

# ICON'

## MEDIAKIT 2025

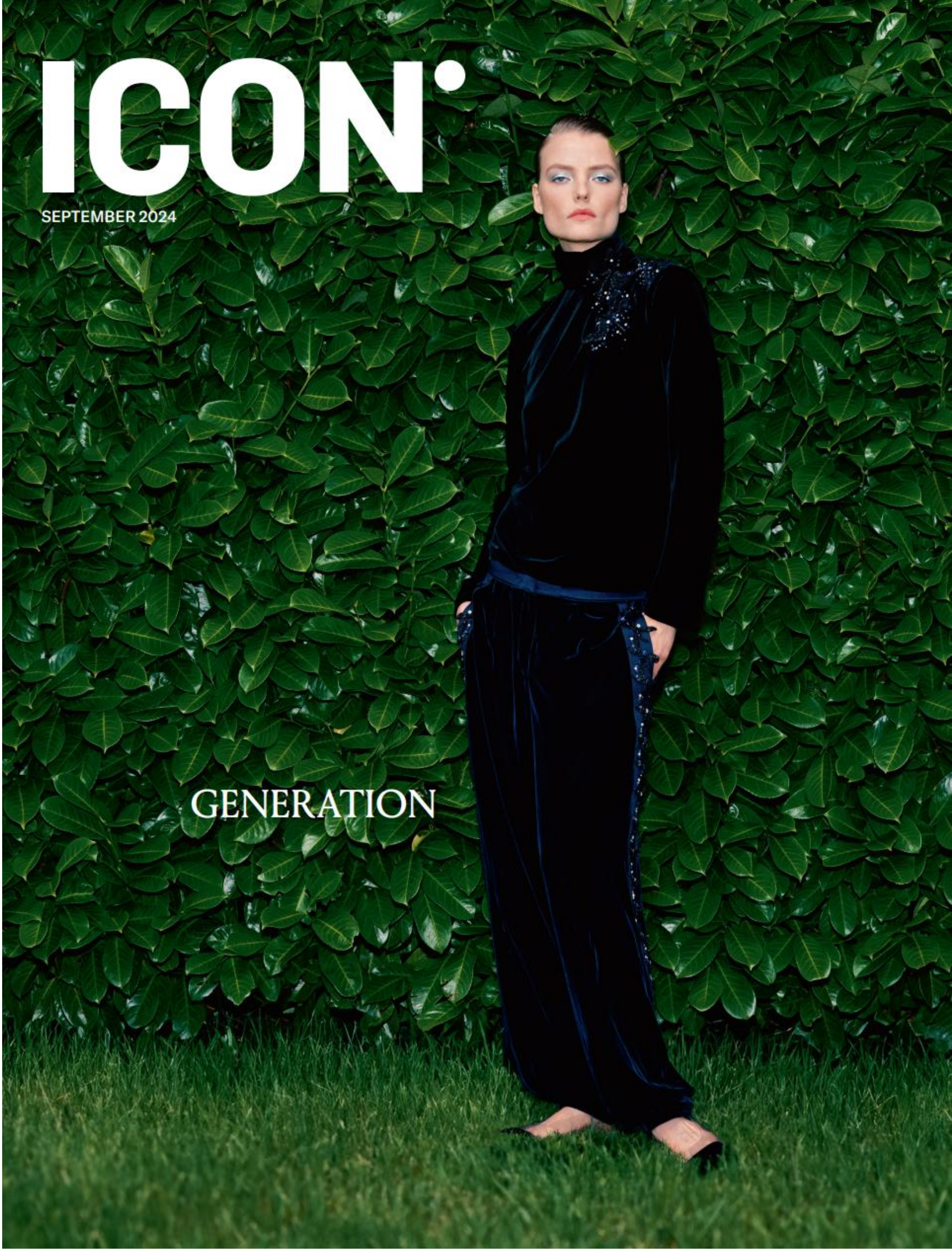
Status: 06/25 valid from 1st January 2025





# ICON 2025

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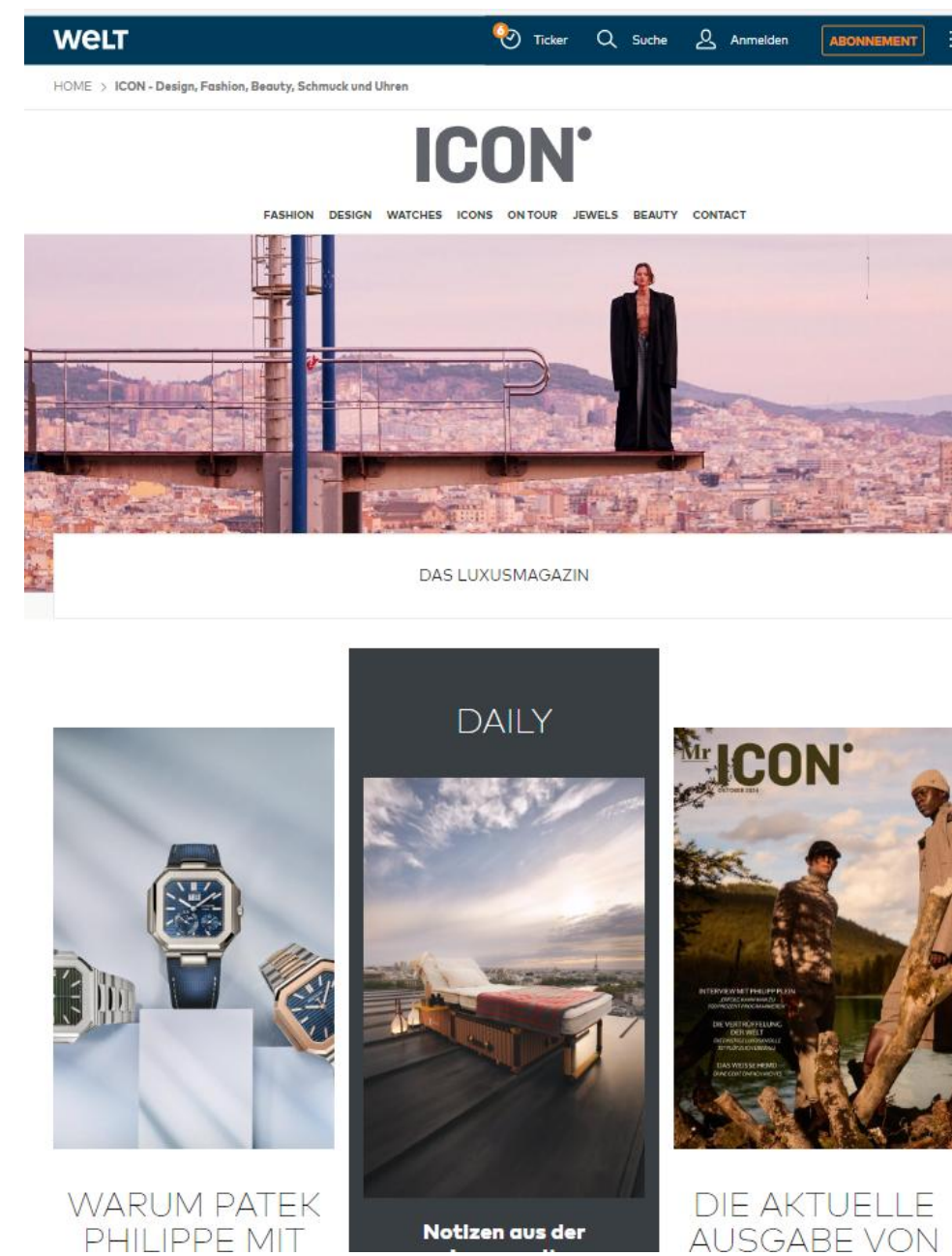
# ICON GROUP PORTFOLIO

## PRINT



- magazines

## DIGITAL



- icon digital on welt.de
- social: @icon.magazin

## LIFE EXPERIENCE



- customer-specific events



# ICON 2025

The leading German-speaking style magazine

- Unique, internationally successful magazine brand
- A source of orientation and inspiration for a brand-savvy community
- 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

MEDIAKIT 2025





# USP

- Credible journalism with a clear stance meets opulent, innovative aesthetics
- Innovation leadership through investments in international trend productions
- Highly selective choice of topics, e.g. with annual elaborate haute couture production, in conjunction with strong distribution
- Internationally renowned style expertise of the ICON editorial team





# POSITIONING

MEDIAKIT 2025



supplements in daily newspapers



women's magazines



# TOPICS



ISSUE	RELEASE DAY	TOPIC
ICON I	08./09.02.2025	Fashion International
ICON II	08./09.03.2025	Fashion & Travel
ICON III	05./06.04.2025	Fashion & Design
ICON IV	10./11.05.2025	Fashion & Watches
ICON VI	30./31.08.2025	The September Issue – Fashion, Haute-Couture Shooting
ICON VII	20./21.09.2025	Collector's Issue No 5
ICON VIII	11./12.10.2025	Fashion & Design
ICON IX	08./09.11.2025	Fashion, Jewellery & Watches
ICON X	29./30.11.2025	Christmas Issue

# SCHEDULE

MEDIAKIT 2025

ISSUE	ISSUE	RELEASE DATE	EARLY BOOKING DEADLINE*	BOOKING DEADLINE	MATERIAL DEADLINE
ICON I	February	08./09.02.2025	12.12.2024	07.01.2025	13.01.2025
ICON II	March	08./09.03.2025	09.01.2025	03.02.2025	10.02.2025
ICON III	April	05./06.04.2025	06.02.2025	03.03.2025	10.03.2025
ICON IV	May	10./11.05.2025	13.03.2025	07.04.2025	14.04.2025
ICON VI	August	30./31.08.2025	03.07.2025	28.07.2025	04.08.2025
ICON VII	September	20./21.09.2025	24.07.2025	18.08.2025	25.08.2025
ICON VIII	October	11./12.10.2025	14.08.2025	08.09.2025	15.09.2025
ICON IX	November	08./09.11.2025	11.09.2025	06.10.2025	13.10.2025
ICON X	December	29./30.11.2025	02.10.2025	27.10.2025	03.11.2025

Subject to change. \*Closing date for cover pages , premium placements and ad specials



# AD RATES AND FORMATS

Ad	Format	Gross rates
2/1 double page spread	510 mm x 335 mm	61,300.00 €
1/1 single page	255 mm x 335 mm	35,000.00 €
1/3 page portrait*	94 mm x 335 mm	on request
Premium placements		
Opening Spread	2nd cover page + page 3	86,900.00 €
Cover-Gatefold**	4 pages	146,400.00 €
Against Editorial	Left hand side against editorial	39,300.00 €
Facing Table of Content (FTC)	Left hand side against Table of C	38,800.00 €
Facing Table of Content II (FTC I)	Left hand side against Table of C	37,200.00 €
Facing Table of Content III (FTC	Left hand side against Table of C	37,200.00 €
Cover pages	3rd cover page (IBC)	37,200.00 €
	4th cover page (OBC)	47,300.00 €
Premium double pages	1st double page after OS	68,500.00 €
	2nd double page after OS	63,900.00 €
	1st of the industry absolute as DP	63,900.00 €
Premium single pages	1st right hand page	38,800.00 €
	2nd right hand page	37,200.00 €
	1st 1/1 page of the industry	38,800.00 €

Please send orders to [hello.icon@axelspringer.com](mailto:hello.icon@axelspringer.com)



Subject to change, All rates in euros plus VAT. \*Subformats exclusively after consultation/availability, \*\*additional technical costs upon request  
Advertising orders are carried out in accordance with our General Terms and Conditions for Newspapers, the additional Terms and Conditions of the respective title and the General Terms and Conditions for Advertising Orders in Online Media. Our complete General Terms and Conditions are given at [www.mediaimpact.de/de/agb](http://www.mediaimpact.de/de/agb)



# AD SPECIALS

Ad Special	Format	Price per tsd	Price per tsd	Price per tsd
Bound insert		Standard	1st techn. station	Partial edition
up to 4 pages	max. 255 mm x 335 mm	120.60 €	132.70 €	132.70 €
up to 8 pages	max. 255 mm x 335 mm	137.30 €	151.00 €	151.00 €
up to 4 pages - with add. product	max. 255 mm x 335 mm	134.00 €	147.60 €	147.60 €
up to 8 pages - with add. product	max. 255 mm x 335 mm	152.90 €	168.20 €	168.20 €
Tip-ons				
Postcard	105 mm x 148 mm	65.50 €	72.00 €	72.00 €
Sample/scent seal	min 40 mm x 60 mm	89.40 €	98.40 €	98.40 €
Booklet	max. 196 mm x 251 mm	92.50 €	101.80 €	101.80 €
Inserts				
up to 20g	max. 215 mm x 295 mm	131.00 €		144.00 €
up to 30g	max. 215 mm x 295 mm	142.50 €		156.70 €
up to 40g	max. 215 mm x 295 mm	152.90 €		168.20 €

Partial bookings of 50,000 copies or more are possible for tip-ons and inserts on request. Ad Special bookings in the total circulation are given priority. Other Ad Specials available on request. Please ask for the current planned print run for 2025.

Subject to change / status November 2024 / Ad Specials are not discountable, but AE-eligible, All rates in euros plus VAT, Ad Special orders are only binding for the publisher after submission of a binding sample of the Ad Special and its reconfirmation.



# COVERGATEFOLD

The large-format introduction to Mr ICON:  
The cover gatefold is a special advertising format for maximum visibility in high-quality presentation.

4-page cover gatefold:

additional exterior & interior page + opening spread (2.  
cover page + p.3)

Gross price: 146.400 € plus 20.000 € technical costs\*

Further ad specials upon request



Outer page + Inner page + 2. cover page + page 3

Subject to change. When booking a cover gatefold, the Opening Spread reservation must be withdrawn. Due to the current paper market situation, Ad Specials must be booked at least 3 months prior to AS. \* Technical costs are not further discountable or eligible for agency discounts.







MEDIAKIT 2025

For a native, luxurious staging, ICON produces photo and moving image material in the ICON look & feel for the design of the Branded Content.

Gross price Branded Content:

1/1 page	35,000 € plus creative costs from 10,000 € + production costs based on expenditure*
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# CROSSMEDIA INTERACTIVE BRAND STORY

The interactive brand story - opulence in ICON style

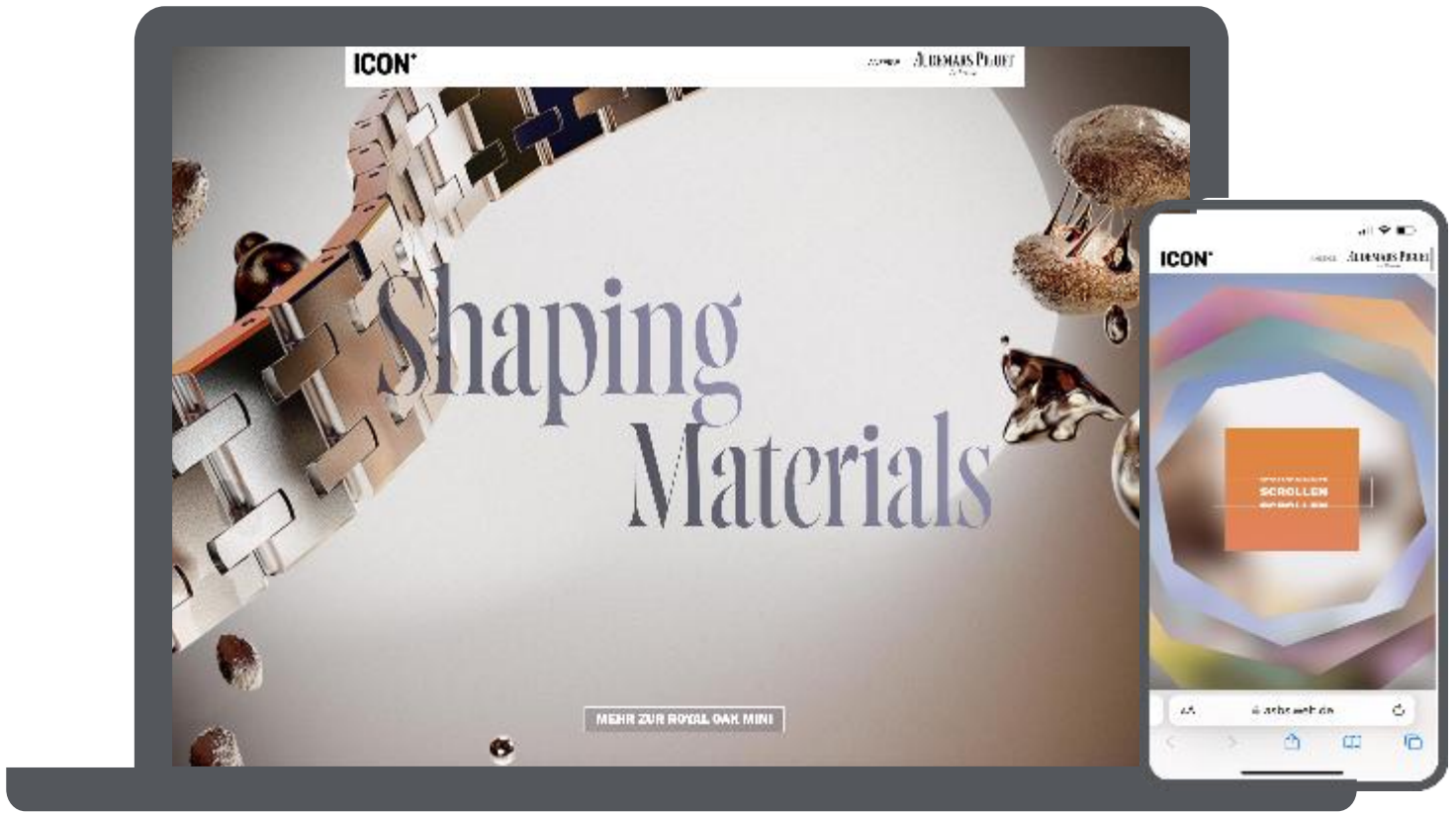
A cross-media, imaginative and exciting production that invites you to marvel and discover.

From the conception of the content and visual idea, to the shoot, the testimonial acquisition and the final realisation of the story, everything is carried out from a single source via ICON.

Print: Brand story in ICON 2/1 double page spread

Digital: Brand story on iconmagazine with several CGI-animated, visually stunning worlds, played out on mobile and stationary devices

Costs on request





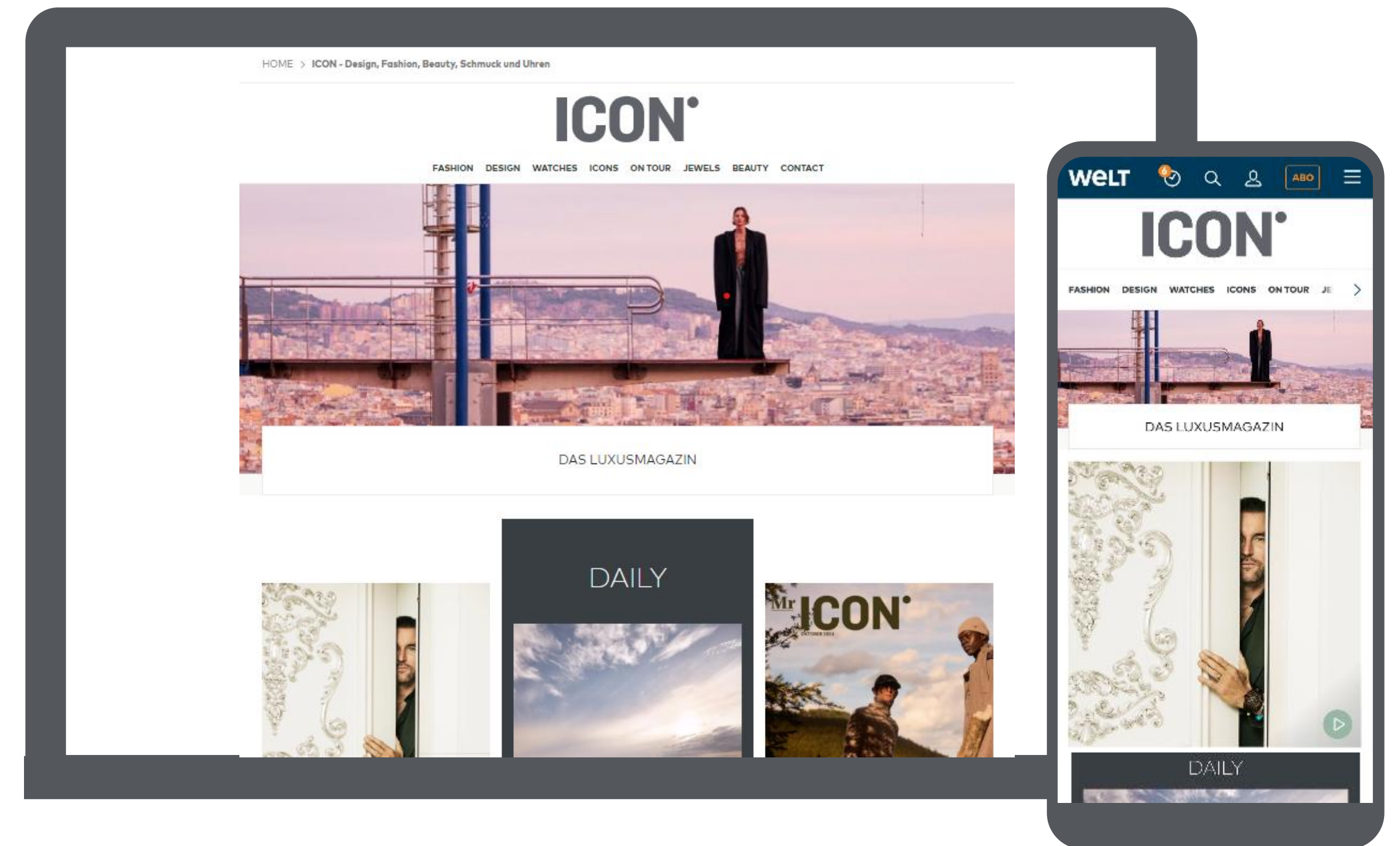
# ICONMAGAZINE

iconmagazine is the digital destination on WELT.de for its luxury-oriented target group with a high affinity for style, elegance and exclusivity.

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

Various forms of integration are possible. From the exclusive presentation of the ICON channel, to native integrations.

Costs and individual offers on request.





# ADVERTORIAL & BRANDED CONTENT

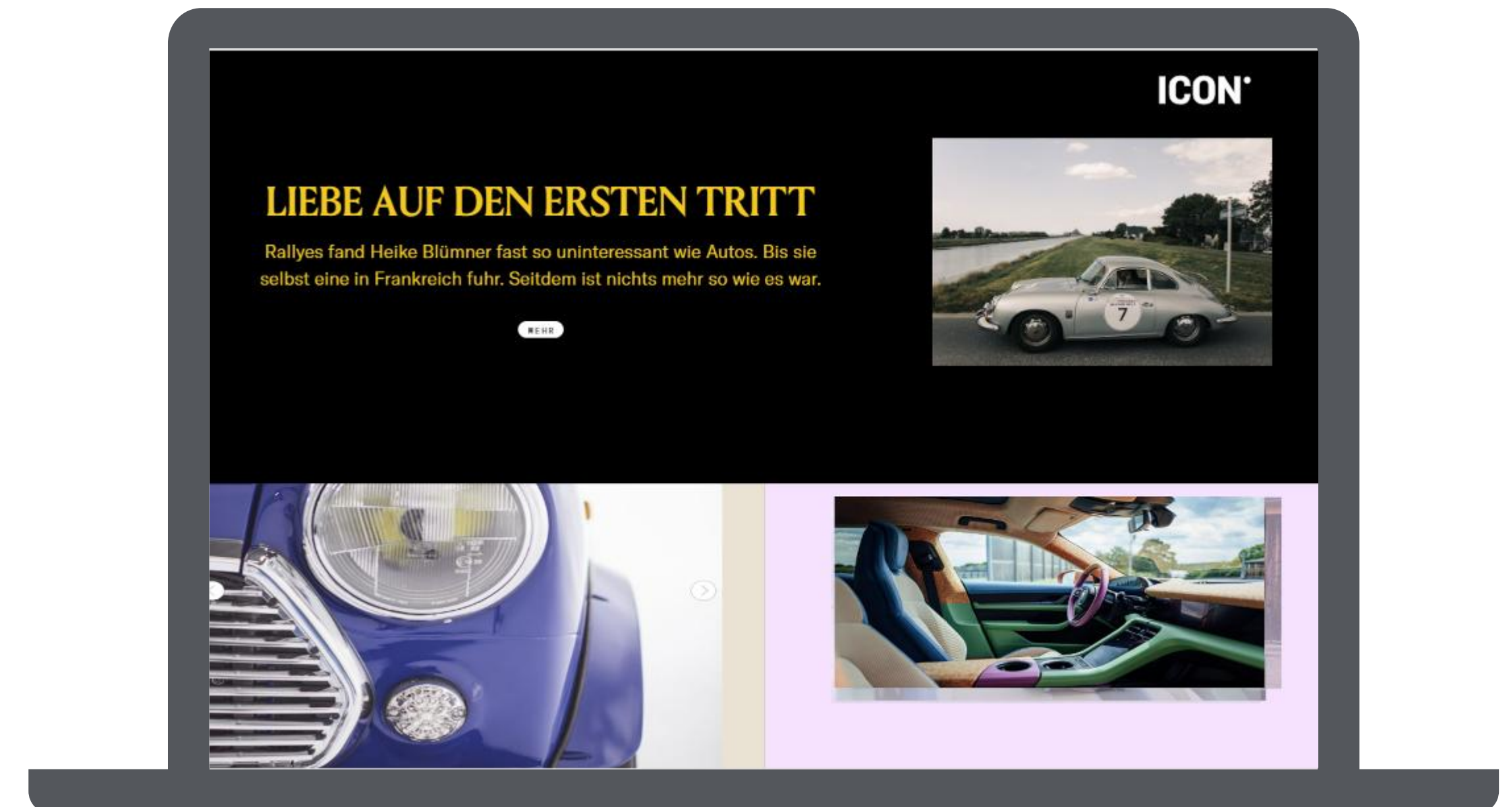
Advertorial:

A digital advertorial in the look & feel of ICON is created with supplied material (image & text).

Branded content\*:

For a native, luxurious presentation on iconmagazine.de, ICON produces photo and moving image material in an opulent ICON look. The digital and cross-media branded content is realised by ICON.

Costs and individual offers on request





# SOCIAL MEDIA

icon.magazin is ICON's social media platform.  
Advertise with Instagram Sponsored Posts & Stories

Behind-the-scene stories, personal insights during interviews and ICON fashion shoots.

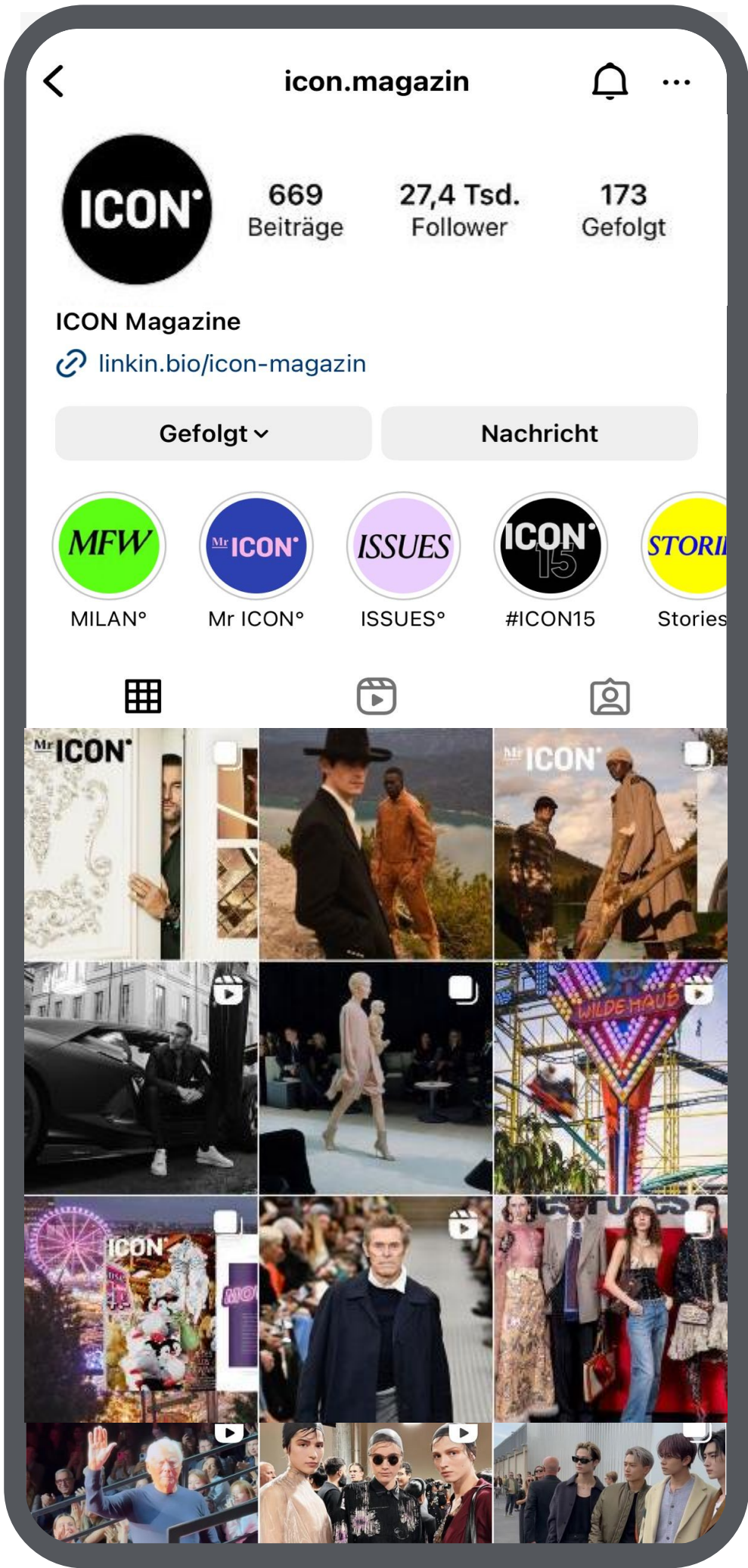
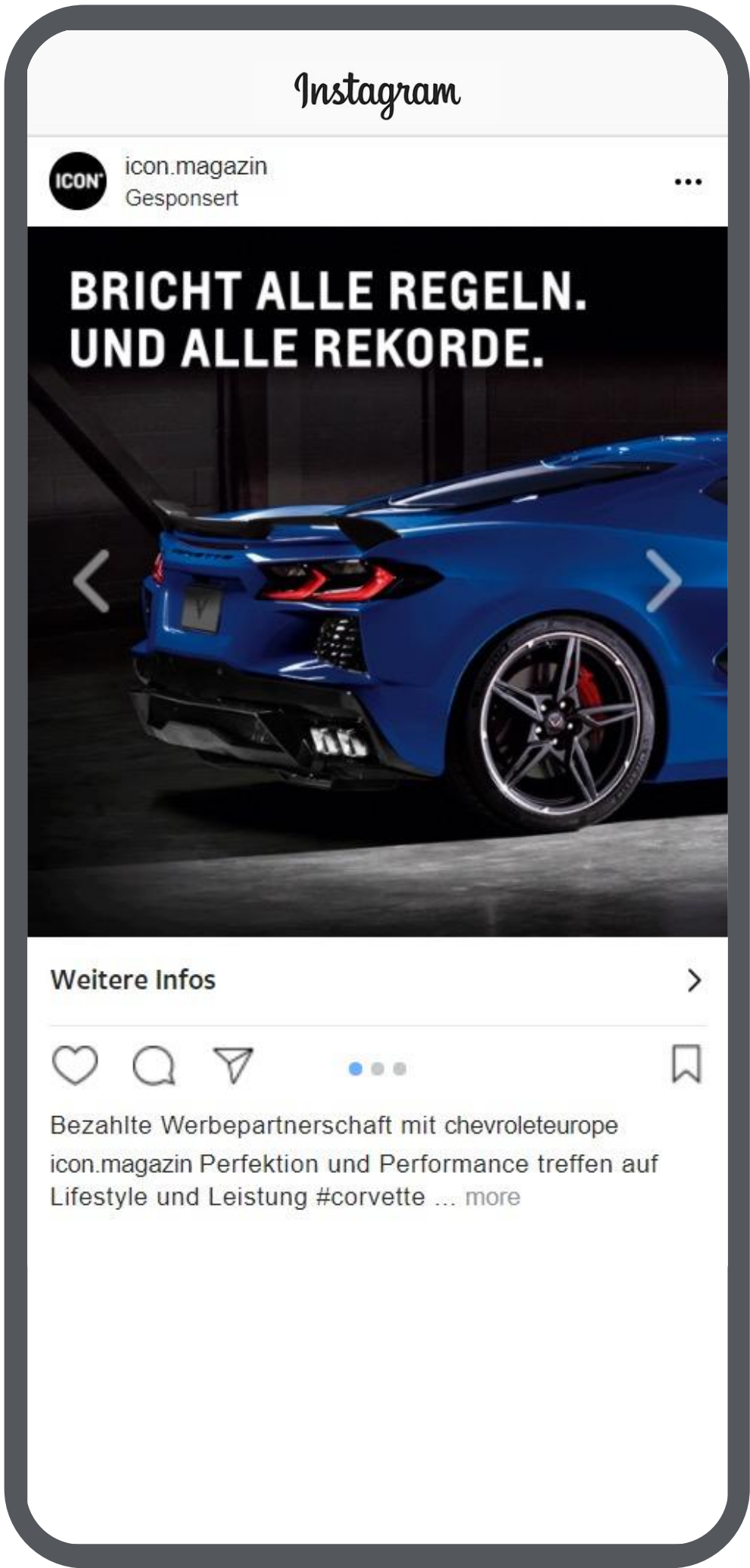
Sponsored Insta-posts are played out target group specific and experience authenticity through the users' trust in the ICON brand.

4 Sponsored Posts are booked, which are played out per post in a different time period.

Photo, video, slideshow or carousel ad integrations possible, A/B testing on request

Gross price:

- Insta Posts: 10,000 € plus 800 € creative costs
- Insta Stories: 10,000 € plus 1,600 € creative costs



4 Sponsored Posts: 200.000 Als  
27,4 Tsd. Follower (11/2024)



# ICON EVENTS

Events with cooperation partners

Stage Talk with ICON moderation

Possible several times a year in different cities

- ICON Talks x Ruinart Hamburg Elbphilharmonie with stage talk 'Composition' between star pianist Joja Wendt and 2-star chef Christoph Ruffer (Restaurant Haerlin, Hotel Vier Jahreszeiten, Hamburg)
- Berlin CWC Gallery with stage talk 'Photography as an art form' and the star photographers Ralph Gibson and Chiada Ripa, + Jean-Christophe Laizeau (Ruinart)

Cooperation costs on request

<https://www.welt.de/iconist/news/article164101203/ICON-talks-mit-den-Fotografen-Ralph-Gibson-und-Giada-Ripa.html>  
<https://www.welt.de/iconist/unterwegs/article170297053/Gelungene-Kompositionen-in-der-Elbphilharmonie.html>



ICON' *talks*





# ICON EVENTS

## Co-Branded Events

Together with the partner, ICON invites you to a special event where the target group comes into direct contact with the brand and the products.

ICON sponsorships offer the ideal opportunity to benefit from the charisma of the ICON brand and combine it with the product presentation.

### Services:

- Logo integration ICON on save-the-date and invitations
- Logo use for event-related visuals on site by arrangement
- Use for logo wall at event

Cooperation offers on request

Photo: : ICON X OLE LYNGGARD: Co-branded event at the OLC flagship store in the Bayerischer Hof. Munich.





# ICON 2025 TECHNICAL SPECS

<b>Format</b>	1/1 page W x H 255 mm x 335 mm 2/1 page W x H (incl. gutter doubling)*: 510 x 335 mm
<b>Double folding</b>	4 mm on each side
<b>Resolution</b>	300 dpi
<b>Bleed margin</b>	5 mm circumferential
<b>Bleed</b>	8 mm to the issue size
<b>Processing</b>	Perfect binding
<b>ICC profile</b>	Cover: ISOcoated v2 300% Content: PSR LWC PLUS V2 M1
<b>Data format</b>	PDF/X-4 oder PDF/X-1a, PDF/X-3
<b>Contact for</b>	
<b>Technical queries:</b>	+ 49 151 19470819 oder + 49 175 7284933

## **Delivery address proofs**

Planungs- und  
Anzeigenmanagement  
Axel Springer Deutschland GmbH  
Zimmerstraße 50  
10117 Berlin  
c/o Schützenstraße 15-17  
10117 Berlin  
Germany

## **Delivery address print materials**

<http://www.duon-portal.de>  
[apdtp-berlin@axelspringer.de](mailto:apdtp-berlin@axelspringer.de)  
<https://transfer.axelspringer.de>



# MAGAZINE PORTFOLIO



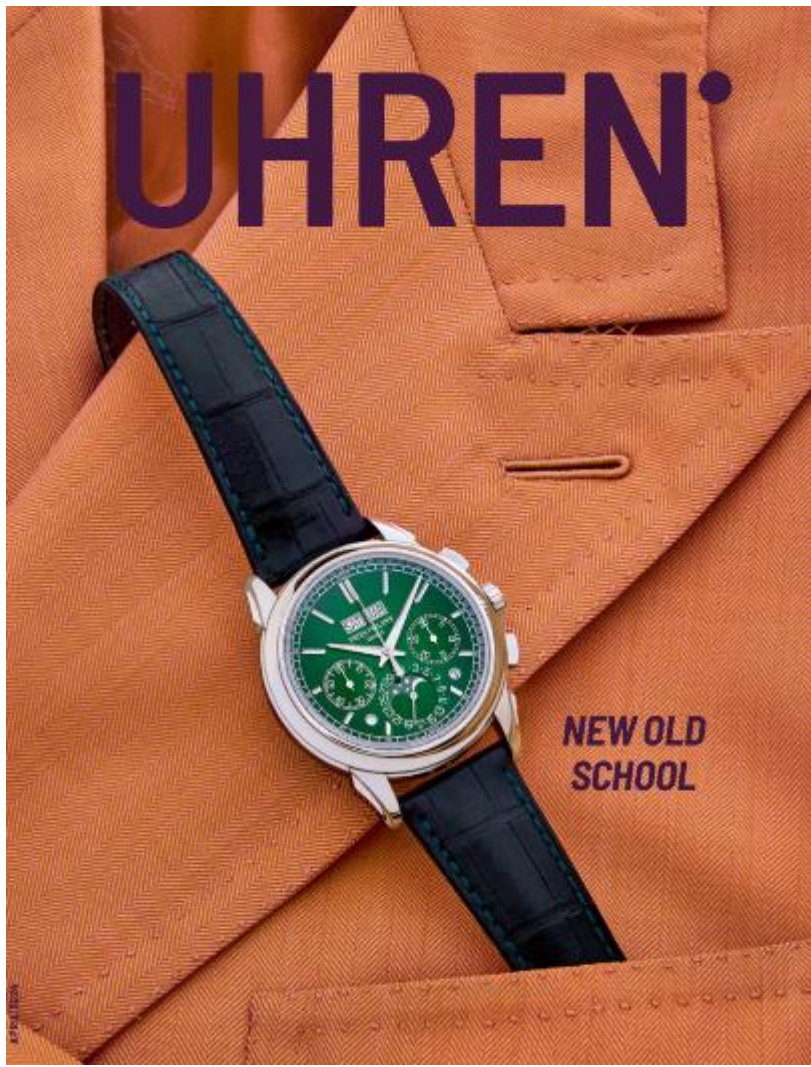
The leading German style magazine

ICON I	February, 8th & 9th
ICON II	March, 8th & 9th
ICON III	April, 5th & 6th
ICON IV	May, 10th & 11th
ICON VI	August, 30th & 31th
ICON VII	September, 20th & 21th
ICON VIII	October, 11th & 12th
ICON IX	November, 8th & 9th
ICON X	November, 29th & 30th



The lifestyle magazine for men

Mr ICON I	March, 22th & 23th
Mr ICON II	October 25th & 26th



The watch magazine for discerning readers

UHREN I	April 12th & 13th
UHREN II	November 15th & 16th



The style magazine for the north of Germany

DIE STILISTEN I SYLT	June 28th & 29th
DIE STILISTEN II	September 27th & 28th
DIE STILISTEN III	November 23th



# ICON'

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[welt.de/iconmagazine](http://welt.de/iconmagazine)

Verlag: Axel Springer Deutschland GmbH, Axel-Springer-Straße 65, 10969 Berlin/Germany [hello.icon@axelspringer.com](mailto:hello.icon@axelspringer.com)

Fotograf: Edgar Berg | [www.edgarberg.com](http://www.edgarberg.com)

## **YOUR CONTACT**