



# icon.

**MEDIAKIT 2026**

Status: 04/26, valid from January 1, 2026

# ICON 2026

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

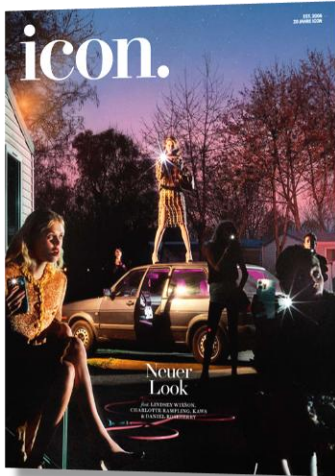
**SARA KRÜGER**  
Head of Editorial Content



SARA KRÜGER ♡

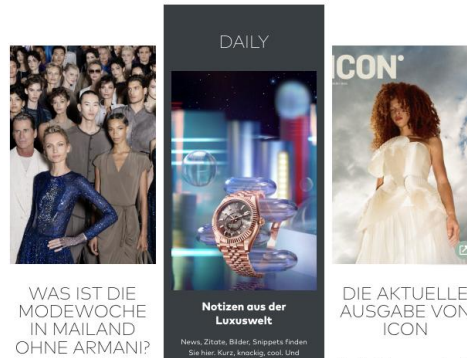
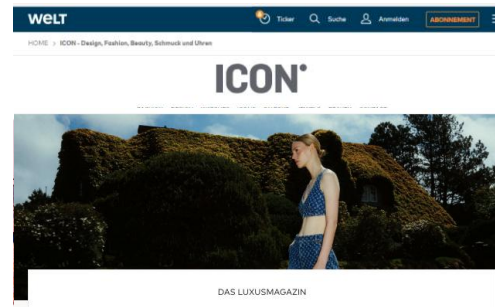
# 360° COMMUNICATION-ENVIRONMENTS

## 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

# STYLE. ATTITUDE. UNIQUENESS.

icon. stands for style-defining excellence in German-speaking style culture. As a leading supplement, the magazine stages international elegance with a forward-looking, cosmopolitan mindset—precise, inspiring, and unmistakable in its attitude.

For 20 years, icon. has captivated audiences with a high-quality, large-format design and curated premium content that evokes emotion and sets the style agenda benchmarks. At its core are fashion, design, watches, jewelry, and travel—complemented by exclusive thematic worlds that make style tangible as a holistic way of life. A renowned editorial team ensures content with relevance, depth, and maximum cultural resonance.

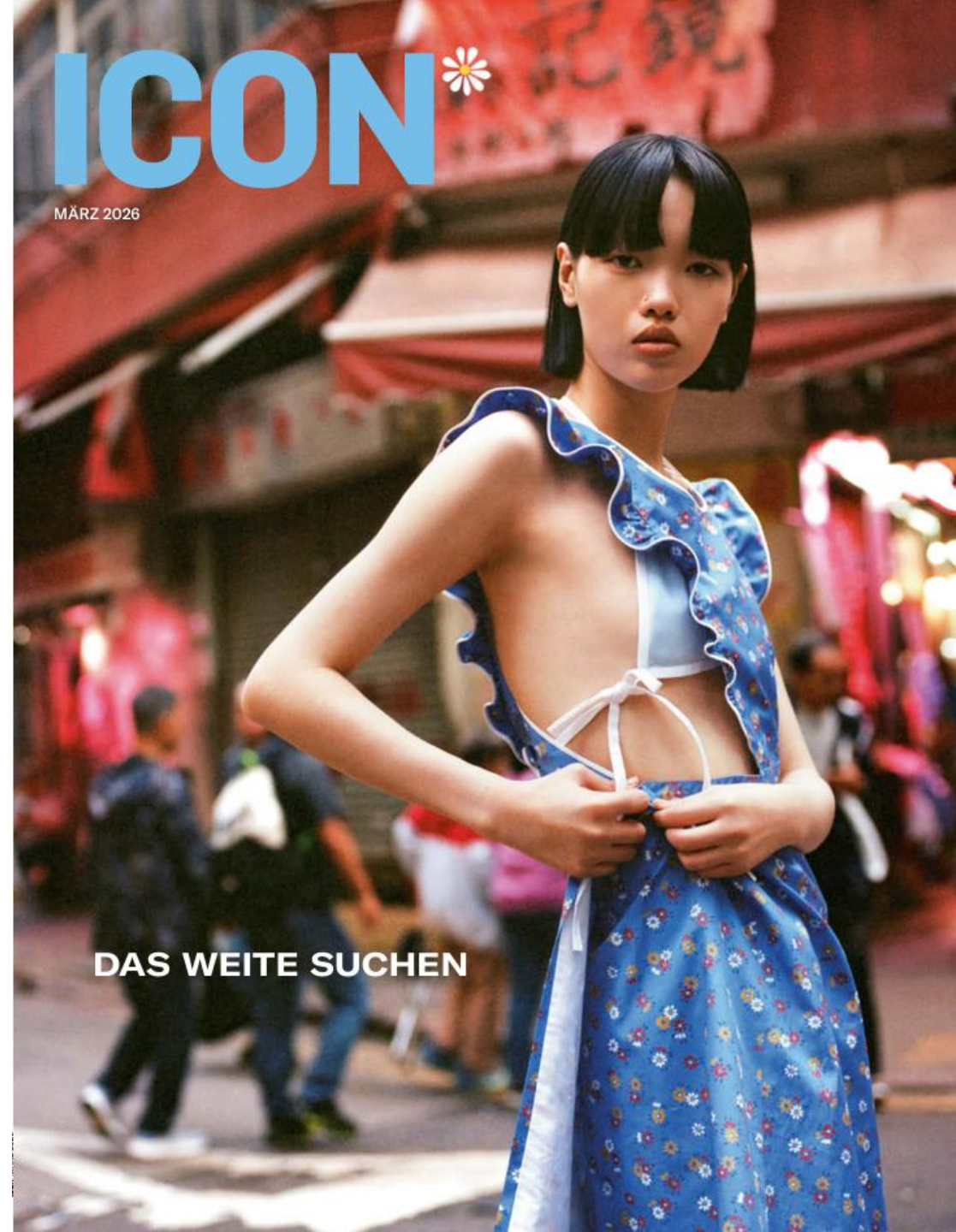
Under the editorial leadership of Editor-in-Chief Sara Krüger, the flagship product of the icon. GROUP will undergo a bold redesign for its anniversary in April 2026. At the same time, the brand strategy reaches the next level: For our partners, our creative collaboration connects print, TV, social media, digital, and live events into an integrated brand experience. In doing so, icon. creates a strong, consistent presence across all touchpoints and positions itself as an essential source of inspiration, orientation, and modern escapism.



icon.

# USP

- Credible journalism with a clear stance meets opulent, innovative aesthetics
- Innovation leadership through investment in international trend productions
- Highly selective choice of topics, e.g., with an elaborate annual haute couture production, combined with strong distribution (200,000 print copies)
- Internationally renowned style expertise of the ICON editorial team



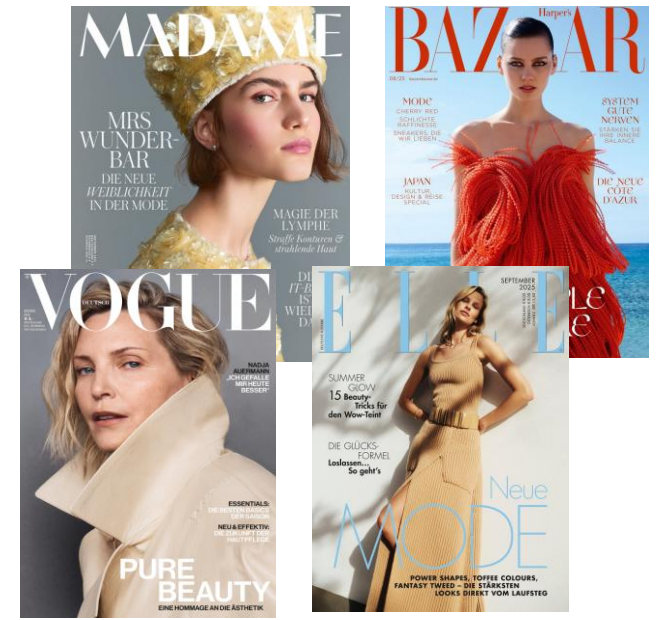
# POSITIONING



Supplements in daily newspaper



High-End Magazine Supplement



Glossy magazines

# KEY TOPICS



Issue	Release day	Key topic
ICON I	07./08.02.2026	Fashion International
ICON II	07./08.03.2026	Fashion & Travel
icon. III	11./12.04.2026	icon. 20 Jubilee - Redesign
icon. IV	16./17.05.2026	Fashion & Design
icon. VI	29./30.08.2026	Fashion International
icon. VII	19./20.09.2026	Collector's Issue No 7
icon. VIII	10./11.10.2026	Fashion & Design
icon. IX	07./08.11.2026	Jewellery & Watches
icon. X	28./29.11.2026	Christmas Issue

# ICON COLLECTOR'S ISSUE & LUXURY SUMMIT

The *Collector's Issue* is a special edition devoted to a timeless, relevant theme that transcends current style trends – documented through a curated portfolio of outstanding international personalities.

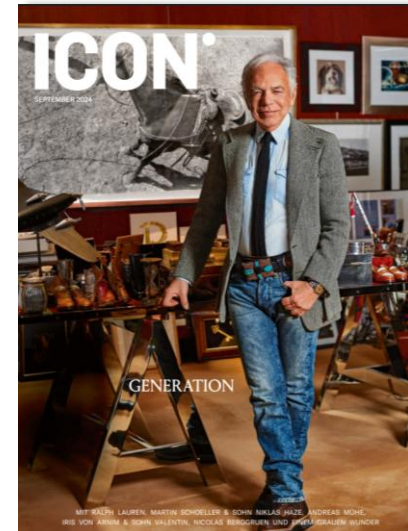
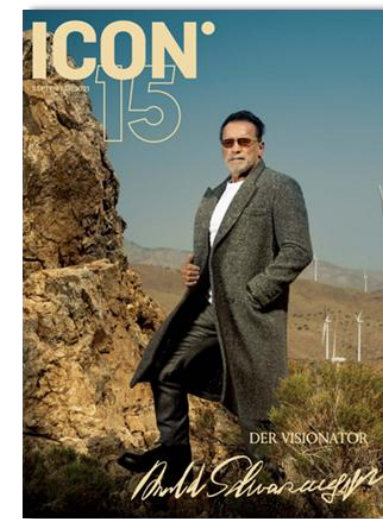
In parallel, we are hosting an icon. Conference and aim to attract partners for 2026 who possess a sense for luxury and vision, to create a holistic staging of both the magazine and the Luxury Summit.

Implemented across print, digital, social, and event media.

An additional, refined magazine version distributed to highly selective target groups.

**PD: icon. VII September 19/20 2026\***

\*Preliminary planning, 2026 subject to change



# SCHEDULE

<b>ISSUE</b>	<b>ISSUE</b>	<b>RELEASE DATE</b>	<b>EARLY BOOKING DEADLINE*</b>	<b>BOOKING DEADLINE</b>	<b>MATERIAL DEADLINE</b>
ICON I	February	07./08.02.2026	11.12.2025	07.01.2026	12.01.2026
ICON II	March	07./08.03.2026	08.01.2026	02.02.2026	09.02.2026
icon. III	April	11./12.04.2026	12.02.2026	09.03.2026	16.03.2026
icon. IV	May	16./17.05.2026	19.03.2026	13.04.2026	20.04.2026
icon. VI	August	29./30.08.2026	02.07.2026	27.07.2026	03.08.2026
icon. VII	September	19./20.09.2026	23.07.2026	17.08.2026	24.08.2026
icon. VIII	October	10./11.10.2026	13.08.2026	07.09.2026	14.09.2026
icon. IX	November	07./08.11.2026	10.09.2026	05.10.2026	12.10.2026
icon. X	December	28./29.11.2026	01.10.2026	26.10.2026	02.11.2026

# ICON AD RATES AND FORMATS

Ad	Format	Gross rates
2/1 double page spread	510 mm x 335 mm	63,600.00 €
1/1 single page	255 mm x 335 mm	36,400.00 €
1/3 page portrait*	94 mm x 335 mm	on request
<b>Premium placements</b>		
Opening Spread	2nd cover page + page 3	90,300.00 €
Cover-Gatefold**	4 pages	152,200.00 €
Against Editorial	Left hand side against editorial	40,900.00 €
Facing Table of Content (FTC)	Left hand side against Table of Content	40,300.00 €
Facing Table of Content II (FTC II)	Left hand side against Table of Content II	38,700.00 €
Facing Table of Content III (FTC III)	Left hand side against Table of Content III	38,700.00 €
Cover pages	3rd cover page (IBC)	38,700.00 €
	4th cover page (OBC)	49,200.00 €
Premium double pages	1st double page after OS	71,400.00 €
	2nd double page after OS	66,500.00 €
	1st of the industry absolute DPS	66,500.00 €
Premium single pages	1st right hand page	40,300.00 €
	2nd right hand page	38,700.00 €
	1st 1/1 page of the industry	40,300.00 €



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 ICON 2026

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	124.20 €	136.70 €	136.70 €
up to 8 pages	max. 255 mm x 335 mm	141.40 €	155.50 €	155.50 €
up to 4 pages - with add. product	max. 255 mm x 335 mm	138.00 €	152.00 €	152.00 €
up to 8 pages - with add. product	max. 255 mm x 335 mm	157.50 €	173.20 €	173.20 €
<b>Tip-ons</b>				
Postcard	105 mm x 148 mm	67.50 €	74.10 €	74.10 €
Sample / Scent seal	min 40 mm x 60 mm	92.00 €	101.30 €	101.30 €
Booklet	max. 196 mm x 251 mm	95.30 €	104.90 €	104.90 €
<b>Inserts</b>				
up to 20g	max. 215 mm x 295 mm	134.90 €		148.40 €
up to 30g	max. 215 mm x 295 mm	146.80 €		161.40 €
up to 40g	max. 215 mm x 295 mm	157.50 €		173.20 €

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 2026.

# COVERGATEFOLD

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

4-page cover gatefold:

Additional outer & inner page + opening spread (2nd US + p. 3)

Gross price: € 146,400 plus € 20,000 technical costs\*

Further ad specials on request



Front + inside + second cover page + page 3

Subject to change. When booking a cover gatefold, the reservation for the opening spread must be withdrawn. Due to the current paper market situation, ad specials must be booked at least 3 months before AS. \* Technical costs are not eligible for discounts or AE.

# CLASSIC ADVERTORIAL

Advertorials are advertisements with an editorial look and feel. These are created individually for each customer in the ICON look and feel. Implementation takes place after the customer briefing in close consultation with the customer.

With supplied material (image & text).

Gross price for advertorials:

2/1 page €63,600 plus creative costs\*

1/1 page €36,400 plus creative costs\*

Larger spreads and other special advertising formats are available on request.

**LUXUS. REISEN. ENTSPANNUNG.**

**ANTERSE**

*Luxus spüren, neue Welten entdecken, der Seele mehr Freiraum geben – die Hochseereisen mit den einzigartigen Schiffen EXPLORA I und II sind unvergleichlich lebendig, kosmopolitisch und verantwortungsvoll*

**ANTERSE**

*Antersee ist ein Ort, an dem die Welt anders ist. Hier sind die Menschen anders, die Landschaft anders, die Luft anders. Hier ist die Natur anders, die Kultur anders, die Geschichte anders. Hier ist die Antersee ein Ort, an dem die Welt anders ist.*

**ANTERSE**

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**Vertrauen – ein Leben lang**

Die Brüder Markus und Florian Vale leiten Retterspitz, eine der ältesten Apothekenmärkte in Deutschland. Neben Top-Rohstoffen und hohen Produktionsstandards sorgt eine besondere Zutat für ihren Erfolg.

**ANTERSE**

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\*No creative costs are incurred for advertorials delivered ready for publication. Motif approval by the publisher is required. Creative costs (including concept, text, and layout; advertorials are marked with the word "ADVERTISEMENT")



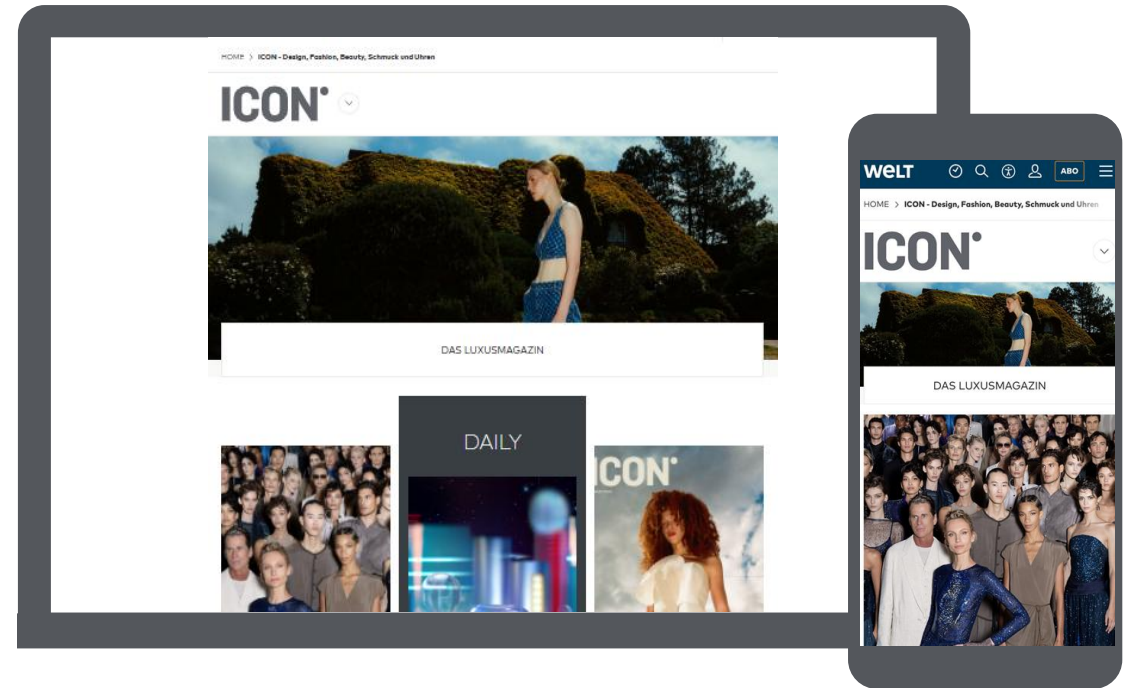
# ICONMAGAZINE

iconmagazine is the digital lifestyle destination on WELT.de – for a discerning, style-conscious target group with an appreciation for luxury, elegance, and exclusivity.

As the digital counterpart to the high-class magazine icon., the online offering tells the most beautiful and inspiring stories from the international world of style – modern, high-quality, and staged with attention to detail.

A wide range of native integration options are available for 2026:

from the exclusive icon. Takeover and the eye-catching ICON Spotlight to individual icon. Collaborate formats\*.



\*All terms and conditions and further details can be found in our digital media data.

# ICON DIGITAL

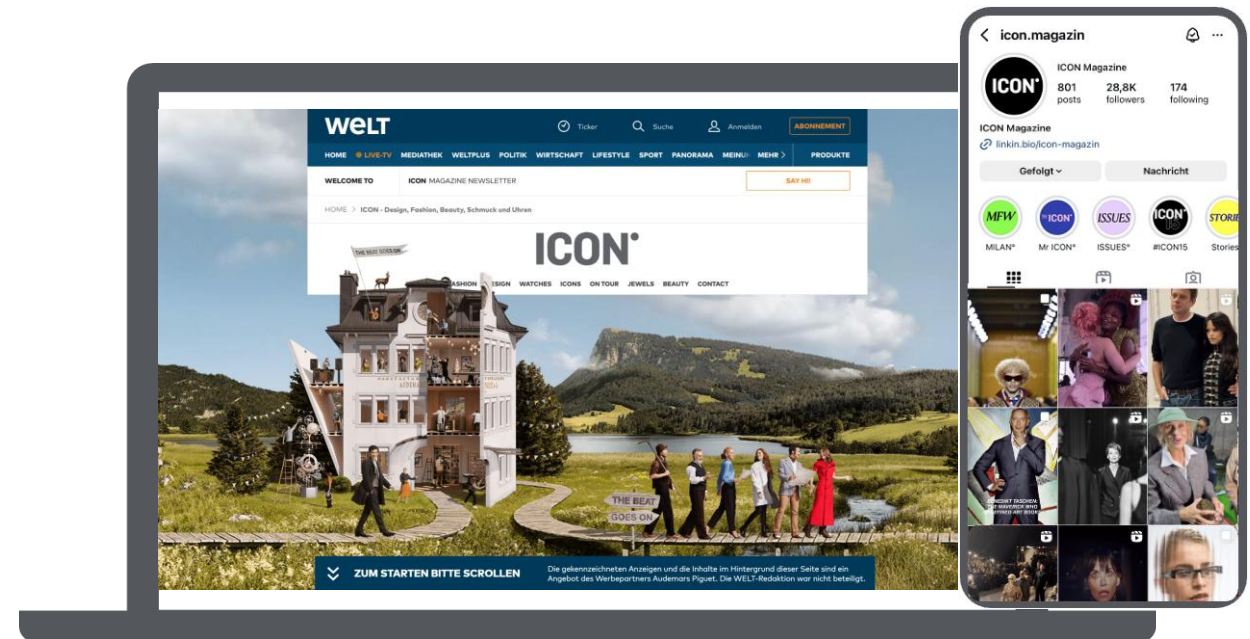
icon. Digital offers brands tailor-made opportunities to tell their stories in the luxurious environment of WELT.de – emotionally, relevantly, and visually extraordinary.

**icon. Takeover** – the stage for major brand appearances: a complete staging of the icon. channel in the look and feel of the brand.

**icon. Spotlight** – immersive story experience in the style of icon. : 100% screen for your brand, attention-grabbing and optimized for mobile.

**icon. Collaborate** – in-depth editorial storytelling: authentic brand integration in the high-quality ICON look.

**icon. Social Media** – direct access to the icon. community on Instagram: native formats with reach and credibility.



Bestcase ICON Takeover „Audemars Piguet“ & ICON Instagram Account

\*All terms and conditions and further details can be found in our digital media data.

# BRAND EXPERIENCES

## Signature Events

Exclusive icon. events celebrating cultural highlights

- 3–5 events per year in different cities
- Individually curated setting with high-profile guests from fashion, culture, art, and film
- Tailored brand integration, social media buzz, and follow-up coverage

## Co-Branded Events & Media Collaborations

ICON works with brands and partners to develop tailor-made event formats and content collaborations

- ICON x Partner – from stage talks to private dinners
- Leveraging the appeal of the icon. brand for brand staging & storytelling
- Logo integration, event visuals & coverage in icon.

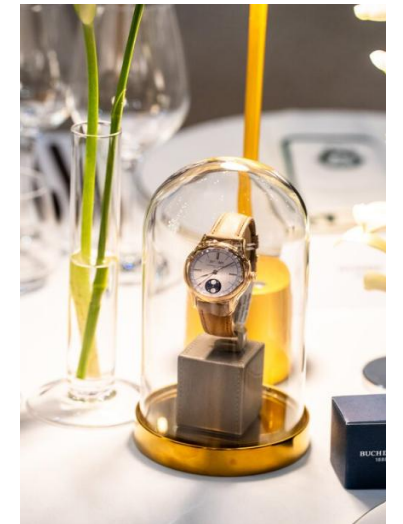


# icon. EVENTS 2026

## SIGNATURE EVENTS



## MEDIA COOPERATIONS



# ICON TV – ON AIR

icon. has expanded its portfolio to include a presence on television. Its own icon. TV format offers a unique opportunity for comprehensive 360-degree marketing.

Hosted by Lale-Marie Walter and Mariella Sonntag, icon. TV runs as a **separate segment** immediately after the news on WELT.

The focus is on current topics from the areas of **luxury and lifestyle.**

## **FACTS:**

- Every Friday, approx. 2:50 p.m.  
+ 4 repeats on the weekend, Sat. 9:50 a.m., 11:50 a.m., Sun. 10:50 a.m., 12:50 p.m.
- Length: approx. 3-5 min
- TV sponsorship, cut-in, single spot & equipment: Costs on request



# ICON TECHNICAL DATA 2026

<b>Format</b>	1/1 page W x H 255 mm x 335 mm 2/1 page W x H (including double binding)*: 510 x 335 mm
<b>Double binding</b>	4 mm on each side
<b>Image resolution</b>	300 dpi
<b>Bleed allowance</b>	5 mm on all sides
<b>Bleed safety</b>	8 mm to booklet format
<b>Processing</b>	Adhesive binding
<b>Color preparation</b>	Cover: ISOcoated v2 300% Content: PSR LWC PLUS V2 M1
<b>Data format</b>	PDF/X-4 or PDF/X-1a, PDF/X-3

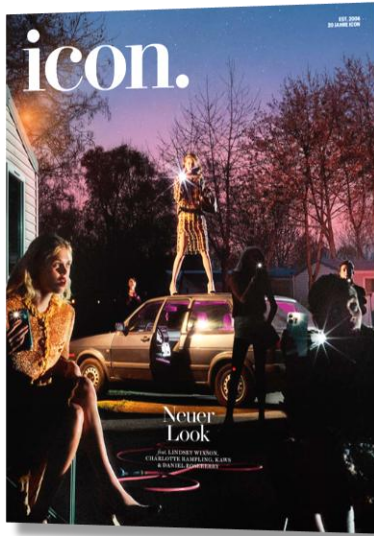
**Contact for technical questions:** + 49 151 19470819 or + 49 175 7284933

**Delivery address Proofs**  
Planning and advertising  
management  
Axel Springer Deutschland GmbH  
Zimmerstraße 50  
10117 Berlin  
c/o Schützenstraße 15-17  
10117 Berlin

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

\*Exception: opening spread. Please continue to deliver as 2 x 1/1 pages due to different profiles.

# ICON GROUP MAGAZINE PORTFOLIO 2026



The leading style magazine in the German-speaking world

ICON I	07./08.02.2026
ICON II	07./08.03.2026
icon. III	11./12.04.2026
icon. IV	16./17.05.2026
icon. VI	29./30.08.2026
icon. VII	19./20.09.2026
icon. VIII	10./11.10.2026
icon. IX	07./08.11.2026
Icon. X	28./29.11.2026



The lifestyle magazine for men

Mr ICON I	21./22.03.2026
Mr ICON II	24./25.10.2026



The watch magazine for discerning readers

UHREN I	02./03.05.2026
UHREN II	14./15.11.2026



The style magazine for northern Germany

DIE STILISTEN I SYLT	27/28.06.2026
DIE STILISTEN II	26/27.09.2026

# icon.

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

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