

ICON

2026 MEDIA KIT





# ICON

## PRINT INFORMATION

**PUBLISHER:** ITP MEDIA GROUP  
**UNIQUE CIRCULATION:** 35,500  
**COVER PRICE:** AED 60, SAR 60, OMR 6.5, USD 20, EUR 15  
**FREQUENCY:** Quarterly  
**FIRST LAUNCH DATE:** 2023  
**PAGINATION:** 384+ Pages  
**LANGUAGE:** Standalone English, Standalone Arabic  
**READERSHIP PROFILE:** Male: 85% / Female : 15% /  
Socio-eco Class: AB  
**REGIONALITY:** UAE, Saudi Arabia, Qatar, North Africa, South Africa.  
Limited runs: Paris, London

### EDITORIAL CONCEPT:

At ICON MENA, menswear is just the beginning. We are a cultural platform for the modern, international Arab audience, exploring fashion, art, design, media literacy, and rare craftsmanship through a distinctly nuanced lens.

Each issue is bespoke, built around themes that challenge convention and expand our understanding of identity and culture. Conversation sits at the heart of what we do, bridging past and present, local and global. We are committed to accessibility, welcoming those eager to learn, question, and refine their taste.

Modern yet classic in approach, ICON MENA balances refinement with relevance. We celebrate heritage and innovation, blending international influences with deeply rooted local narratives that reflect an evolving Arab identity.

At our core, ICON MENA is a reference point, offering depth, context, and insight for a generation that embraces both tradition and progress.

ICON is 100% wood-free paper, created from bamboo. ICON's premium and broad MENA distribution enables brands to reach a qualified affluent audience across the region who are genuine collectors of luxury fashion and timepieces.

Each platform and channel has a unique purpose and audience. Content seen in ICON seeks to tell a new story, and to inspire imitation.

# ICON

2026 - PILLARS

## FASHION:

FASHION FOR US IS MORE THAN STYLE. IT IS A CONVERSATION. OUR EDITORIAL APPROACH IS POLISHED AND REFINED, BUT NEVER BORING. WE LAYER MEANING INTO EVERY FEATURE, JUST AS ONE LAYERS GARMENTS, NOT ONLY SHOWCASING THE CLOTHING BUT EXPLORING THE IDENTITY, HERITAGE, AND EMOTION BEHIND EACH PIECE.

## CULTURE:

CULTURE IS AT THE HEART OF EVERYTHING WE DO. WE PROVIDE POINTS OF REFERENCE BOTH MODERN AND HISTORICAL THAT INVITE OUR READERS TO EXPLORE THE RICHNESS AND COMPLEXITY OF CULTURAL IDENTITY. WE CHALLENGE PEOPLE TO EXAMINE SUBJECTS IN DEPTH, QUESTION THEIR BELIEFS, AND ENGAGE CRITICALLY WITH THE MEDIA THAT SHAPES THEIR WORLDVIEW.

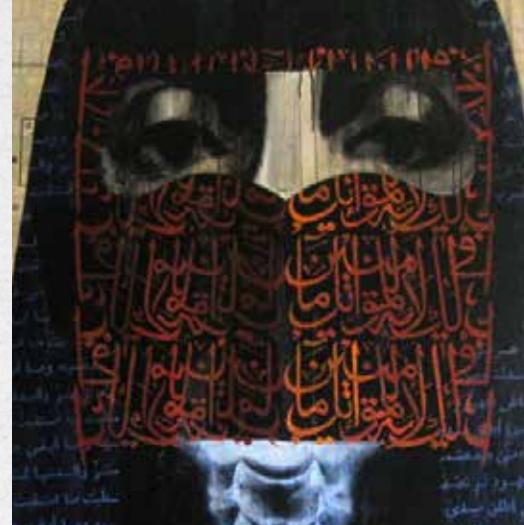
WE UNCOVER UNIQUE STORIES AT THE SOURCE, BRINGING ENRICHMENT TO THE EVER-CURIOUS PERSON'S LIFE. BY UNCOVERING THE NARRATIVES BEHIND THE STORIES, WE EMPOWER OUR AUDIENCE TO LOOK BEYOND THE SURFACE AND UNDERSTAND THE FORCES INFLUENCING HOW CULTURE IS CREATED, SHARED, AND CONSUMED. OUR GOAL IS TO SPARK THOUGHTFUL REFLECTION AND MEANINGFUL CONVERSATIONS THAT DEEPEN CULTURAL AWARENESS AND MEDIA LITERACY

## ART:

WE DIVE DEEP INTO THE WORLD OF CONTEMPORARY ARTISTS AND THEIR WORK, EXPLORING HOW THEIR CREATIONS CONNECT WITH CULTURAL NARRATIVES AND PERSONAL HISTORIES.

## DESIGN:

WE APPROACH DESIGN AS A BRIDGE BETWEEN INNOVATION AND CULTURAL IDENTITY. WHETHER NATIVE TO OUR CULTURE OR EMBRACED AND ADOPTED FROM ELSEWHERE, WE EXPLORE HOW DESIGN SHAPES AND REFLECTS WHO WE ARE. FROM ARCHITECTURAL MARVELS AND PRODUCT DESIGN TO MECHANICAL INNOVATION AND BEYOND, OUR STORIES HIGHLIGHT THE CREATIVE PARTNERSHIPS AND CRAFTSMANSHIP THAT ELEVATE CULTURE THROUGH BOTH FORM AND FUNCTION. WE CELEBRATE THE THOUGHTFUL DETAILS AND VISIONARY IDEAS THAT TRANSFORM EVERYDAY OBJECTS AND SPACES INTO MEANINGFUL EXPRESSIONS OF IDENTITY.



# ICON

## DIGITAL INFORMATION

**SOCIAL:** [icon.mena](https://icon.mena)

**REACH:** 9.6M

**VIEWS:** 16.8M

**WEBSITE:** [icon.ink](https://icon.ink)

**PAGE VIEWS:** 1,092,000

**USERS:** 924K

**DWELL TIME:** 1m 16s

**MAIN TARGET:** M 18 – 55, Core 20 - 40 Yo

Source: Google Analytics

ICON digital structures carry less than 1% spam traffic and ad fraud. We employ various blockers and monitor our site via iAS to minimise phishing attacks and general spam. We feature sentiment targeting and keywords exclusions to ensure brand values and contexts are aligned and average 88% viewability with our innovative advertising placements.



# ICON

2026 - UPCOMING EDITIONS

*The 2026 editions are a celebration of elation, the individual tapestry, showmanship, and the spaces that exist between two certainties each exploring the unique forces that shape our world. From the thrill of a fresh start to the shadows that obscure reality, the year invites readers to dig deeper, question perception, and embrace the beauty of change. Together, these themes offer a journey through uncharted territory; uncovering the truths, stories, and possibilities that define the human experience*



BOOK 9: MARCH

**EUPHORIA**



BOOK 10: JUNE

**MOSAIC**



BOOK 11" SEPTEMBER

**PAGEANT**



BOOK 12: NOVEMBER

**LIMINAL**

# ICON

## EUPHORIA

ECSTASY, ESCAPE, RELEASE

*Euphoria captures the intoxicating highs that punctuate the human experience, moments when the body overtakes the mind and emotion floods the senses. It is the pulse of nightlife, the blur of memory; the collective abandon of dance floors and countercultures past and present. Rooted in pleasure, rebellion, and the science of happiness, this theme explores fashion as a conduit for joy and liberation. Maximalist styling, sensual fabrics, and references to rave culture and 1970s hedonism coalesce into clothing that does not whisper, but radiates feeling*



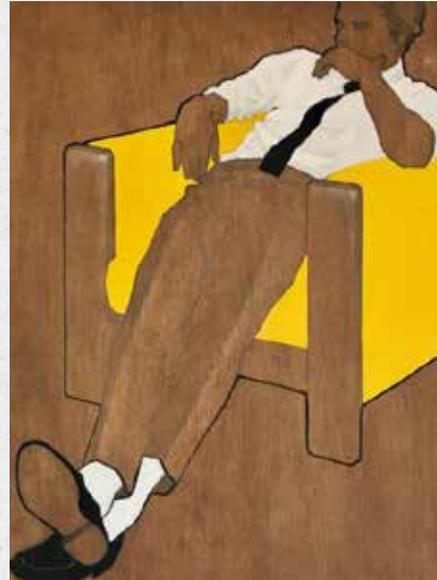
# ICON

## MOSAIC

### FRAGMENTS FORMING MEANING

*Mosaic reflects a world assembled from fragments, identities layered rather than singular, histories collaged rather than linear. It speaks to multicultural realities, collective memory, and the beauty of contradiction coexisting in harmony. This theme embraces complexity, honouring the way disparate elements can form something greater than their parts. In fashion, mosaic appears through bold colour stories, mixed textiles, and patchworked silhouettes that feel both intentional and organic.*

*Editorially, it becomes a visual language of accumulation, where diversity is not diluted but amplified.*

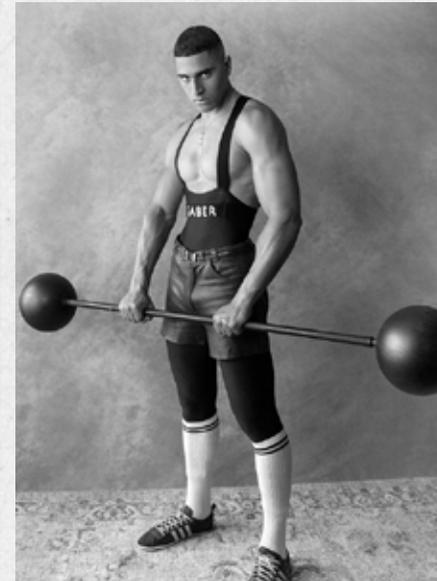
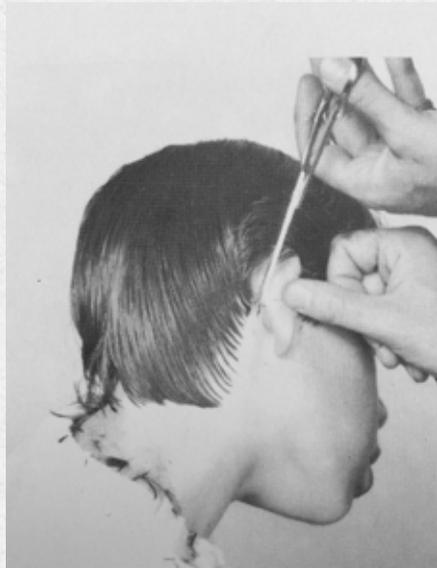


# ICON

## PAGEANT

PERFORMANCE, POWER, DISPLAY

*Pageant examines the rituals of visibility and the theatrical nature of self-presentation. From bodybuilding stages and tattoo culture to political spectacle and influencer-era performance, it interrogates how identity is constructed, displayed, and consumed. This is fashion at its most declarative: unapologetic, heightened, and symbolic. Exaggerated silhouettes, statement dressing, and garments designed to command attention transform the body into a site of performance. Pageant asks not just how we are seen, but who we become when we step into the spotlight.*



# ICON

## LIMINAL

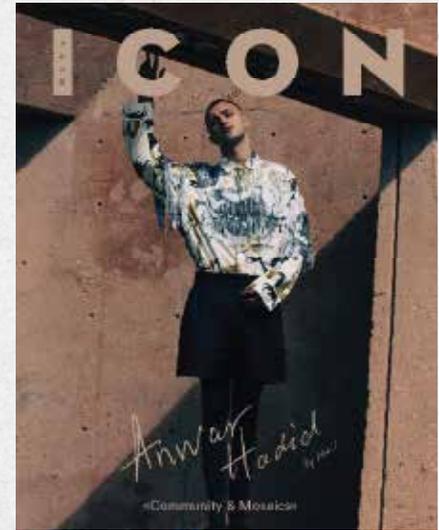
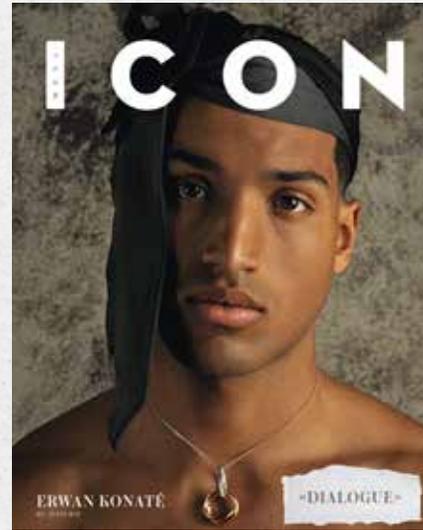
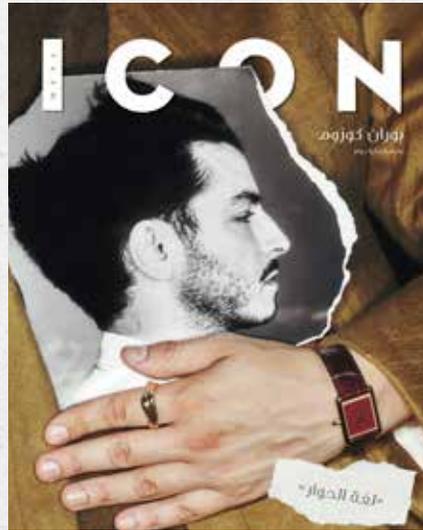
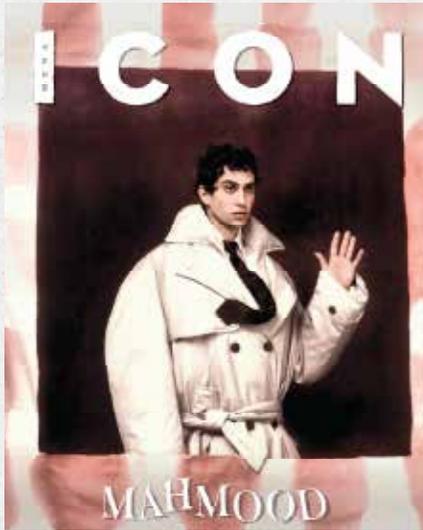
### THE BEAUTY OF THE IN-BETWEEN

*Liminal inhabits the fragile moment between departure and arrival, where certainty dissolves and possibility takes shape. It is the suspended breath before change, the quiet tension of thresholds crossed but not yet claimed. Culturally, it reflects societies in flux, identities mid-formation, and the psychological unease of transition. In fashion, this manifests through garments that resist definition: silhouettes that blur seasons, tailoring softened by street codes, and pieces that oscillate between function and expression. Liminal is not about answers, but about dwelling in the question.*



With a rich history of celebrating local talent and exceptional personalities abroad, featuring cover stars who embody the essence of global creativity and iconic resonance. All territories are available for potential global cover syndication for greater exposure

ICONS & COVER STARS

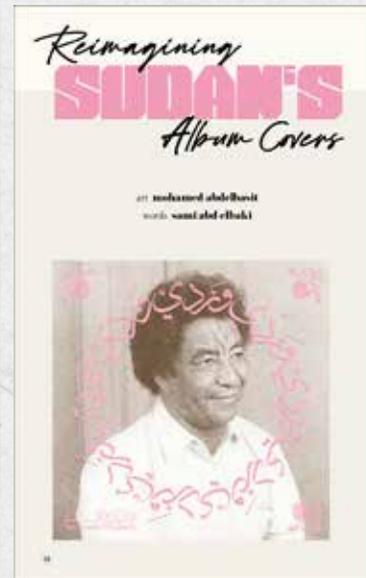


ICON



Dubai and the MENA region at large has emerged as a powerful epicenter of artistic expression, where tradition and innovation converge in sound. The city attracts some of the world's most influential musical talent while simultaneously nurturing a new generation of regional voices, creating a dynamic dialogue between global influence and local heritage. From the resonance of ancient instruments to the pulse of electronic DJs, from histories written in poetry to the latest technological developments shaping performance and production, sound here is more than entertainment; it is identity, memory, and future. This is where history meets the present, and the present dares to shape tomorrow.

In ICON Sounds, we channel this energy, celebrating the people, places, and extraordinary talent that give the region its unmistakable rhythm. From intimate vinyl shops safeguarding cultural memory to international stars amplifying MENA's voice across global stages, ICON Sounds is a tribute to the harmony born here. We honor the layered sonic identities of the region. The spoken, sung, mythic, and modern spotlighting their ever-growing influence on how the world listens, feels, and connects through sound.



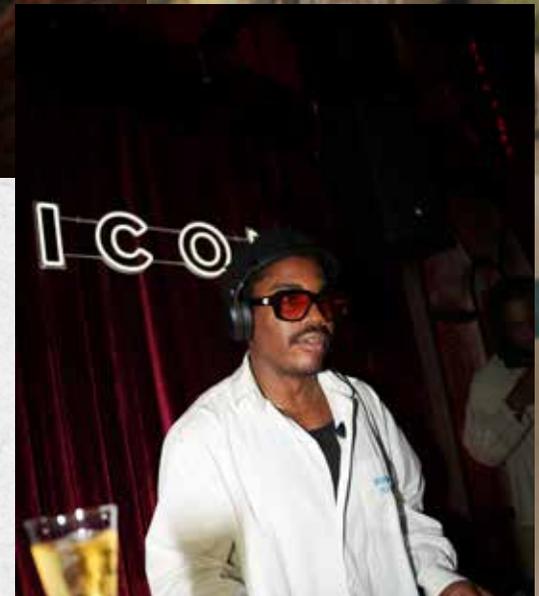
"Reimagining Sudan's Album Covers" sees multidisciplinary visual artist Mohamed Abdelbasit breathe new life into the country's classic vinyl sleeves, reworking them into vivid visual narratives steeped in culture and nostalgia. His reinterpretations pay homage to a golden era, from Ibrahim Mohamed Al Hassan, among the first Sudanese musicians to master the synthesiser and keyboard, to Abu Obaida Hassan, the Tambour virtuoso who electrified Sudan's soundscape throughout the '70s and '80s. In Abdelbasit's hands, these covers become portals to the soul of a time in Sudan when rhythm, colour and identity were in perfect harmony.



For the inaugural issue, we brought ICON Sounds off the page and into the physical world with a pop-up gallery experience, custom-curated to translate the energy of the issue into space, sound, and atmosphere. The VIP opening night was marked by the presence of José, who joined us to celebrate the launch and the region's evolving sonic landscape. We sat down with him for an intimate conversation on musical inspiration, creative process, and the projects shaping his next chapter.

EVENT EXTENSIONS

ICON



### ISSUES BROUGHT TO LIFE

ICON SOUND II: April 2026  
ICON SOUND III: October 2026

POSITIONS

USD

ADVERTISING DEADLINES

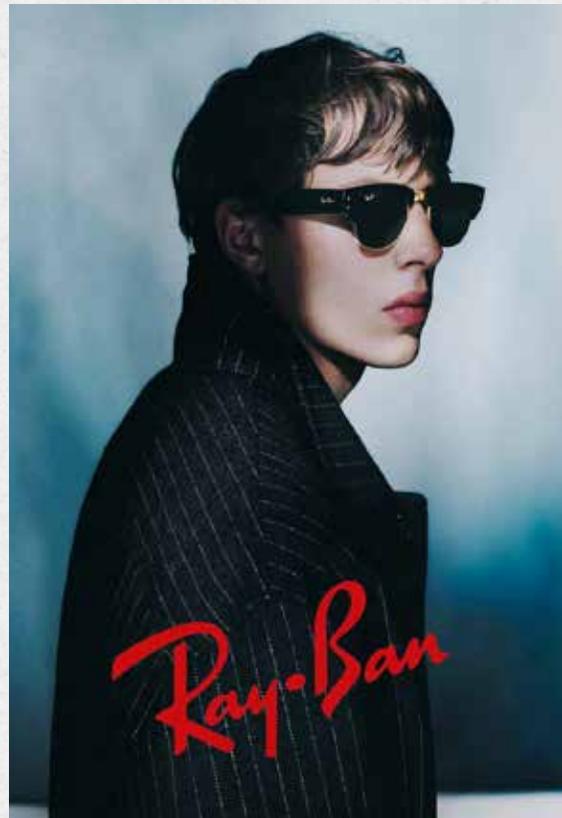
IFCS	\$26,250
DPS 1	\$23,000
DPS 2	\$22,500
DPS 3	\$22,000
DPS 4	\$21,500
DPS 5	\$21,000
DPS 6-10	\$19,500
Content 1-5	\$14,000
Eds Letter	\$14,000
IBC	\$15,000
OBC	\$22,000
1st 40%	\$12,000
ROP	\$10,000
DPS	\$17,500
Special Executions	POA

ISSUE	BOOKING DEADLINE	CANCELLATION DATE*	MATERIAL DEADLINE	ON SALE DEADLINE
01	FEB 18	FEB 18	MARCH 4	MARCH 18
02	APRIL 3	APRIL 3	MAY 20	JUNE 3
03	AUG 5	AUG 5	AUG 22	SEPT 5
04	OCT 18	OCT 18	NOV 4	NOV 18

\*APPLIES TO NON-PRIME POSITIONS ONLY

OFFLINE  
PRINT FORMATS AND RATES

Anniversary positions granted with minimum investment.





DIGITAL ORGANIC SOCIAL MEDIA POSTS

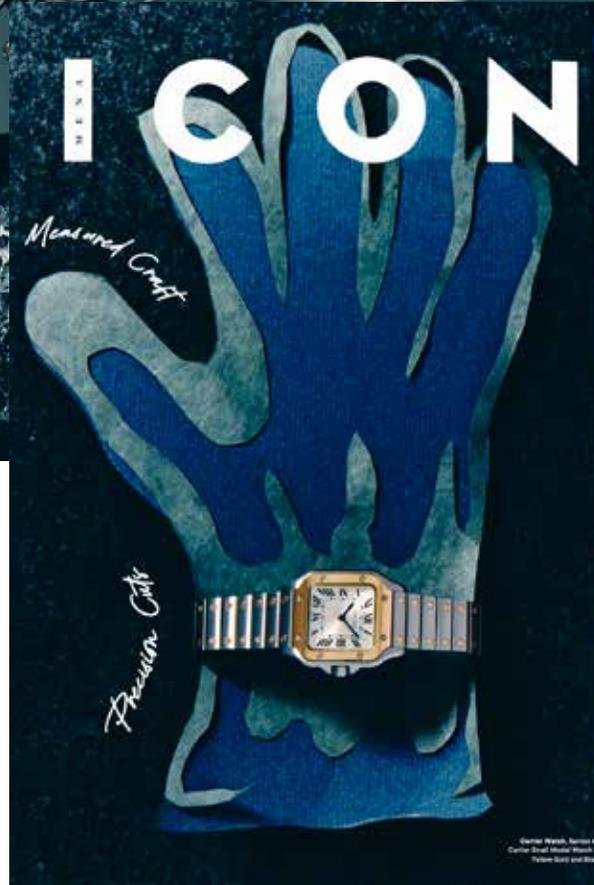


BACKING SPREAD

## WATCHBOOK INSERT

The most comprehensive timepiece coverage in the Middle East. Watch supplements with unique photographic treatments and insightful features. A 64-page insert per edition, alongside digital coverage featuring new releases and iconic timepieces

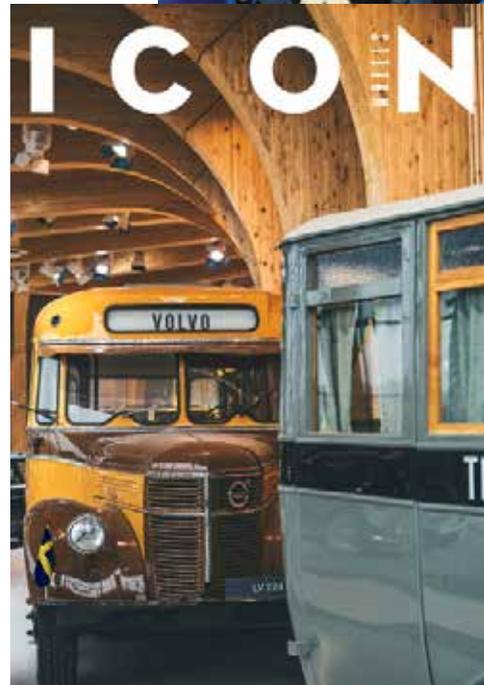
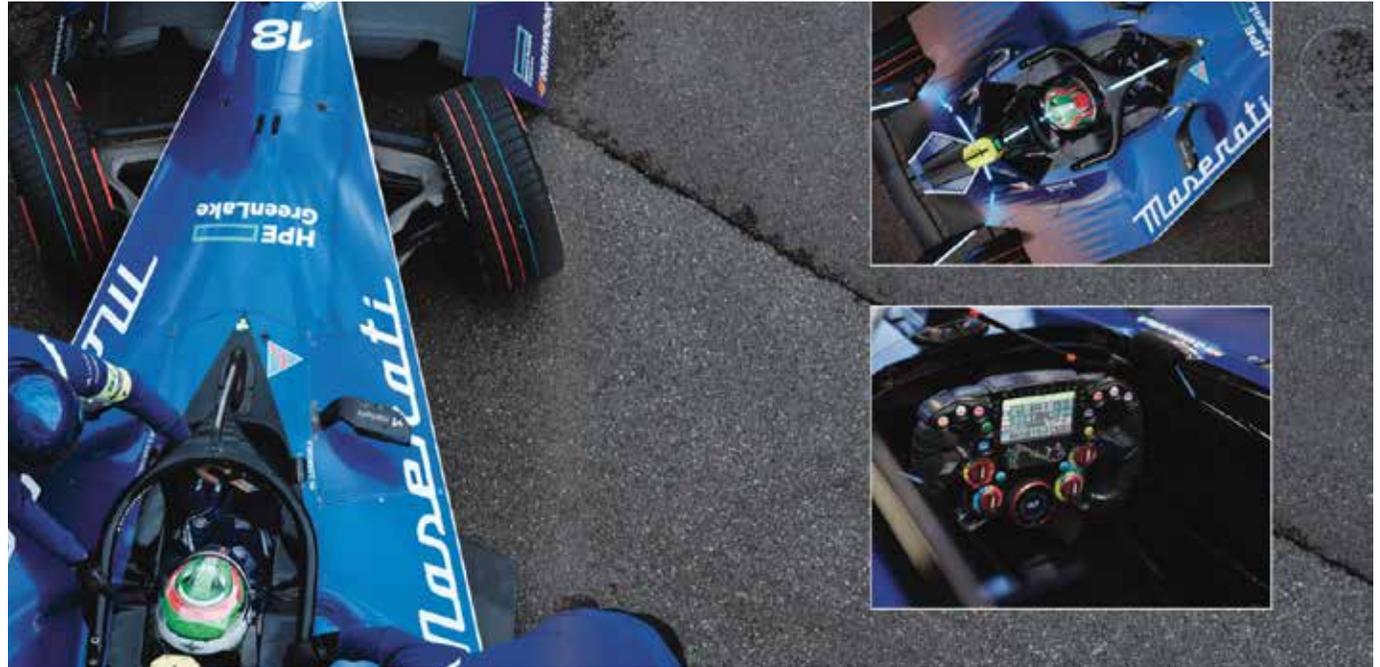
**PUBLISHING & AMPLIFICATION OPPORTUNITIES:**  
 Organic Social Media Posts - FB, Insta Wall,  
 Insta Story & Insta Wall 'Highlights' Placement  
 Sponsored Social Amplification (Audience & Geo-Targetted)



WATCHES FRONT COVER



WATCHES OUTSIDE BACK COVER



WHEELS FRONT COVER



WHEELS FEATURE



WHEELS OUTSIDE BACK COVER

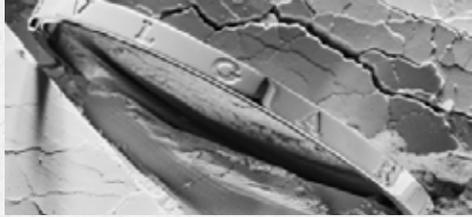
## WHEELS INSERT

Published biannually, this 16-page feature offers thorough coverage of new automotive releases with engaging features and sleek visuals tailored for auto enthusiasts

PUBLISHING & AMPLIFICATION OPPORTUNITIES:  
 Organic Social Media Posts - FB, Insta Wall,  
 Insta Story & Insta Wall 'Highlights' Placement  
 Sponsored Social Amplification (Audience & Geo-Targetted)



**CARTIER**



**BVLGARI**



**CHANEL**



**GUCCI**



**LOUIS VUITTON**



**BOTTEGA VENETA**



**PRADA**



**DIOR**



**AUDEMARS PIGUET**



**HUBLOT**



**VACHERON CONSTANTIN**



**JAEGER-LECOULTRE**

## CONTENT BESPOKE VISUAL AND MOTION

Luxury fashion, timepiece and jewellery maisons choose to partner with ICON for the Middle East regional level creative production as well as new audience acquisition. Our materials are frequently used in white label format for social or digital campaigns



**LORO PIANA**



**VALENTINO**



**AMOUAGE**



**BOUCHERON**



**EDITORIAL VIDEO: FASHION & CELEBRITY**

Editorial video is our bread and butter. From on-model fashion stories to celebrity-led narratives, we produce campaign-level content that elevates brands through cinematic storytelling, strong visual identities, and high-performance results.

**DIGITAL: ORGANIC SOCIAL MEDIA POSTS**



**SOCIAL-FIRST CONTENT FRANCHISES**

Designed for discovery and repeat engagement, our social-first franchises translate culture into shareable moments. Each series is built to feel timely, intentional, and distinctly ICON, delivering relevance, rhythm, and point of view across platforms.

**THE PLAYLIST**

A bi-weekly, video-led music edit spotlighting new drops, deep cuts, and emotional touchstones. More than a playlist, it's a cultural soundtrack shaped by mood, story, and intention.

**THE CURRENT**

A monthly guide to cultural relevance, highlighting the exhibitions, performances, openings, and moments defining the creative pulse locally and globally.

**STORE-PULL**

A bi-weekly visual series exploring the most exciting fashion and style finds of the moment. Curated by the ICON team and featured talent, from showroom discoveries to personal must-haves.



**ICON SOCIAL MEDIA**

A curated blend of compelling content, seamlessly merging impactful storytelling with a polished production aesthetic. Our social strategy spans cultural news, editorial video and stills, product-focused reels, and snackable carousels designed to inform, inspire, and perform.



FARRAH TAYLOR  
VICE PRESIDENT  
[FARRAH.TAYLOR@ITP.COM](mailto:FARRAH.TAYLOR@ITP.COM)

NEIL KALIDAS  
GROUP KEY ACCOUNT DIRECTOR  
[NEIL.KALIDAS@ITP.COM](mailto:NEIL.KALIDAS@ITP.COM)

M E N A

ICON