

# ICON'

DIGITAL 2024

# ICON DIGITAL 2024

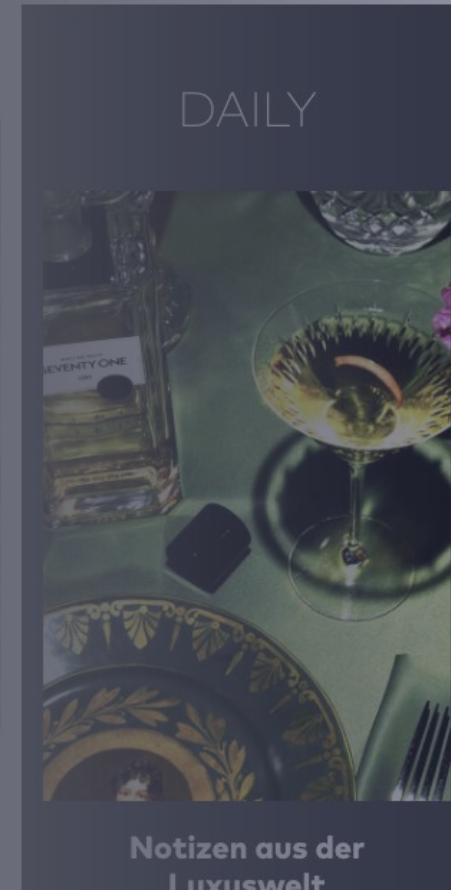
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DAS LUXUSMAGAZIN



DESIGNBÜRO  
GRÜNE



Notizen aus der  
Luxuswelt



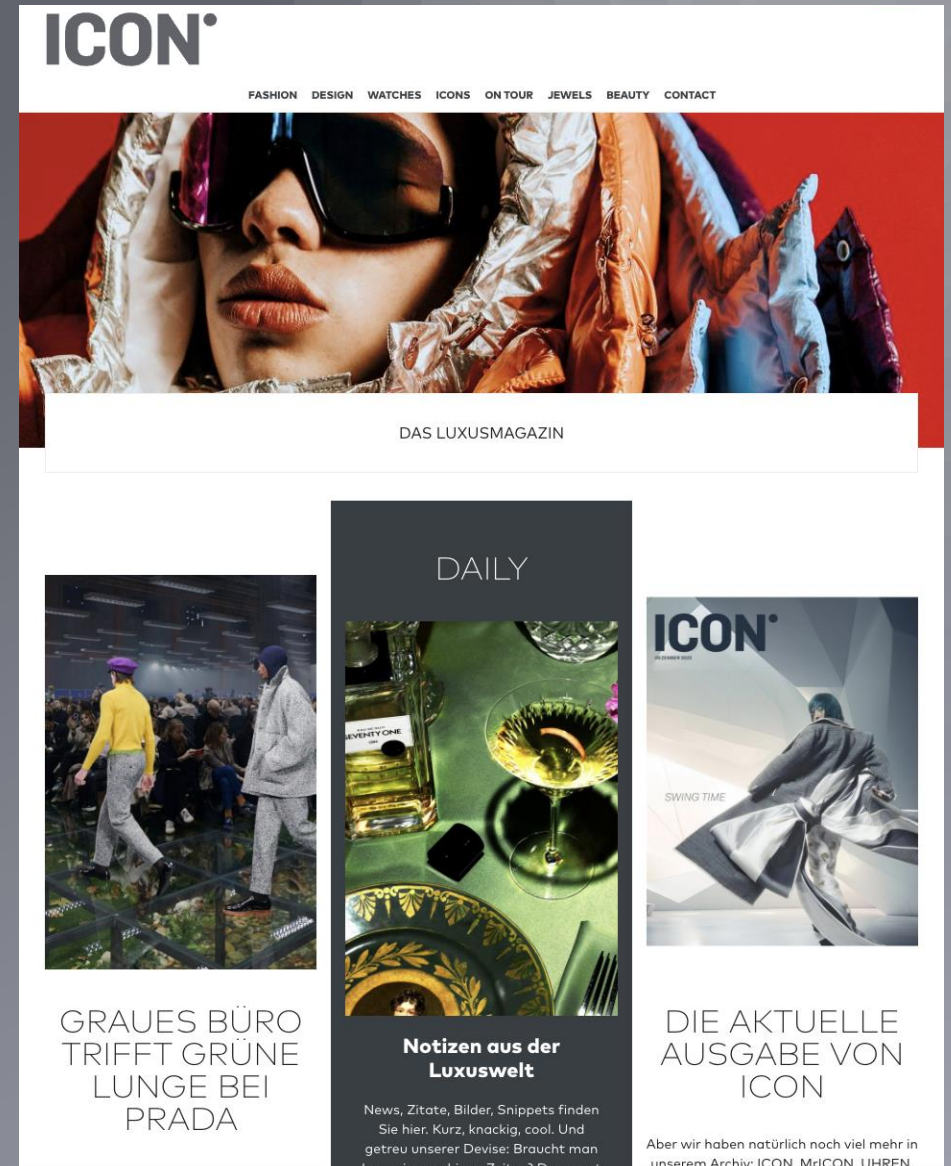
DIE AKTUELLE  
AUSGABE VON

# NEW: ICON DIGITAL

In November 2023, ICON launched a new digital destination on WELT.de for its luxury-oriented target group with a high affinity for style, elegance and exclusivity.

The ICON brand defines itself as an overarching source of inspiration for a brand-affine community that appreciates the journalistic focus on fashion, design, jewelry and watches in particular.

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



# ICON DIGITAL

**FASHION   DESIGN   WATCHES   ICONS   ON TOUR   JEWELS   BEAUTY**

ICON digital appears in the following categories:

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

**Design:** Trends and news from the design industry: ICON shows everything that is big and important, small and precious, new and timeless, great craftsmanship and cutting-edge technology.

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

**Icons:** Here you will find our celebrity interviews: Hollywood icon Sharon Stone describes the changes after her stroke 21 years ago. Arnold Schwarzenegger talks about his commitment to environmental protection.

**On tour:** top resorts, classic luxury hotels and news from the automotive industry

**Jewels:** the most breathtaking pieces of jewelry and the most precious creations of jewelry designers are shown here.

**Beauty:** News on cosmetic products, interviews with exciting personalities from the beauty industry and new insider brands.



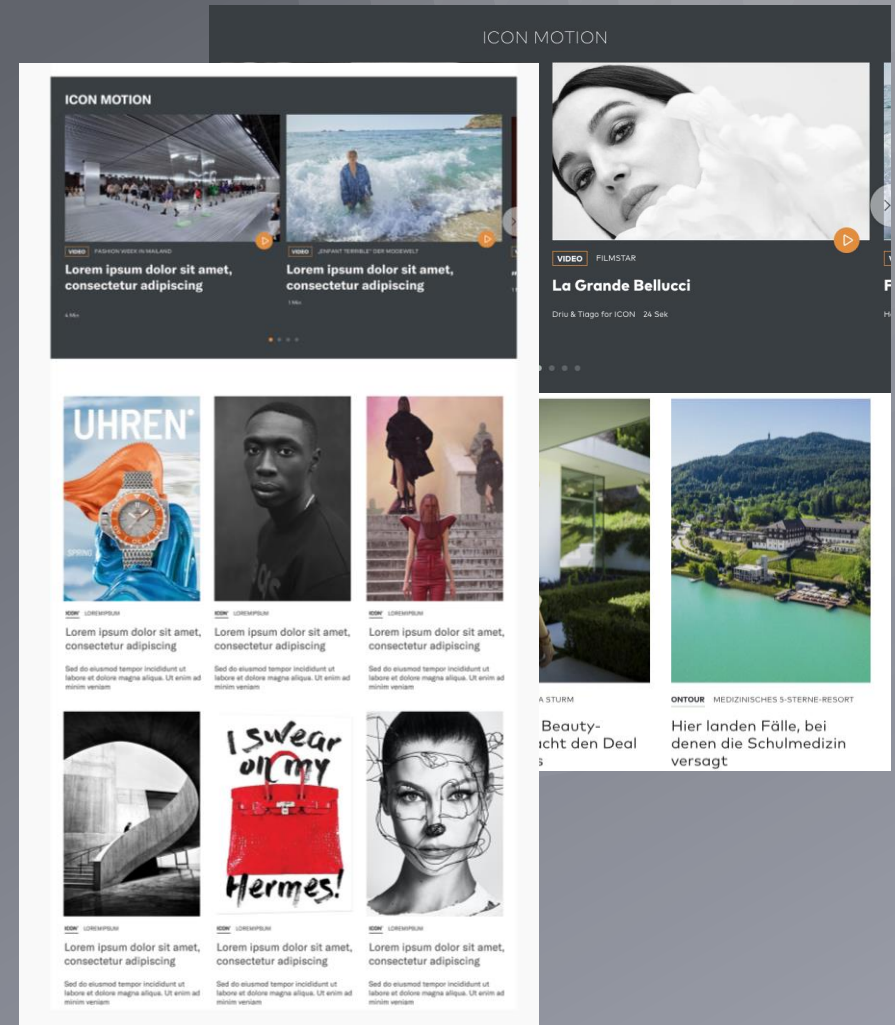
# ICON DIGITAL

## DAILY:

Daily news, quote of the day  
and ICON Highlights.

## ICON motion:

Here the reader will find moving images from  
the ICON shootings, "behind the scenes" and  
other videos from the fashion & high-class  
sector.



Inga Griese, founder and editor-in-chief

ICON VI in the magazine

Ganz große Show:  
Wenn Louis Vuitton sich selbst übertrifft - Video - WELT

# ICON GROUP PORTFOLIO

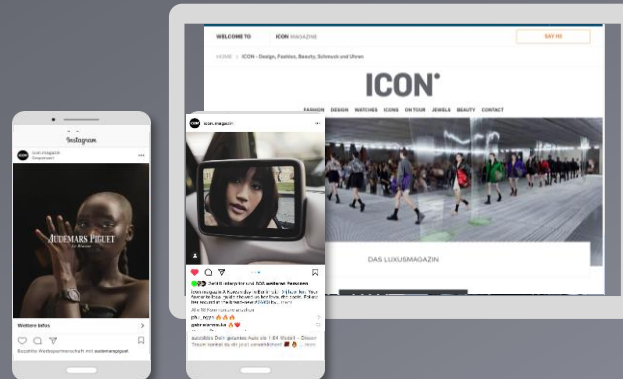
## ICON'

### PRINT



- Print
- Magazines
- Supplements

### DIGITAL



- Digital and Social
- Launch 11/23:  
icon digital on welt.de
- Social: @icon.magazin

### EVENTS



- ICON talks
- ICON dinner
- ICON meets



# DIVERSE ADDRESS: OPTIMAL ENVIRONMENT FOR MAXIMUM RELEVANCE

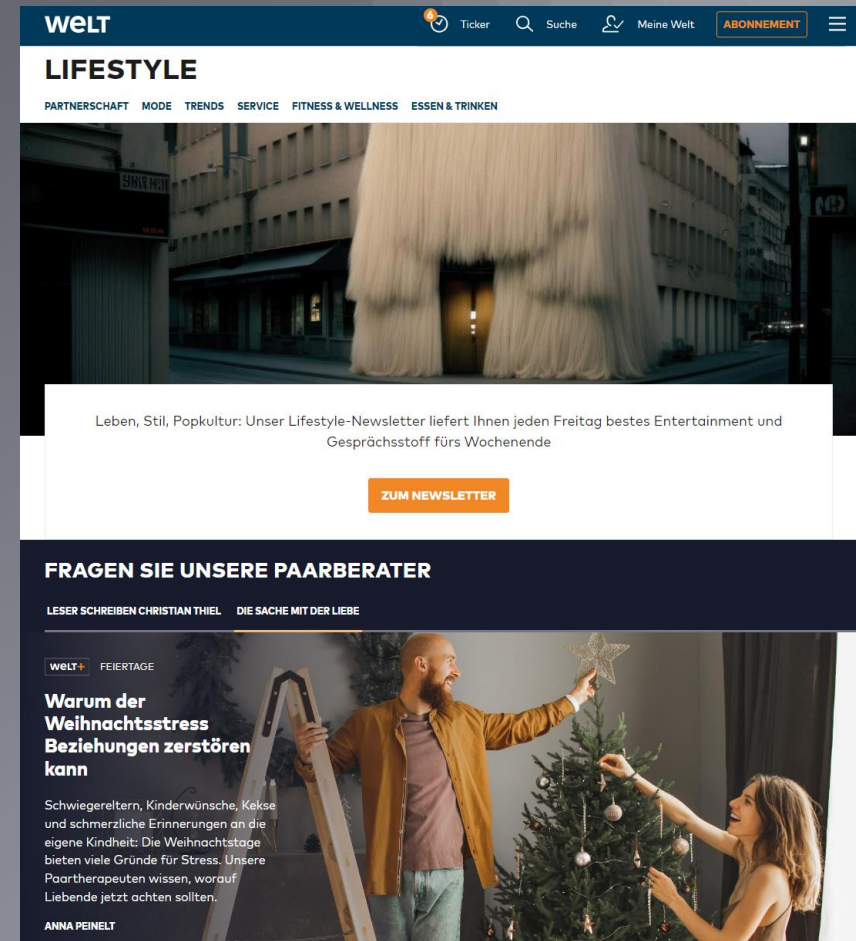
## LIFESTYLE CHANNEL

The Lifestyle Channel on WELT offers another suitable environment.

Lifestyle is aimed at a young target group with a keen interest in topics that affect their immediate lifestyle and society.

Lifestyle sees itself as a trendy, entertaining portal for a modern community that is interested in the zeitgeist and pop culture and is looking for inspiration for its own lifestyle.

Here you will find timeless content with a personal touch – empathetic and opinionated in various categories.





# LIFESTYLE

**RELATIONSHIPS FASHION TRENDS SERVICE FITNESS & WELLNESS FOOD & DRINKS**

## **LIFESTYLE appears in the following categories:**

**Relationships:** Why do relationships fail? How do you find new love? And what kind of sex do women want? Here our readers get advice on everything to do with love, sex and dating life

**Fashion:** What to wear and how - and why? Who impressed on the red carpet? Designers, models, labels, fashion trends and style reviews - this is where you'll find topics on fashion and style as well as fast news from the industry.

**Trends:** Here you will find stories on social, feminist, zeitgeisty topics; pop culture as well as everything from home to design - including car and furniture news, home stories, etc. In addition, interviews with celebrities or film and series reviews (including trash TV such as Bachelor or GNTM).

**Service:** This category includes horoscopes, advice (such as driving reports, furnishing, living and gardening tips) and everything about travel.

**Fitness & Wellness:** Tips and stories on sport, wellbeing, skincare, beauty and hair & make-up trends.

**Food & Drinks:** Looking for recipes, restaurant reviews, food trends, tips on healthy eating and the right wines, champagnes or the latest summer drinks? You'll find it all in this category.

# EXKLUSIVE PRESENTING ICON

In Q1 2024 ICON presents the following launch offer:

Exclusive Presenting ICON digital:

Present the entire channel with a fixed logo integration<sup>1</sup>,  
desktop with a Double Dynamic Sitebar and mobile with  
a Medium Rectangle and a Lead Ad<sup>2</sup>  
375,000 ad impressions guaranteed.

PACKAGE:

7 days | 375,000 AIs | 35,625€ gross

**Launch-Offer: 15,000 € Netto<sup>3</sup>**

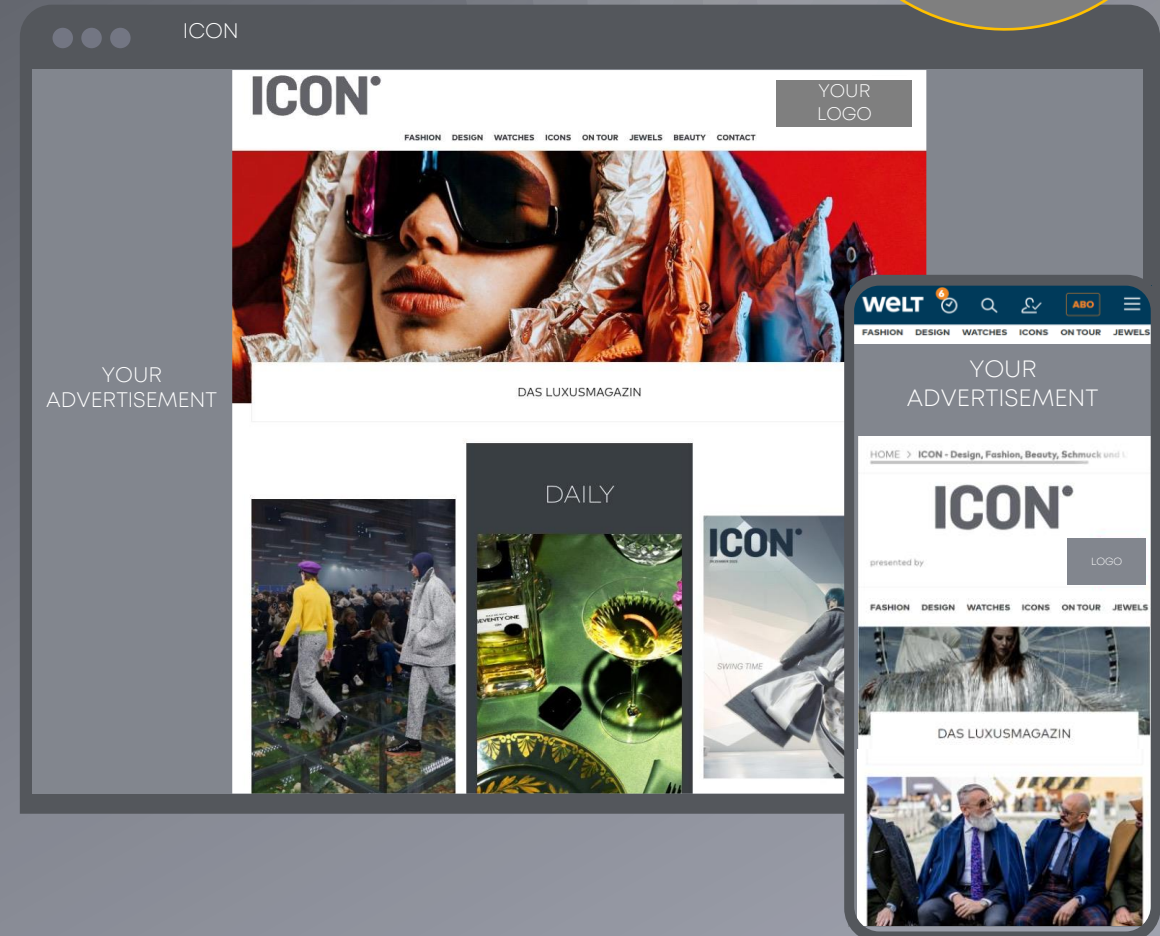
Exemplary visualization. Advertising material must be delivered at least 3 working days before the live event.

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

2) Other formats on request and can be found in the manual: Manual Content Presenting.pdf

3) Launch offer bookable and available until the end of Q1. Not eligible for further discounts or AEs. After Q1, the normal gross CPM price of €95 applies.

Maximum  
presence:  
Also  
possible in  
larger  
formats



# ICON & LIFESTYLE EXKLUSIVE PRESENTING

Achieve maximum attention for luxury and lifestyle content on WELT Digital.

For the launch of ICON, additionally occupy the Lifestyle channel with a fixed logo integration<sup>1</sup>, desktop a sidebar and mobile with a medium rectangle and a lead ad

## PACKAGE:

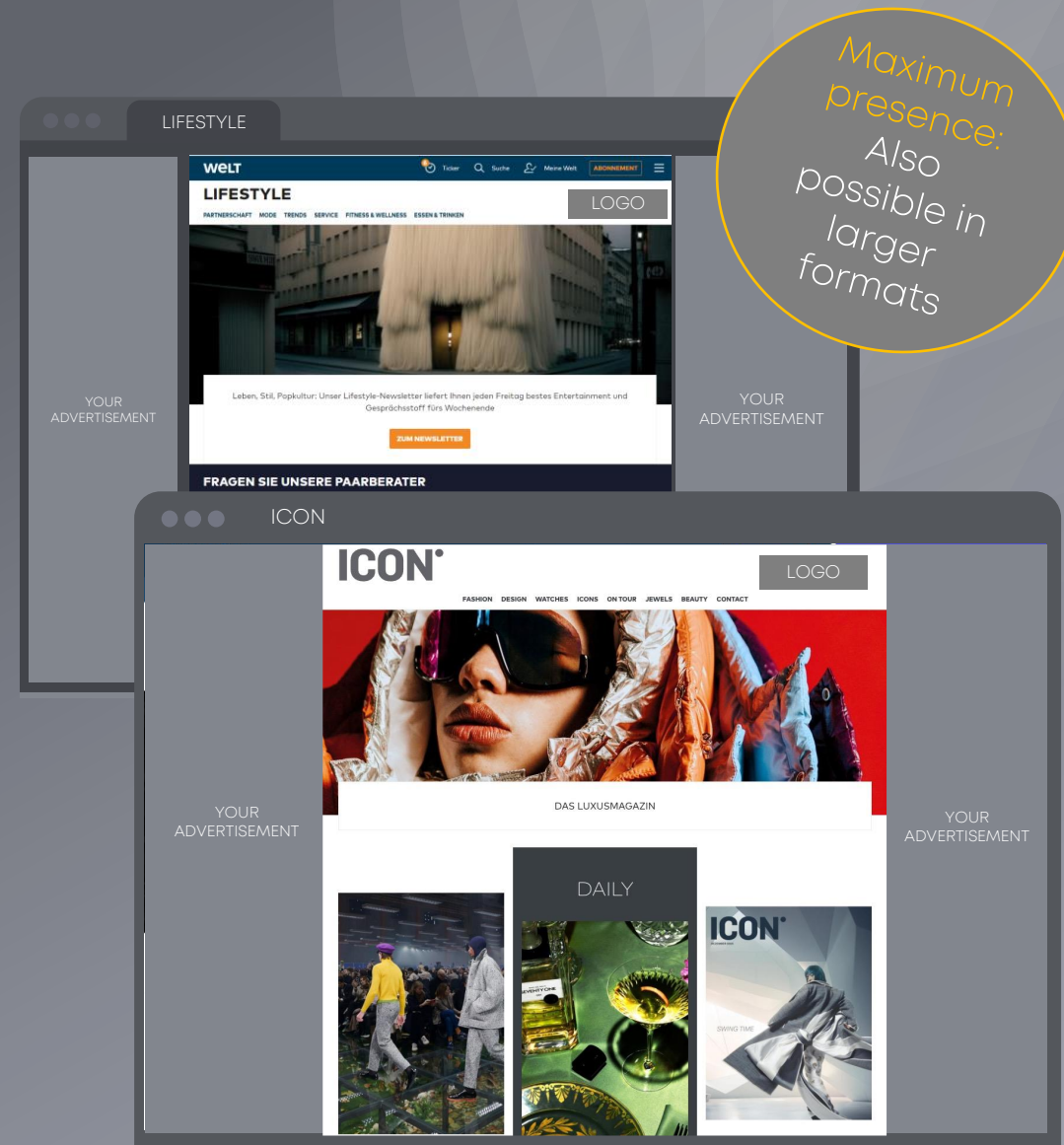
7 days | 1 million AIs | 95,000 gross

**Launch-Offer: 40,000 € Netto<sup>2</sup>**

Beispielhafte Visualisierung. Werbemittel müssen spätestens 3 Werktage vor Live angeliefert werden.

<sup>1</sup>) Integration des Kundenlogos ist optional, Logo muss spätestens 7 Tage vor Live als SVG-Datei angeliefert werden.

<sup>2</sup>) Launch-Angebot buchbar und abzunehmen bis Ende Q1. Nicht weiter rabatt- oder AE-Fähig. Nach Q1 gilt der normale Brutto TKP-Preis von 95€.



# @ICON.MAGAZIN

icon.magazin is ICON's social media platform on Instagram.

This is where the editorial team posts behind-the-scenes stories, personal insights during interviews and ICON fashion shoots.

Sponsored Insta posts are played out for specific target groups and experience authenticity through the users' trust in the ICON.Paket brand:

Photo, video, slideshow or carousel ad integration possible

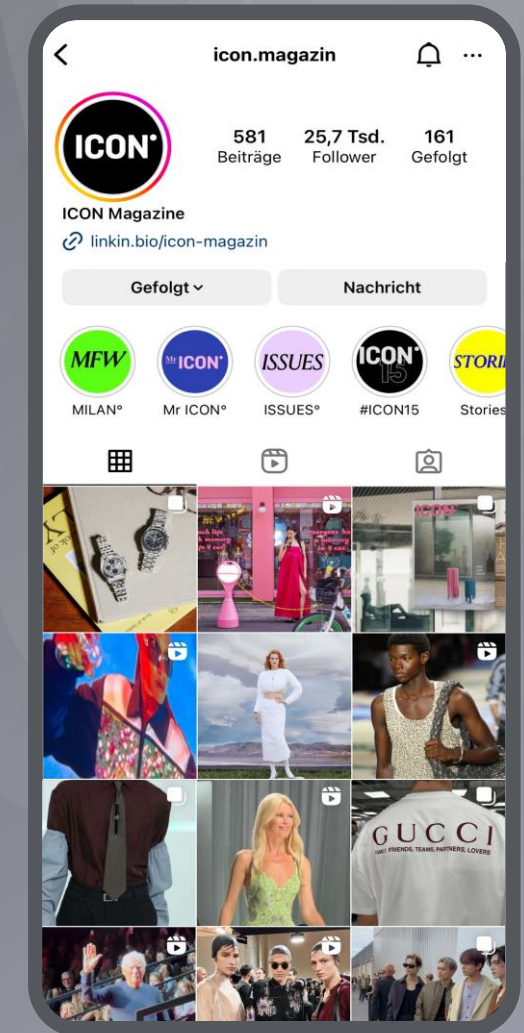
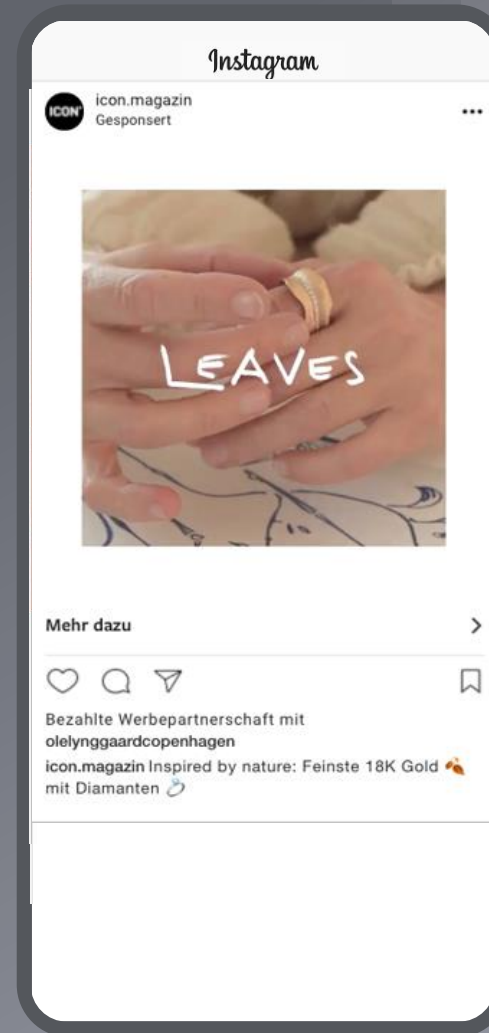
A/B testing on request.

## PACKAGE:

Approx. 4 weeks | 4 Sponsored Posts |

Insta Post 10.000€<sup>1</sup> gross | Insta Stories: 10.000€<sup>2</sup> gross

1) Plus. 800 € Creative Costs  
2) Plus 1.600 € Creative Costs



4 Sponsored Posts: 200.000 Als  
26,4 k Follower (1/2024)



# ADVERTORIAL

Advertisements are presented in the look & feel of WELT Digital.

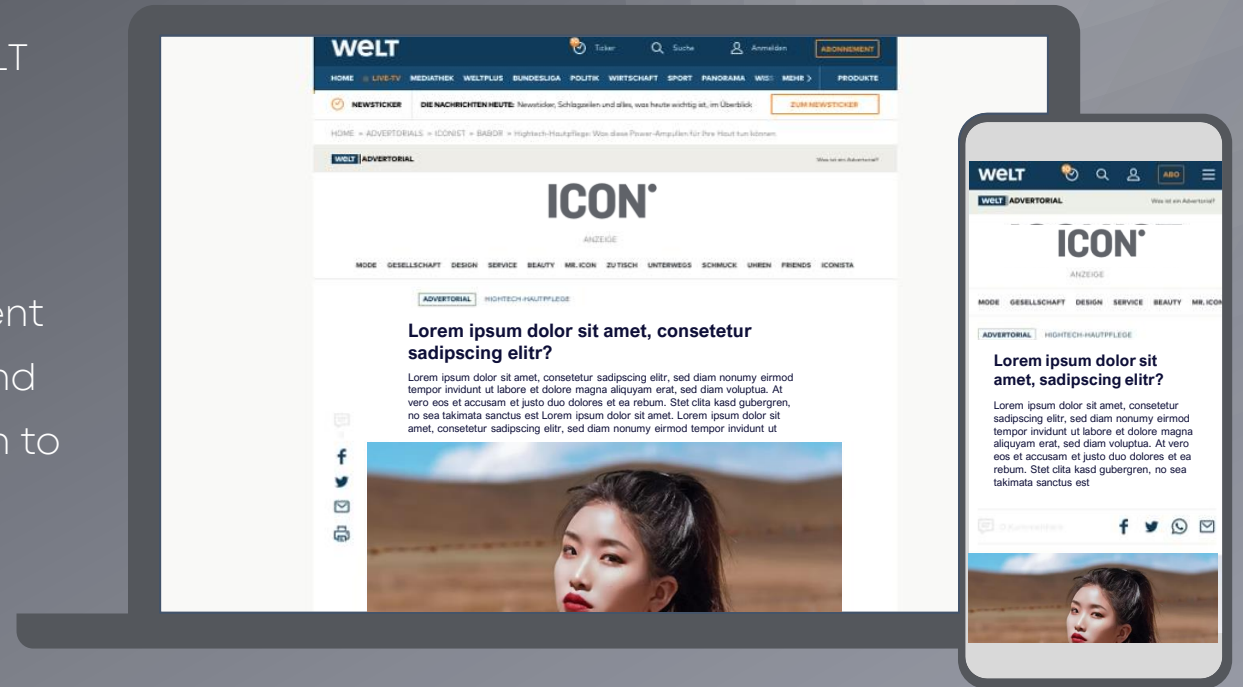
Your content is integrated into stories about your products & purchase messages. The advertising content you provide is presented in the style of WELT Digital and thus receives a trusting brand environment in addition to traffic.

The focus is on awareness and performance.

## PACKAGE:

6 weeks | 4.000.000 Ad Impressions | 25.000€ gross<sup>1</sup>

Gross price: €25,000 plus €3,500 creative costs (creative costs not eligible for SR or AE)  
Case: Babor advertorial in the ICONIST Channel (now the Lifestyle Channel) (01. - 29.09.2021)

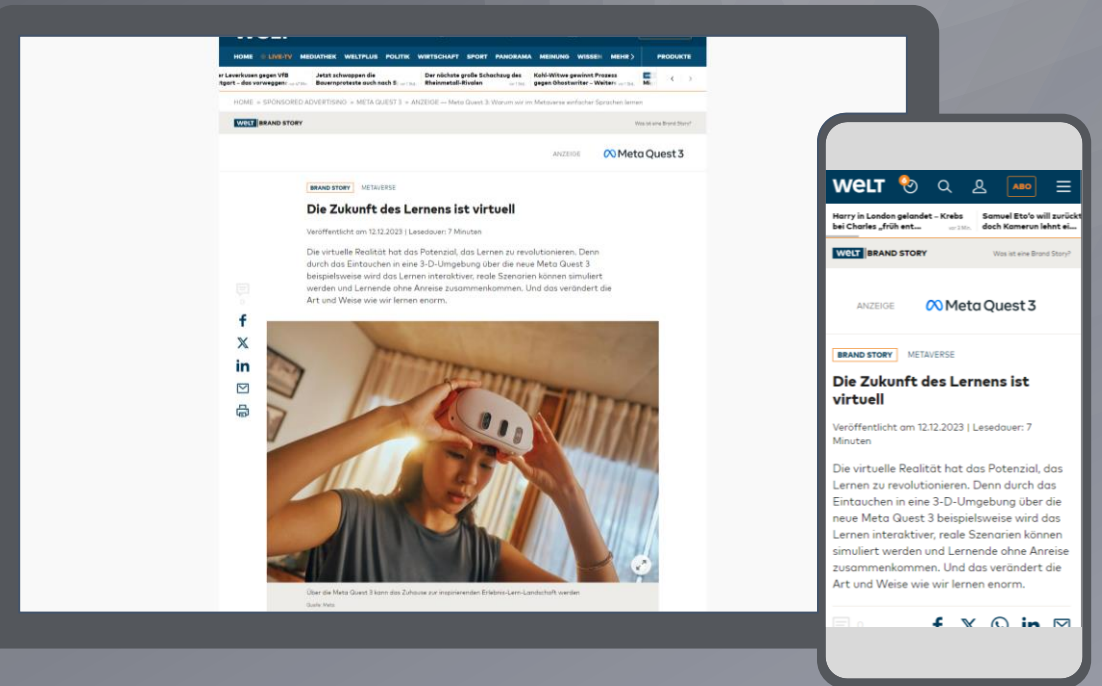


# BRAND STORY

The best journalists and photographers from our Brand Studio editorial team turn your topic into an exciting and informative story. Our reporters go out, research on location, photograph, film and stage their topic in the style of WELT.de. The result is stories that interest the whole of Germany, stories that generate real emotions. The best part: As the customer, you are the director, all steps from the idea to the realization are coordinated 1:1 with you.

## PACKAGE:

6 weeks plus native teaser | 50.000 page views | 131.000€ gross<sup>1</sup>



<sup>1)</sup> plus 8,000 € creative costs not SR- or AE-capable)

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

# CROSSMEDIA HIGH-CLASS-BUNDLE

Reach a target group with strong purchasing power with the Q1 Bundle:

## Print:

1/1 ad in ICON I (ET: 10.01.2024) or ICON II (ET: 09.02.2024)

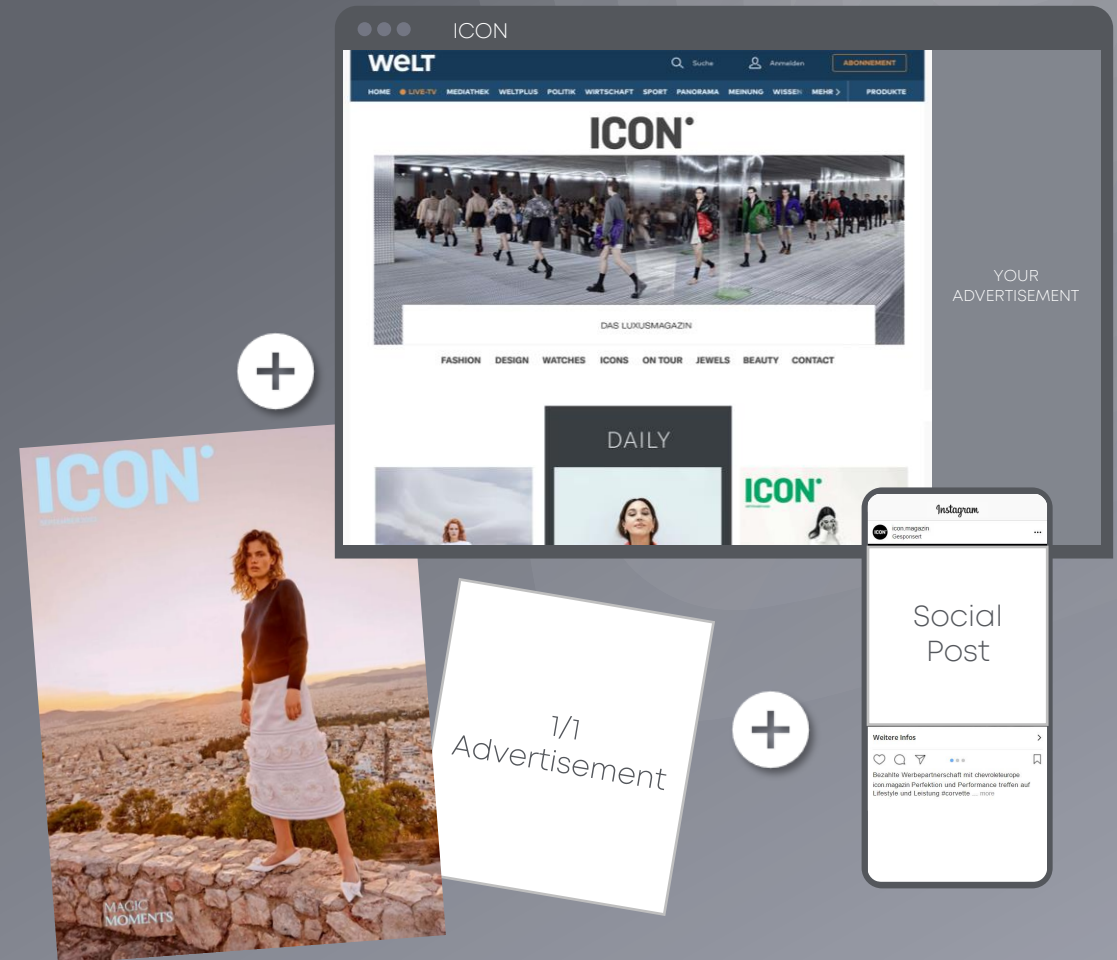
## Digital:

Channel presenting ICON & Lifestyle with 1 million AIs

## Social:

4 x sponsored posts with 200,000 AIs

**15 % NEW YEAR DISCOUNT**  
**GROSS: € 118,7000 instead of: € 139.500**



# LUXURY & LIFESTYLE BUNDLE

## You can reach these users:

Women and men who are very interested in vacation trips (aff. 105), mobile phones/smartphones (aff. 106), shoes (aff. 104), baby food/care products (aff. 119) and/or ebook readers (aff. 116).

## Detailed target group information

### Gender:

♂ 48%    ♀ 52%

### Net household income:

2.000€ - 3.000€:	24%
3.000€ and more:	54%

### Education:

Secondary school or Abitur/Fachabitur : 26%

### PACKAGE<sup>1</sup>:

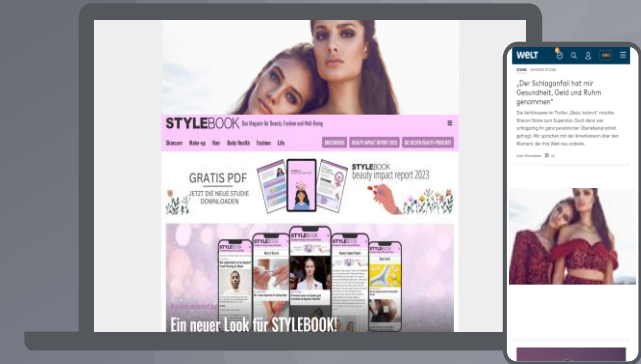
1 week | 1.500.000 AIs<sup>2</sup> | 39.600€ gross

67%  
pre-  
discount

Source: agof daily digital facst 04.01.2023; Basis: Digital WNK (61,63 million); single month October 2022

Traffic distribution between the brands and RoP incl. targeting according to availability

1) Dynamic sitebar or billboard + mobile medium rectangle2) Subject to current availability; Traffic distribution between the brands and RoP incl. targeting according to availability



Bookable formats: Dynamic Sitebar o. Billboard + Mobile Medium Rectangle

**1,5 Mio. AIs, 1 week runtime**



**stylebook.de RoS,**  
**welt.de**  
Channel Lifestyle  
and **ICON RoS**



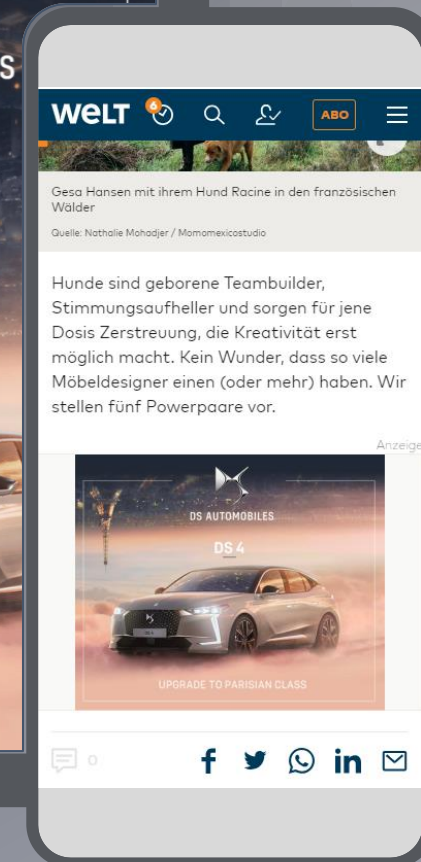
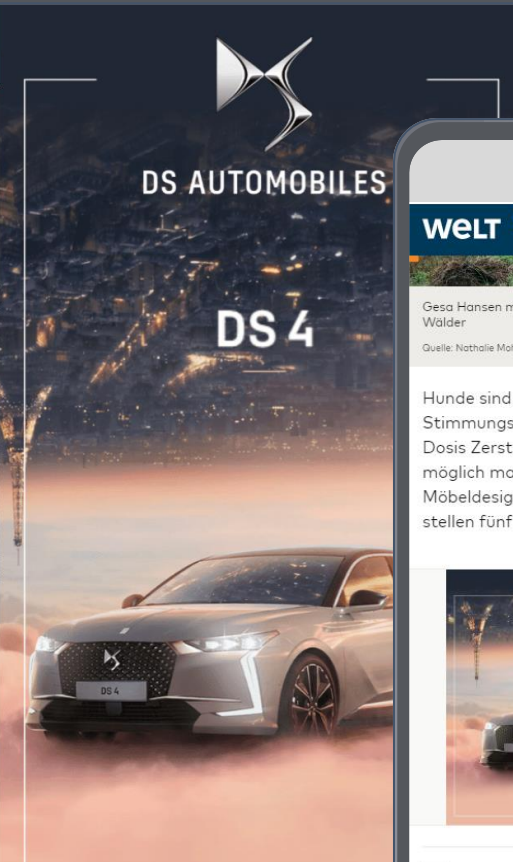
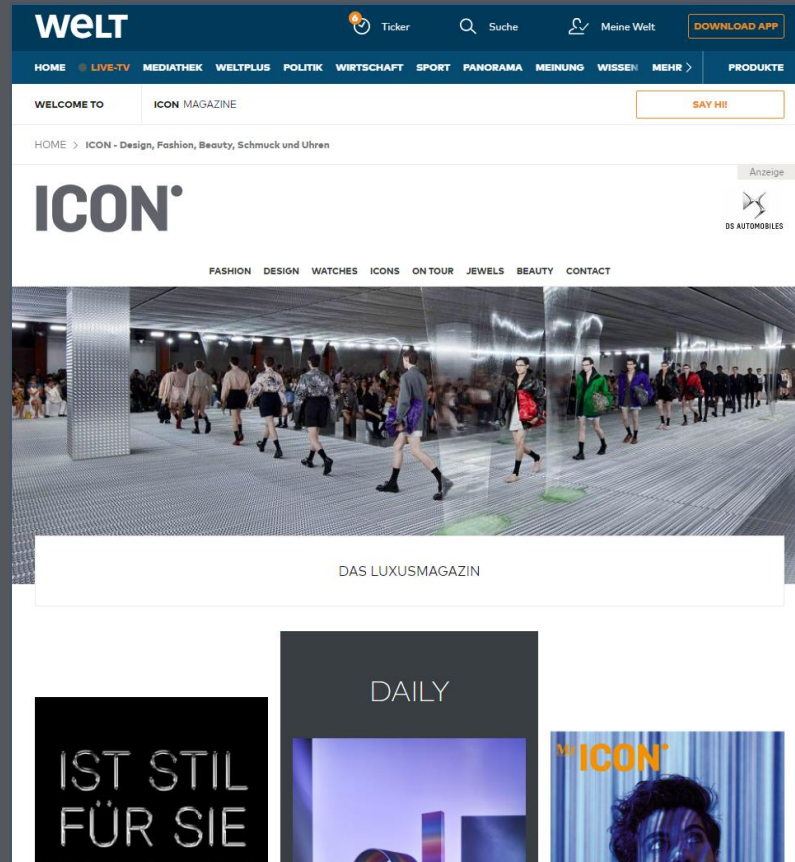
**Kontextual Targeting**  
**„OVK – SHOPPING“**  
in the Media Impact  
Portfolio RoP

**WELT** **ICON**  
**STYLEBOOK**

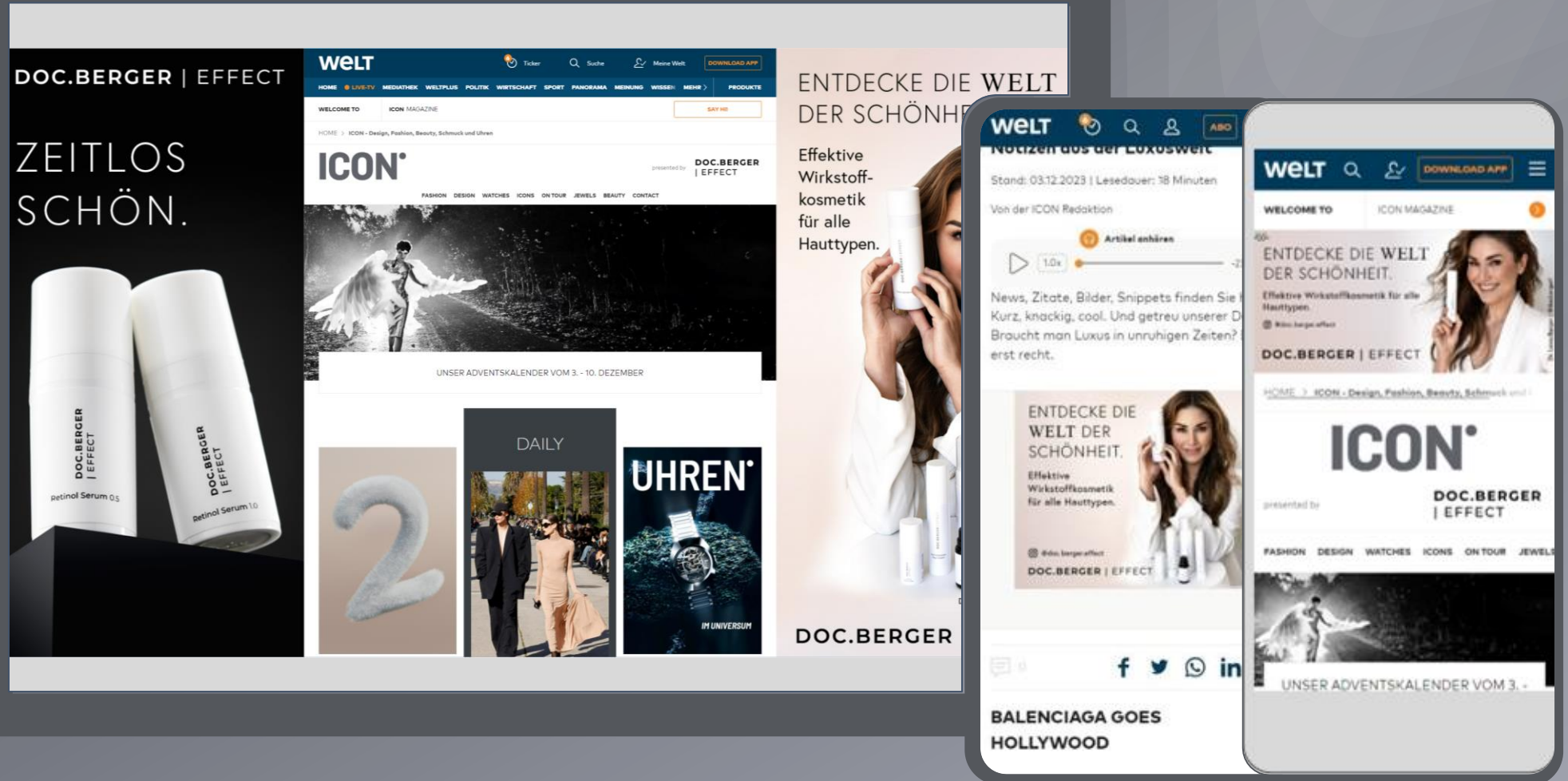




# DS AUTOMOBILES: CONTENT PRESENTING



# DOC BERGER: CONTENT PRESENTING



# ICON

FASHION DESIGN WATCHES ICONS ON TOUR JEWELS BEAUTY CONTACT



DAS LUXUSMAGAZIN



GRAUES BÜRO  
TRIFFT GRÜNE  
LUNGE BEI  
PRADA



Notizen aus der  
Luxuswelt

News, Zitate, Bilder, Snippets finden  
Sie hier. Kurz, knackig, cool. Und  
getreu unserer Devise: Braucht man  
Luxus in unsicheren Zeiten? Dann erst



DIE AKTUELLE  
AUSGABE VON  
ICON

Aber wir haben natürlich noch viel mehr in  
unserem Archiv: ICON, MrICON, UHREN,

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