €1,600 (not eligible for SR or AE).

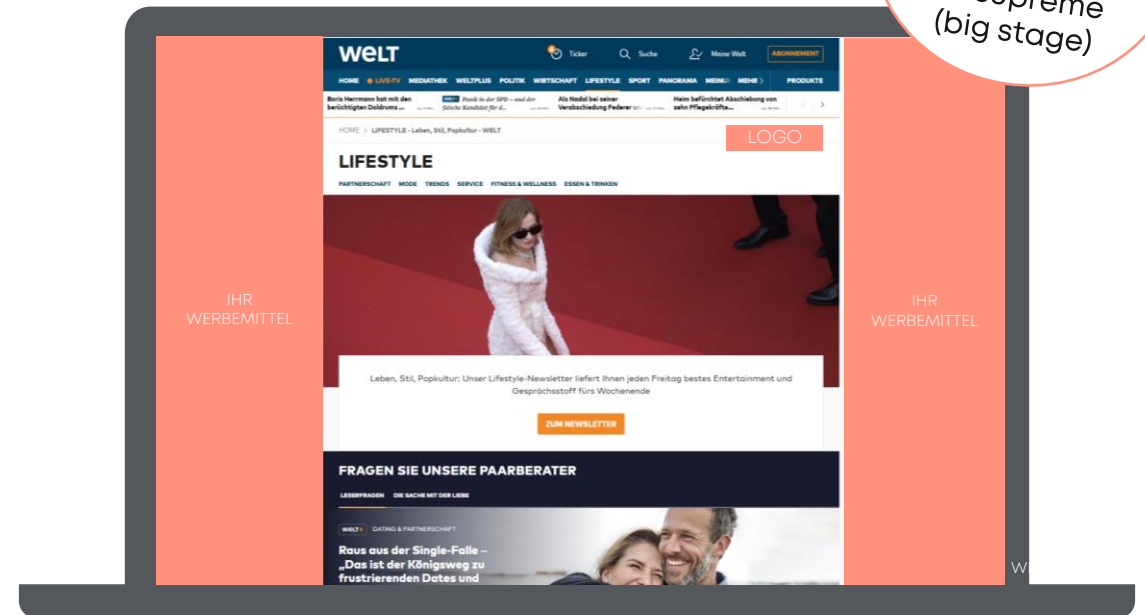
WELT LIFESTYLE PRESENTING

With the *LIFESTYLE CONTENT PRESENTING Deluxe*, you exclusively present the Lifestyle channel with fixed logo integration¹, desktop with a double dynamic sidebar, multiscreen with a medium rectangle and mobile with a lead ad.²

CONTENT PRESENTING DELUXE*:

TKP 40.00 € gross | reach upon request

Maximum presence:
Also available as supreme (big stage)



Example visualization

1) Customer logo integration is optional; the logo must be provided as an SVG file at least 7 days before launch.

2) Additional formats available upon request.

*Exclusivity for ad placements is guaranteed, except for CMS areas and Outbrain. TKP 40.00 €. Reach upon request, varying by period and duration. Ad materials must be submitted at least 3 business days before launch.

ICON DIGITAL

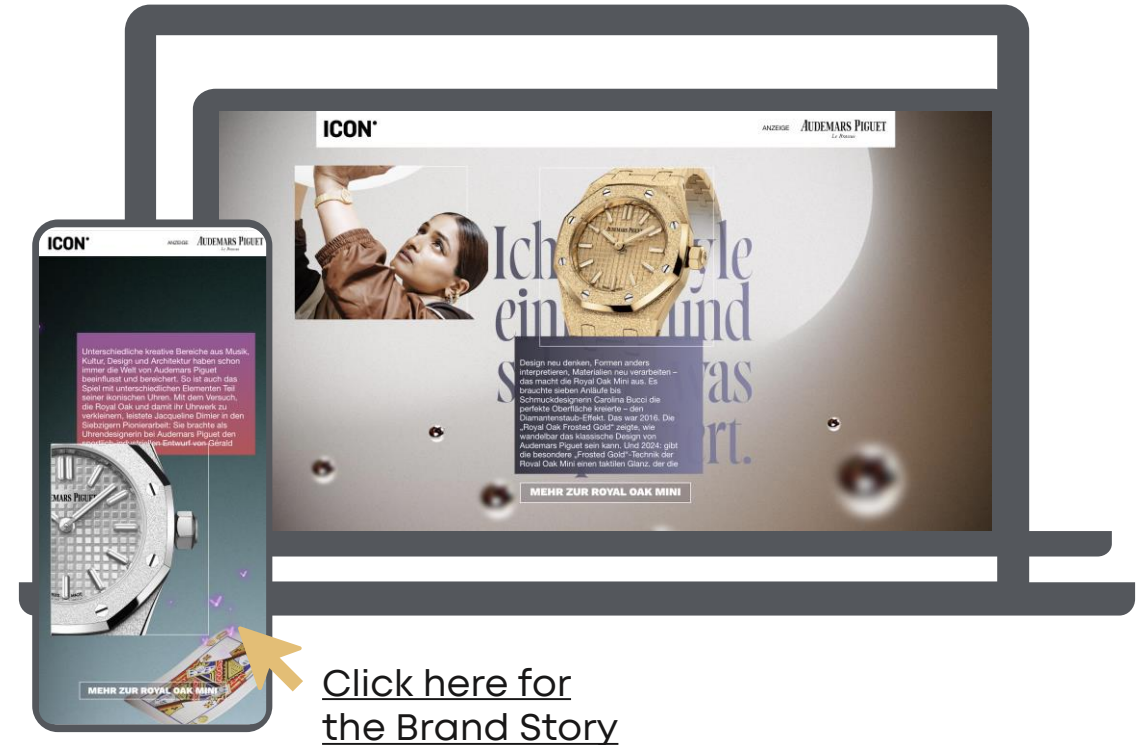
BEST CASES

PRIYA RAGU X ROYAL OAK MINI A DIGITAL EXPERIENCE

The interactive BRAND STORY for Audemars Piguet on ICON focuses on the Swiss singer PRIYA RAGU, whose fascinating personality and her distinct perspective on life and craft reflect the essence of the new ROYAL OAK MINI: a timepiece for strong women who live their lives unapologetically.

The story takes the viewer into the world of Priya Raghu and the Royal Oak Mini – featuring five themes that represent different aspects of the singer and the timepiece.

The result is a dynamic yet high-quality portrayal of spirit, attitude and values, combined with movement, strong statements and unexpected interactive storytelling that creates an inspiring digital experience.



AUDEMARS PIGUET: BRANDSTORY

MEDIA-DATA 2025

The image displays a digital marketing campaign for Audemars Piguet. It features a desktop layout of a news article and two mobile phone screens showing the same content. The desktop article is titled 'ICON' and includes three main sections: 'MODE GUCCI BIS CHANEL' (Unverschämte Preise, Nostalgielesigkeit, Personenkult – Luxus in der Krise), 'ICONS OLDTIMER' (Autos für Millionen – Wahnsinn oder clevere Wertanlage?), and 'WATCHES KOMPLIKATION' (Warum die Branche die Schwerkraft derzeit so anziehend findet). Below these is a 'BRAND STORY' section for Priya Ragu titled '„Ich bin meine eigene Story“'. The mobile screens show the 'WELT' app interface with the 'ICON' magazine cover and the 'BRAND STORY' article. The article text on the mobile screen reads: 'Priya Ragu ist in der Schweiz geboren, ihre Eltern kommen aus Sri Lanka. Sie macht Musik, die zwischen R'n'B und tamilischer Volksmusik liegt. In Berlin fotografieren wir sie mit der jüngsten Kreation von Audemars Piguet für Frauen: der Royal Oak Mini. Im Gespräch erzählt Priya Ragu, wie es mit der Musik fast nichts geworden wäre. Und wie sich ihr Leben plötzlich komplett veränderte.'

Teaser Ad (stationary + mobile) under the top news in the ICON Channel of WELT Digital | Display period: August 5 – September 15, 2024

AUDEMARS PIGUET: BRANDSTORY

MEDIA-DATA 2025

ICON* ANZEIGE AUDEMARS PIGUET *Le Brassus*

Shaping Materials

Click

BRAND STORY PRIYA RAGU

„Ich bin meine eigene Story“

Priya Ragu ist in der Schweiz geboren, ihre Eltern kommen aus Sri Lanka. Sie macht Musik, die zwischen R'n'B und tamilischer Volksmusik liegt. In Berlin fotografieren wir sie mit der jüngsten Kreation von Audemars Piguet für Frauen: der Royal Oak Mini. Im Gespräch erzählt Priya Ragu, wie es mit der Musik fast nichts geworden wäre. Und wie sich ihre Identität komplett veränderte.

MEHR ZUR ROYAL OAK MINI

14:21 **ICON*** ANZEIGE AUDEMARS PIGUET *Le Brassus*

Play This

DIE SCHWEIZER STADT ST. GALLEN liegt südlich vom Bodensee. Weniger als 83.000 Einwohner. Hier ist Priya Ragu geboren – ihre Eltern waren 1982 vor dem Bürgerkrieg in Sri Lanka geflohen. Früher, sagt Priya Ragu, habe sie sich „ein bisschen geschämt, weil es nicht cool war, tamilisch zu sein“. Heute: „Ich glaube, man sollte die eigene Identität und woher man kommt, die Kultur, all das zelebrieren.“

MEHR ZUR ROYAL OAK MINI

Customized, native story (stationary + mobile), created in close coordination with the brand and client, in the look & feel of the ICON Channel on WELT Digital | Display period: August 5 – September 15, 2024

GRAND SEIKO: BRANDSTORY

MEDIA-DATA 2025



WATCHES KOMPLIKATION

Warum die Branche die Schwerkraft derzeit so anziehend findet

Längere Zeit stand das Tourbillon zum Schwerkraftausgleich kaum mehr auf der Agenda der Uhrenindustrie. Doch das ändert sich gerade – die neuen Modelle mit dem komplizierten Bauteil unterscheiden sich erheblich von ihren Vorgängern.



MODE GIORGIO ARMANI WIRD 90

„Ich stehe früh auf, mache eine Stunde Sport und ernähre mich gesund“

Giorgio Armani feiert seinen 90. Geburtstag. Doch das stimmt ihn nicht nachdenklich, er arbeitet weiter. Und egal, was kommt: Er bleibt der erfolgreichste Designer aus dem Modeland Italien.



FASHION MODE DER HAUPTSTADT

Die Fashion Week steht für Berlin, das noch nicht gentrifiziert wurde

Es gab Jahre, da konnte man die Fashion Week dafür kritisieren, zu versuchen wie Mailand oder Paris. Längst vorbei. Heute beweist die Veranstaltung, welche Kraft Provokationen in einer Stadt haben, die noch nicht völlig gentrifiziert ist.

The mobile app interface features a top navigation bar with 'ICON' and 'WELT' logos, search, and user icons. The main content area is divided into sections:

- WATCHES KOMPLIKATION:** A large image of a Grand Seiko watch movement with 'HERMES' branding.
- MODE GIORGIO ARMANI WIRD 90:** A photo of Giorgio Armani sitting on a wooden bench.
- FASHION MODE DER HAUPTSTADT:** A photo of people wearing white hooded rain ponchos.
- Uhren, handgemacht von Japans Meistern:** A large image of a Grand Seiko watch with a white dial and black leather strap. Below it, text reads: "Im Herzen Japans, mitten in der Natur entwickelt und produziert Grand Seiko Luxusuhren. Die Uhrmachermeister verpflichten sich dabei einem enormen handwerklichen Anspruch. Für den gibt es in Japan ein spezielles Wort: Takumi." The Grand Seiko logo and "Von Hand gefertigter Luxus." are at the bottom.
- Die Fashion Week steht für Berlin, das noch nicht gentrifiziert wurde:** A news article snippet with a photo of a mountain landscape. Text includes: "Es gab Jahre, da konnte man die Berlin Fashion Week dafür kritisieren, zu versuchen wie Mailand oder Paris zu sein. Längst vorbei. Heute beweist die Veranstaltung, welche Kraft Provokationen in einer Stadt haben, die noch nicht völlig gentrifiziert ist." by Inga Griesse.
- Japans Natur inspiriert diese Luxusuhren:** A news article snippet with a photo of a mountain landscape. Text includes: "Im Herzen Japans, mitten in der Natur entwickelt und produziert Grand Seiko Luxusuhren. Die Uhrmachermeister verpflichten sich dabei einem enormen handwerklichen Anspruch. Für den gibt es in Japan ein spezielles Wort: Takumi."

GRAND SEIKO: BRANDSTORY #2

MEDIA-DATA 2025

Click

PRODUCT STORY GRAND SEIKO

Japans Natur inspiriert diese Luxusuhren

Im Herzen Japans, mitten in der Natur entwickelt und produziert Grand Seiko Luxusuhren. Uhrenmachermeister verpflichten sich dabei einem enormen handwerklichen Anspruch. In Japan gibt es ein spezielles Wort: Takumi.

...gemacht von
...stern

...er Natur entwickelt und produziert Grand Seiko
...ister verpflichten sich dabei einem enormen
...den gibt es in Japan ein spezielles Wort: Takumi.

fertigter Luxus. >>

ICON ANZEIGE Grand Seiko

Wäre Takumi ein Ort, er läge in Nordjapan, genauer: in Shizukuishi. Im Norden der japanischen Hauptinsel Honshū steht das Grand Seiko Studio in Shizukuishi.

匠

Das Schriftzeichen (Kanji) wird in sechs Zügen geschrieben: Takumi bedeutet „Kunsthändler“ und steht für herausragende Fähigkeiten, große Erfahrung, tiefes Wissen, höchste Qualität, über Generationen erworbene Expertise und vor allem Handarbeit.

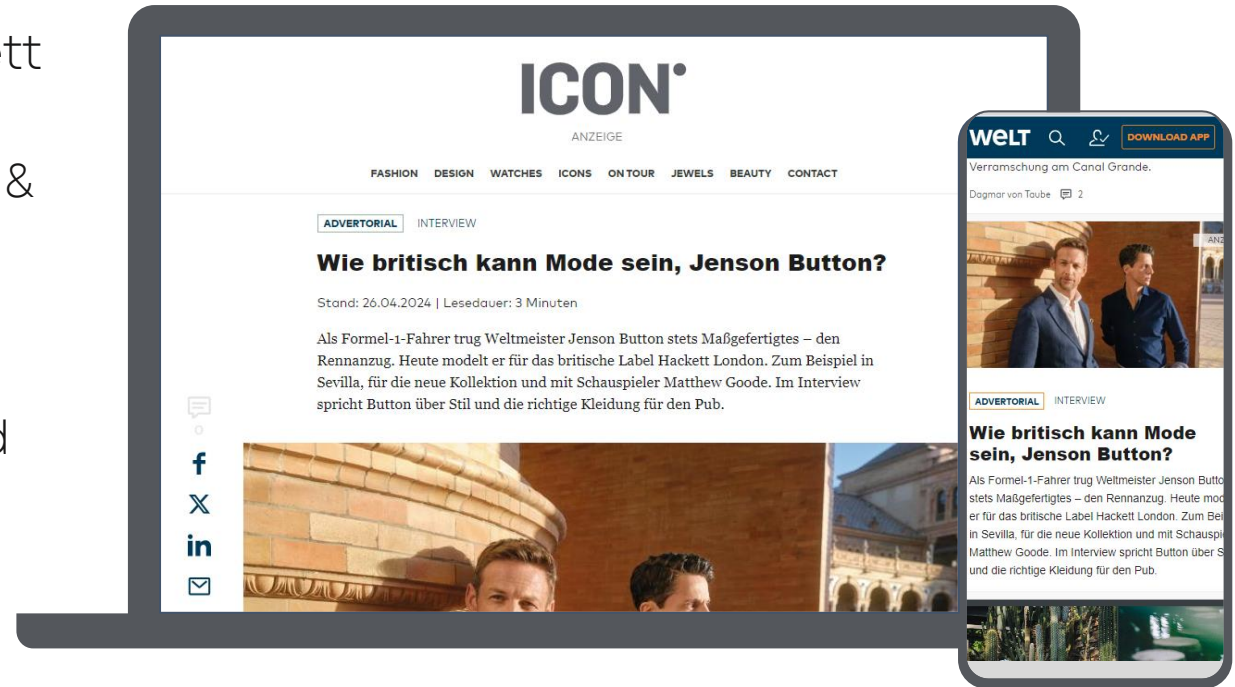
Grand Seiko Von Hand gefertigter Luxus. >>

Grand Seiko Von Hand gefertigter Luxus. >>

Customized, native story (stationary + mobile), created in close coordination with the brand and client, in the look & feel of the ICON Channel on WELT Digital | Display period: June 2024

ADVERTORIAL: HACKETT

Presentation and integration of the Hackett London campaign on ICON digital: the advertisements were executed in the look & feel of ICON Digital. The Hackett London content was seamlessly integrated into a story focused on their products and purchase messages. The campaign aimed to enhance brand awareness as well as performance.



Views	Dwell time	Impressions	Clicks	CTR
3,776	2:57	3,602,872	4,211	0.12%

ICON'

CAROLA CURIO

Publisher ICON Group

+49 151 54331679

carola.curio@axelspringer.com

Hamburg

LILIANA JAAR-GARCIA

ICON Digital

+49 151 18893735

liliana.jaar-garcia @axelspringer.com

Munich

Media Impact GmbH & Co. KG

Zimmerstraße 50

10888 Berlin

www.mediaimpact.de

welt.de/iconmagazine

SANDRA METZNER

Senior Brand Manager

+49 151 15089944

sandra.metzner@axelspringer.com

Berlin



hello.icon@axelspringer.com