

# ICON



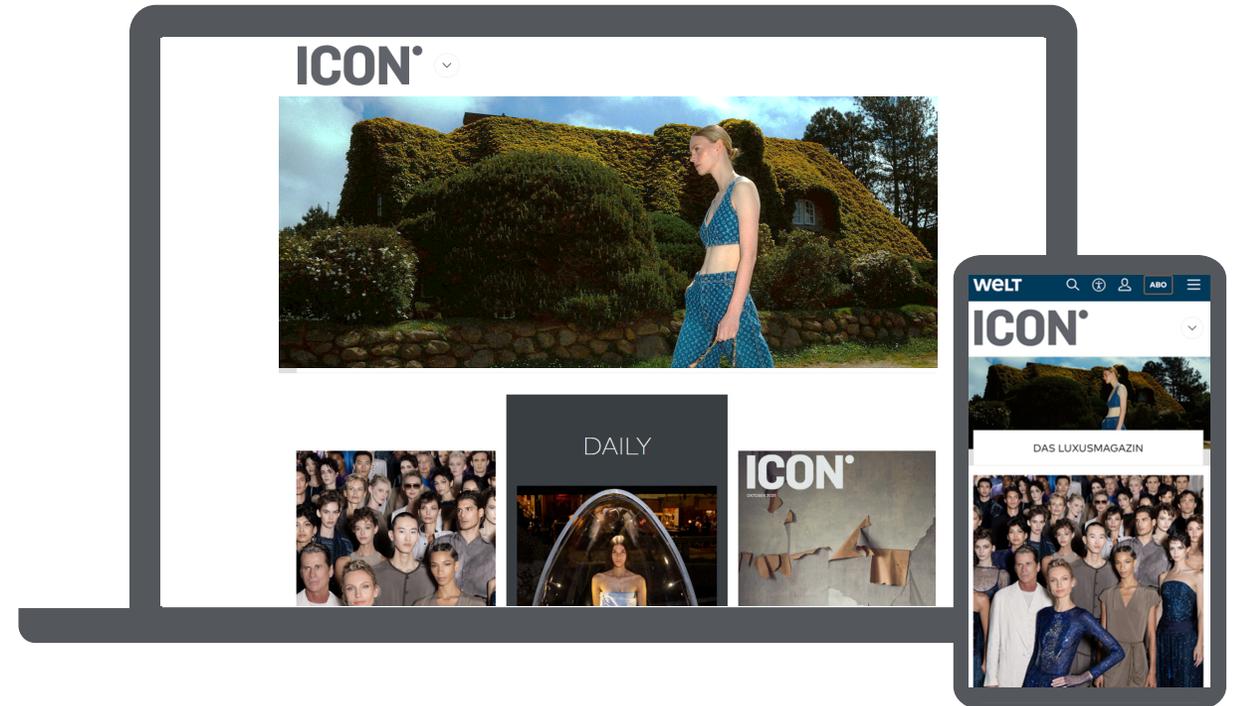
## ICON DIGITAL

## MEDIA DATA 2026

Status: 10/25 | Valid from January 1st, 2026

# ICON DIGITAL 2026

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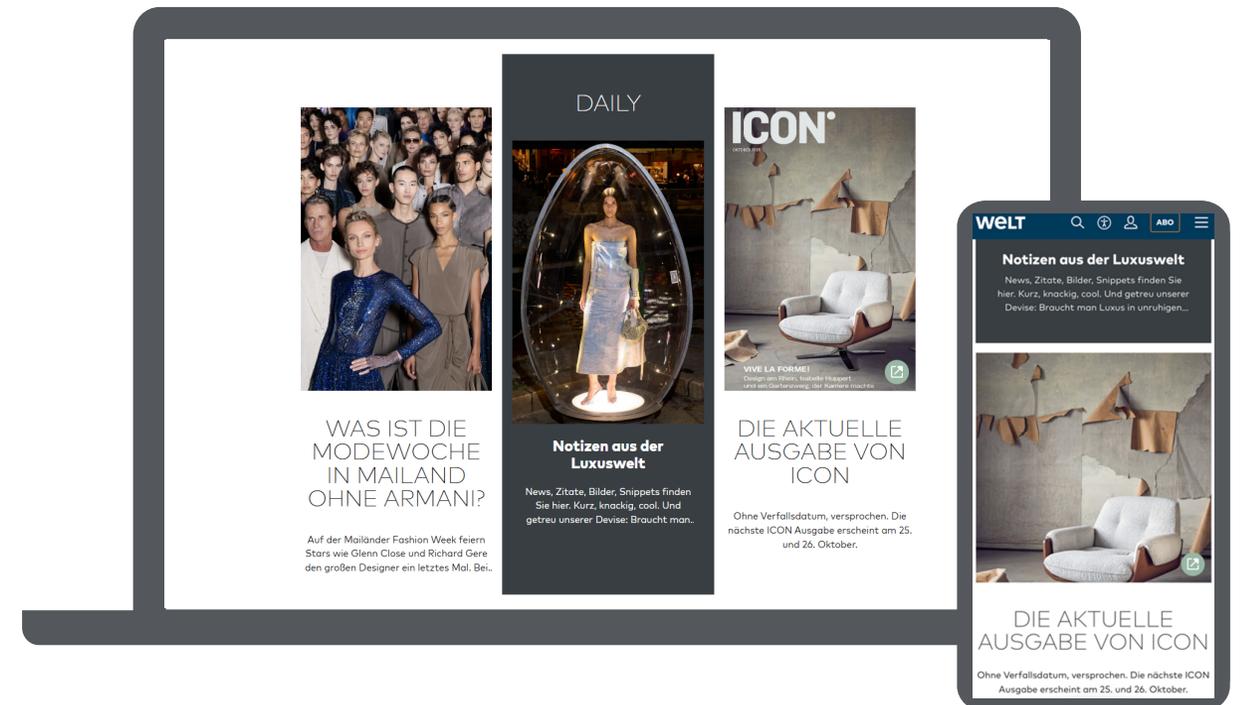
# ICONMAGAZINE.DE

## WHERE STYLE LIVES DIGITALLY

The ICON Channel on welt.de is the digital home for people with a flair for style, design, and quality. This is where luxury meets modern living—inspired, aesthetic, and always with a special focus on the international world of style.

As a digital extension of ICON magazine, the channel tells stories that move people: about fashion, beauty, travel, art, and the personalities who set trends. Authentic, high-quality, and visually stunning.

For brands, the ICON Channel offers a wide range of opportunities to present themselves in an exclusive environment – from creative collaborations such as ICON Collaborate and ICON Spotlight to eye-catching integrations via ICON Takeover and classic formats.



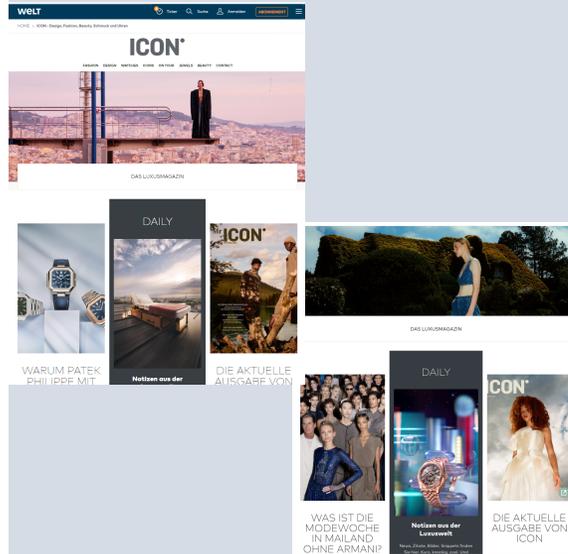
# 360° COMMUNICATION ENVIRONMENTS

## PRINT



- Classic advertisements
- Advertorials
- Ad specials
- Cooperations

## DIGITAL



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

## LIVE EXPERIENCE



- ICON signature-events
- Customized events

## TV



- ICON TV
- sponsoring, commercials, equipment

# ICON DIGITAL

PRODUCTS

# ICON TAKEOVER



Best Case: AUDEMARS PIGUET

The **TAKEOVER** is an exclusive and tailor-made staging of the ICON Channel – presented by your brand.

Your content, enhanced 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:

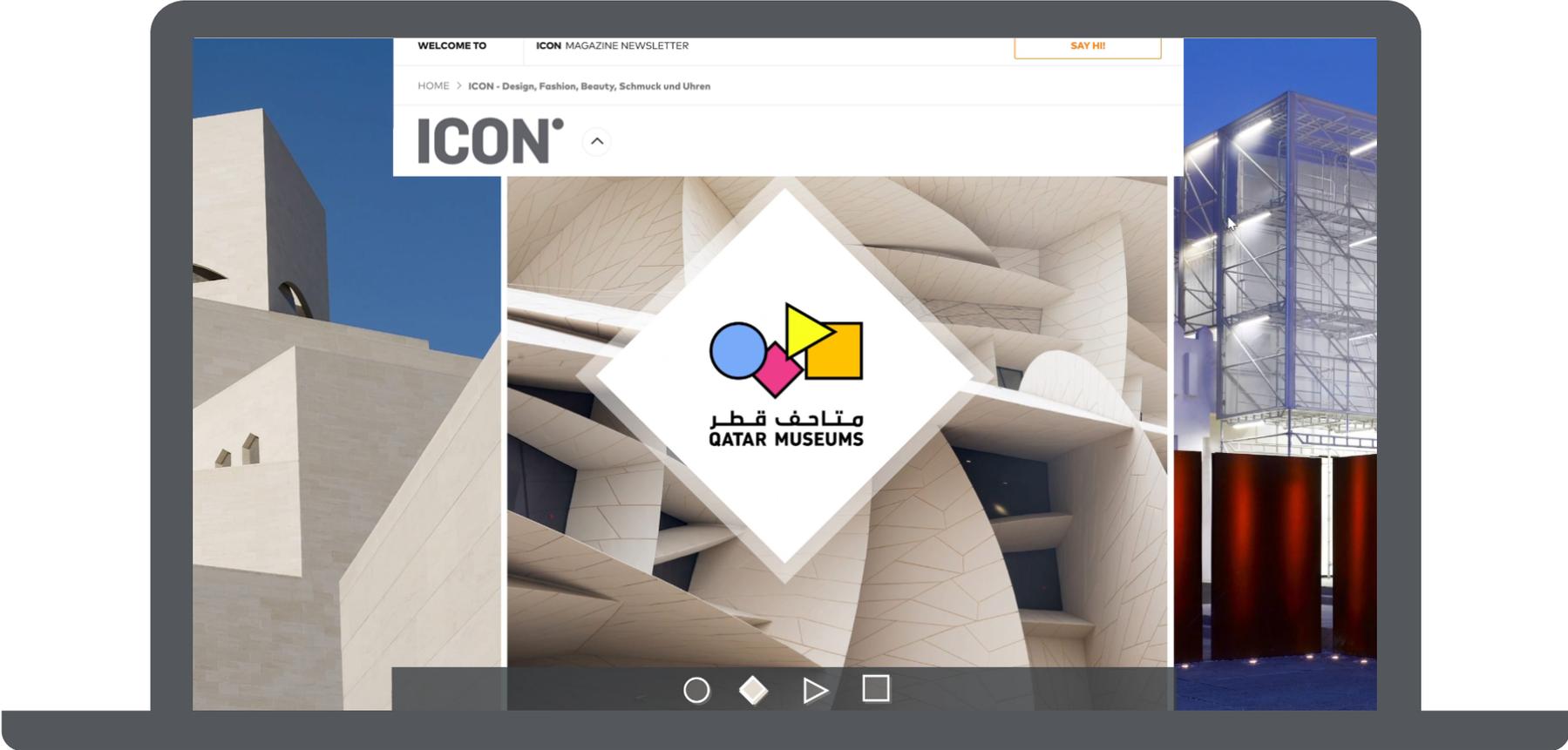
Duration:	4 weeks
Reach:	6 million AIs in total
Media package <sup>1</sup> :	€60,000.00 gross
Creation costs <sup>2</sup> :	€12,000.00
Lead time:	4 weeks

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

<sup>2</sup> Creation costs are not eligible for discounts; prior appointment required.

# ICON TAKEOVER: QATAR

BEST CASE



# ICON SPOTLIGHT



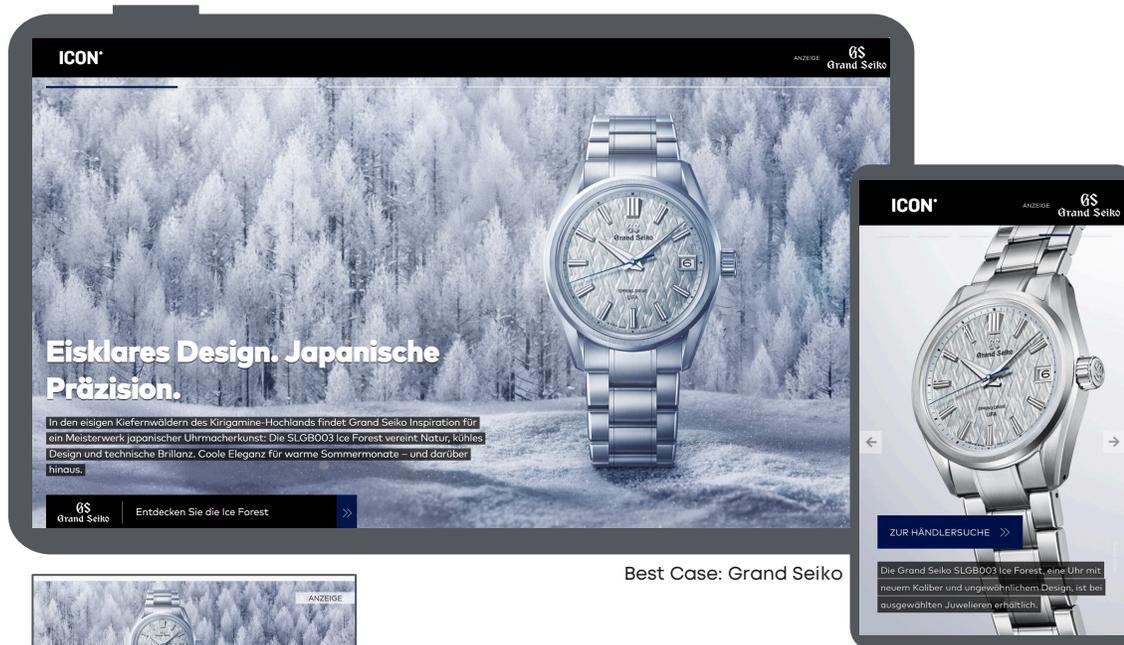
ICON SPOTLIGHT Best Case: New South Wales, Australien

ICON SPOTLIGHT showcases your brand in a visually impressive, image-rich, and textually powerful format—developed for mobile use, but equally effective on desktop.

With large-format visuals and compact, high-quality storytelling, **ICON SPOTLIGHT** presents the best of your brand and creates numerous direct touchpoints to your offering, your website, and your premium products.

**An exclusive format that leaves a lasting impression in the ICON universe with its striking visuals and emotional impact.**

# ICON SPOTLIGHT: PERFORMANCE DATA



Best Case: Grand Seiko



Illustration: Graphic teaser



Illustration : Teaser @ ICON

- **Graphic teasers**
  - Stationary billboard & mobile and app content ad 4:1 on WELT
  - Multiscreen medium rectangle ROS on ICON and Channel Lifestyle
  - 3.6 million ad impressions
  - Tile @ ICON
- **Creative services:**
  - Story creation
  - Teaser creation
  - Project management
  - Technical implementation
- **Graphic teasers**
  - played 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 SPOTLIGHT: WEMPE

## BEST CASE

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

Possible **video** integration

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

Your **footer** with **logo**, linked and permanently displayed in Viewpoint

Best Case: Wempe

## TRAFFIC

USERS are directed to **ICON SPOTLIGHT** with graphic teasers (3.6 million AI). A tile is permanently placed in ICON for the duration of the campaign.

Teaser @ ICON

Mobile Version

Mobile Version

# ICON COLLABORATE

Integration into welt homepage

Your logo, linked

Labeling as "SPECIAL"

Best Case: Tommy Hilfiger

Your teaser, linked to your website

Editorial content

## ICON COLLABORATE | PERFORMANCE

With **ICON COLLABORATE**, we are now bringing this claim to our partners in digital form:

A new native content offering on ICON Digital that brings together brands and stories at the highest level. We enable the publication of an individually edited special presented by your brand.

Our readers are taken directly to your topic presentation or, optionally, to your website or landing page via editorial teasers – stylish, relevant, and seamlessly integrated.

## ICON COLLABORATE | IMPACT

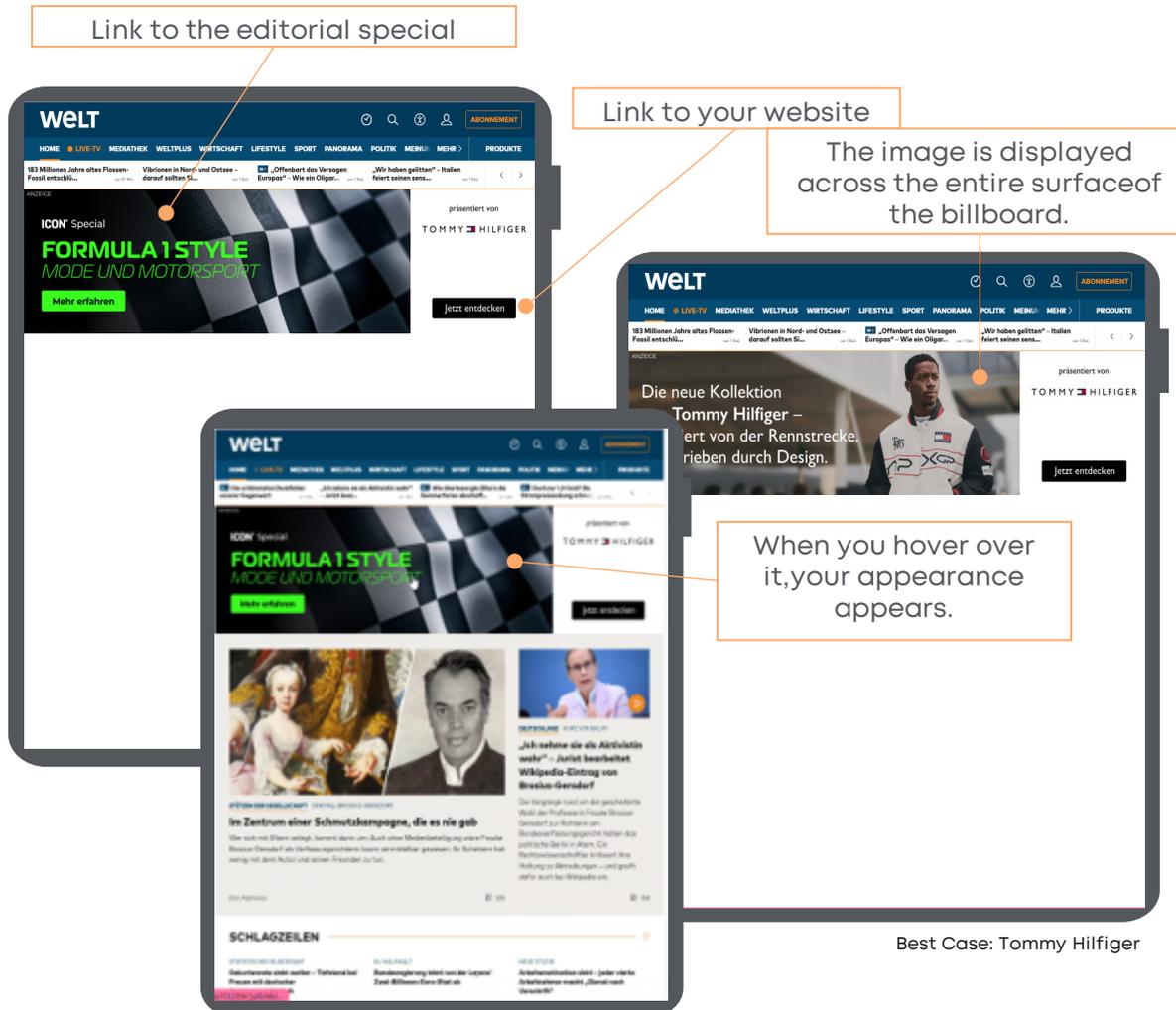
ICON stands for partnerships based on shared values:

Your brand and ICON's aesthetically high-quality, up-to-date, and individual content combine to create a **perfect fit** – authentic, inspiring, and digitally experiential.

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 COLLABORATE: LEISTUNGSDATEN

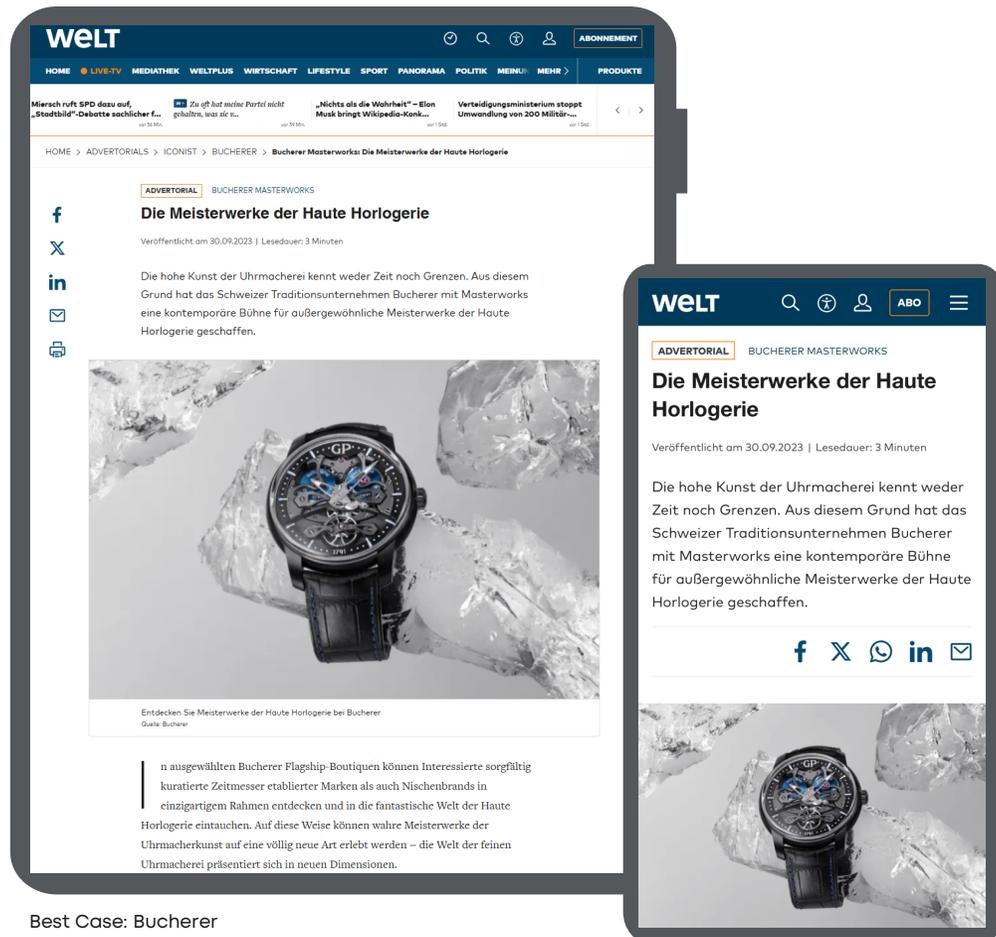


- Setup of ICON Teaser stage and editorial content
- Creation of interactive teasers for desktop and mobile
  - Advertising material (1 FC per day):
  - Billboard home (970 x 250 px)
  - 2x Instagram sponsored post (300 x 250 px) @ ICON.magazin
- **Campaign management**
- Reporting
- 3 Mio. Ad impressions
- Duration 6 weeks

## Package Price:

- €26,500 gross
- Creation costs: €2,500 (non-discountable)

# ICON ADVERTORIAL



Best Case: Bucherer

An **ICON ADVERTORIAL** showcases your brand with the distinctive look and feel of ICON Digital. Your content is integrated into high-quality, editorial-style stories about your products and brand messages. The materials you provide are implemented in the style of ICON Digital and presented in a trustworthy, brand-strong environment—with a focus on awareness, relevance, and performance.

## **BRANDED CONTENT\***

For a **native, luxurious brand presentation** on [iconmagazine.de](https://www.iconmagazine.de), ICON produces tailor-made photo and video material in the typical **ICON look and feel**.

The result: a visually and contextually coherent online presence that elegantly showcases your brand world. **Video and photo production are included.**

\* Costs and individual offers on request.

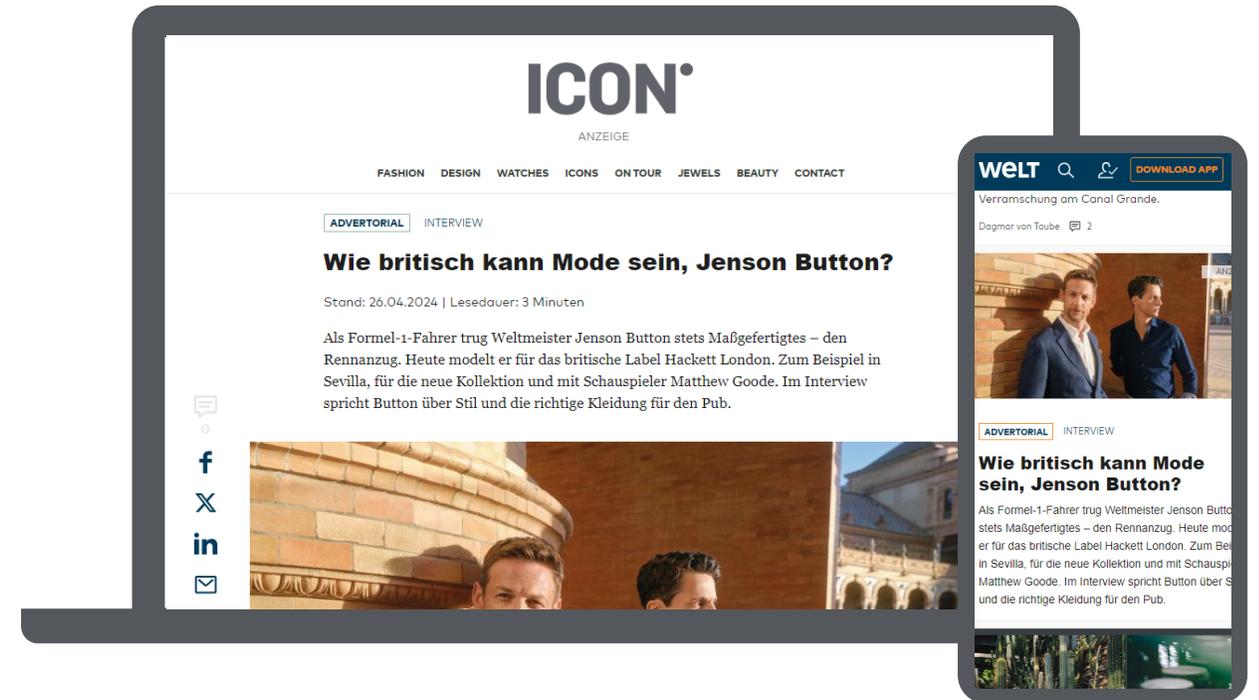
# ICON ADVERTORIAL: HACKETT LONDON

## BEST CASE

Presentation and integration of the Hackett London campaign at ICON Digital:

The advertisements were implemented in line with the look and feel of ICON Digital. Hackett London's content was seamlessly integrated into a story revolving around its products and purchasing messages.

The focus was on increasing brand awareness and performance.



Views

3776

Length of stay

2:57 Min.

Impressions

3.602.872

Clicks

4.211

CTR

0.12%

# ICON x INSTAGRAM

On ICON's Instagram account, the editorial team shares exclusive behind-the-scenes stories, personal insights from interviews, and impressions of current ICON fashion shoots.

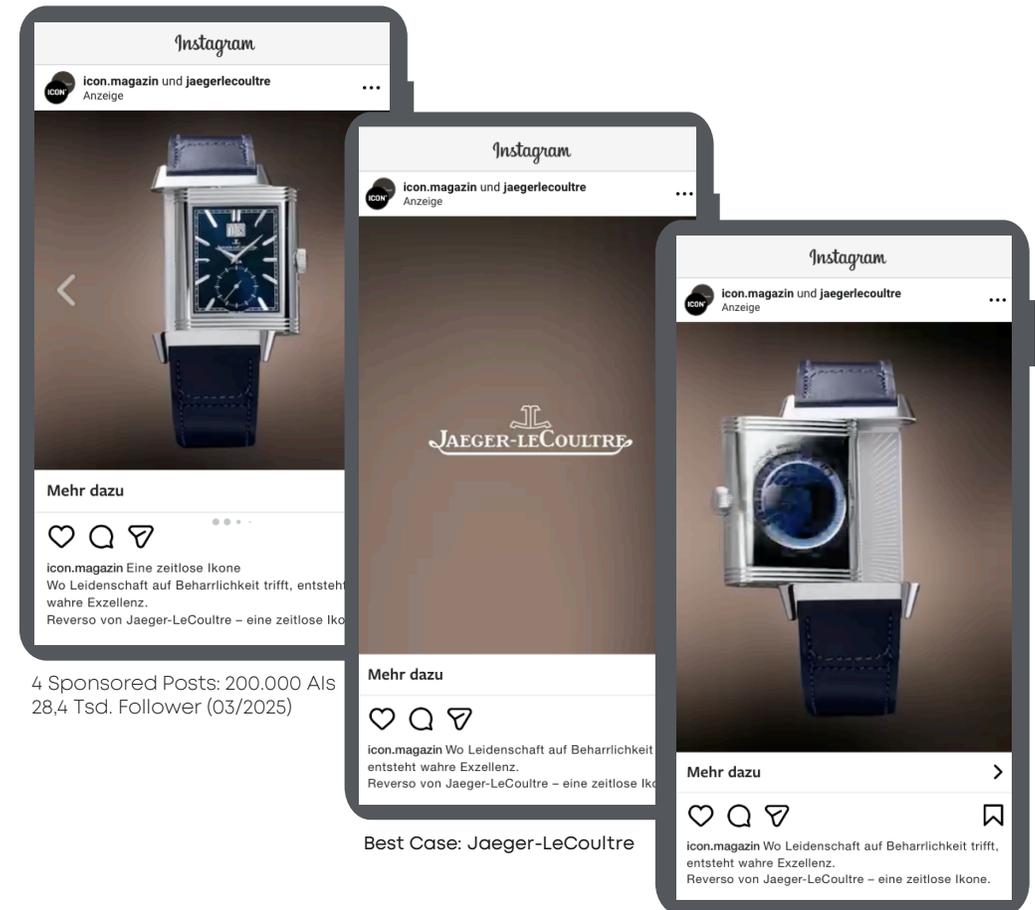
With **SPONSORED ICON POSTS**, your brand will be placed in this high-quality environment—targeted, authentic, and with the familiar ICON look and feel.

Whether photo, video, slideshow, or carousel ad: the formats are flexible and ensure maximum attention and engagement.

A/B testing is also possible upon request.

## Sponsored Insta-Posts PACKAGE:

- Approximately 4 weeks
- 4 sponsored posts/stories |
- €10,000 gross<sup>1</sup>



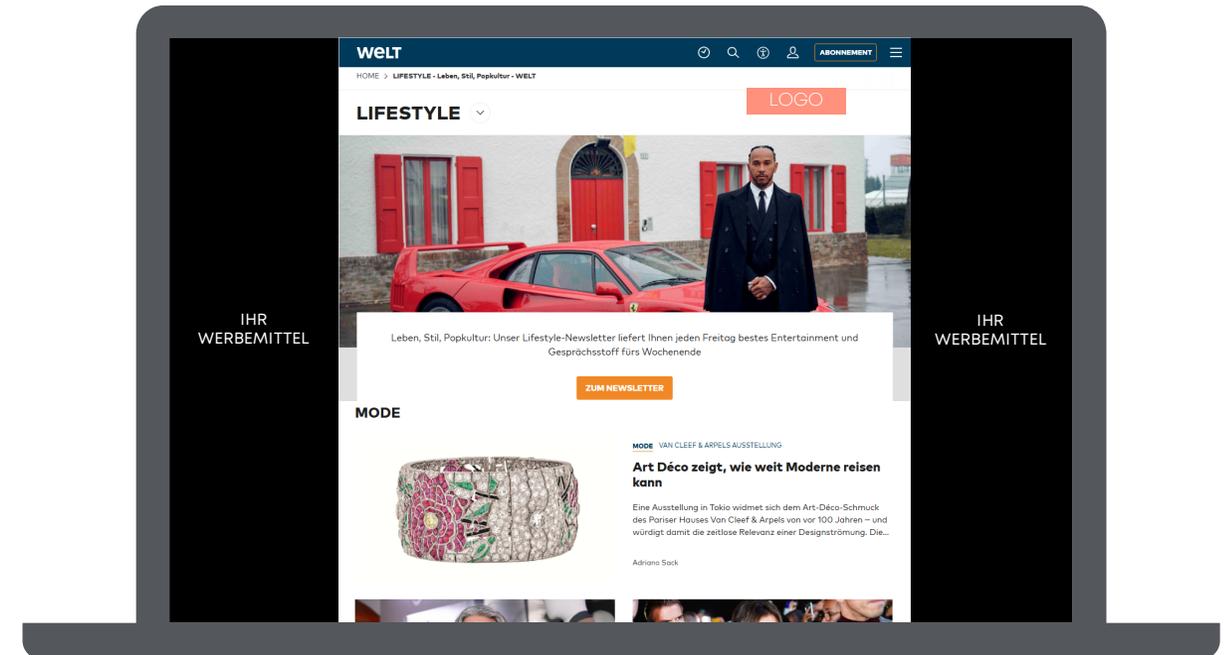
<sup>1</sup> Prices plus €800 creation costs, Instagram Stories €1,600 (not SR or AE compatible).

# WELT LIFESTYLE PRESENTING

With **LIFESTYLE CONTENT PRESENTING DELUXE**, you can exclusively present the Lifestyle channel with fixed logo integration, a desktop with a double dynamic sitebar, multiscreen with a medium rectangle, and mobile with a lead ad.<sup>2</sup>

## CONTENT PRESENTING DELUXE\*:

- CPM €40.00 gross
- Reach upon request



Exemplary visualization

1) Integration of the customer logo is optional; the logo must be delivered as an SVG file at least 7 days before go-live.

2) Other formats available on request.

\*) Exclusivity on advertising media guaranteed, except for CMS spaces and Outbrain. CPM €40.00. Reach on request, varies depending on period and duration. Advertising media must be delivered at least 3 working days before go-live.

# ICON



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