

ICON'

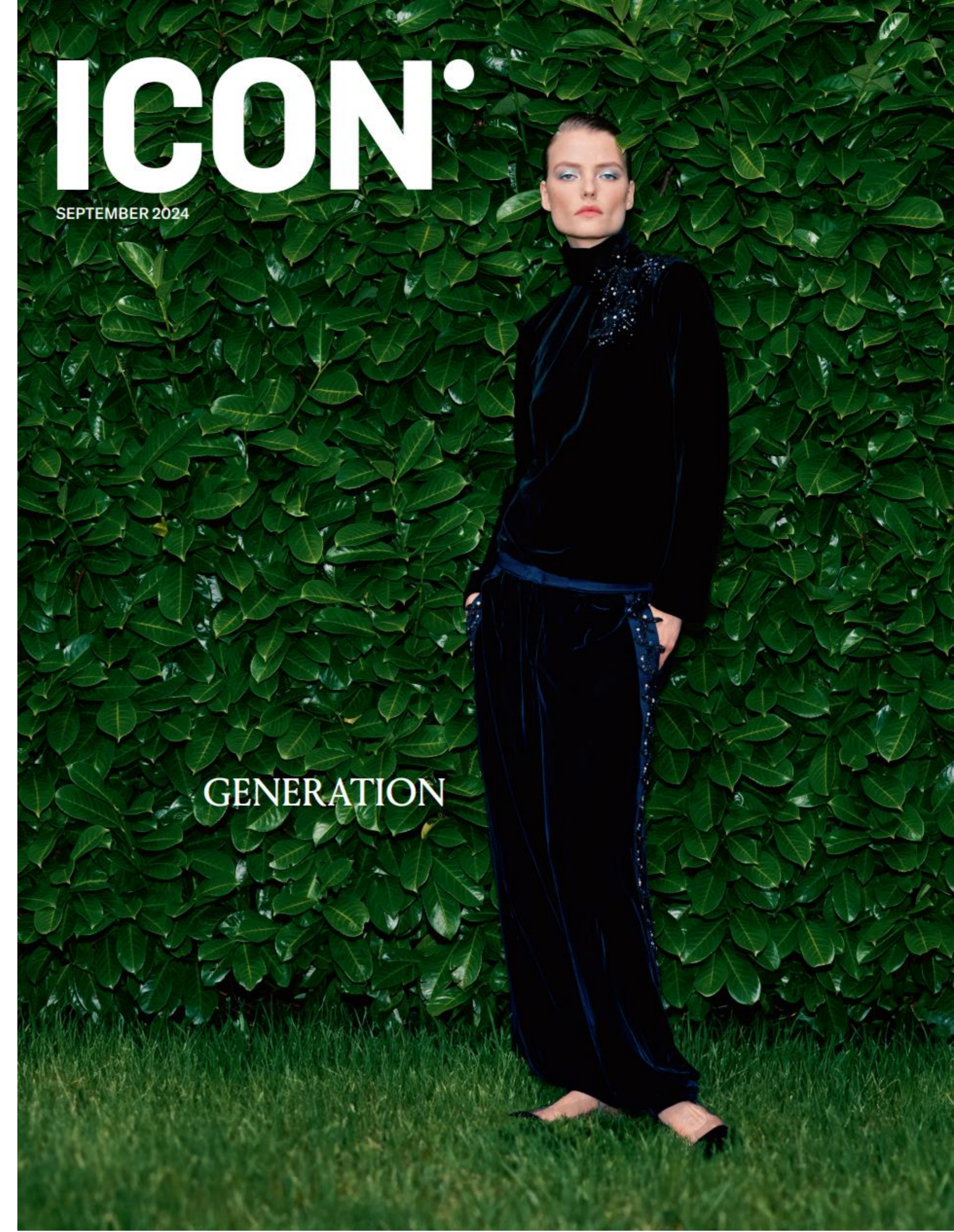


MEDIAKIT 2025

Status: 02/25 valid from 1st January 2025

ICON 2025

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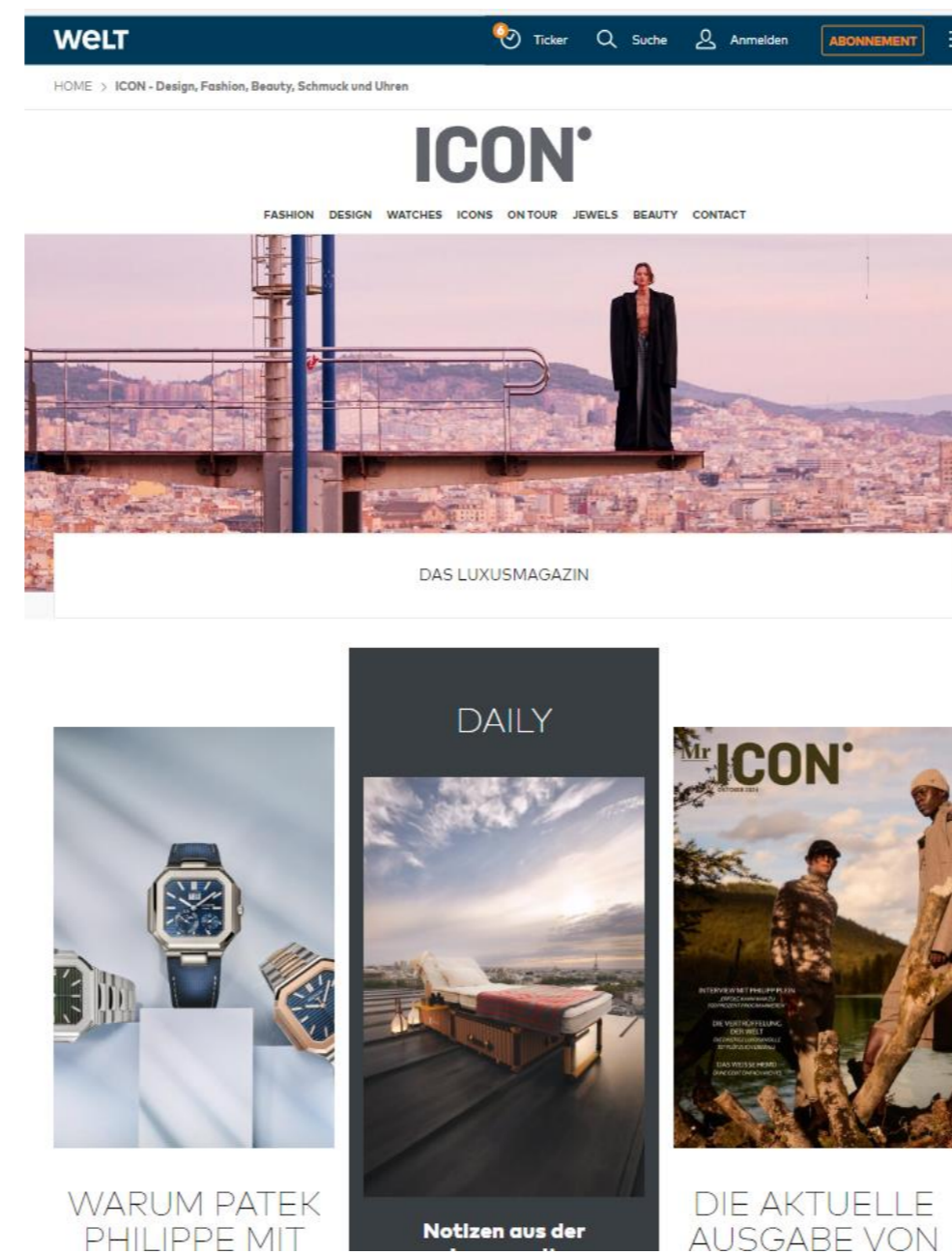
ICON GROUP PORTFOLIO

PRINT



- magazines

DIGITAL



- icon digital on welt.de
- social: @icon.magazin

LIFE EXPERIENCE



- customer-specific events

ICON 2025

The leading German-speaking style magazine

- Unique, internationally successful magazine brand
- A source of orientation and inspiration for a brand-savvy community
- Founder & Publisher Inga Griese
- Editor-in-Chief Alexandra Würzbach
- The journalistic focus and main topics are: fashion, design, watches, jewellery, beauty, automotive and travel
- 9 times a year as a supplement in WELT AM SONNTAG



USP

- Credible journalism with a clear stance meets opulent, innovative aesthetics
- Innovation leadership through investments in international trend productions
- Highly selective choice of topics, e.g. with annual elaborate haute couture production, in conjunction with strong distribution
- Internationally renowned style expertise of the ICON editorial team



POSITIONING

MEDIAKIT 2025



supplements in daily newspapers



women's magazines

TOPICS



| ISSUE | RELEASE DAY | TOPIC |
|-----------|----------------|---|
| ICON I | 08./09.02.2025 | Fashion International |
| ICON II | 08./09.03.2025 | Fashion & Travel |
| ICON III | 05./06.04.2025 | Fashion & Design |
| ICON IV | 10./11.05.2025 | Fashion & Watches |
| ICON VI | 30./31.08.2025 | The September Issue –Fashion |
| ICON VII | 20./21.09.2025 | Collector's Issue No 5 |
| ICON VIII | 11./12.10.2025 | Fashion & Design |
| ICON IX | 08./09.11.2025 | Fashion, Jewellery & Watches |
| ICON X | 29./30.11.2025 | Christmas Issue; Haute-Couture Shooting |

SCHEDULE

| ISSUE | ISSUE | RELEASE DATE | EARLY BOOKING DEADLINE* | BOOKING DEADLINE | MATERIAL DEADLINE |
|-----------|-----------|----------------|-------------------------|------------------|-------------------|
| ICON I | February | 08./09.02.2025 | 12.12.2024 | 07.01.2025 | 13.01.2025 |
| ICON II | March | 08./09.03.2025 | 09.01.2025 | 03.02.2025 | 10.02.2025 |
| ICON III | April | 05./06.04.2025 | 06.02.2025 | 03.03.2025 | 10.03.2025 |
| ICON IV | May | 10./11.05.2025 | 13.03.2025 | 07.04.2025 | 14.04.2025 |
| ICON VI | August | 30./31.08.2025 | 03.07.2025 | 28.07.2025 | 04.08.2025 |
| ICON VII | September | 20./21.09.2025 | 24.07.2025 | 18.08.2025 | 25.08.2025 |
| ICON VIII | October | 11./12.10.2025 | 14.08.2025 | 08.09.2025 | 15.09.2025 |
| ICON IX | November | 08./09.11.2025 | 11.09.2025 | 06.10.2025 | 13.10.2025 |
| ICON X | December | 29./30.11.2025 | 02.10.2025 | 27.10.2025 | 03.11.2025 |

AD RATES AND FORMATS

| Ad | Format | Gross rates |
|------------------------------------|------------------------------------|--------------|
| 2/1 double page spread | 510 mm x 335 mm | 61,300.00 € |
| 1/1 single page | 255 mm x 335 mm | 35,000.00 € |
| 1/3 page portrait* | 94 mm x 335 mm | on request |
| Premium placements | | |
| Opening Spread | 2nd cover page + page 3 | 86,900.00 € |
| Cover-Gatefold** | 4 pages | 146,400.00 € |
| Against Editorial | Left hand side against editorial | 39,300.00 € |
| Facing Table of Content (FTC) | Left hand side against Table of C | 38,800.00 € |
| Facing Table of Content II (FTC I) | Left hand side against Table of C | 37,200.00 € |
| Facing Table of Content III (FTC | Left hand side against Table of C | 37,200.00 € |
| Cover pages | 3rd cover page (IBC) | 37,200.00 € |
| | 4th cover page (OBC) | 47,300.00 € |
| Premium double pages | 1st double page after OS | 68,500.00 € |
| | 2nd double page after OS | 63,900.00 € |
| Premium single pages | 1st of the industry absolute as DP | 63,900.00 € |
| | 1st right hand page | 38,800.00 € |
| | 2nd right hand page | 37,200.00 € |
| | 1st 1/1 page of the industry | 38,800.00 € |

Please send orders to 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



AD SPECIALS

| 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 | 120.60 € | 132.70 € | 132.70 € |
| up to 8 pages | max. 255 mm x 335 mm | 137.30 € | 151.00 € | 151.00 € |
| up to 4 pages - with add. product | max. 255 mm x 335 mm | 134.00 € | 147.60 € | 147.60 € |
| up to 8 pages - with add. product | max. 255 mm x 335 mm | 152.90 € | 168.20 € | 168.20 € |
| Tip-ons | | | | |
| Postcard | 105 mm x 148 mm | 65.50 € | 72.00 € | 72.00 € |
| Sample/scent seal | min 40 mm x 60 mm | 89.40 € | 98.40 € | 98.40 € |
| Booklet | max. 196 mm x 251 mm | 92.50 € | 101.80 € | 101.80 € |
| Inserts | | | | |
| up to 20g | max. 215 mm x 295 mm | 131.00 € | | 144.00 € |
| up to 30g | max. 215 mm x 295 mm | 142.50 € | | 156.70 € |
| up to 40g | max. 215 mm x 295 mm | 152.90 € | | 168.20 € |

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 2025.

COVERGATEFOLD

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

4-page cover gatefold:

additional exterior & interior page + opening spread (2. cover page + p.3)

Gross price: 146.400 € plus 20.000 € technical costs*

Further ad specials upon request



Outer page + Inner page + 2. cover page + page 3

Subject to change. When booking a cover gatefold, the Opening Spread reservation must be withdrawn. Due to the current paper market situation, Ad Specials must be booked at least 3 months prior to AS. * Technical costs are not further discountable or eligible for agency discounts.

CLASSIC ADVERTORIAL

Advertorials are ads with an editorial feel.

These are created individually for the customer in the look & feel of Mr ICON. Implementation takes place after the customer briefing in close consultation with the customer.

With supplied material (image & text)

Gross price advertorial:

2/1 page 61,300 € plus 4,290 € creative costs*

1/1 page 35,000 € plus 2,290 € creative costs*

Larger sections and other special advertising formats available upon request.

**Creative costs do not apply to advertorials delivered ready for printing. Motif approval by the publisher required. Creative costs incl. concept, text and layout, advertorials are marked with the word "ANZEIGE".

Trentino im Herbst: ein Urlaub für alle Sinne

Ein guter Wein erzählt Geschichten. Verliert die Geheimnisse der Natur und der Jahreszeiten. Wer diese kulinarischen Legenden entdecken möchte, sollte sich auf die Gourmetstraßen des Trentino in Italien begeben und dort das *Dolce Vita* genießen.

Der Herbst ist die Zeit der Weine, bei denen die natürlichen Gegebenheiten der Landschaft und der Jahreszeiten im Vordergrund stehen. Das Trentino ist ein Weinland, in dem die Natur und die Landschaft die Weine prägen. Die Weinberge sind in den Hängen der Berge, die die Landschaft prägen. Die Weine sind vielfältig und spiegeln die Vielfalt der Landschaft wider. Die Weine sind nicht nur ein Genuss, sondern auch ein Erlebnis. Die Weine sind ein Teil der Kultur und der Geschichte des Trentino. Die Weine sind ein Geschenk der Natur und der Jahreszeiten. Die Weine sind ein Teil der *Dolce Vita* im Trentino.

NAL DI CERVA: LIEBLICHREGION FÜR FEINSHOCKER

Die grüne Val di Cembra verbindet mit seinen malerischen Weinbergen, malerischen Dörfern, romantischen Bergseen...

Vallagarina: WINE-TREKING IM GRÖSSTEN ANBAUGEBIET

Die Umgebung der Vallagarina umfasst die schönsten Landschaften der Weinberge im Tal der Valle di Fiemme, die von hohen Bergen dominiert werden, die aus der Höhe der Vallagarina...

Die Umgebung der Vallagarina umfasst die schönsten Landschaften der Weinberge im Tal der Valle di Fiemme, die von hohen Bergen dominiert werden, die aus der Höhe der Vallagarina...

PIANA ROTALIANA: WINZER VERERBT IHRE GEHEIMNISSE

Waldhäuser, die die Komturen einst gebauten, prägen die Piana Rotaliana...

Val di Cembra: Agriturismo Masso Rederi

Der selbst renovierte Bergbauernhof mit fünf Übernachtungseinheiten und angrenzender Wein- und Obstplantage...

MUSEUM MART IM ROVERETO

Auf vier Etagen und rund 6.000 qm Ausstellungsfläche werden über 20.000 Kunstwerke...

PIANA ROTALIANA: WINZER VERERBT IHRE GEHEIMNISSE

Waldhäuser, die die Komturen einst gebauten, prägen die Piana Rotaliana...

Top-Performance auf vier Rädern und zwei Brettern

Neue Ski-Kollektion von Porsche und HEAD im historischen Rally-Design

Die grüne Jahr aller werden gepflanzt, an denen die Weine der grünen Landschaft...

Abdul Lund Strödel und Lars Mönckel, Mitglied des Vereins Porsche AG

Porsche und Head Ski-Kollektion

Die grüne Jahr aller werden gepflanzt, an denen die Weine der grünen Landschaft...

Die grüne Jahr aller werden gepflanzt, an denen die Weine der grünen Landschaft...

Schiella Performance in der blau-weißen Renn-Farbe der Spitzensportler der Rallye-Piste-Dakar 1984

CROSSMEDIA INTERACTIVE BRAND STORY

The interactive brand story - opulence in ICON style

A cross-media, imaginative and exciting production that invites you to marvel and discover.

From the conception of the content and visual idea, to the shoot, the testimonial acquisition and the final realisation of the story, everything is carried out from a single source via ICON.

Print: Brand story in ICON 2/1 double page spread

Digital: Brand story on iconmagazine with several CGI-animated, visually stunning worlds, played out on mobile and stationary devices

Costs on request



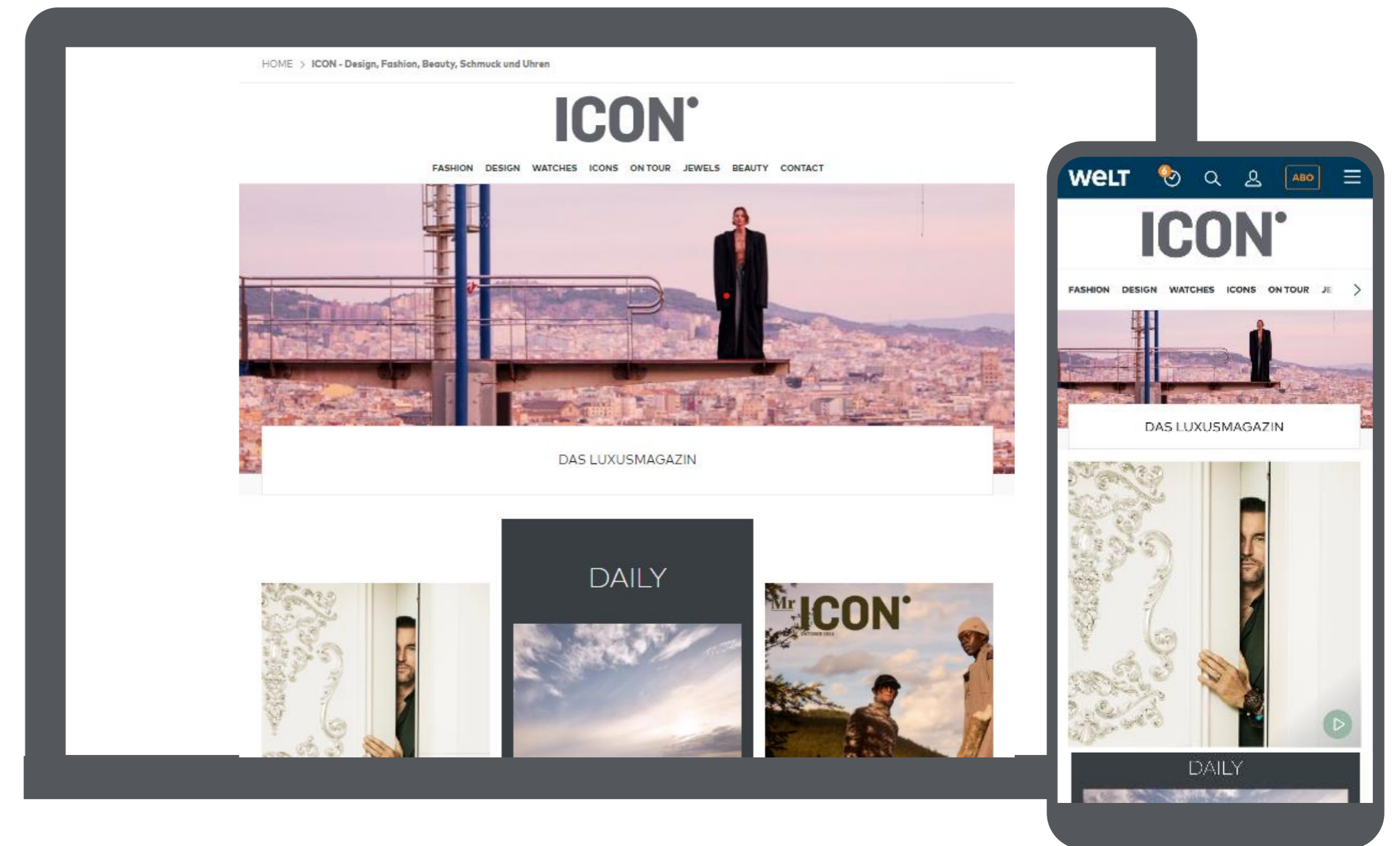
ICONMAGAZINE

iconmagazine is the digital destination on WELT.de for its luxury-oriented target group with a high affinity for style, elegance and exclusivity.

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

Various forms of integration are possible. From the exclusive presentation of the ICON channel, to native integrations.

Costs and individual offers on request.



ADVERTORIAL & BRANDED CONTENT

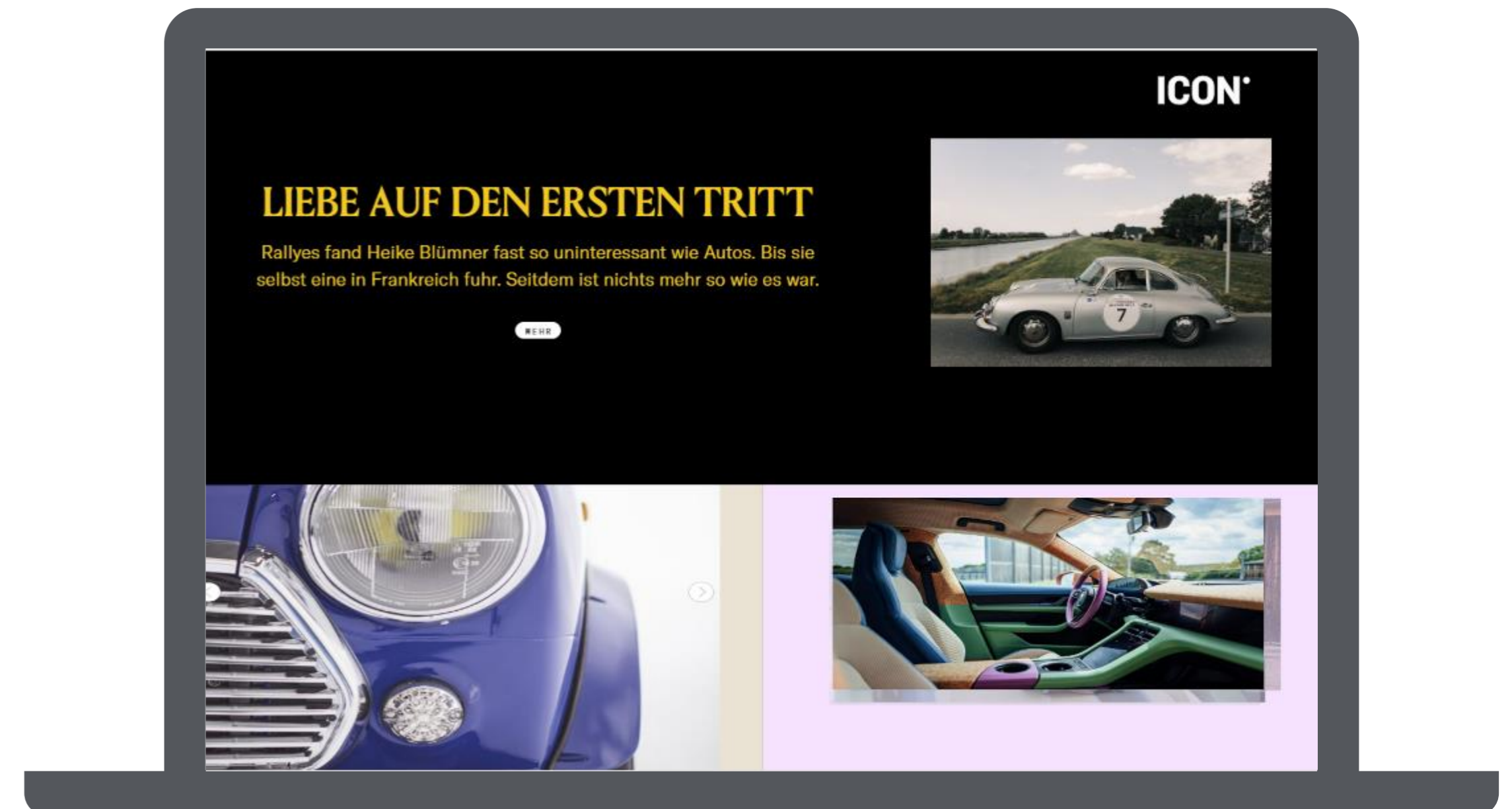
Advertorial:

A digital advertorial in the look & feel of ICON is created with supplied material (image & text).

Branded content*:

For a native, luxurious presentation on iconmagazine.de, ICON produces photo and moving image material in an opulent ICON look. The digital and cross-media branded content is realised by ICON.

Costs and individual offers on request



SOCIAL MEDIA

icon.magazin is ICON's social media platform.
 Advertise with Instagram Sponsored Posts & Stories

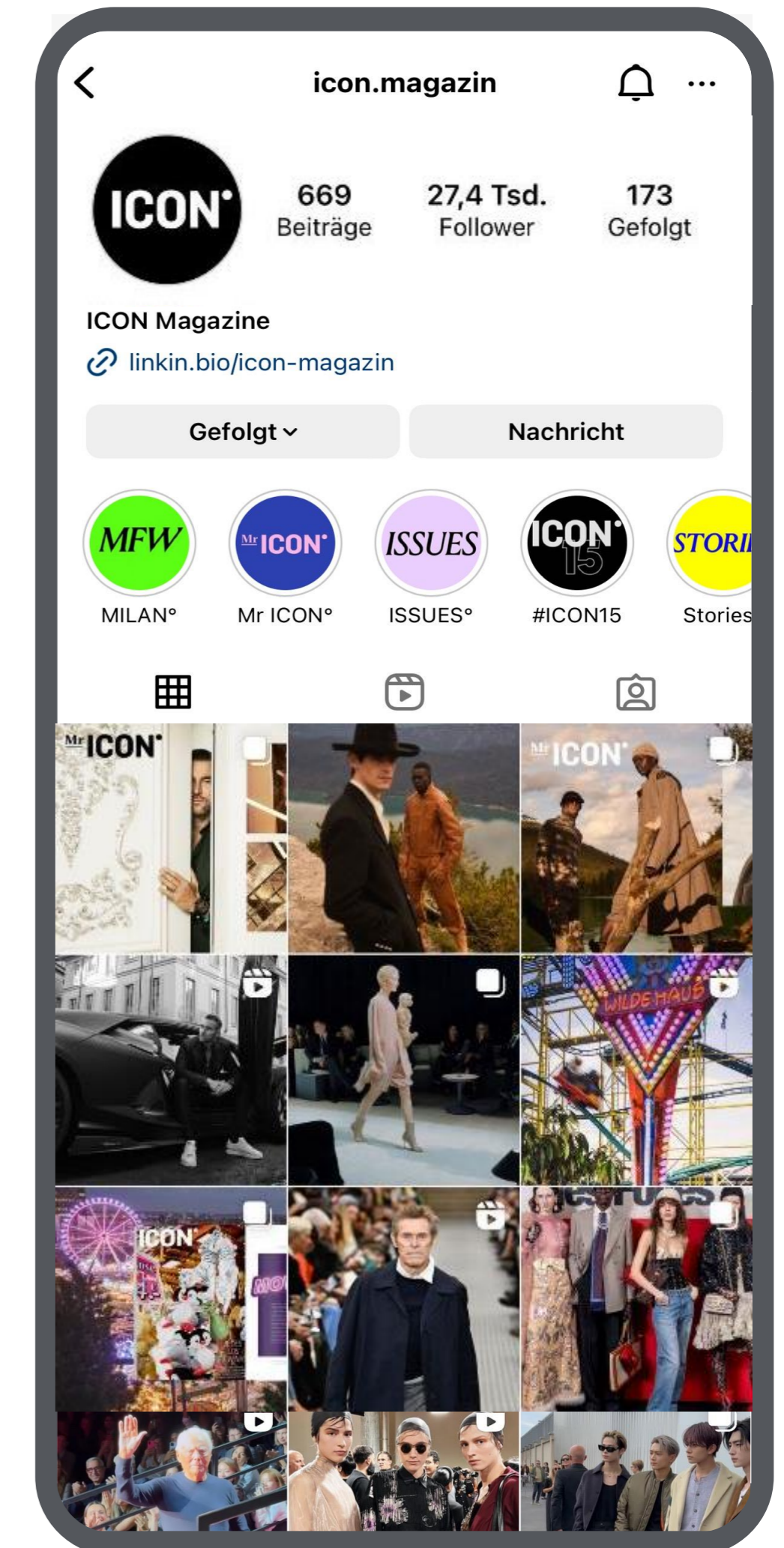
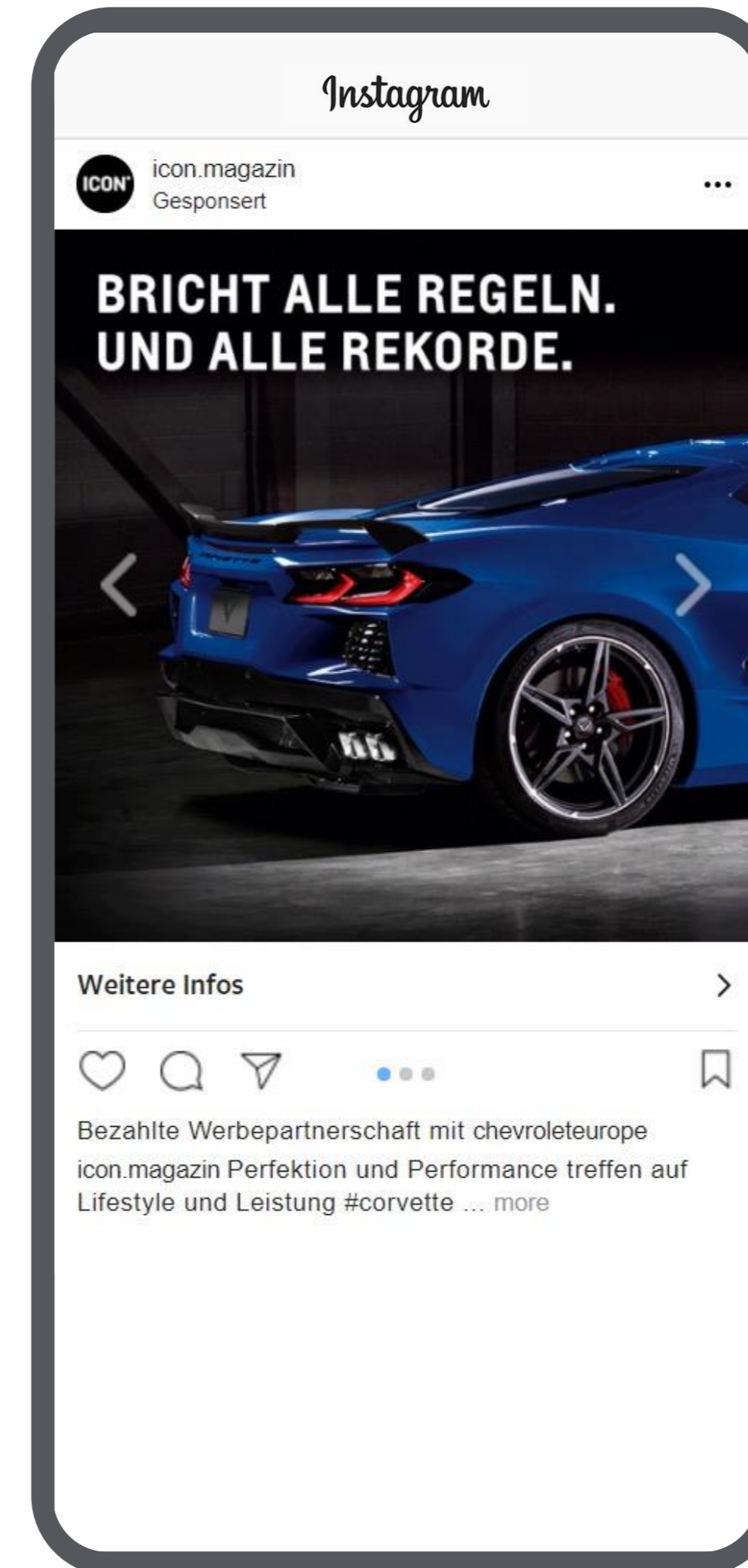
Behind-the-scene stories, personal insights during interviews and ICON fashion shoots.

Sponsored Insta-posts are played out target group specific and experience authenticity through the users' trust in the ICON brand.

4 Sponsored Posts are booked, which are played out per post in a different time period.

Photo, video, slideshow or carousel ad integrations possible, A/B testing on request

Gross price:
 Insta Posts: 10,000 € plus 800 € creative costs
 Insta Stories: 10,000 € plus 1,600 € creative costs



4 Sponsored Posts: 200.000 AIs
 27,4 Tsd. Follower (11/2024)

ICON EVENTS

Events with cooperation partners

Stage Talk with ICON moderation

Possible several times a year in different cities

- ICON Talks x Ruinart Hamburg Elbphilharmonie with stage talk 'Composition' between star pianist Joja Wendt and 2-star chef Christoph Ruffer (Restaurant Haerlin, Hotel Vier Jahreszeiten, Hamburg)
- Berlin CWC Gallery with stage talk 'Photography as an art form' and the star photographers Ralph Gibson and Chiada Ripa, + Jean-Christophe Laizeau (Ruinart)

Cooperation costs on request

<https://www.welt.de/iconist/news/article164101203/ICON-talks-mit-den-Fotografen-Ralph-Gibson-und-Giada-Ripa.html>
<https://www.welt.de/iconist/unterwegs/article170297053/Gelungene-Kompositionen-in-der-Elbphilharmonie.html>



ICON' talks



ICON EVENTS

Co-Branded Events

Together with the partner, ICON invites you to a special event where the target group comes into direct contact with the brand and the products.

ICON sponsorships offer the ideal opportunity to benefit from the charisma of the ICON brand and combine it with the product presentation.

Services:

- Logo integration ICON on save-the-date and invitations
- Logo use for event-related visuals on site by arrangement
- Use for logo wall at event

Cooperation offers on request

Photo: : ICON X OLE LYNGGARD: Co-branded event at the OLC flagship store in the Bayerischer Hof. Munich.



TECHNICAL DATA

| | |
|------------------------|--|
| Format | 1/1 page W x H H 255 mm x 335 mm 2/1 page W x H (incl. gutter doubling*): *): 510 mm x 335 mm |
| Printing method | Cover: sheet-fed offset / content: gravure printing |
| Paper | Cover: 250g/m2 picture print matt Content: 65g/m2 Kabel Terrapress G |
| Resolution | 300 dpi |
| Bleed | 5 mm circumferential |
| Processing | Perfect binding |
| ICC profile | Cover: ISOcoated v2 300% Content: PSR LWC PLUS V2 M1 |
| Colours | CMYK 4/4 |
| Data format | PDF/X-1a, PDF/X-3, PDF/X-4 |

Important:

For double pages, please supply two single pages, incl. 4 mm gutter doubling.

Delivery address proofs

Planungs-und
Anzeigenmanagement
Axel Springer Deutschland GmbH
Zimmerstraße 50
10117 Berlin
c/o Schützenstraße 15-17
10117 Berlin

Delivery address print materials

<http://www.duon-portal.de>
apdtp-berlin@axelspringer.de
<https://transfer.axelspringer.de>

MAGAZINE PORTFOLIO

MEDIAKIT 2025



The leading German style magazine

| | |
|-----------|------------------------|
| ICON I | February, 8th & 9th |
| ICON II | March, 8th & 9th |
| ICON III | April, 5th & 6th |
| ICON IV | May, 10th & 11th |
| ICON VI | August, 30th & 31th |
| ICON VII | September, 20th & 21th |
| ICON VIII | October, 11th & 12th |
| ICON IX | November, 8th & 9th |
| ICON X | November, 29th & 30th |



The lifestyle magazine for men

| | |
|------------|---------------------|
| Mr ICON I | March, 22th & 23th |
| Mr ICON II | October 25th & 26th |



The watch magazine for discerning readers

| | |
|----------|----------------------|
| UHREN I | April 12th & 13th |
| UHREN II | November 15th & 16th |



The style magazine for the north of Germany

| | |
|----------------------|-----------------------|
| DIE STILISTEN I SYLT | June 28th & 29th |
| DIE STILISTEN II | September 27th & 28th |
| DIE STILISTEN III | November 23th |

ICON'

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www.mediaimpact.de
welt.de/iconmagazine

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Fotograf: Edgar Berg | www.edgarberg.com

YOUR CONTACT