

# THE ICON EDIT

LAUNCH EDITION

Conversations about identity, ambition, money, power – and everything in between.

## WHAT IT IS

The Icon Edit is a weekly interview podcast where women speak candidly about identity, ambition, money, power — and everything in between.

## WHO IT'S FOR

Women who are building, evolving, and making big life moves — and want conversations that are sharp, human, and deeply relatable.

## LAUNCH

Launch: 15 January 2026

Frequency: Weekly (Thursdays)

Platforms: Spotify · Apple Podcasts · YouTube

## HOST

Iwona Laub (Dubai): Communications & PR professional with 10+ years experience, creating a platform for thoughtful, modern conversations with women.

## TOPICS YOU CAN EXPECT

Confidence & identity · Career & ambition ·

Money & power · Relationships ·

Health & self-image · Reinvention ·

Modern femininity

## COLLABORATION OPPORTUNITIES

Founding Partner (presenting sponsor)

Episode Sponsor (host-read)

Giveaway Partner (IG + show mention)

Content Partner (reels + stories)

# LAUNCH PARTNER OPTIONS

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Partner with The Icon Edit during the first twelve episodes for high-trust visibility with a modern, ambitious audience.

## FOUNDING PARTNER

- Presenting sponsor mention (intro + outro)
- Brand mention in show notes
- 1 IG Reel (launch announcement)
- 3 IG Stories (tag + link)

**Best for:** authority + brand awareness

## EPISODE SPONSOR

- Host-read integration (30–60s)
- Brand mention in show notes
- 1 IG Story mention (tag + link)
- Optional: exclusive promo code

**Best for:** traffic + conversions

## CONTENT PARTNER

- 2 IG Reels (highlights/snippets)
- 4 IG Stories (set)
- Inclusion in launch content calendar
- Optional: giveaway mechanic

**Best for:** social campaigns + reach

## NEXT STEPS

Email [hello@theiconedit.fm](mailto:hello@theiconedit.fm) to receive the full media kit, availability, rates and category exclusivity options.

Instagram: [@theiconeditpodcast](https://www.instagram.com/theiconeditpodcast)