

ICON'

DIGITAL 2024

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.

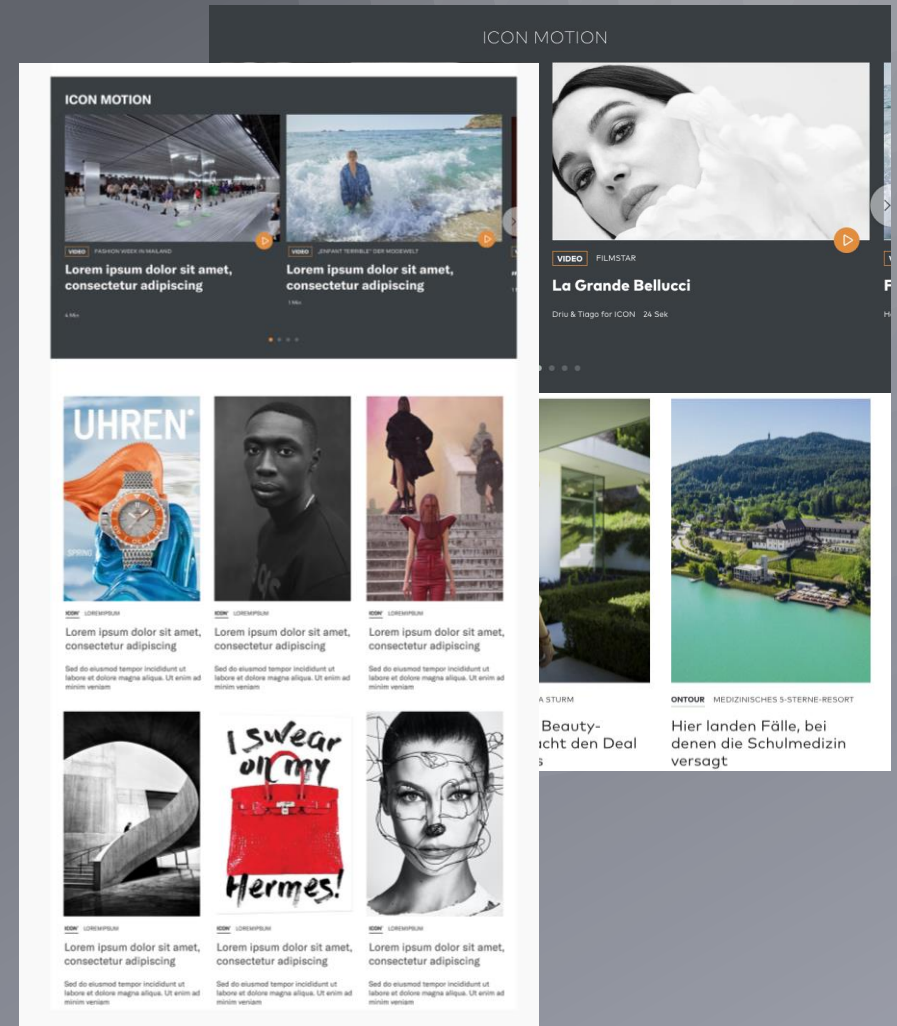
ICON DIGITAL

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.



ICON CROSSMEDIA

Close cross-media editorial interaction between print and digital:

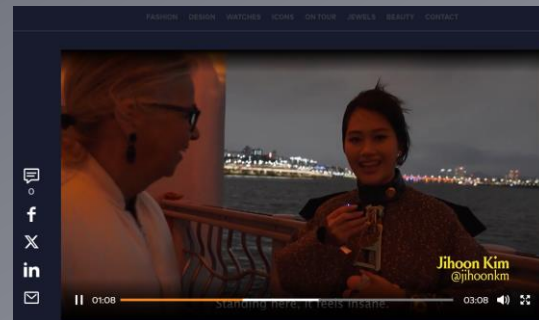
Print: distributed 9 times a year with WELT AM SONNTAG

More pictures and videos as well as the detailed stories on ICON digital

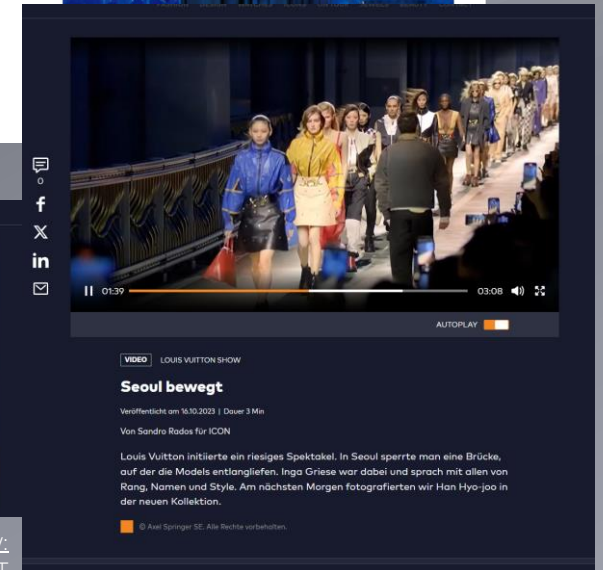
Inga Griese, founder and publisher
Alexandra Würzbach, editor-in-chief



ICON VI in the magazine



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



Digital version of the Interview

ICON GROUP PORTFOLIO

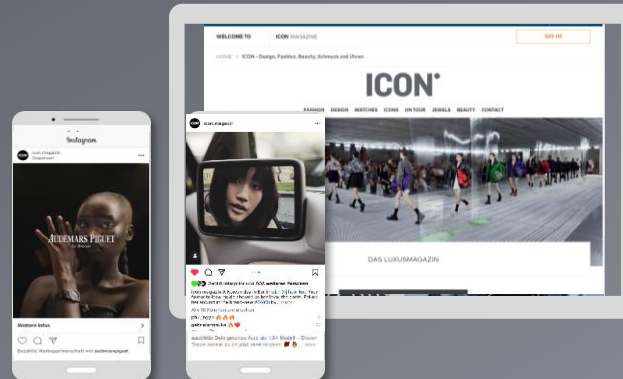
ICON'

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.

The screenshot shows the WELT website's Lifestyle Channel. At the top, the 'wELT' logo is on the left, and navigation links for 'Ticker', 'Suche', 'Meine Welt', and 'ABONNEMENT' are on the right. Below the logo, the 'LIFESTYLE' section is highlighted, with sub-categories: 'PARTNERSCHAFT', 'MODE', 'TRENDS', 'SERVICE', 'FITNESS & WELLNESS', and 'ESSEN & TRINKEN'. The main content area features a large image of a building facade with a large, white, fringed curtain hanging in front of it. Below the image is a text box: 'Leben, Stil, Popkultur: Unser Lifestyle-Newsletter liefert Ihnen jeden Freitag bestes Entertainment und Gesprächsstoff fürs Wochenende.' Below this text is an orange button labeled 'ZUM NEWSLETTER'. Below the main content area, there is a section titled 'FRAGEN SIE UNSERE PAARBERATER' with sub-links 'LESER SCHREIBEN CHRISTIAN THIEL' and 'DIE SACHE MIT DER LIEBE'. Below this is a 'wELT+ FEIERTAGE' section with the headline 'Warum der Weihnachtsstress Beziehungen zerstören kann'. The text below the headline reads: 'Schwiegereltern, Kinderwünsche, Kekse und schmerzliche Erinnerungen an die eigene Kindheit: Die Weihnachtstage bieten viele Gründe für Stress. Unsere Paartherapeuten wissen, worauf Liebende jetzt achten sollten.' Below the text is the author's name 'ANNA PEINELT' and a photograph of a man and a woman decorating a Christmas tree.

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

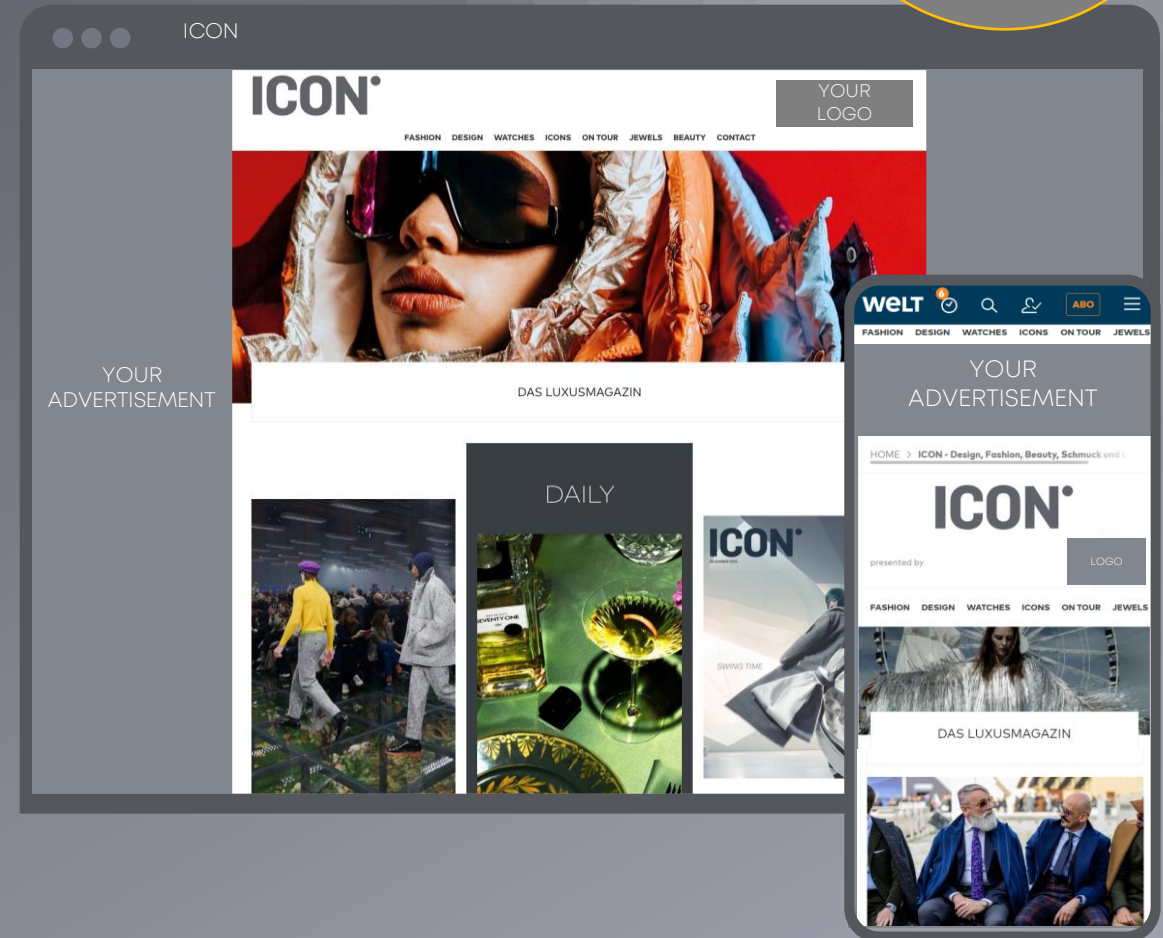
Exclusive Presenting ICON digital:

Present the entire channel with a fixed logo integration¹,
desktop with a Double Dynamic Sitebar multiscreen with a
Medium Rectangle and mobile with a Lead Ad²
375,000 ad impressions guaranteed.

PACKAGE:

7 days | 375,000 AIs | 15,000 € gross

Maximum
presence:
Also
possible in
larger
formats



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

LAUNCH OFFER

ICON & LIFESTYLE EXKLUSIVE PRESENTING

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

Occupy additionally next to the ICONFor the launch of ICON, additionally occupy the Lifestyle channel with a fixed logo integration¹, desktop a sitebar and mobile with a medium rectangle and a lead ad

PACKAGE:

7 days | 725,000 AIs | 29,000 € gross



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

@ICON.MAGAZIN

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

This is where the editorial team posts behind-the-scene 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

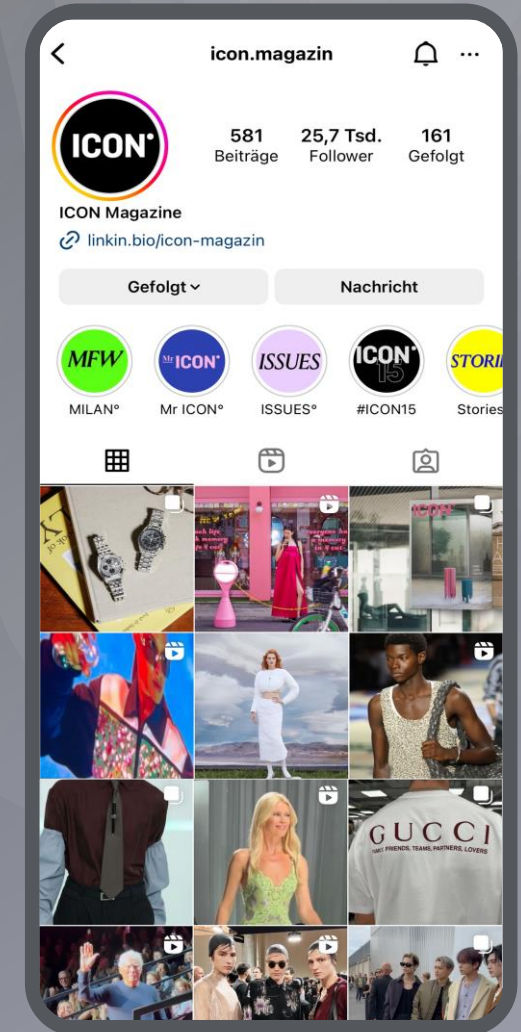
A/B testing on request.

PACKAGE:

Approx. 4 weeks | 4 Sponsored Posts |

Insta Post 10.000€¹ gross | Insta Stories: 10.000€² gross

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



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

ICON ADVERTORIAL

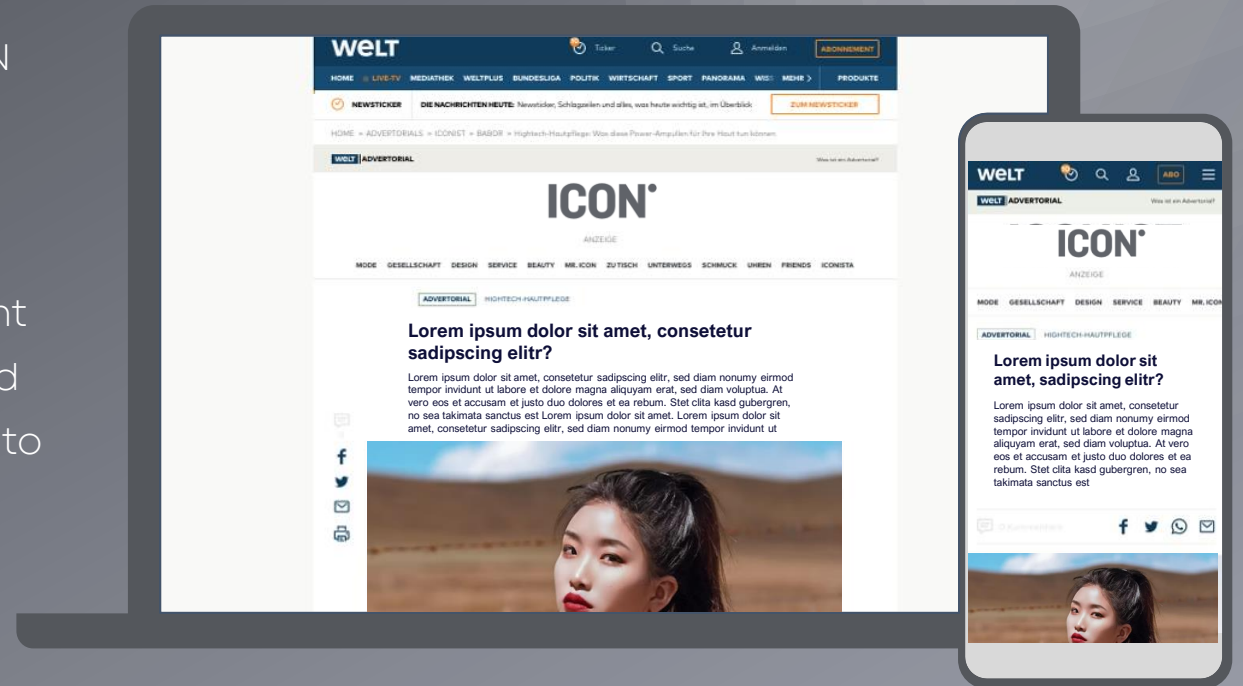
Advertisements are presented in the look & feel of ICON Digital.

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

The focus is on awareness and performance.

PACKAGE:

6 weeks | 3.600.000 Ad Impressions | 20.000€ gross¹



¹ plus €2,500 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)

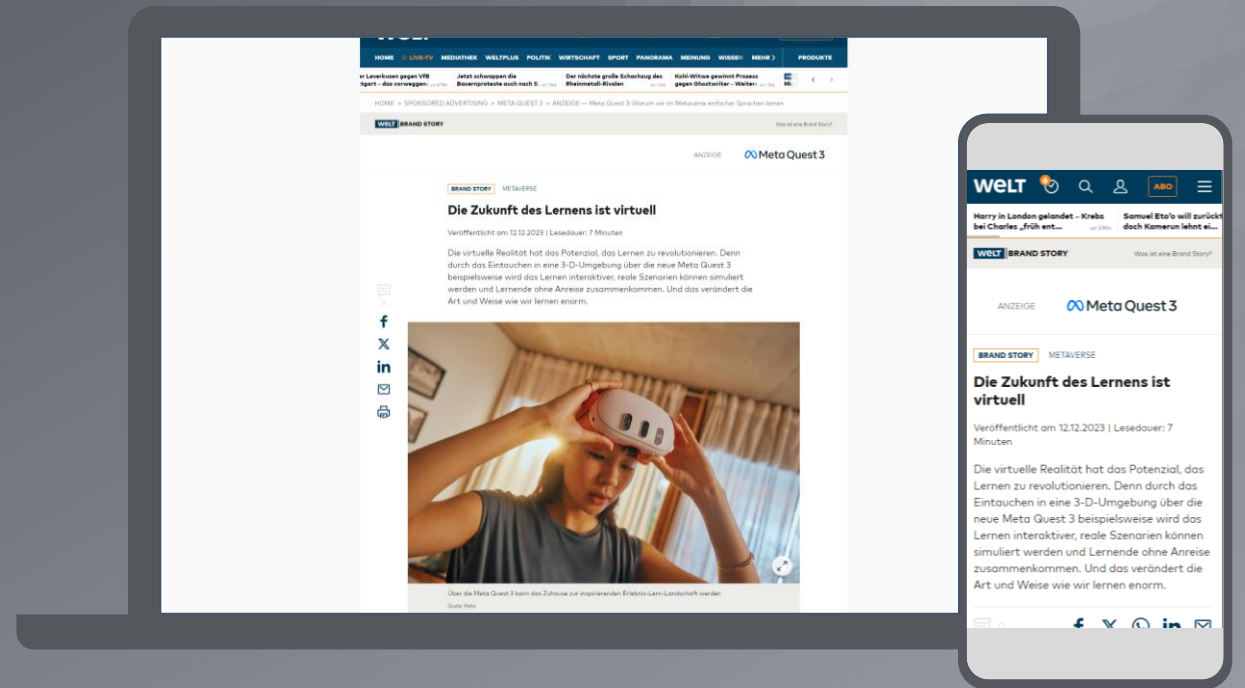
BRAND STORY

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€ gross¹⁾



1) 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>

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:



Net household income:

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

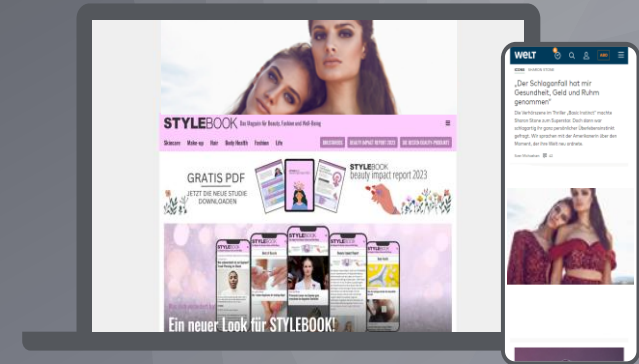
Education:

Secondary school or Abitur/Fachabitur : 26%

PACKAGE¹:

1 week | 1.500.000 AIs² | 39.600€ gross

67% pre-discount



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

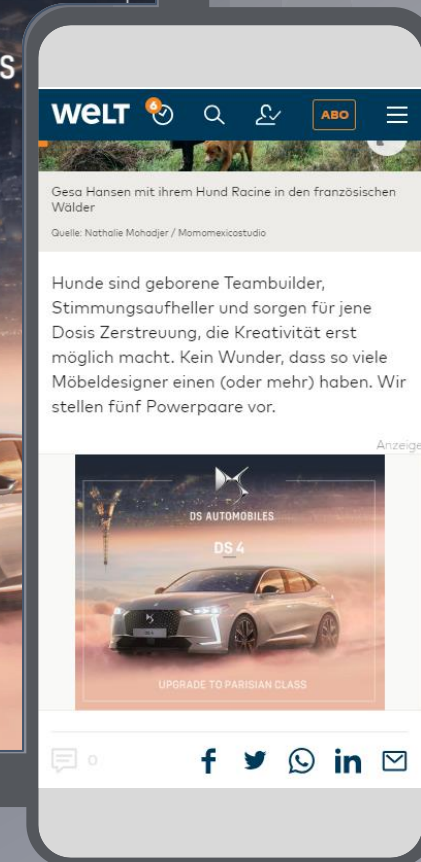
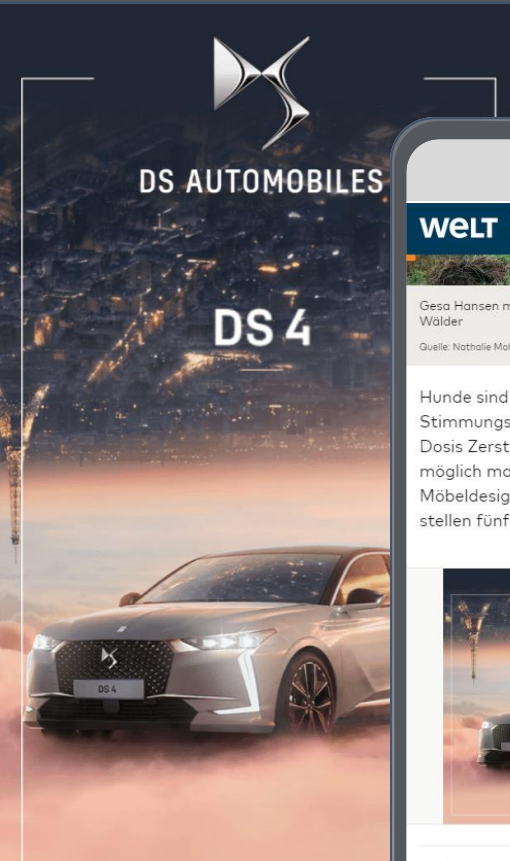
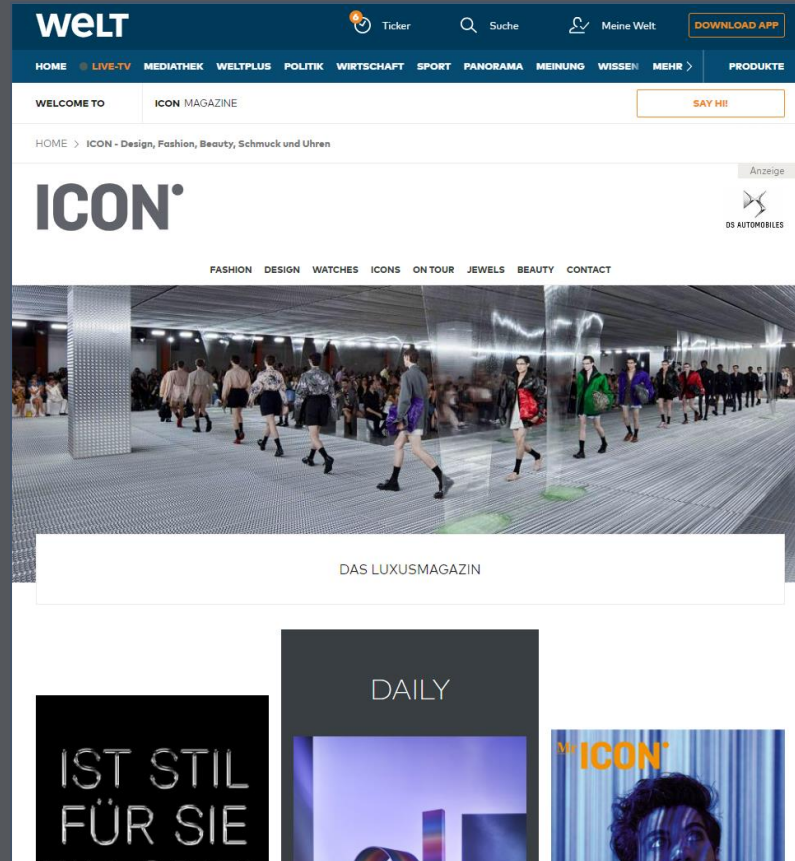


Source: agof daily digital faest 04.01.2023; Basis: Digital WNK (61.63 million); single month October 2022

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

1) Dynamic sitebar or billboard + mobile medium rectangle 2) Subject to current availability; Traffic distribution between the brands and RoP incl. targeting according to availability

DS AUTOMOBILES: CONTENT PRESENTING



DOC BERGER: CONTENT PRESENTING

DOC.BERGER | EFFECT

ZEITLOS SCHÖN.

retinol Serum 0.5
retinol Serum 1.0

welt

HOME | LIVE-TV | MEDIATHEK | WELTPLUS | POLITIK | WIRTSCHAFT | SPORT | PANORAMA | MEINUNG | WISSEN | MEHR > | PRODUKTE

WELCOME TO ICON MAGAZINE

HOME > ICON - Design, Fashion, Beauty, Schmuck und Uhren

ICON

presented by **DOC.BERGER | EFFECT**

FASHION DESIGN WATCHES ICONS ONTOUR JEWELS BEAUTY CONTACT

ENTDECKE DIE WELT DER SCHÖNHEIT

Effektive Wirkstoffkosmetik für alle Hauttypen.

DOC.BERGER

welt

Stand: 03.12.2023 | Lesedauer: 18 Minuten

Von der ICON Redaktion

Artikel anhören

News, Zitate, Bilder, Snippets finden Sie Kurz, knackig, cool. Und getreu unserer D Braucht man Luxus in unruhigen Zeiten? erst recht.

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DOC.BERGER | EFFECT

welt

WELCOME TO ICON MAGAZINE

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FASHION DESIGN WATCHES ICONS ONTOUR JEWELS

UNSER ADVENTSKALENDER VOM 3. -

BALENCIAGA GOES HOLLYWOOD

EMIRATES: CONTENT PRESENTING

