



ICON' XX

Jubilee Issue

ICON 20 YEARS



ICON XX JUBILEE ISSUE

NEW ERA, NEW LOOK

For its anniversary issue in April 2026, ICON will be presenting itself with a comprehensive redesign. Clearer, bolder, more contemporary – yet still true to ICON's identity. The new design marks the next step in the magazine's history and sends a strong signal about its attitude, style, and cultural relevance.

ICON III

Release date:

April 11th/12th, 2026

Early booking deadline *:

February 12th, 2026

Booking Deadline :

March 9th, 2026

Material Deadline:

March 16th, 2026



subject to editorial changes

ICON'XX

ICON IS NOT A MOMENT,
IT'S A POSITION!

A MAGAZINE WITH ICONS FOR ICONS

ICON today. 20 years of style change.

Iconic people, objects, personal icons.

What remains? The magazine is not a retrospective, but rather a reflection of the spirit of the times.

Highlights:

FASHION - The next ICONS, internship with a tailor – how is a luxury product created? Visit to a couture house, 20 questions for

ART - A visit to Peru to see artist Sara Flores

AUTOMOTIVE - Next Level Customization

JEWELRY - a family-run jewelry store established in 1903

WATCHES - an extensive interview with the owner of a watch manufacturer

subject to editorial changes

COVER-STORY MIT SHOOTING: CHARLOTTE RAMPLING

Attitude. No nostalgia. Presence.
A face with history, not hype.
Style, self-confidence, and
individuality. International appeal: she
is equally recognized in fashion, film,
and art circles – ideal for a global
high-end audience.



„ICON is a place for escapism –
a pause before moving on.“

SARA KRÜGER
Head of Editorial Content



SARA KRÜGER ♡

ICON'XX DIGITAL & ICON' TAKEOVER

Present the anniversary with the ICON TAKEOVER

To mark our 20th anniversary, we are offering simultaneous coverage on ICON digital in April.

The TAKEOVER is an exclusive and tailor-made presentation of the ICON channel – presented by your brand.

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

Performance data:

Duration:	4 Wochen
Reach:	6 Mio. Als insgesamt
Media package ¹ :	60.000,00 € Brutto
Creation costs ² :	12.000,00 €
Lead time:	4 Wochen



Best Case: AUDEMARS PIGUET

¹ Gross price is eligible for discounts and AE, subject to further agreements and possible price adjustments.

² Creation costs are not eligible for discounts; prior appointment required.

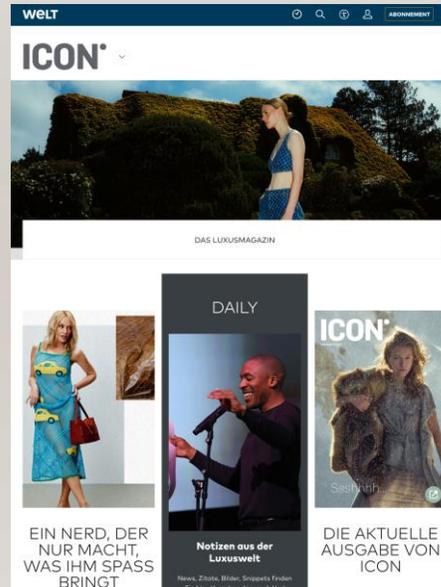
ICON[®] GROUP PORTFOLIO

PRINT



- Classic advertisements
- Advertorials
- Ad specials
- Cooperations

DIGITAL



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

BRAND EXPERIENCE



- ICON Signature-Events
- Customized events

TV



- ICON TV
- Sponsoring, spots, facilities