



Icon

2025 MEDIA PACK

Icon

Print + Online

ONLINE



550,000 page
views
per year

SOCIAL MEDIA



Over 127,000
followers

MAGAZINE



In print and digital
with **382,000**
reach

NEWSLETTER



69,000 subscribers
to weekly emails

CITY GUIDES



Icon City Guides

ICON LIVE



**Editor-led bespoke
partnership events**

Architecture and design culture

ICON is the definitive magazine for contemporary architecture and design.

Established in 2003, it cuts through the noise to curate insightful stories and commentary on how the material world is shaping our lives – and how designers are innovating to answer the biggest challenges of today.

With a distinctly creative aesthetic, ICON reports on everything from landmark buildings and architectural trends to the world's biggest design events. It interviews the most exciting designers around the globe – both emerging talent and influential icons.

Through its biannual print edition, go-to website, popular social media accounts, cult weekly newsletter and regular presence at key live events, ICON continues to have a central voice in the worlds of architecture and design.



WHY READERS CHOOSE ICON

- For its authoritative commentary and analysis
- For its interviews with the most high-profile contemporary designers and architects
- Because it ignites debate and conversation
- Because it discusses design in its social, cultural and environmental context
- Because it describes the inner working of design rather than showing the fait accompli
- For its high-quality art direction, resulting in a magazine that is pleasurable to read and worthy of collecting



AUDIENCE



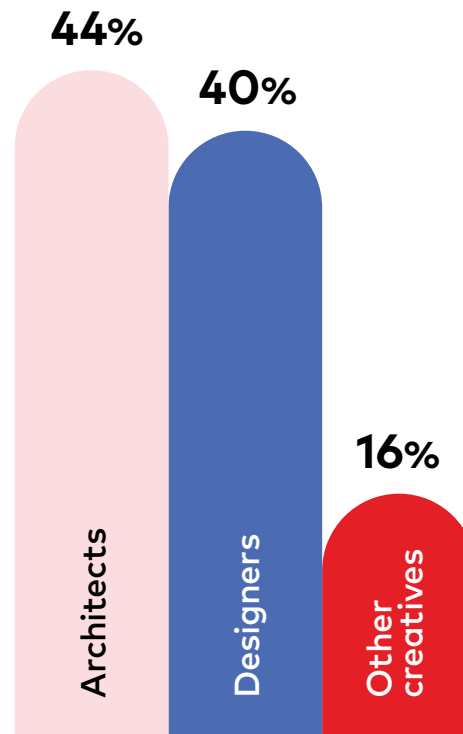
AUDIENCE PROFILE

382,000

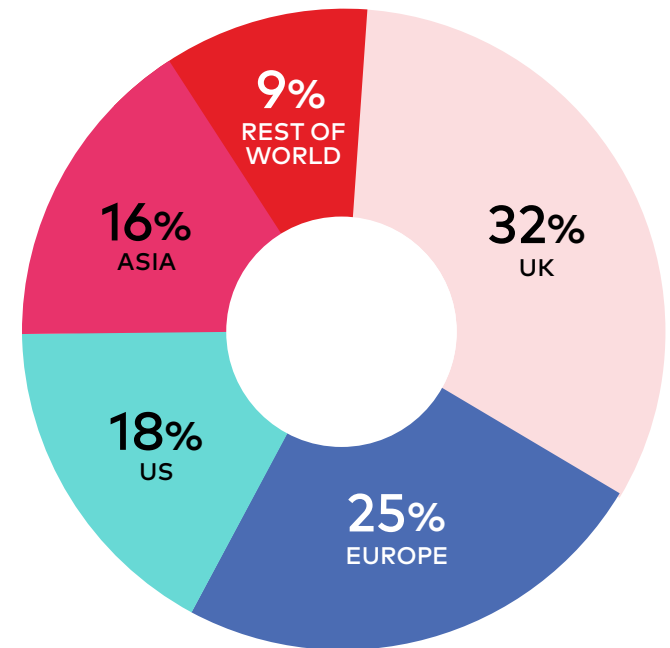
Industry professionals
reached per month



ICON is read by architects and design professionals as well as other influential creatives. The magazine has a loyal print and digital subscription base that includes high-profile A&D members and practices around the world. It is delivered to showrooms and is distributed at key design events including Clerkenwell Design Week and Design London. Digitally, ICON has an ever growing, international and engaged audience.



READERS



COUNTRIES

MAGAZINE



DPS advert



Full page advert



DPS advertorial



Magazine rates

CIRCULATION	25,000
POSITION	PRICE
Full page	£2,100
Double page advertisement	£4,000
Double page advertorial	£7,500

Digital magazine

CIRCULATION	300,000+
All advertisers will be automatically included in the digital interactive magazine at no additional cost.	

Gate fold



Roll fold



Distribution of catalogue



Gate folds/ Roll fold

In order to make a HUGE impact to an audience, with design and space being key, gate folds and roll folds are the ideal way to portray your brand and products. Please ask for more details.

£POA

Distribution of catalogue

ICON provides a unique opportunity to reproduce select pages of your catalogue, sent out with one of our print editions and/or included in one of our digital interactive issues. Directly reaching our subscribers and readers, saving you time and money, and promoting the utmost quality of your brand and products. Please ask for more details.

£POA

CITY GUIDES



City Guides Invites

The ICON City Guides are digital pocket guides dedicated to the top design and art festivals from around the world. Uncovering the very best of where to eat drink, shop and stay, ICON's curated city guides, which are produced with the help of locals and some of the industry's best writers, photographers and creatives, provide design lovers with a simple overview of what's happening during the most exciting weeks in the design calendar.

From must-see installations to unmissable parties and interviews with local guides, to hidden gems and first-class dining experiences, discover what to see in our favourite design cities and the ample ways to get off the beaten path.

In 2024, ICON will produce the following guides:

- Milan Design Week
- 3daysofdesign
- London Design Festival

Invite Cards

£2,500

Invite Cards specs:

300x300px - 72ppp resolution

Feature image

Promotion copy

PNG • JPG



Invite Full Post

Invite Full post requirements:

Feature image

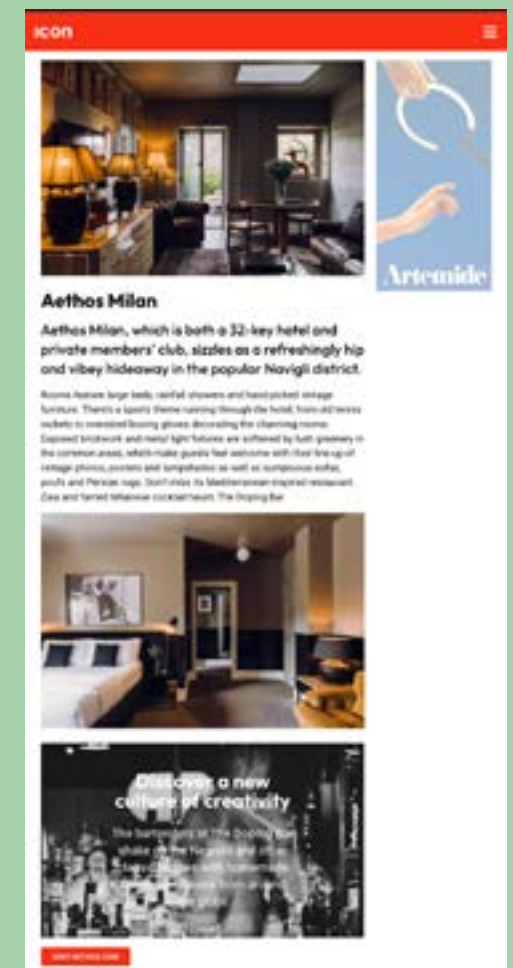
Title + Short excerpt (25 words)

Copy 100-250 words

1 - 5 pictures

Website link + Full address

Extra information



City Guides Ads

The ICON City Guides will benefit from extensive reach across Media 10's design division and beyond:

Newsletter reach 166k

The Media 10 design division benefits from an extensive database made up of architects, designers, press, design enthusiasts and more that have engaged with the likes of Clerkenwell Design Week, Design London, Design Helsinki and ICON magazine.

Social media reach 500k+

Paid and organic social media reach will exceed 500k for each city guide as ads will geo-target relevant audiences across Facebook and Instagram.

PR reach 1m+

Working closely with dedicated PR specialists, the City Guides will be distributed to the most relevant journalists and press contacts across the industry.

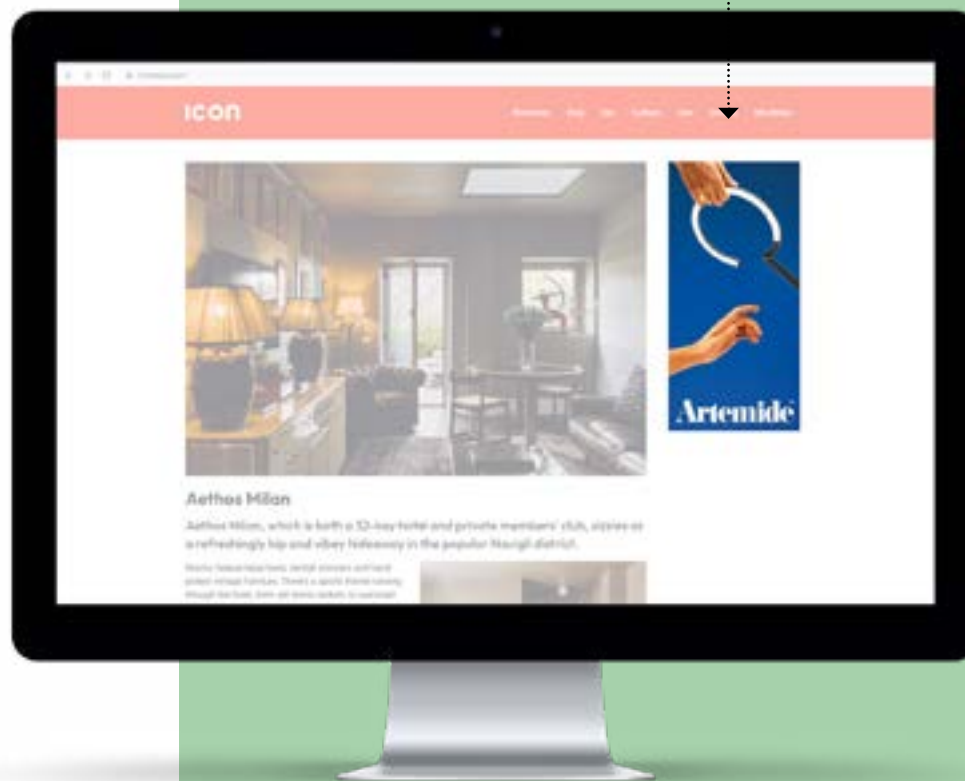
Partnerships 250k+

Strategic partnerships will bolster reach as ICON work closely with key exhibitions, districts and associations that participate in the design and art festivals.

Tower MPU

£3,000

Tower MPU specs:
300x600px
72ppp resolution
PNG • JPG • GIF



Home Page Ads



£2,000

Home Page Ads specs:
750x750px - 72ppp resolution - PNG • JPG

ONLINE AND SOCIAL MEDIA



550K page views per year

- ✓ Daily news stories covering architecture and design
- ✓ A searchable archive of all the stories we have published
- ✓ A go-to, evolving resource for the industry

Presence on our digital platforms gives access to a bigger, broader audience than is reached by print advertising alone.

76% of users are buying decision influencers or final decision makers, the primary content interests of whom are:

Lighting	47%	Surface material	31%
Accessories	41%	Furniture	30%
Flooring	33%		

Website



Newsletter

69k weekly



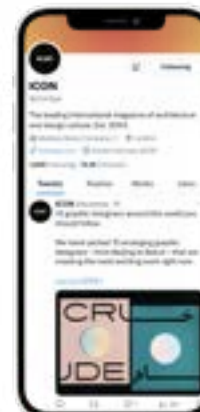
Each week, ICON produces an e-newsletter which is sent out to the **69,000** architects, designers and creative professionals who have signed up for it. The curated newsletter showcases the best new ICON stories, promotes the latest issue, and features our partners.

SOCIAL MEDIA

127K followers across different platforms

ICON has a robust presence on social media and an active group of enthusiastic followers that includes some of the biggest names in architecture and design, including Sir David Adjaye, Patricia Urquiola, Foster + Partners, Iní Archibong and OMA. On its platforms, ICON offers live coverage of key global design events, as well as frequent updates about the latest magazine and website content.

Twitter



Facebook



Instagram



Digital rates

WEBSITE	PRICE
MPU	£600 per month
Leaderboard	£1,000 per month
NEWSLETTER - 69K reach	PRICE
Sponsorship ¹	£1,750
Digital advertorial only	£750
Top banner	£500
Middle banner	£350
Solus newsletter ⁴	£5,000
SOCIAL MEDIA	
Instagram post ²	£2,000
Instagram story ³	POA
Instagram live	£1,000
Instagram takeover	£2,000 per day (max 2 days)

Website



Newsletter



Solus newsletter



1 – 94,000 reach. Includes social media promotion up to 25k+. Advertorial included online and in the Icon newsletter.

2 – Up to x3 images on the Icon organic Instagram page.

3 – Up to x3 stories to be uploaded on the Icon organic Instagram page. Price upon application.

4 – 69,000 reach (3 stories + 3 images) is sent out on a Friday to the full ICON database.

Icon Events

Showroom talks

ICON can curate and host a talk in your showroom led by the ICON editor. This could be an interview with a high-profile/designer or with a representative from your brand. The talk will be professionally filmed with the final edit shared across ICON's website and newsletter.

ICON talks series at CDW

As one of the main partners for the UK's leading design festival, ICON will be hosting a curated talks programme as part of CDW's British Collection exhibition on 21-23 May. With opportunities to sponsor the programme or collaborate with ICON to host a session, align your brand with celebrated designers and leading industry figureheads during Clerkenwell Design Week whilst increasing your brand awareness and capturing data for those that attend.

ICON presents

Filmed at either your stand during a major design event or in your showroom, the ICON editor can lead a short interview with a representative of your choice to discuss a product or collection. The interview will be filmed and edited up to a maximum of 7 minutes in length and available for you to use across your channels.



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