

# MediaKit 2020



A company of the Media Group RTL Germany



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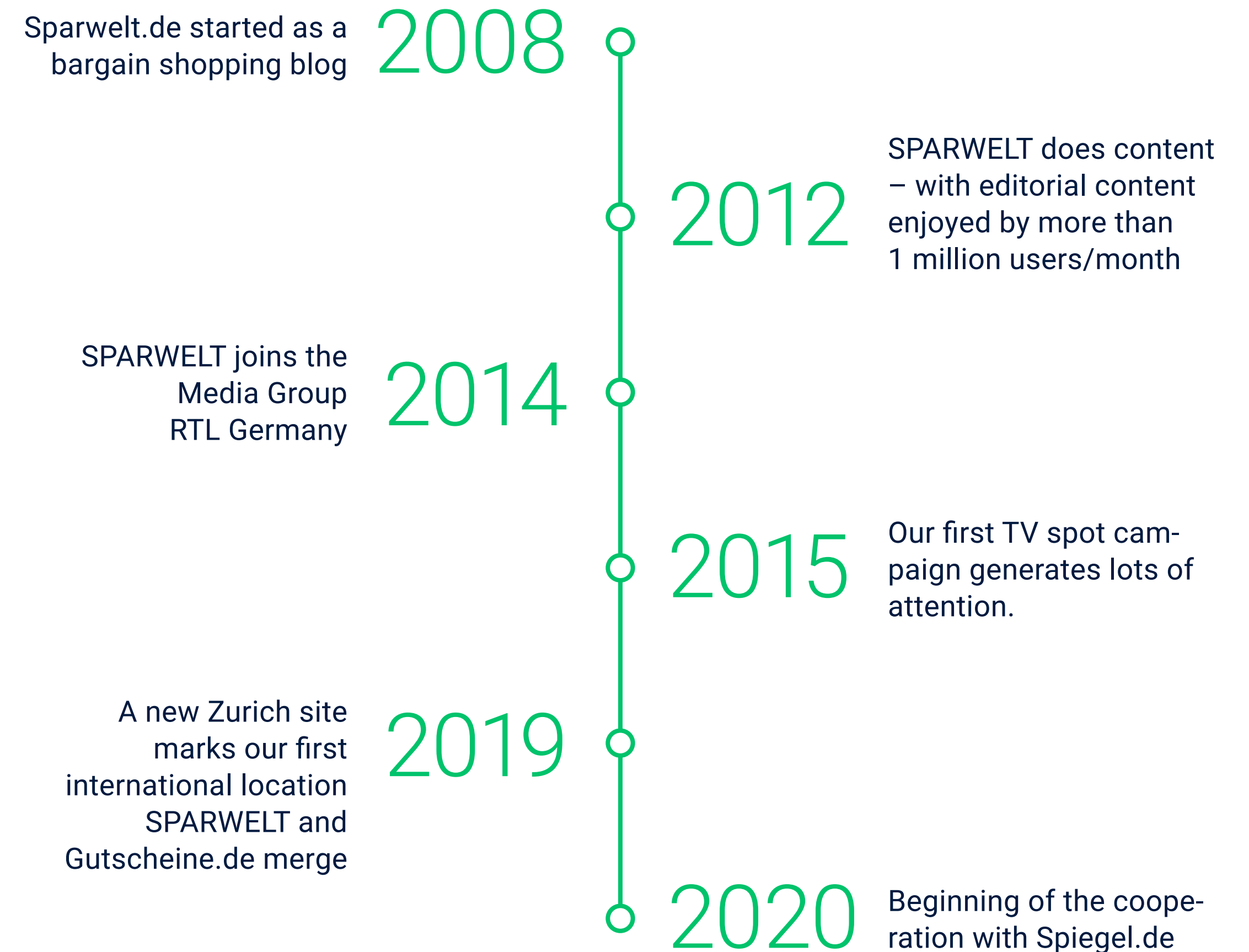


## WELCOME

# Who we are

For more than 11 years, we have been making the world of online shopping a little bit better every day. And in doing so we focus just as much on our users as on our partners. That's why our motto, "Shop better. Feel better.", is our greatest credo.

We have been constantly developing our portal and network, as well as our offers and services, from the very start – driven by our own motivation to fulfil the needs of users and retailers. Today we are a provider of diverse content for shops and brands.

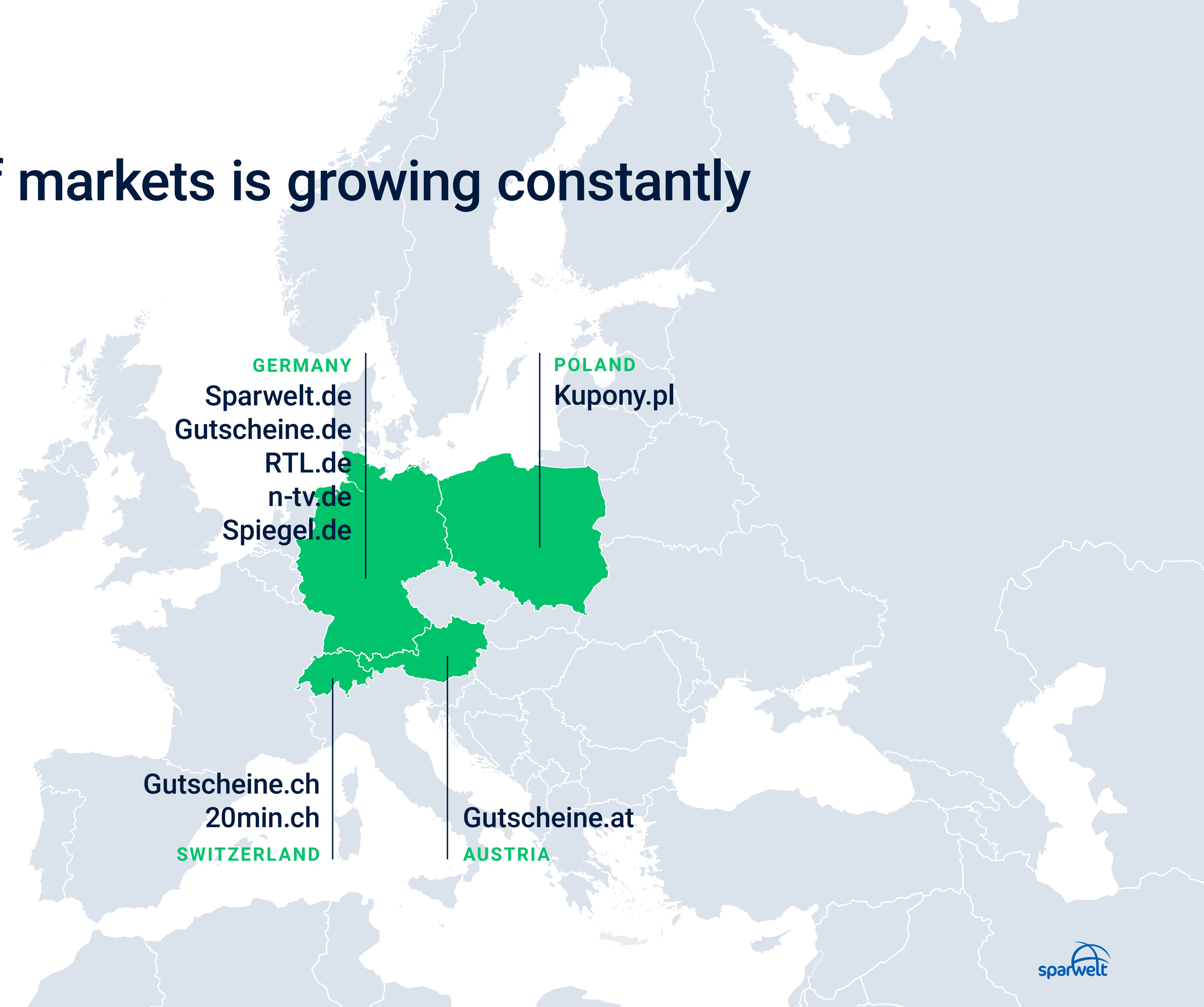




WELCOME

# Our diverse range of markets is growing constantly

We are also opening up more and more international markets using our long-standing experience and profound expertise in affiliate and online marketing. You can benefit from our full service package in other markets, as well as from our growth – and you can enjoy working with colleagues with a keen market knowledge, both on and off-site.





WELCOME

# Our mission is your success



## **Transactional environment**

Through our portals and marketing channels, we reach users who love to shop and we can position you perfectly to reach your target group.



## **Diversity**

We will provide you with a complete marketing mix – online placements, newsletters, social media and TV content.



## **Flexibility**

No matter what your targets are, we create individual solutions and formats for you – short-term and long-term to suit every budget.



## **Full service**

We are your one-stop partner for all services related to the marketing of your products and your brand.





MEDIAKIT 2020

# Our universe

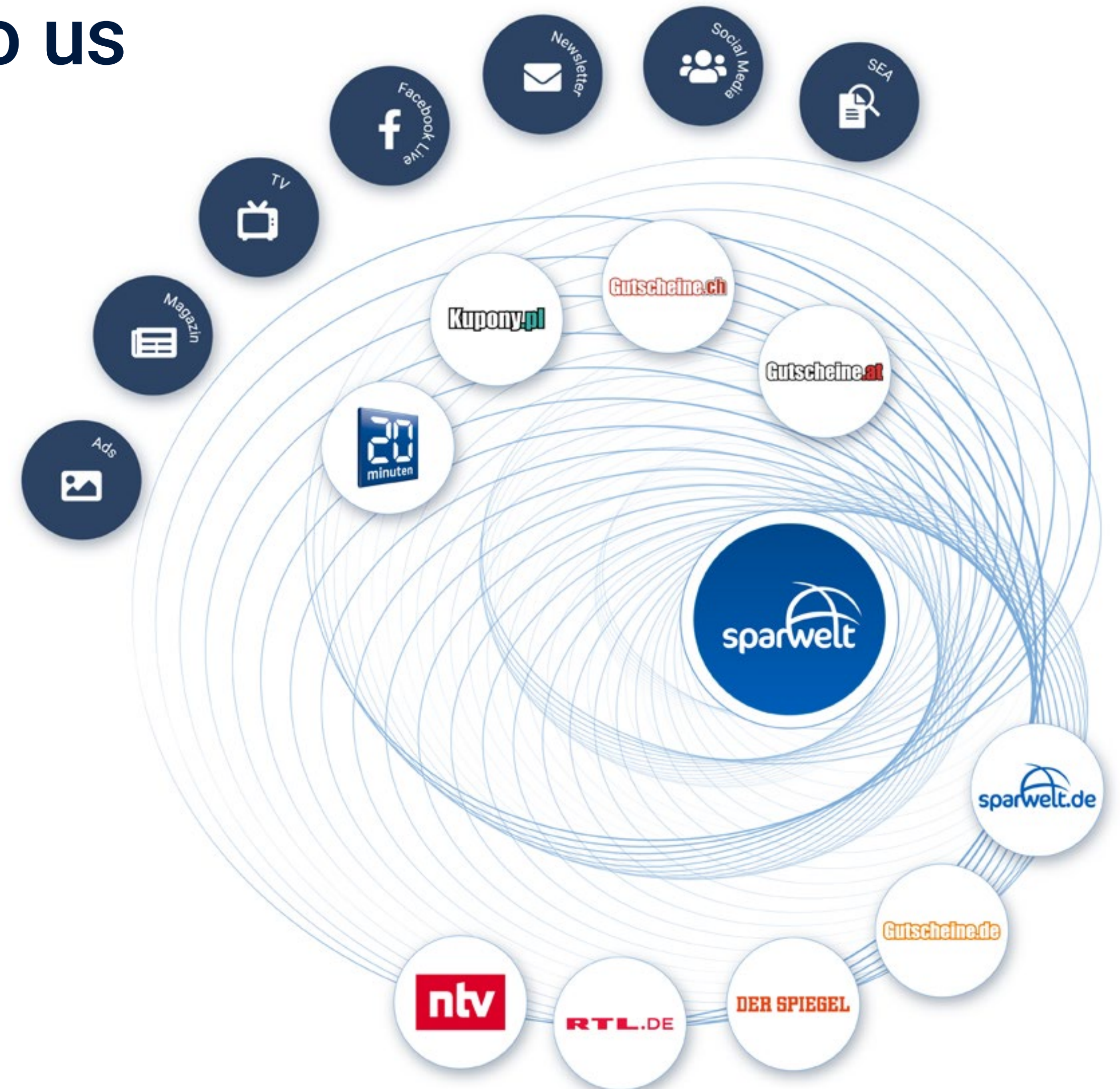
Our universe is the core of our work. The individual areas and galaxies are thus constantly being expanded and developed. Join us on a journey through the SPARWELT universe.



## OUR UNIVERSE

# Standing still is completely alien to us

No matter what your goals or challenges are, we have the solutions you need. A wide reach and quality content, online or on TV – the choice is yours! Take off with us into the SPARWELT universe.





OUR UNIVERSE

# Reach for the stars with us



1.3 million  
newsletter recipients



200,000  
social media followers



25 million  
contacts per spot  
(average TV reach)



Up to 450 % uplift  
through participation in  
campaigns





MEDIAKIT 2020

## Our portals

Benefit from the wide reach, diversity and various integration options offered by all our portals – whether on our Sparwelt.de and Gutscheine.de portals, or through our partners RTL.de, n-tv.de, GIGA and 20 Minuten.





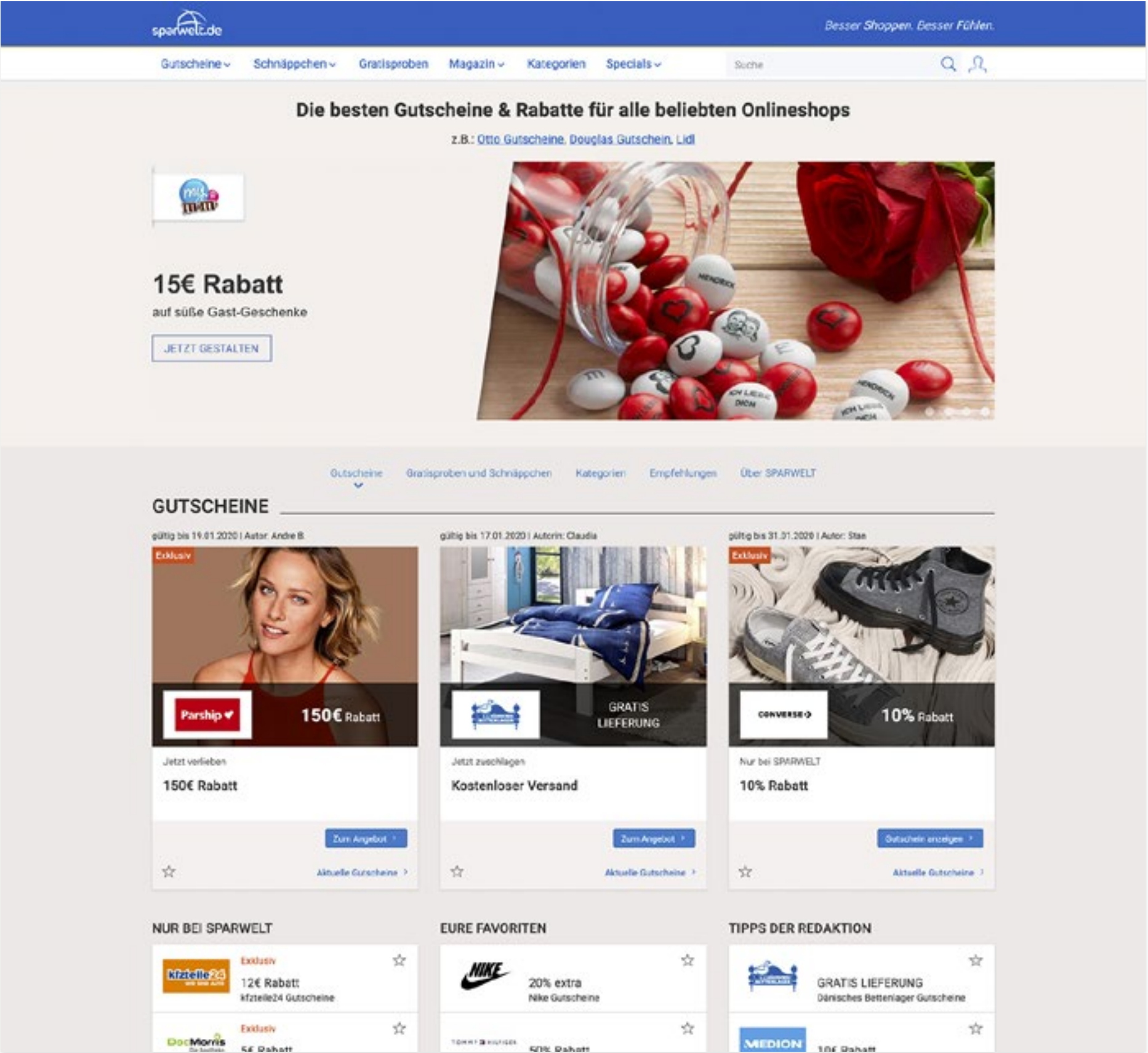
OUR PORTALS

# Sparwelt.de

## The versatile advice and consumer portal

Sparwelt.de informs and inspires users throughout their customer journey and provides persuasive editorial content. Sparwelt.de makes the world of online shopping a little bit better every day.

	TARGET GROUP
DESCRIPTION	trend-conscious loves shopping smart
GENDER	55% female   45% male
AGE	> 55% between 18 and 34 years old







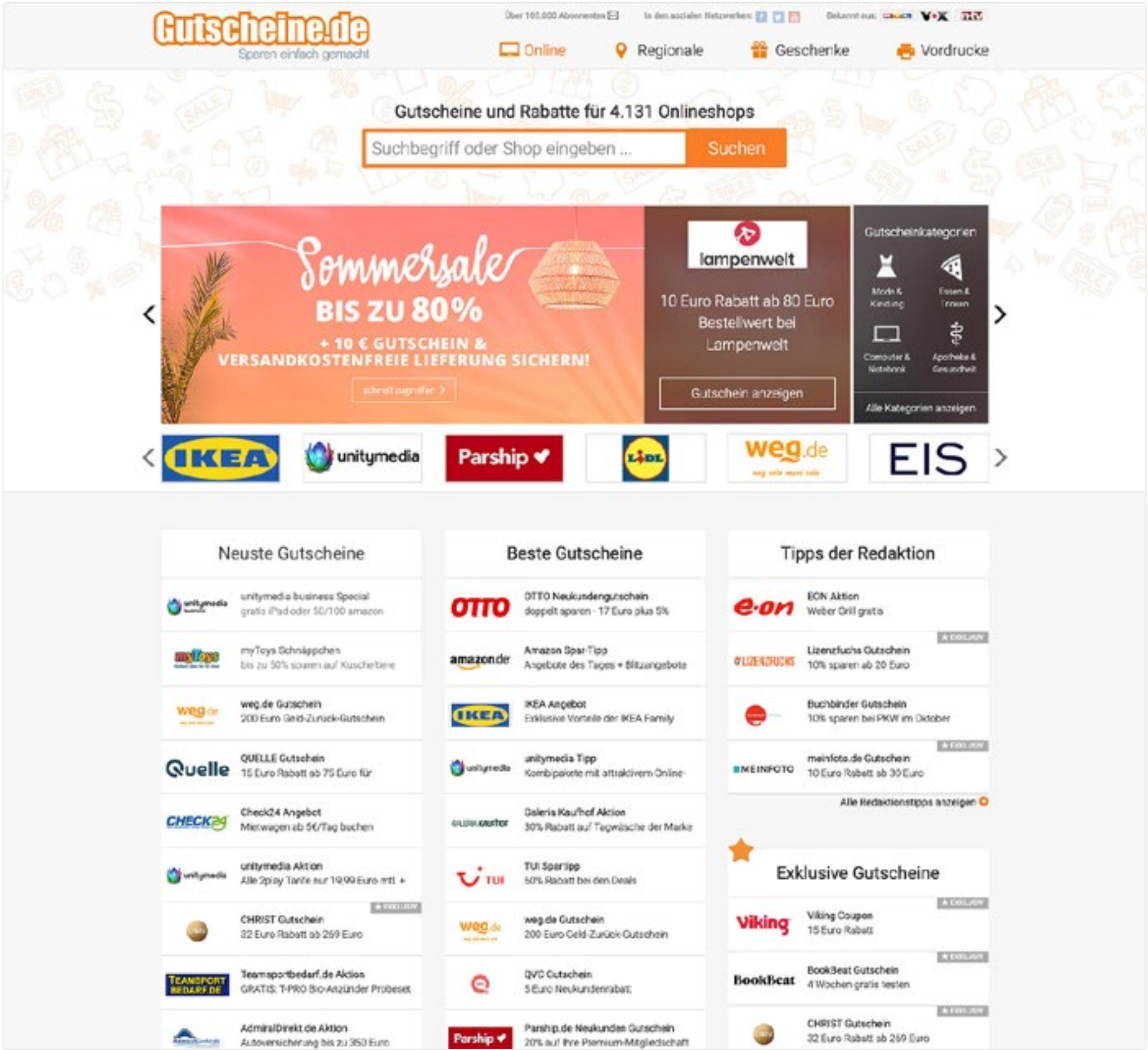
OUR PORTALS

# Gutscheine.de

## Reach and diversity

The appeal of Gutscheine.de lies in its flexibility, agility and diversity. Due to its low entry threshold and wide selection of shops, the portal is suitable for both newcomers and big players.

	TARGET GROUP
DESCRIPTION	multimedia multifaceted down-to-earth
GENDER	50 % male   50 % female
AGE	50 % between 21 and 40 years old





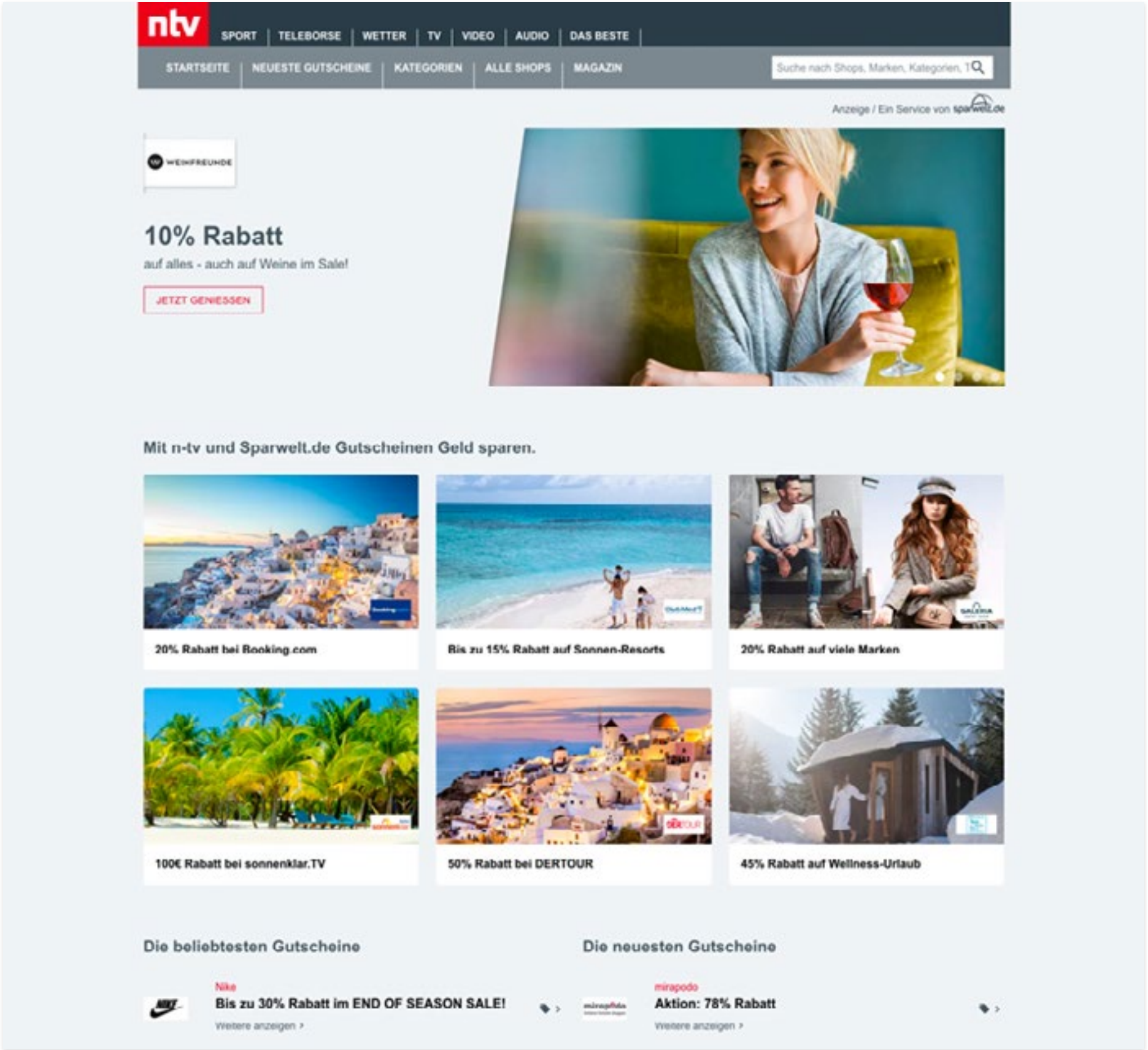
OUR PORTALS

n-tv.de

The cross-media news brand

ntv delivers news from the worlds of politics, business and society and is the most successful news app in Germany. Focus is placed on high-quality content and moving images. The portal thrives on integrity, professionalism and speed.

	TARGET GROUP
DESCRIPTION	sophisticated digital informal
GENDER	60 % male
AGE	20 to 59 years old







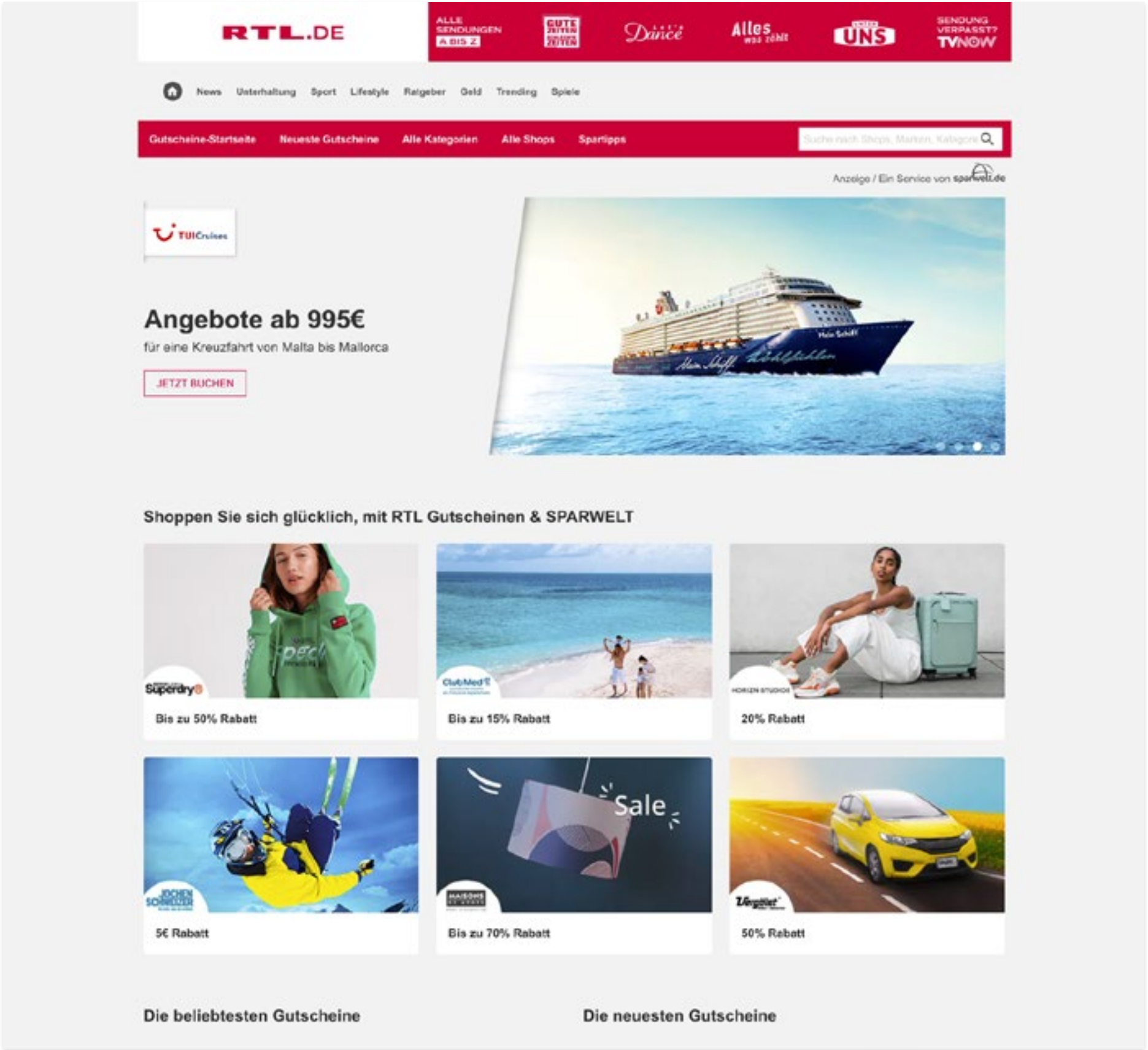
OUR PORTALS

# RTL.de

## Moving stories for the whole of Germany

RTL.de is pure entertainment – featuring all the most popular TV shows and the best series. It reports on the world of celebrities, lifestyle trends, as well as news and topics from everyday life.

	TARGET GROUP
DESCRIPTION	emotional adventurous colourful
GENDER	58 % female   42 % male
AGE	20 to 49 years old





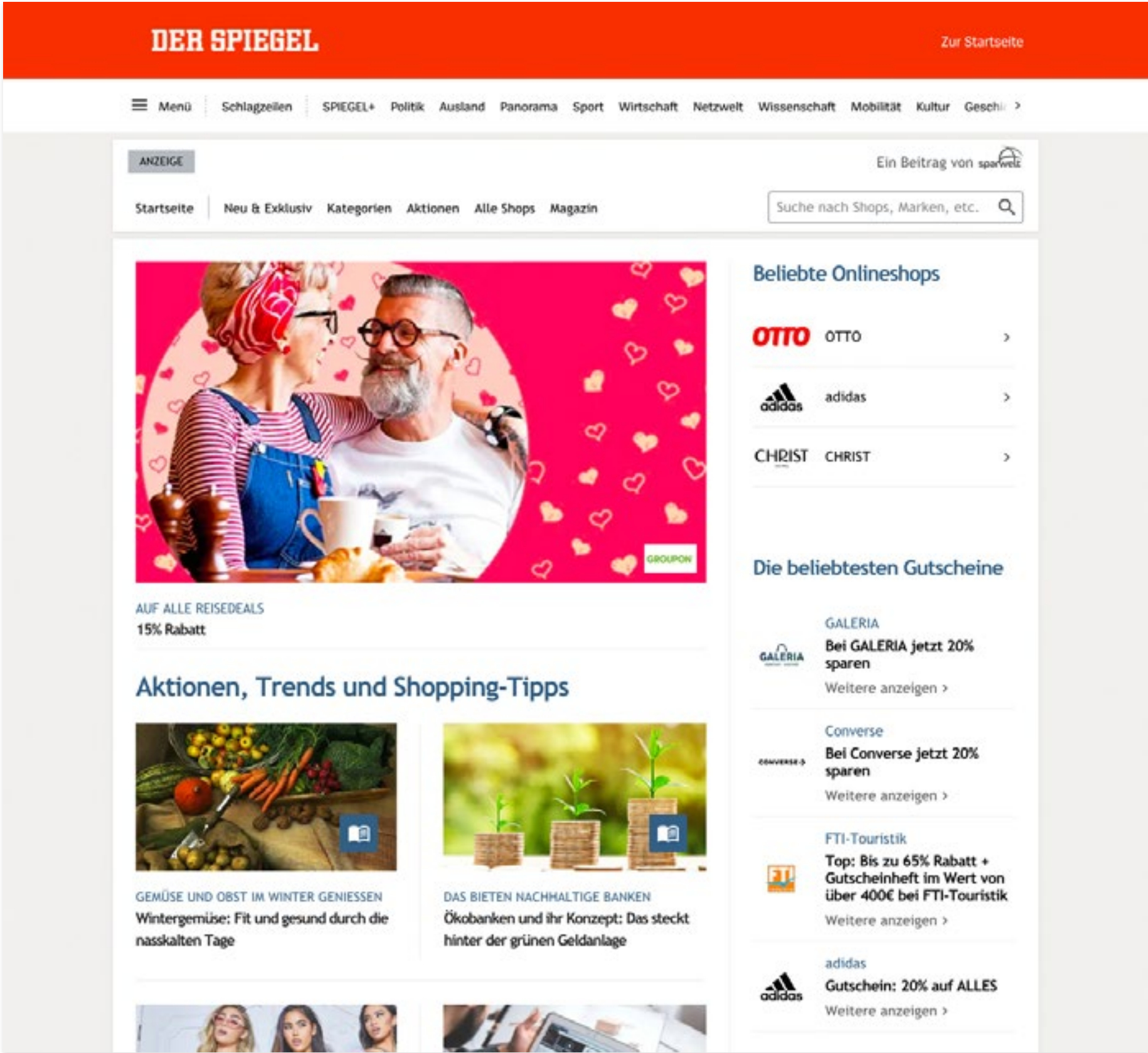
OUR PORTALS

# DER SPIEGEL

## Pioneering Publisher that stands out for its high quality and extensive reach

No other news website embodies independent journalism and can count on as many loyal readers as Der Spiegel. Der Spiegel delivers accurate and detailed news from Germany and all over the world.

TARGET GROUP	
DESCRIPTION	Strong minded digital smart
GENDER	58 % female   42 % male
AGE	20 to 59 years old







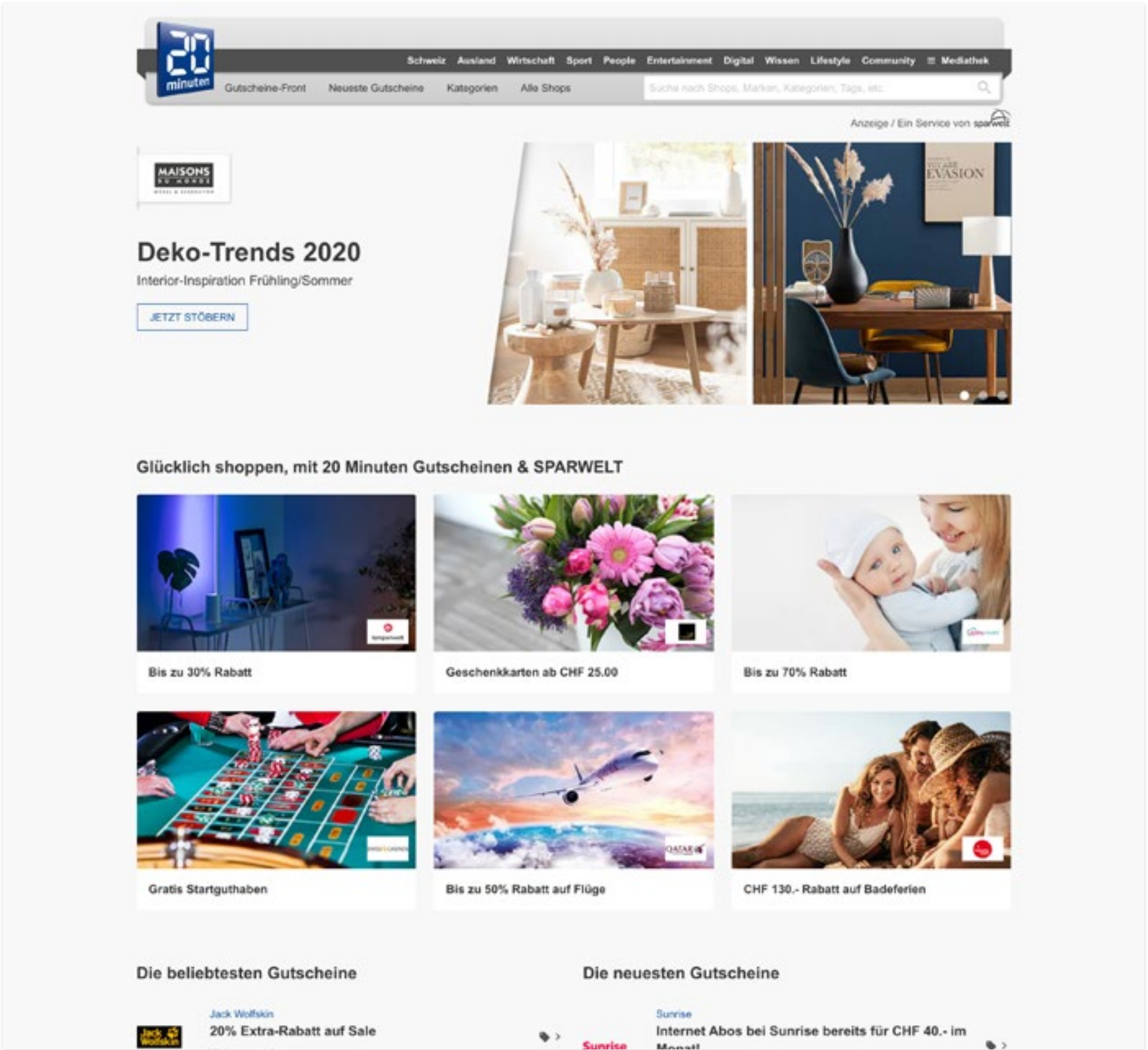
OUR PORTALS

# 20 Minuten

## The media brand with the largest reach in Switzerland

20 Minuten entertains and informs its readers on a daily basis with stories from the worlds of politics, business, sport and entertainment – and also features the best deals and offers. 20 Minuten enjoys popularity in the country and is one of the most successful commuter media platforms in Switzerland.

	TARGET GROUP
DESCRIPTION	urban young affluent
GENDER	50.2 % male   49.8 % female
AGE	38 % between 35 and 54 years old





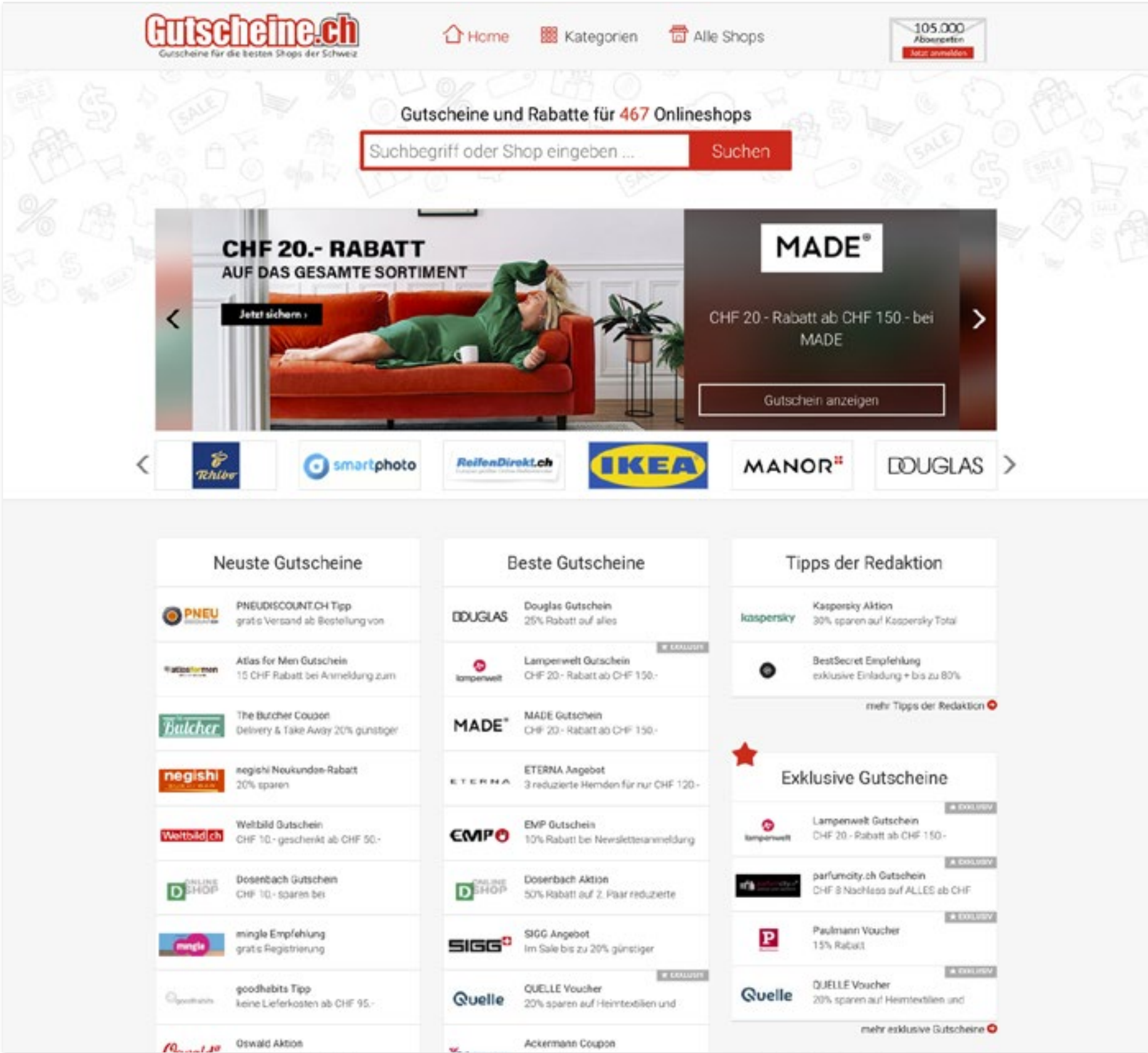
OUR PORTALS

# Gutscheine.ch

“Huusä” for professionals  
 (“saving money” in Swiss German)

There’s an offer for every user on Gutscheine.ch. The portal stands out not only because it has such a high number of new discounts every day but also because of its diverse range of shops. Users can shop ,til they drop at more than 425 online shops.

	TARGET GROUP
DESCRIPTION	loves shopping relaxed traditional
GENDER	46.6 % male   53.4 % female
AGE	63 % between 19 and 47 years old







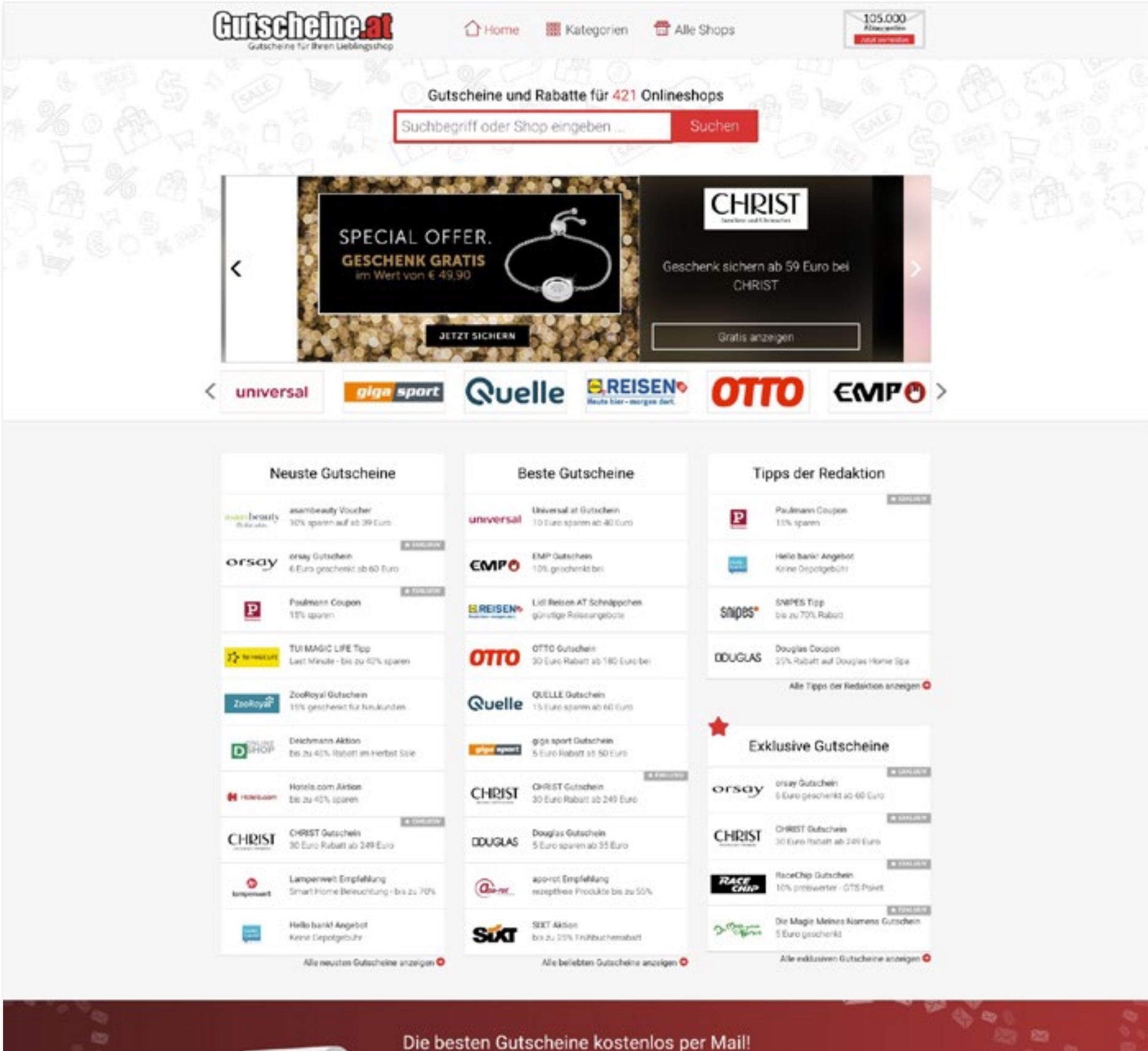
OUR PORTALS

# Gutscheine.at

## Online shopping meets tradition

Already established on the Austrian market for 4 years, this portal offers users numerous discount codes for saving money while shopping online. Every day, online editors work hard to find the latest and best discounts and offers in Austria – satisfying more than 75,000 users every month.

	TARGET GROUP
DESCRIPTION	clever goal-oriented modern
GENDER	51.3% male   48.7% female
AGE	48% between 21 and 52 years old





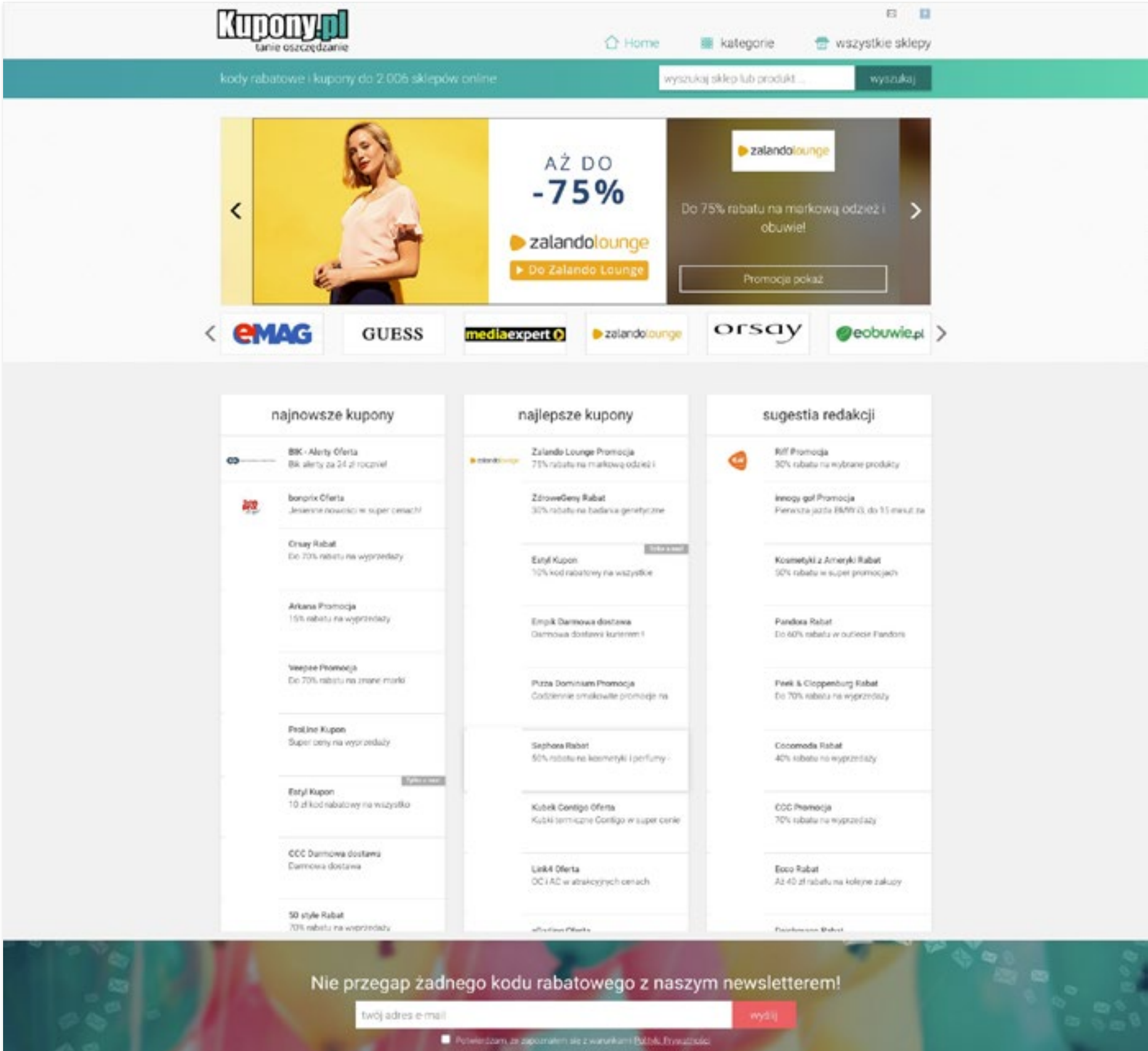
OUR PORTALS

# Kupony.pl

## One for all!

Kupony.pl is a discount portal for online shoppers that provides promotions and discount codes for the largest online shops in Poland and has more than 6 years of experience in the Polish market.

TARGET GROUP	
DESCRIPTION	young
	dynamic
	trend-conscious
GENDER	47.5% male   52.5% female
AGE	62% between 16 and 35 years old







MEDIAKIT 2020

## Our campaigns

Our campaigns allow you to shine – in tune with the latest trends and in prominent, transactional environments! Be a part of something big: whether it's seasonal events, trends or simply everyday needs. You are guaranteed an extra boost!



OUR CAMPAIGNS

# Campaigns - Part 1

PORTAL	DURATION	CAMPAIGN	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Sparwelt.de	06.01.–22.02.	Early Booker												
Gutscheine.de	06.01.–22.02.	Early Booker												
Sparwelt.de	13.01.–02.02.	Get fit												
Sparwelt.de	30.01.–14.02.	Valentine's Day												
Gutscheine.de	30.01.–14.02.	Valentine's Day												
Gutscheine.de	08.02.–22.02.	Happy Birthday Gutscheine.de (11 years)												
Sparwelt.de	18.02.–04.03.	Fashion Weeks for everybody												
Sparwelt.de	03.03.–31.03.	Kitchen, Bathroom & Sleeping room helpers												
Sparwelt.de	20.03.–03.05.	Stay at home												
Sparwelt.de	30.03.–13.04.	Easter												
Gutscheine.de	30.03.–13.04.	Easter												
Sparwelt.de	24.04.–10.05.	Mother's Day												





OUR CAMPAIGNS

# Campaigns - Part 2

PORTAL	DURATION	CAMPAIGN	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Gutscheine.de	24.04.–10.05.	Mother's Day												
Sparwelt.de	24.04.–15.05.	Home improvement												
Sparwelt.de	05.05.–28.05.	Entertainment & Gaming												
Gutscheine.de	05.05.–28.05.	Entertainment & Gaming												
Sparwelt.de	20.05.–10.06.	Find your inner peace												
Sparwelt.de	04.06.–28.06.	Who let the dogs out?												
Gutscheine.de	04.06.–28.06.	Who let the dogs out?												
Sparwelt.de	01.07.–26.07.	Summer Lookbook												
Sparwelt.de	28.07.–12.07.	Naturally you												
Sparwelt.de	05.08.–16.08.	Happy Birthday SPARWELT												
Sparwelt.de	17.08.–13.09.	Beautyhighlights – Highend to bargains												
Gutscheine.de	24.08.–20.09.	Fashion- & Beauty for the fall season												



OUR CAMPAIGNS

# Campaigns - Part 3

PORTAL	DURATION	CAMPAIGN	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Sparwelt.de	14.09.–04.10.	Living & Home												
Sparwelt.de	28.09.–18.10.	Fashiontrend for him & her												
Sparwelt.de	19.10.–08.11.	Turn your home into a spa												
Sparwelt.de	12.10.–22.11.	Rate experts												
Sparwelt.de	03.11.–11.11.	Singles Day												
Gutscheine.de	03.11.–11.11.	Singles Day												
Sparwelt.de	23.11.–30.11.	Black Week												
Gutscheine.de	23.11.–30.11.	Black Week												
Sparwelt.de	01.12–24.12.	Christmas												
Gutscheine.de	01.12–24.12.	Christmas												





MEDIAKIT 2020

## Our packages

We have the right package for every goal and budget. Our recipe for success: We are your one-stop provider for everything – from consultation and planning through to implementation and supervision.



OUR PACKAGES

# One Day package

\* SW-newsletter = Sparwelt.de-newsletter  
GS-newsletter = Gutscheine.de-newsletter

## LIGHT

- 1 day Sparwelt.de Teaser on the homepage
- 1 day Sparwelt.de Listing under discounts
- 1 x SW-newsletter \* Exposed content ad
- 1 day n-tv.de Teaser under discounts
- 1 day RTL.de Teaser under discounts
- 1 day Spiegel.de Listing under discounts
- 1 x GS-newsletter \* Discount

€ 2,355

## PREMIUM

- 1 day Sparwelt.de Slider on the homepage
- 1 day Sparwelt.de Slider in the category
- 1 x SW-newsletter \* Standalone
- 1 day n-tv.de Slider under discounts
- 1 day RTL.de Slider under discounts
- 1 day Spiegel.de Highlight-Teaser
- 1 day Gutscheine.de Slider on the homepage
- 1 x GS-newsletter \* Standalone

€ 9,150





OUR PACKAGES

# Deal Boost package

\* SW-newsletter = Sparwelt.de-newsletter  
GS-newsletter = Gutscheine.de-newsletter

## LIGHT

■	1 day	Sparwelt.de	Listing on homepage
■	2 days	Sparwelt.de	Listing under discounts
■	1 x	Sparwelt.de	Short article on bargain buy
■	1 x	SW-newsletter *	Exposed content ad
■	2 days	n-tv.de	Listing under discounts
■	2 days	RTL.de	Listing under discounts
■	1 day	Spiegel.de	Teaser under discounts
■	1 day	Spiegel.de	Listing under discounts
■	5 days	Gutscheine.de	Listing on homepage
■	1 x	GS-newsletter *	Discount

€ 3,690

## PREMIUM

■	1 day	Sparwelt.de	Teaser on the homepage
■	3 days	Sparwelt.de	Listing under discounts
■	3 days	Sparwelt.de	Teaser in the category
■	1 x	Sparwelt.de	Article on bargain buy
■	1 x	Sparwelt.de	Bump article on bargain buy
■	1 x	SW-newsletter *	Top-Special
■	2 days	n-tv.de	Teaser under discounts
■	2 days	RTL.de	Teaser under discounts
■	2 days	Spiegel.de	Slider under discounts
■	2 days	Spiegel.de	Listing under discounts
■	5 days	Gutscheine.de	Listing on homepage
■	1 x	GS-newsletter *	Exposed content ad

€ 6,405



OUR PACKAGES

# Everlasting package

\* SW-newsletter = Sparwelt.de-newsletter  
GS-newsletter = Gutscheine.de-newsletter

## LIGHT

- 5 days Sparwelt.de Listing on homepage
- 7 days Sparwelt.de Listing under discounts
- 4 days Sparwelt.de Teaser in the category
- 1 × SW-newsletter \* Discount
- 5 days n-tv.de Listing under discounts
- 14 days n-tv.de Sidebar-Widget
- 5 days RTL.de Listing under discounts
- 3 days Spiegel.de Listing under discounts
- 7 days Gutscheine.de Listing on homepage
- 1 × GS-newsletter \* Discount

€ 5,745

## PREMIUM

- 2 days Sparwelt.de Teaser on the homepage
- 3 days Sparwelt.de Listing on homepage
- 2 days Sparwelt.de Slider under discounts
- 2 days Sparwelt.de Listing under discounts
- 1 day Sparwelt.de Slider in the category
- 3 days Sparwelt.de Teaser in the category
- 2 × SW-newsletter \* Discount
- 1 day n-tv.de Teaser under discounts
- 3 days n-tv.de Listing under discounts
- 28 days n-tv.de Sidebar-Widget
- 1 day RTL.de Teaser under discounts
- 3 days RTL.de Listing under discounts
- 3 days Spiegel.de Listing under discounts
- 1 day Gutscheine.de Slider on the homepage
- 3 days Gutscheine.de Listing on homepage
- 1 × GS-newsletter \* Exposed content ad
- 1 × GS-newsletter \* Discount

€ 9,120







OUR PACKAGES

# Branding package

\* SW-newsletter = Sparwelt.de-newsletter  
GS-newsletter = Gutscheine.de-newsletter

## LIGHT

- 2 days Sparwelt.de Slider on the homepage
- 1 x SW-newsletter \* Top-Special
- 1 day n-tv.de Slider under discounts
- 14 days n-tv.de Sidebar-Widget
- 1 day RTL.de Slider under discounts
- 2 days Spiegel.de Highlight-Teaser under discounts
- 2 days Gutscheine.de Slider on the homepage
- 1 x GS-newsletter \* Exposed content ad

€ 8,400

## PREMIUM

- 2 days Sparwelt.de Slider on the homepage
- 1 x SW-newsletter \* Standalone
- 1 day n-tv.de Slider under discounts
- 28 days n-tv.de Sidebar-Widget
- 1 day RTL.de Slider under discounts
- 2 days Spiegel.de Highlight-Teaser under discounts
- 2 days Gutscheine.de Slider on the homepage
- 1 x GS-newsletter \* Standalone

€ 14,000



OUR PACKAGES

# Social package

\* SW-newsletter = Sparwelt.de-newsletter  
GS-newsletter = Gutscheine.de-newsletter

## LIGHT

- 1 x Facebook Live incl. sponsoring
- 1 x Facebook Post
- 1 x Facebook Ad

€ 2,600

## PREMIUM

- 1 x Facebook Live incl. sponsoring
- 1 x Facebook Post
- 1 x Facebook Ad
- 1 day Sparwelt.de Listing on homepage
- 1 x SW-newsletter \* Discount
- 1 day n-tv.de Listing under discounts
- 1 day RTL.de Listing under discounts
- 1 day Spiegel.de Listing under discounts
- 1 day Gutscheine.de Listing on homepage
- 1 x GS-newsletter \* Discount

€ 6,300





OUR PACKAGES

# Content package

\* SW-newsletter = Sparwelt.de-newsletter

## LIGHT

■	1 x	RTL.de	Editorial article
■	1 x	RTL.de	Teasering
■	3 days	RTL.de	Slider under discounts
■	1 x	magazine "Perspektief"	Editorial article
■	3 days	Sparwelt.de	Slider on the homepage
■	7 days	Sparwelt.de	Slider in categories
■	1 x	SW-newsletter *	Top-Special
■	1 x	Facebook	Post
■	1 x	Facebook	Ad

€ 22,900

## PREMIUM

■	1 x	RTL.de	Editorial article
■	1 x	RTL.de	Teasering
■	3 days	RTL.de	Slider under discounts
■	1 x	Sparwelt.de	Single Advertiser-LP
■	3 days	Sparwelt.de	Slider on the homepage
■	7 days	Sparwelt.de	Slider in the category
■	1 x	SW-newsletter *	Top-Special
■	1 x	Facebook	Post
■	1 x	Facebook	Ad
■	1 x	Gutscheine.de	Single-Special incl. promo
■	1 x	Spiegel.de	Editorial article
■	2 days	Spiegel.de	Highlight-Teaser under discounts
■	8 days	Spiegel.de	Teaser under discounts

€ 34,900



OUR PACKAGES

# TV package

\* SW-newsletter = Sparwelt.de-newsletter

## PREMIUM

- 500.000 BMV    RTL    TV spot with logo and deal – RoN Media Group RTL
- 1 x    Sparwelt.de    Editorial article
- 1 x    Facebook    Live incl. sponsoring
- 14 days    Sparwelt.de    SlidIn or slider (1x per session) on the homepage
- 7 days    Sparwelt.de    Slider under discounts
- 7 days    Sparwelt.de    Listing under discounts
- 14 days    Sparwelt.de    Slider in the category
- 7 days    n-tv.de, RTL.de, Spiegel.de or Gutscheine.de    Slider on 1 portal
- 1 x    SW-newsletter \*    Standalone
- 1 x    SW-newsletter \*    Billboard
- 1 x    Facebook    Ads

€ 80,195





OUR PACKAGES

# Secret package

\* SW-newsletter = Sparwelt.de-newsletter  
GS-newsletter = Gutscheine.de-newsletter

## LIGHT

The big surprise package! You receive placements worth at least € 4,500 for just € 3,000.

The package contains at least the following:

- 1 x Sparwelt.de Placement on the homepage
- 1 x Gutscheine.de Slider on the homepage
- 1 x SW- or GS-newsletter \* Placement
- 1 x n-tv.de, RTL.de or Spiegel.de Placement

€ 3,000

## PREMIUM

The even bigger surprise package! You receive placements worth at least € 7,500 for just € 5,000

The package contains at least the following:

- 2 x Sparwelt.de Placement on the homepage
- 2 x Gutscheine.de Slider on the homepage
- 1 days SW- or GS-newsletter \* Premium placement with image
- 2 x n-tv.de, RTL.de or Spiegel.de Placement

€ 5,000



OUR PACKAGES

# For individualists

## SINGLE PLACEMENTS

■	1 day	Sparwelt.de	Slider on the homepage	€ 1,500
■	1 day	Sparwelt.de	Slider under discounts	€ 500
■	1 day	Sparwelt.de	Slider in the category	€ 300
■	1 day	Gutscheine.de	Slider on the homepage	€ 500
■	7 days	n-tv.de	Sidebar-Widget	€ 1,000
■	28 days	n-tv.de	Sidebar-Widget	€ 3,000
■	7,5K Clicks	n-tv.de	Sidebar-Widget	€ 3,000
■	1 x	RTL.de	Editorial article + teasing	€ 10,000
■	1 x	spiegel.de	Editorial article + teasing	€ 10,000
■	1 x	spiegel.de	Editorial article + special teasing	€ 15,000

at least € 2,000





OUR PACKAGES

# Because saving is in our DNA

We want you to achieve the best possible results with us and ensure you make optimal use of your budget! This is why we also offer attractive sliding scale discounts for your benefit.

Whether for 3, 6 or 12 months – we are happy to plan for the long term with you and secure your placements.

We would be glad to advise you and help you make the most of your budget.

BOOKING VOLUMES *		DISCOUNT
from	€ 5,000	3 %
from	€ 10,000	5 %
from	€ 20,000	8 %
from	€ 35,000	10 %
from	€ 55,000	13 %
from	€ 75,000	15 %
from	€ 100,000	20 %

\* The discount is given on the list price (before VAT).



MEDIAKIT 2020

# Our placements

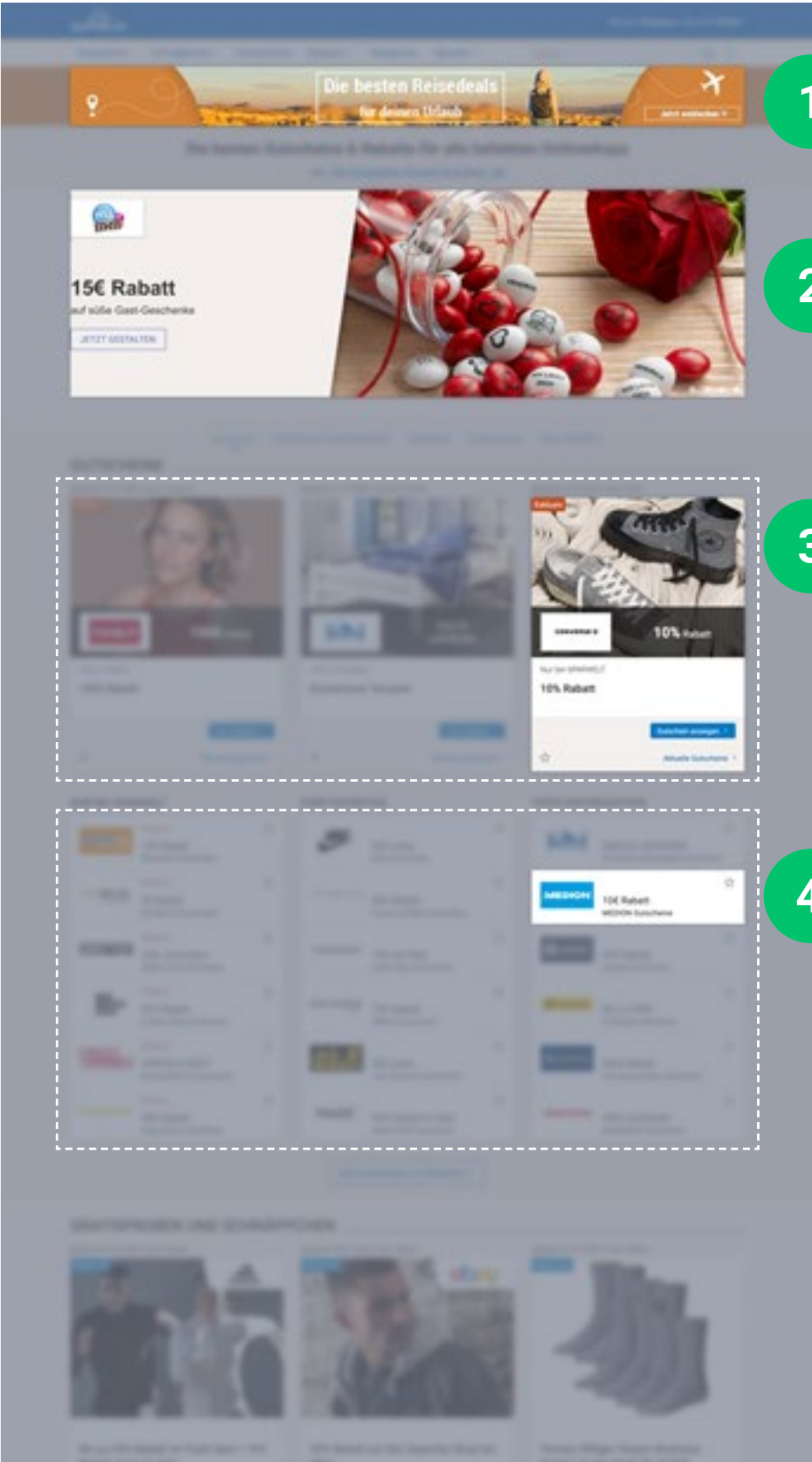
Did you know that we offer almost 300 different types of placement? And to ensure that you do not lose sight of the bigger picture, here is an overview of all placements and integration options – yours is waiting for you!



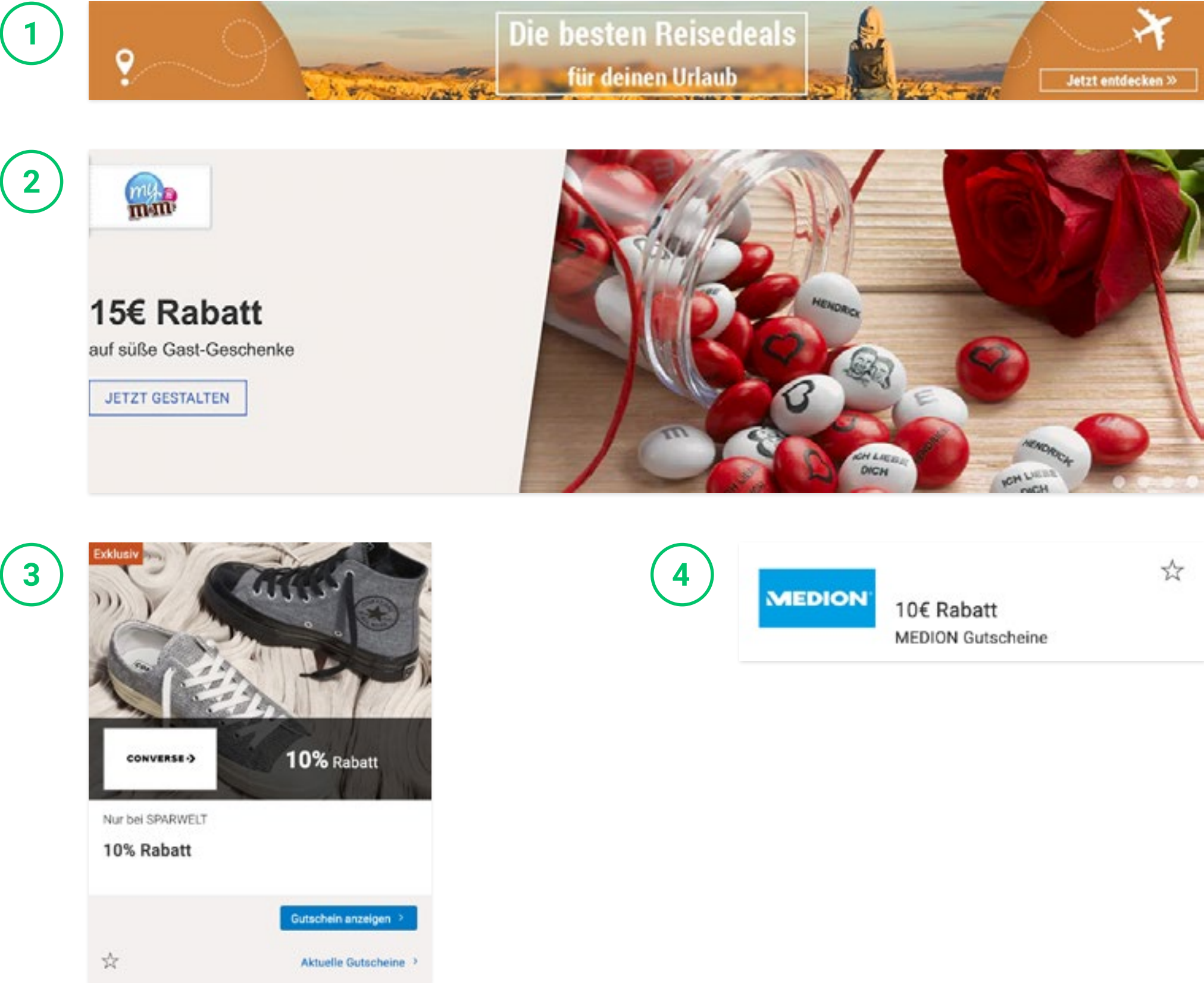


OUR PLACEMENTS

# Sparwelt.de – Homepage



<https://www.sparwelt.de>





OUR PLACEMENTS

# Sparwelt.de – Discounts



1 Slider (scrolling)

2 Listing

<https://www.sparwelt.de/gutscheine>



1



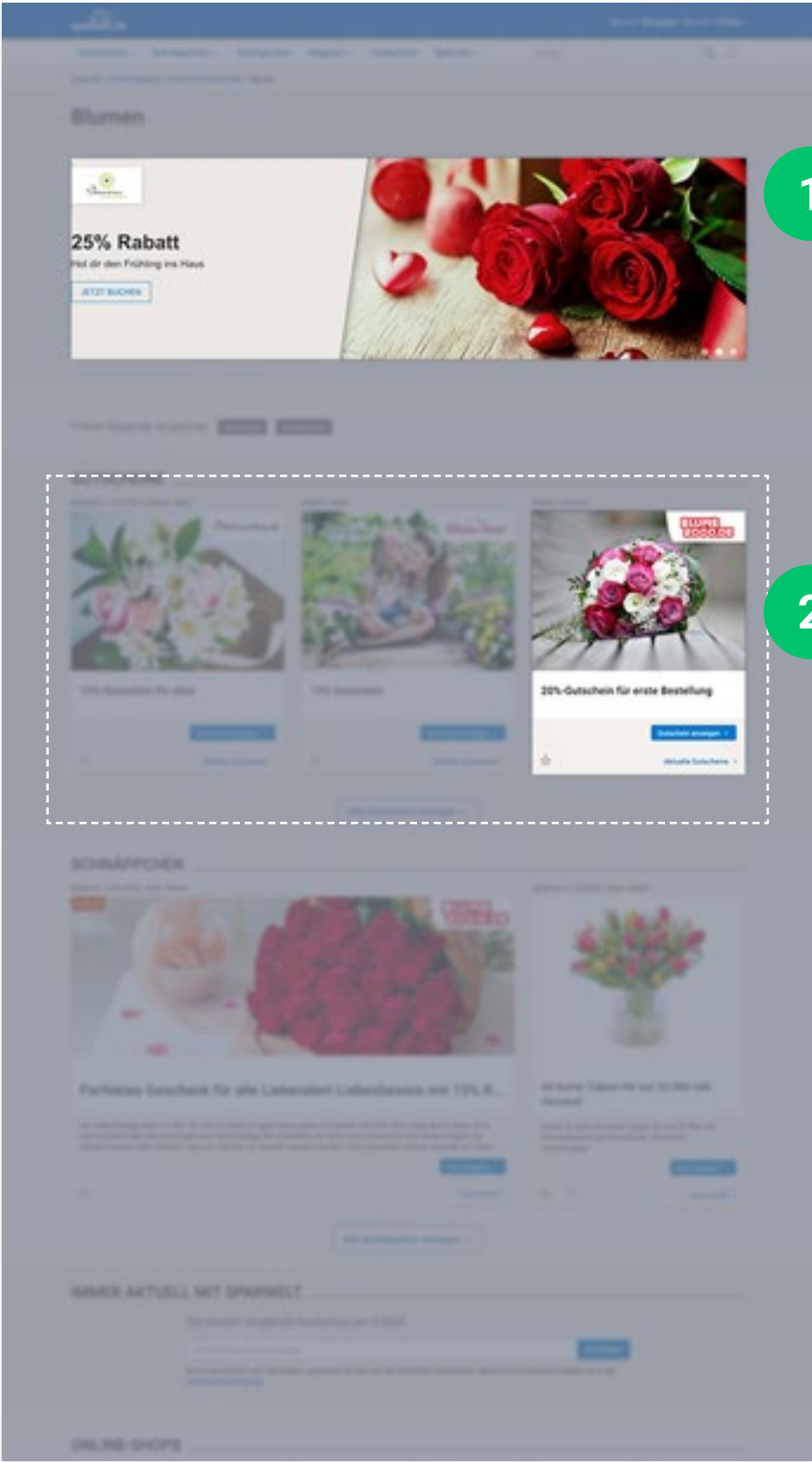
2





OUR PLACEMENTS

# Sparwelt.de – Category pages



1 Slider  
(scrolling)

2 Teaser  
(Top-discounts)

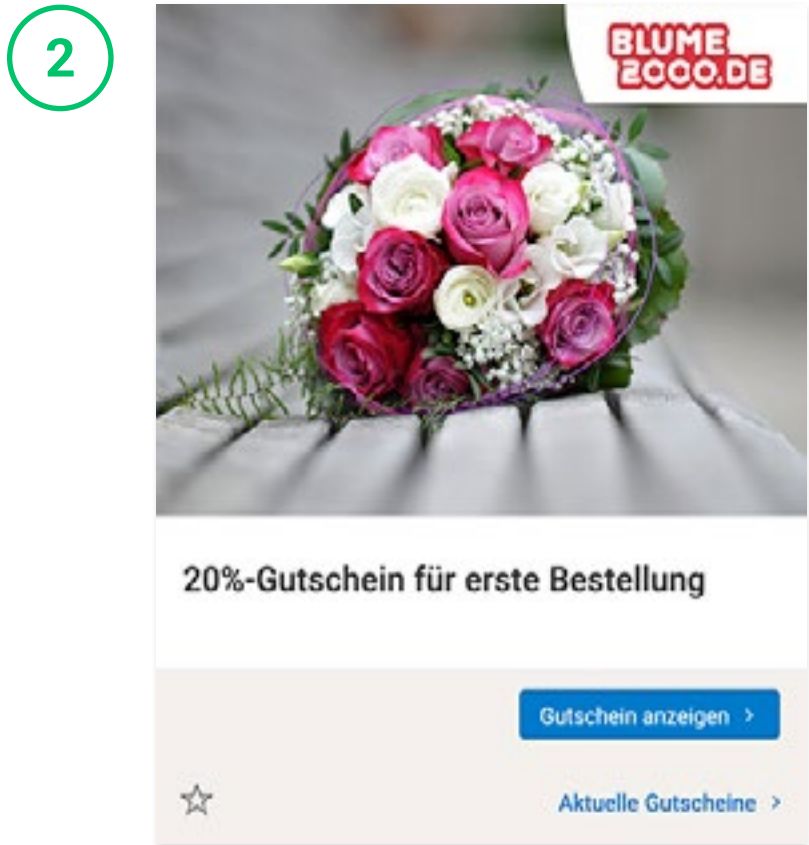
Available categories:

- Fashion & accessories
- Electronics
- Babies, children & toys
- Travel & vacations
- House & home
- Perfume & cosmetics
- Food & drink
- Flowers & gifts
- Pharmacy & drugstore
- Financial
- Photo & stationary
- Cars
- Love & relationships
- Media & entertainment
- Online department stores
- Opticians
- Sport & leisure
- Tariffs
- Pet supplies

<https://www.sparwelt.de/kategorien>



1



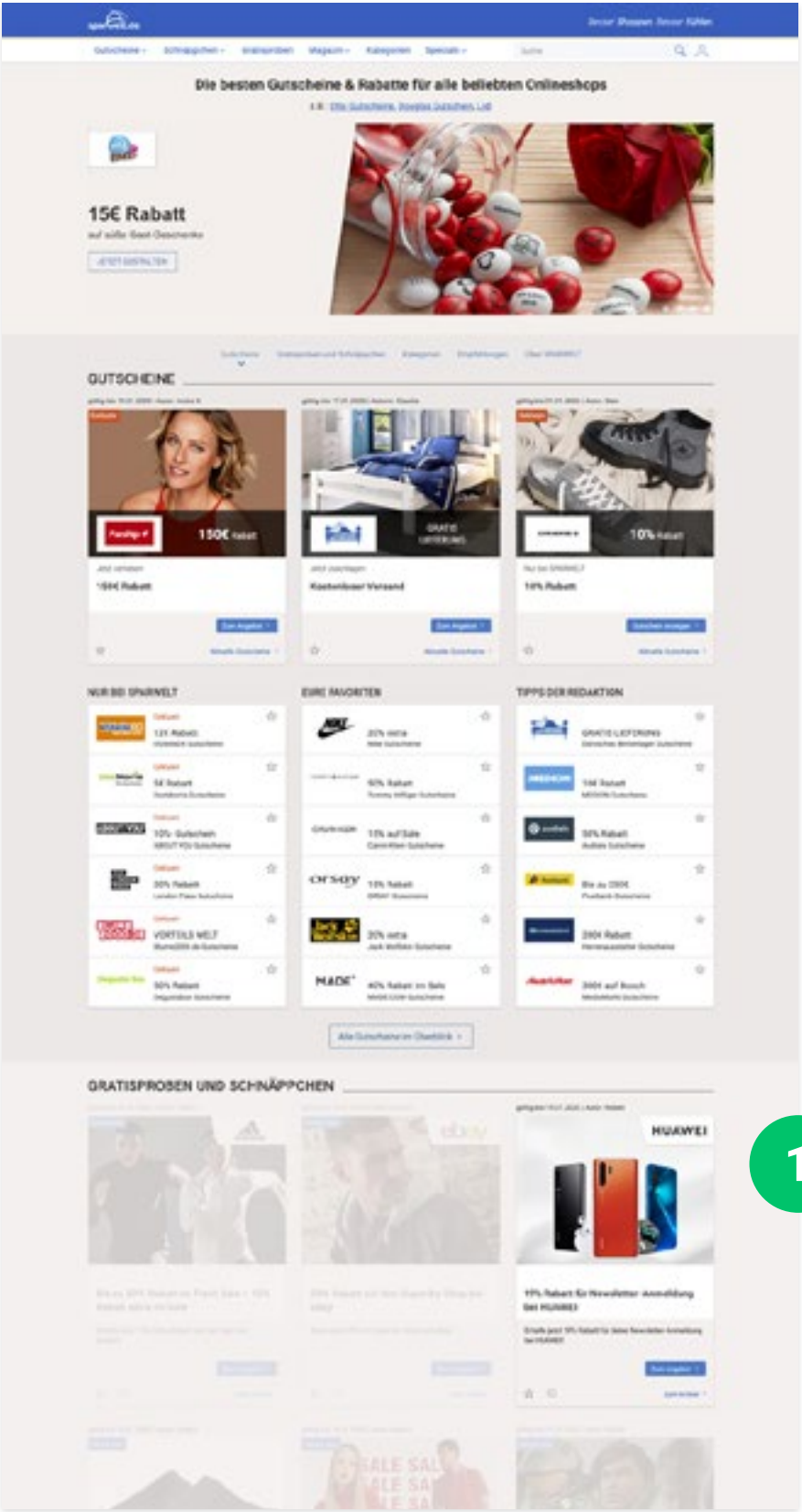
2





OUR PLACEMENTS

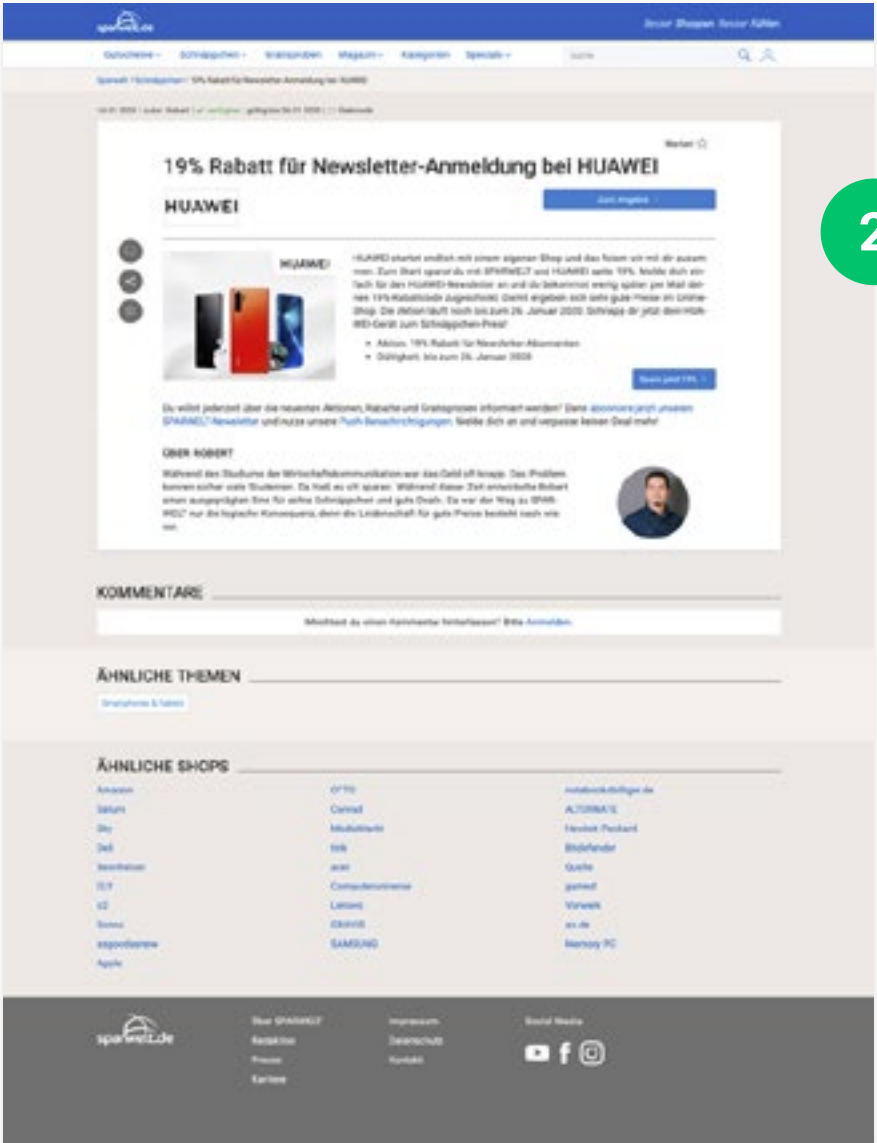
# Sparwelt.de – Bargains



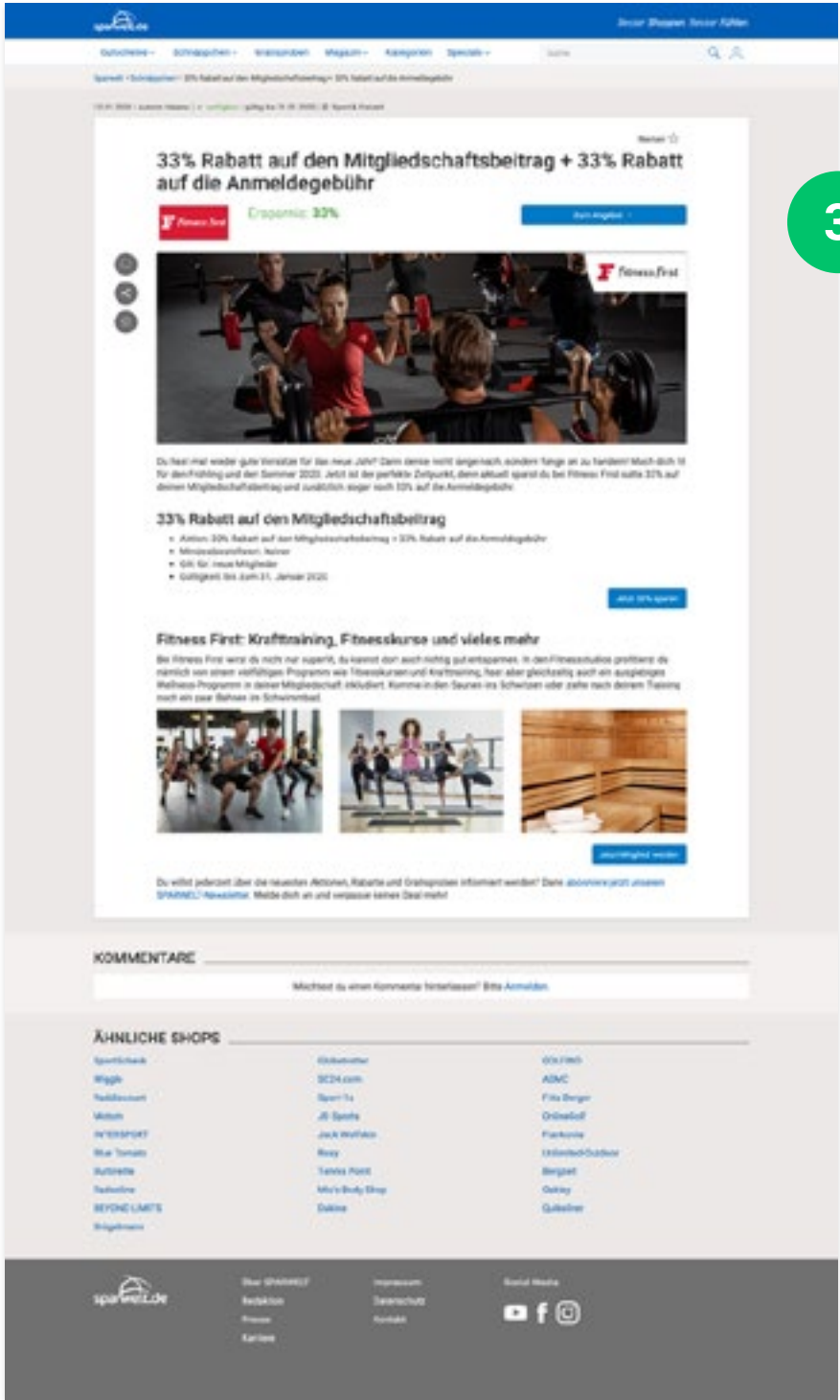
Homepage teaser with link to article on bargain buy

All bargains appear in a stream on the homepage and also sometimes in the appropriate category. The “bumping” of articles can also be added.

<https://www.sparwelt.de/schnaepchen>



Short article on bargain buy



Example of a long article on bargain buy

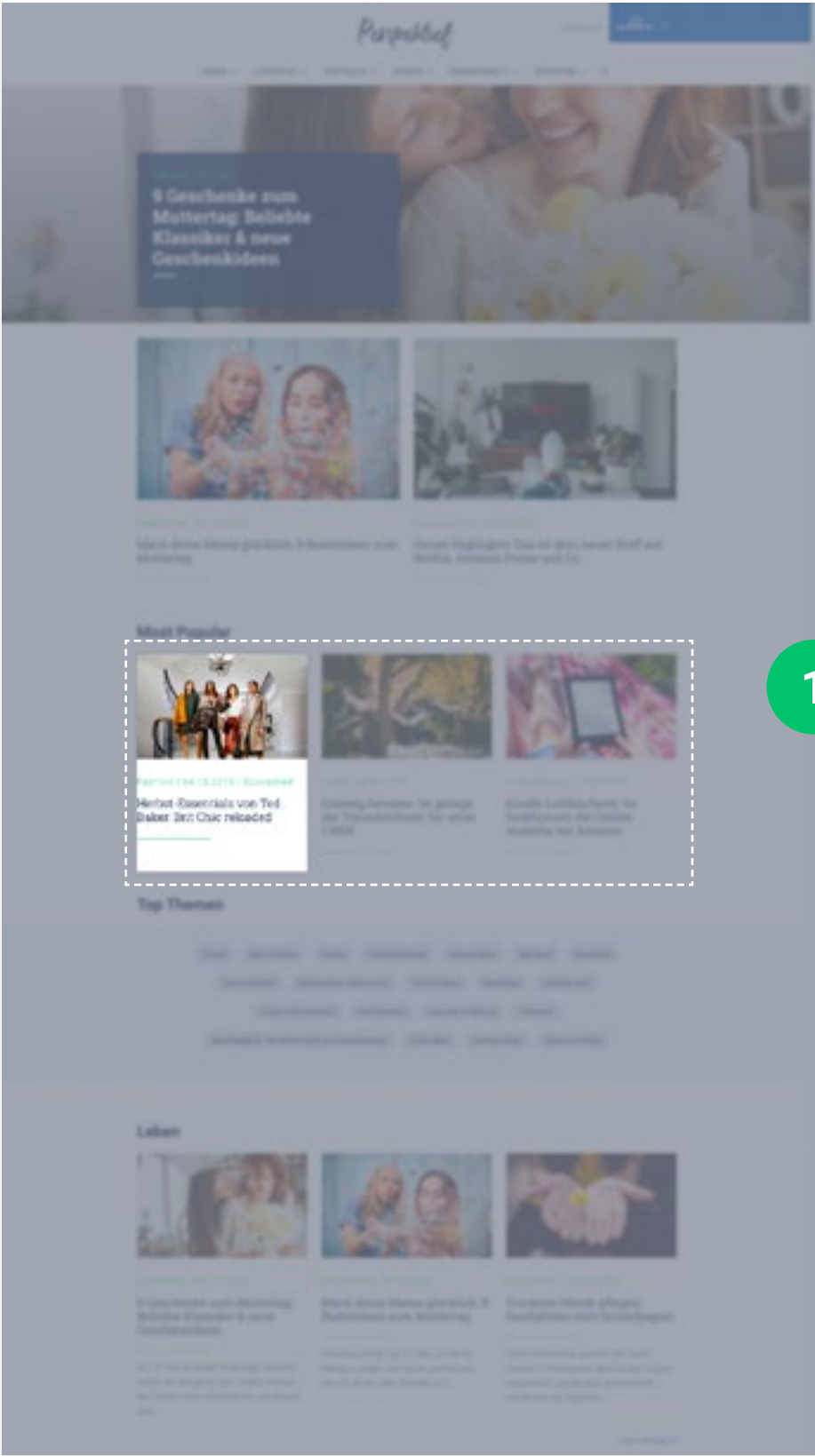






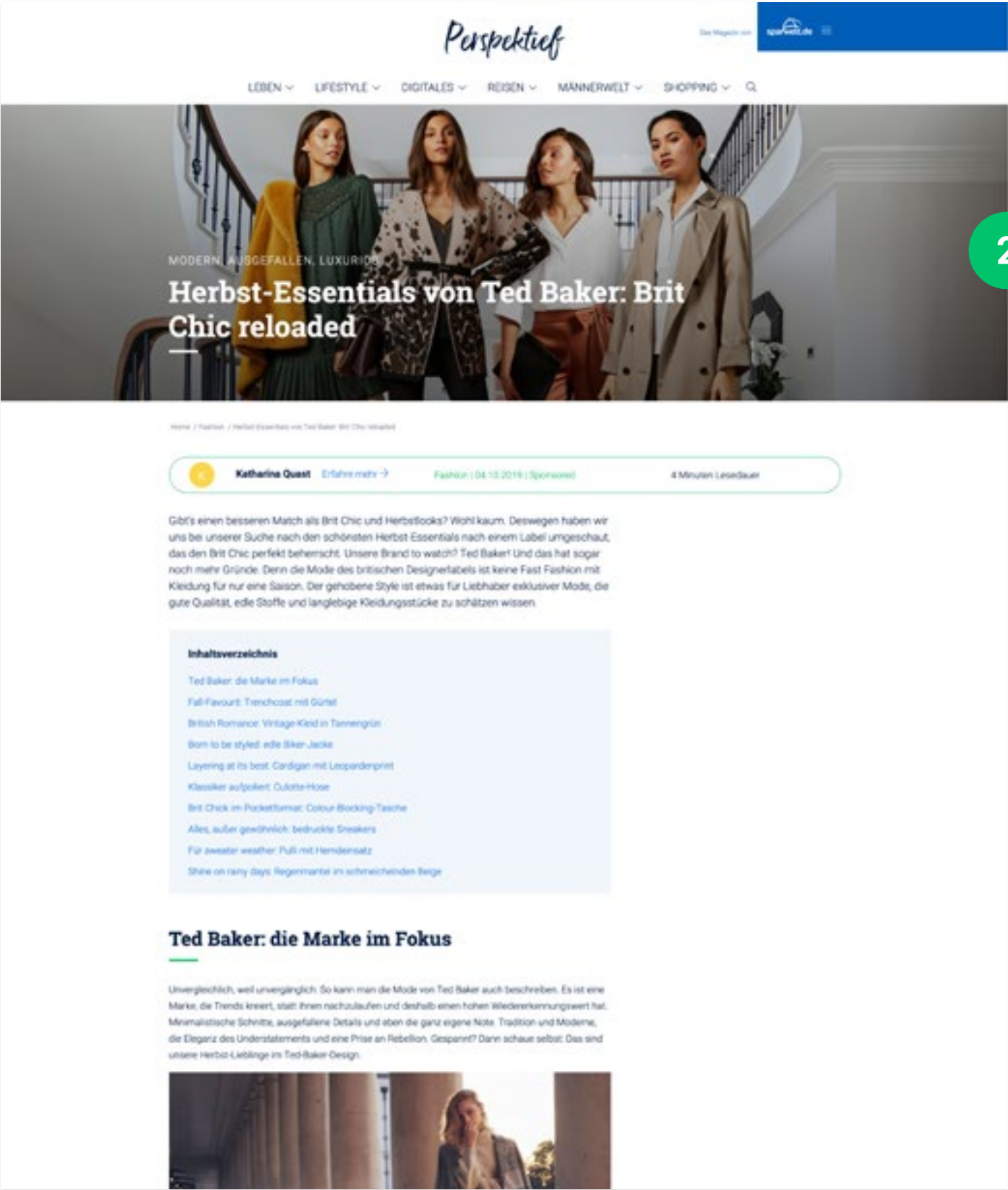
OUR PLACEMENTS

# Sparwelt.de – “Perspektief” Magazine



1 Teaser on magazine homepage

<https://www.sparwelt.de/magazin>



2 Editorial article

<https://www.sparwelt.de/magazin/life/licht-im-garten>



## OUR PLACEMENTS

# Sparwelt.de – Single advertiser landing page



1 Landingpage Example



2 Landingpage Example

<https://www.sparwelt.de/kategorien/wohnen-und-haushalt/dekoration>

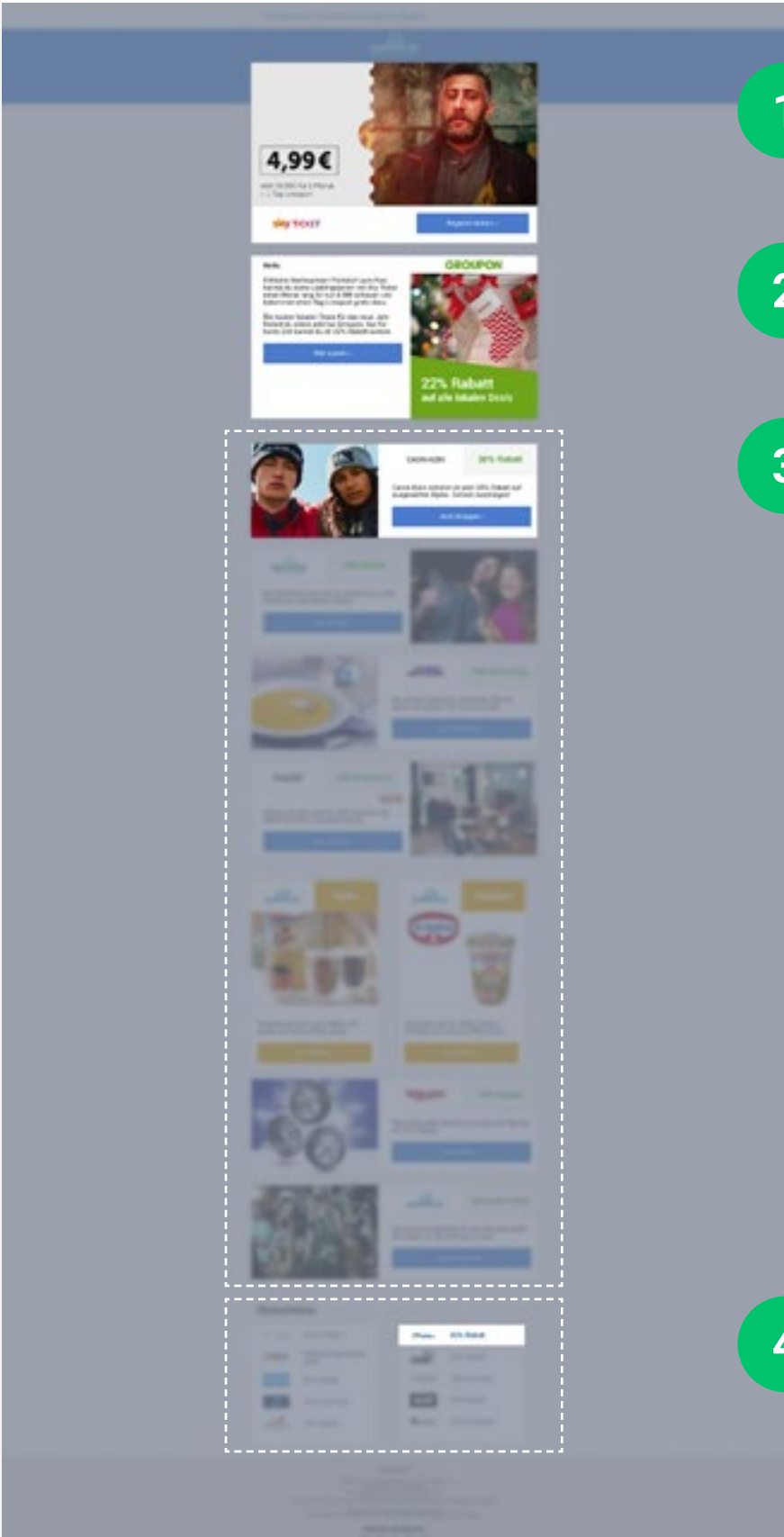
<https://www.sparwelt.de/kategorien/specials/amazon-prime-day>





OUR PLACEMENTS

# Sparwelt.de – Newsletter



1 Billboard

2 Top special

3 Exposed content ad

4 Discounts

1



4,99€

statt 19,98€ für 1 Monat + 1 Tag Livesport

sky TICKET

Angebot sichern >

2



GROUPON

22% Rabatt auf alle lokalen Deals

3



CALVIN KLEIN

30% Rabatt

Calvin Klein schenkt dir jetzt 30% Rabatt auf ausgewählte Styles. Schnell zuschlagen!

Jetzt shoppen >

4



Thalia.de

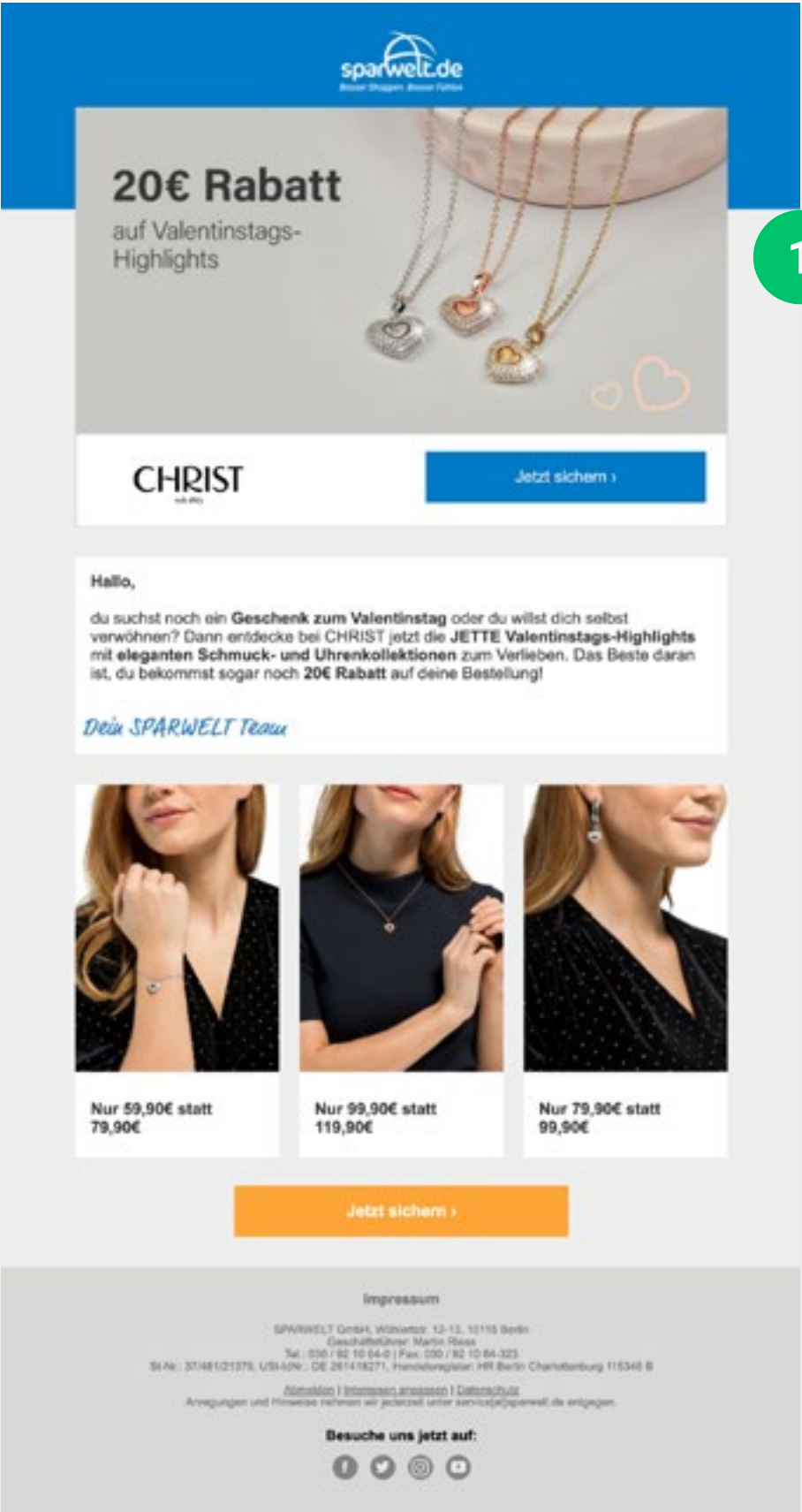
80% Rabatt

Every Tues. & Sun. / Recipients: approx. 600,000

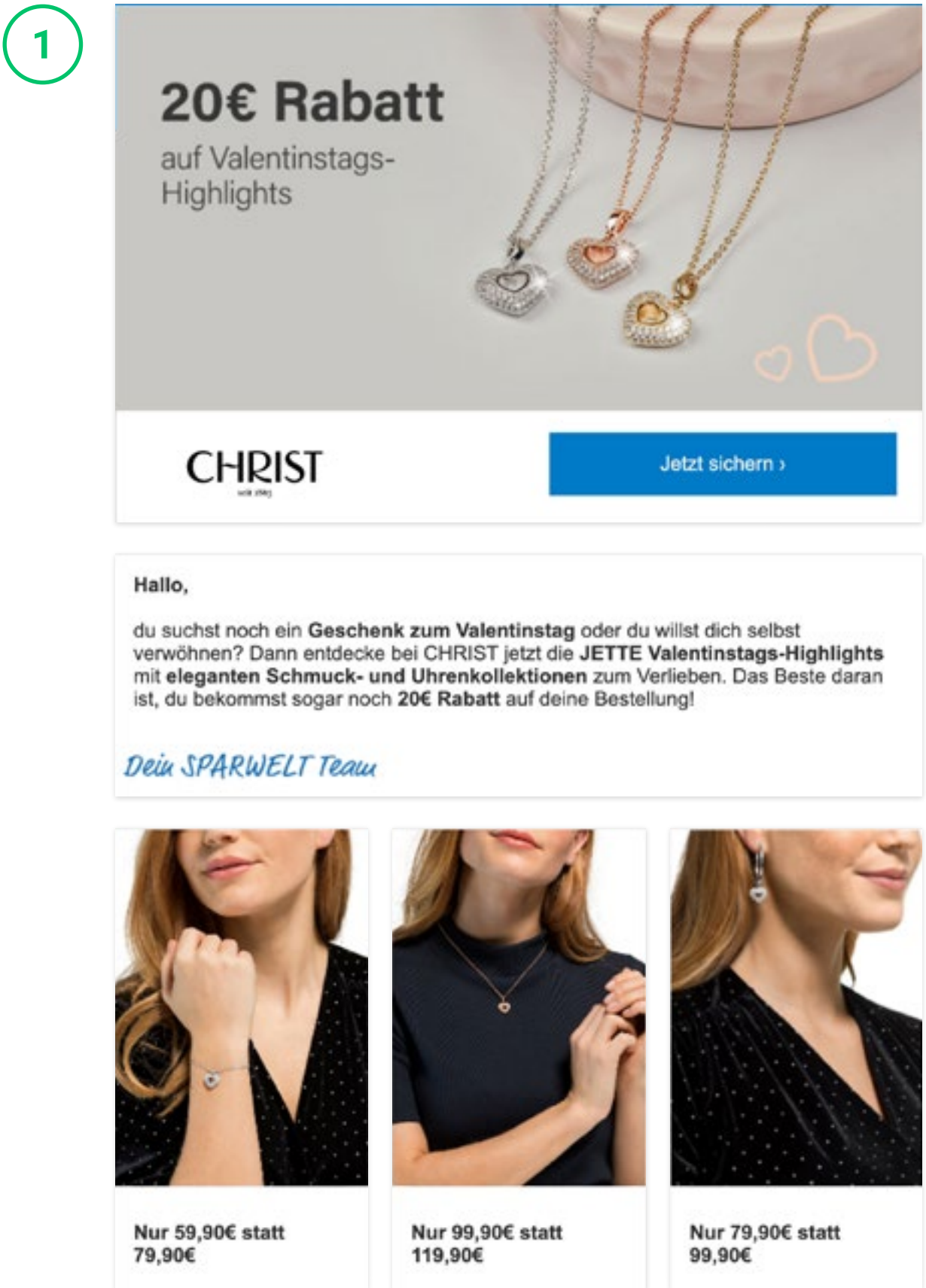


OUR PLACEMENTS

# Sparwelt.de – Newsletter / Standalone



1 Standalone  
Recipients: approx. 250,000

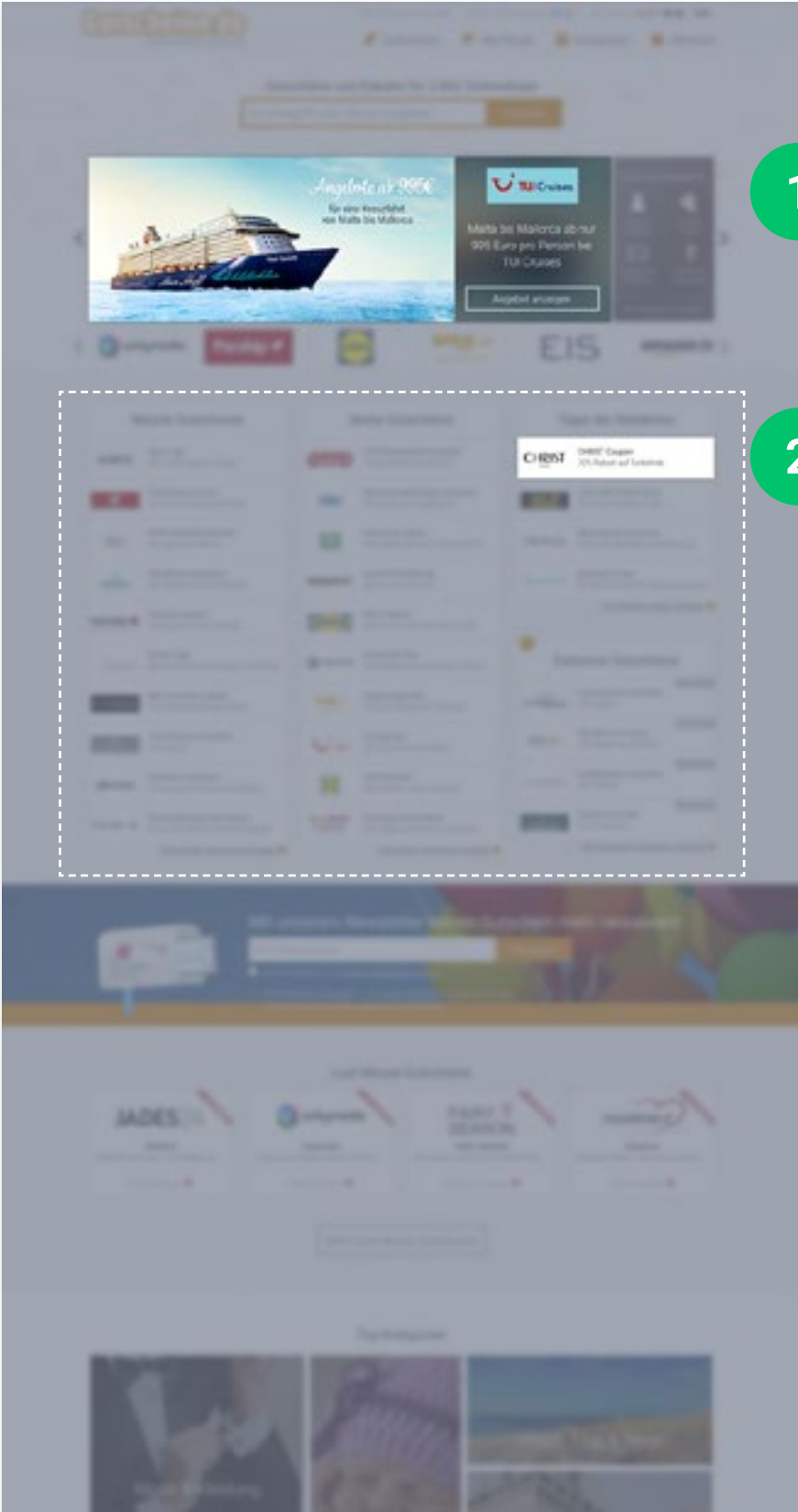






OUR PLACEMENTS

# Gutscheine.de – Homepage



1 Slider  
(scrolling)

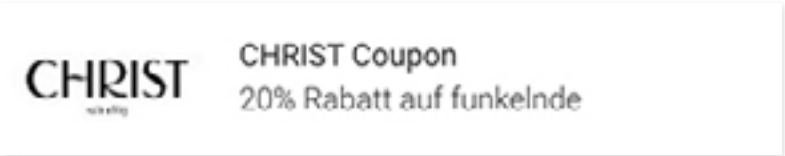
2 Listing

<https://www.gutscheine.de/>

1



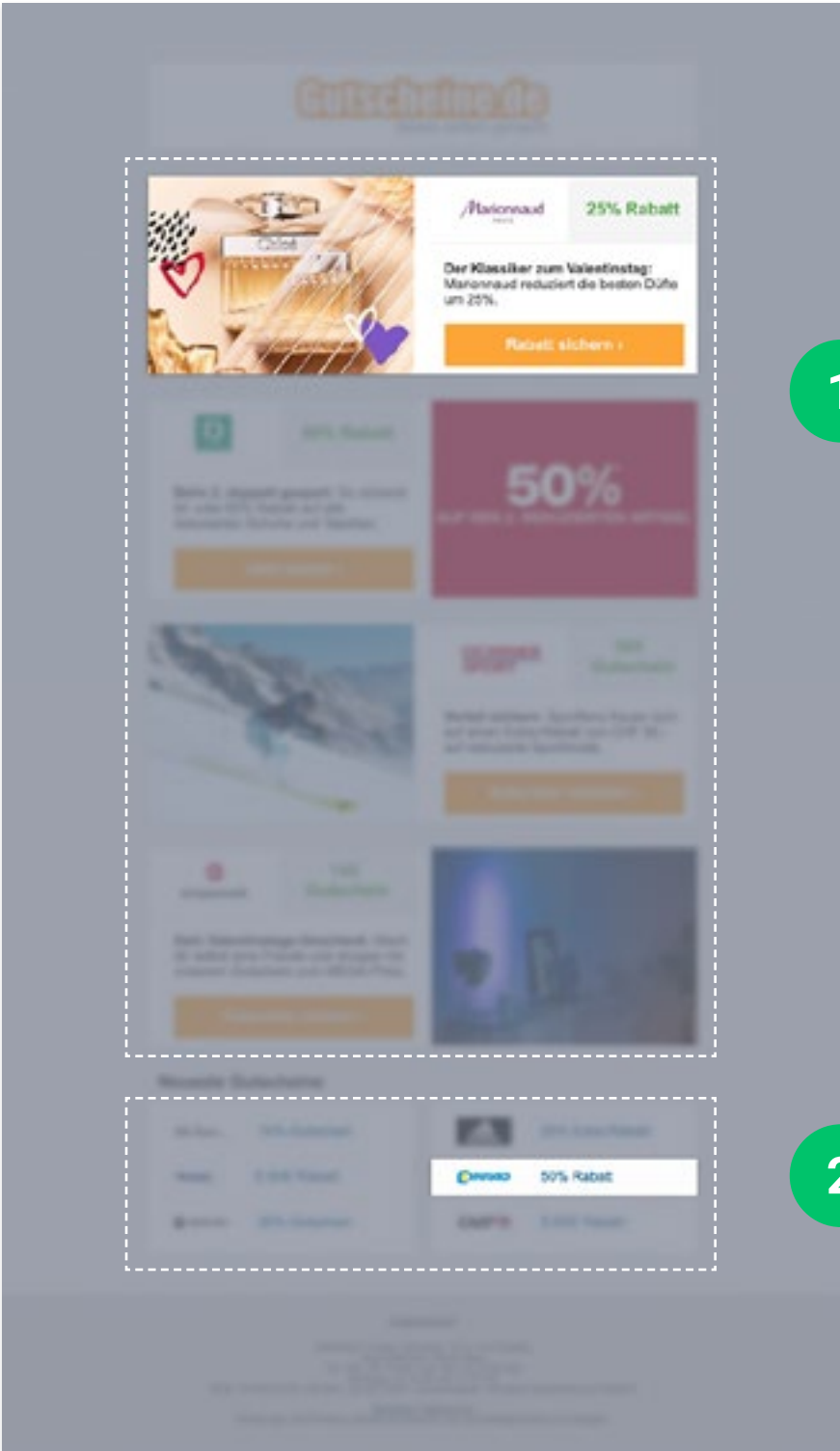
2





OUR PLACEMENTS

# Gutscheine.de – Newsletter



1 Exposed content ad

2 Discounts

Every Wed. & Sun. / Recipients: approx. 105,000

1



Marionnaud  
PARIS

25% Rabatt

Der Klassiker zum Valentinstag:  
Marionnaud reduziert die besten Düfte  
um 25%.

Rabatt sichern >

2



CONRAD

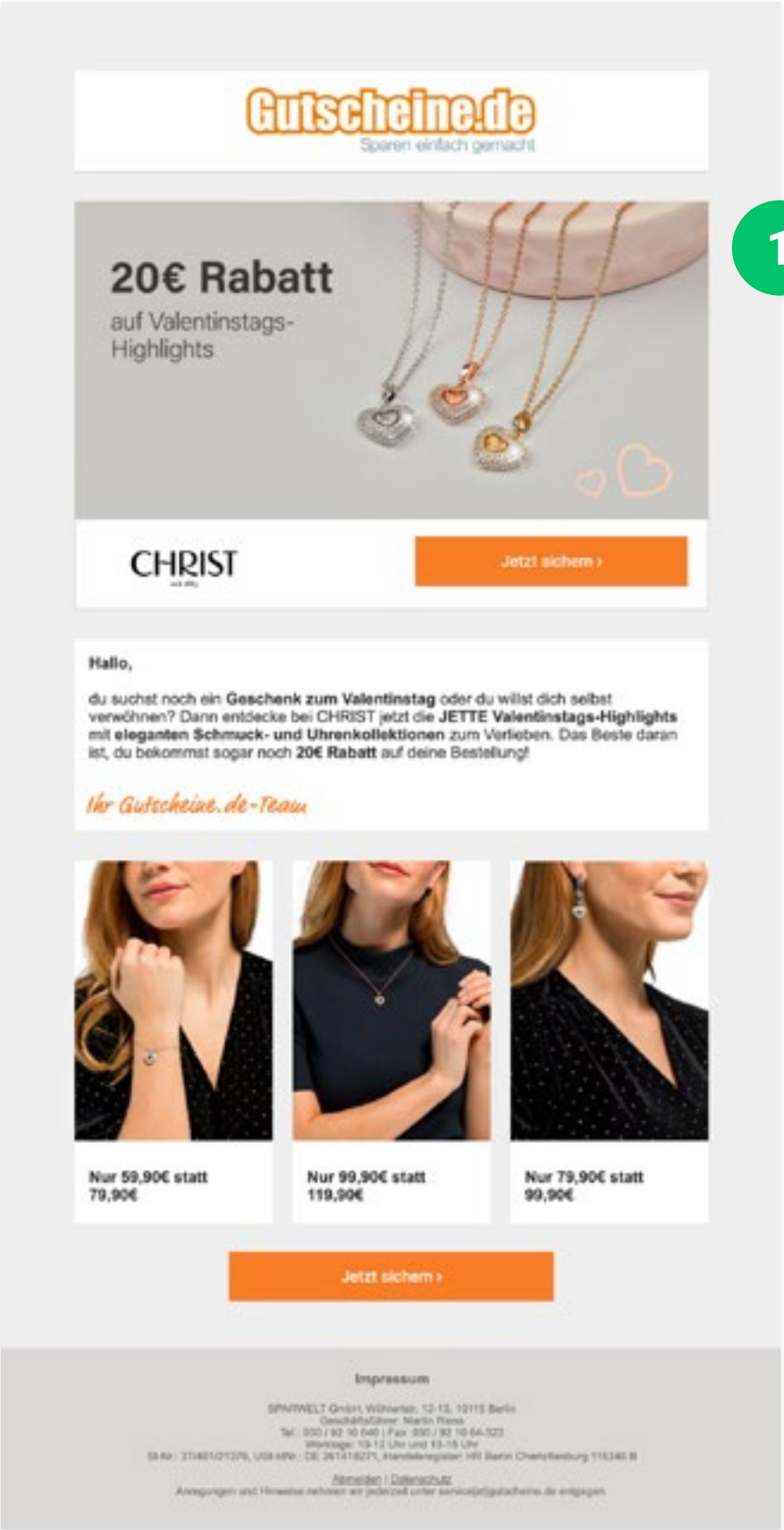
50% Rabatt



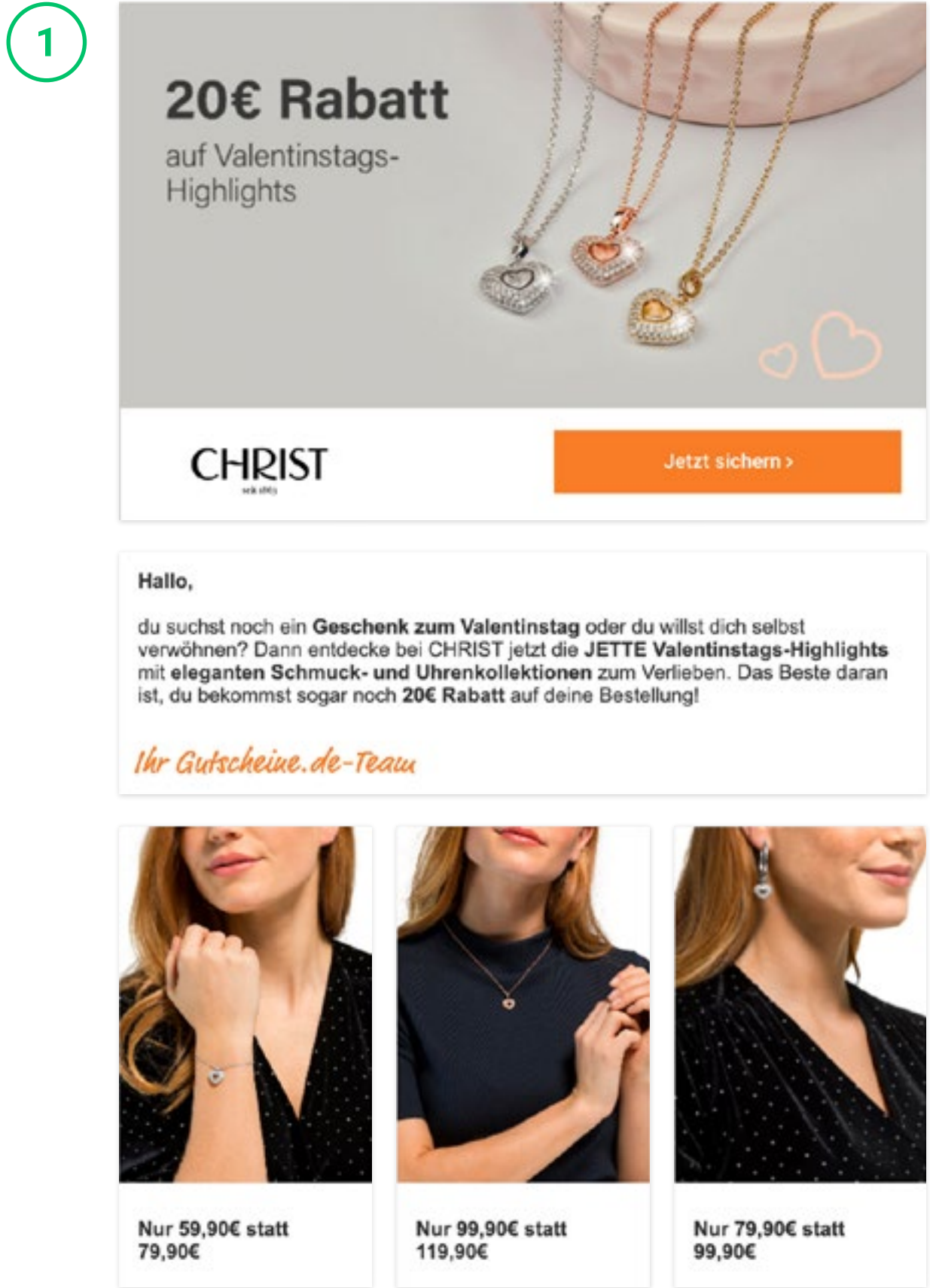


OUR PLACEMENTS

# Gutscheine.de – Newsletter / Standalone



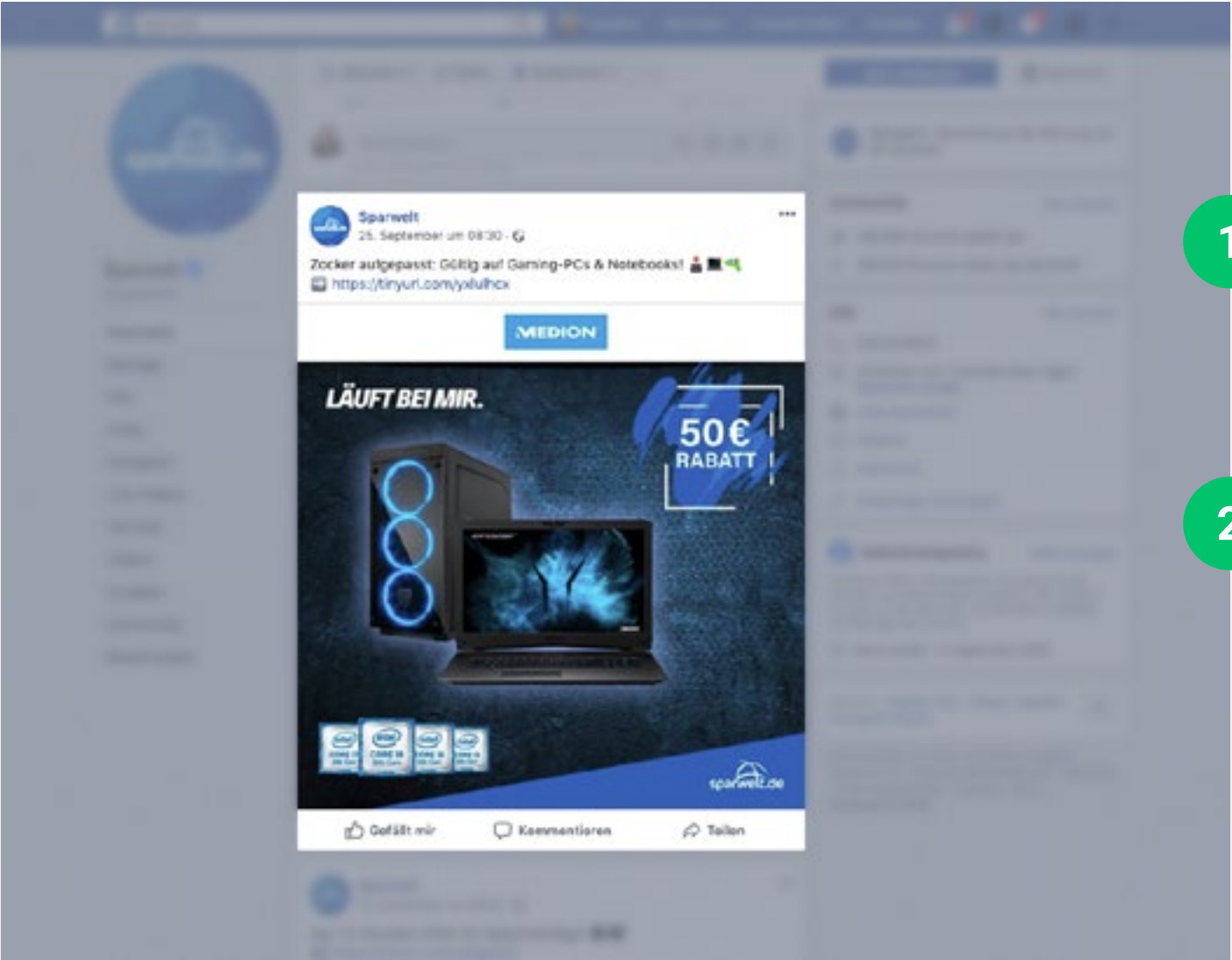
1 Standalone  
Recipients: approx. 105,000



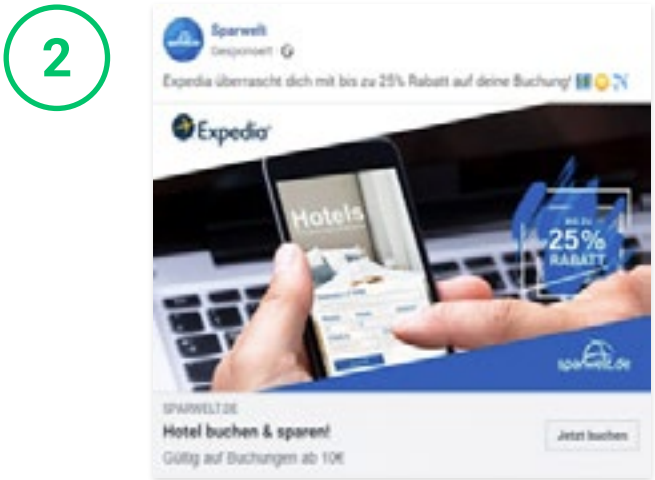


OUR PLACEMENTS

# Social Media – Facebook ad / Facebook post



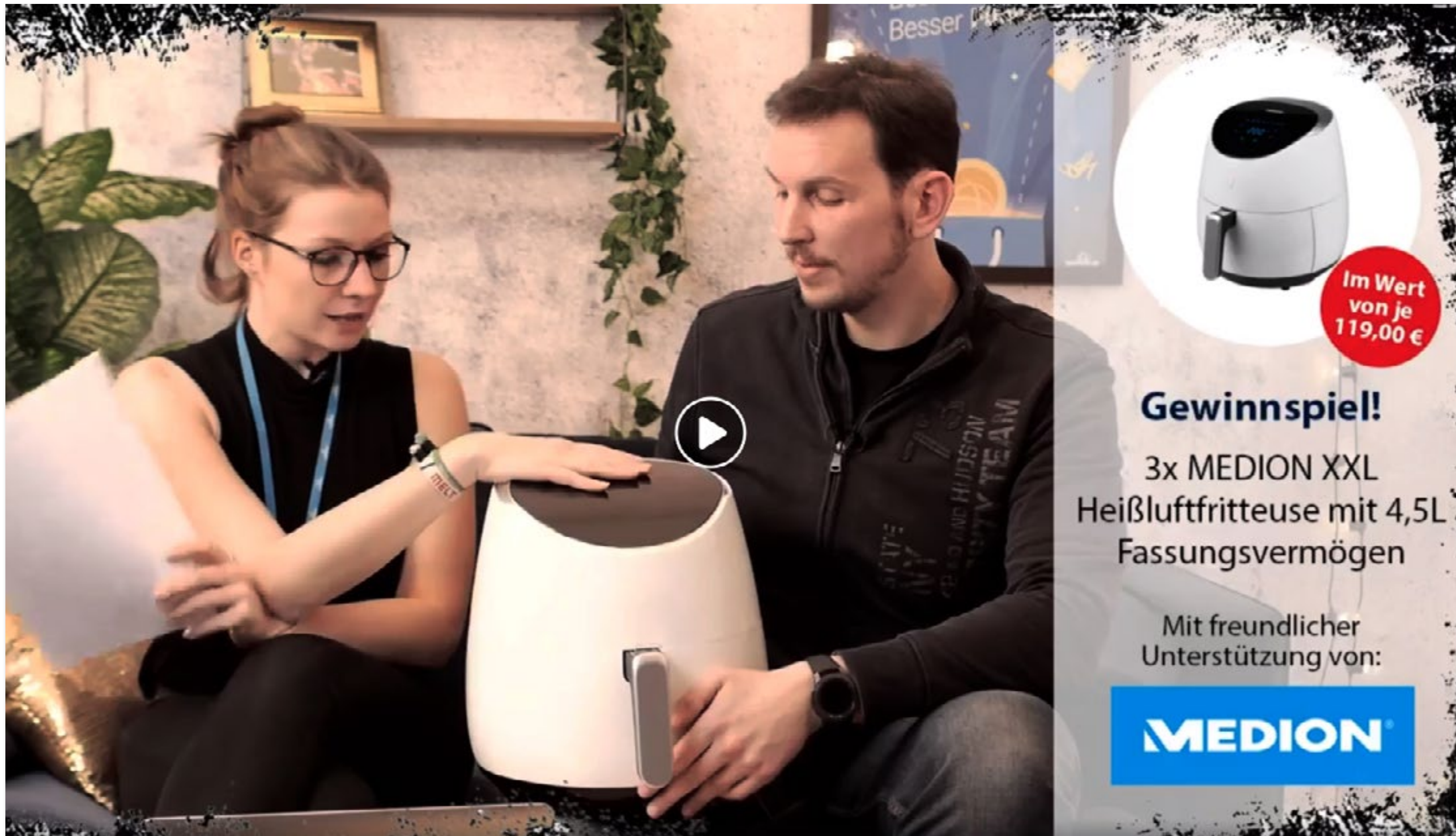
- 1 **Post**  
Maximum organic reach of approx. 170,000 recipients
- 2 **Ad**  
Paid reach with flexible number of recipients





## OUR PLACEMENTS

# Social Media – Facebook Live



Younger users in particular increasingly consume content in the form of video clips on the internet – and more and more often as a live stream!

Facebook Live will ensure that your brand stays in tune with the latest developments and close to young, modern consumers. The 30-minute broadcast is hosted by our charming SPARWELT colleagues. Products are presented and subsequently given away. A campaign can also be placed in the broadcast in consultation with us.

### Case Study:

#### Facebook Live broadcast from the merchant

##### Medion

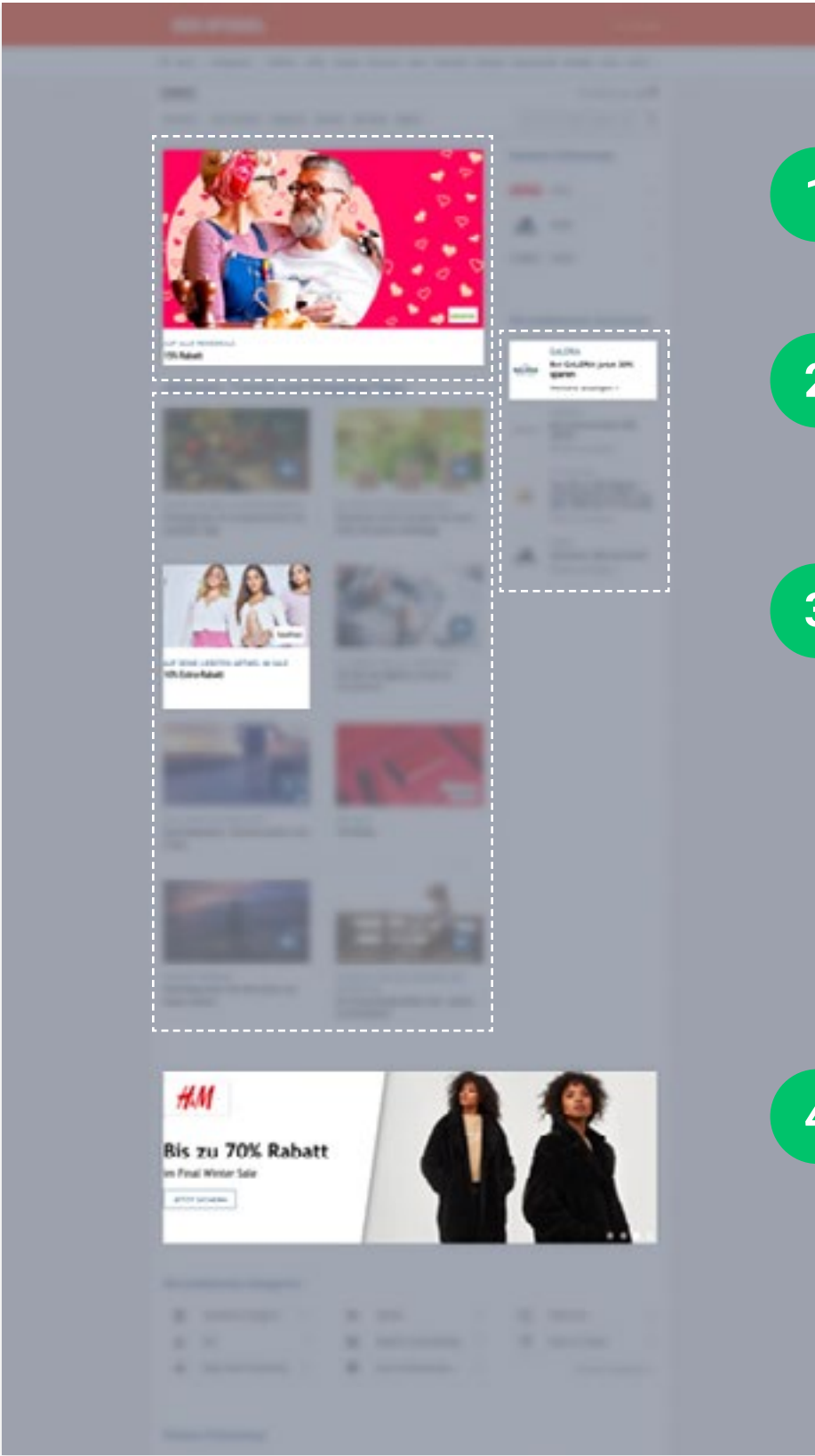
- 68,182 people reached
- 30,105 video views
- 2,280 interactions





OUR PLACEMENTS

# DER SPIEGEL



1 Highlight-Teaser

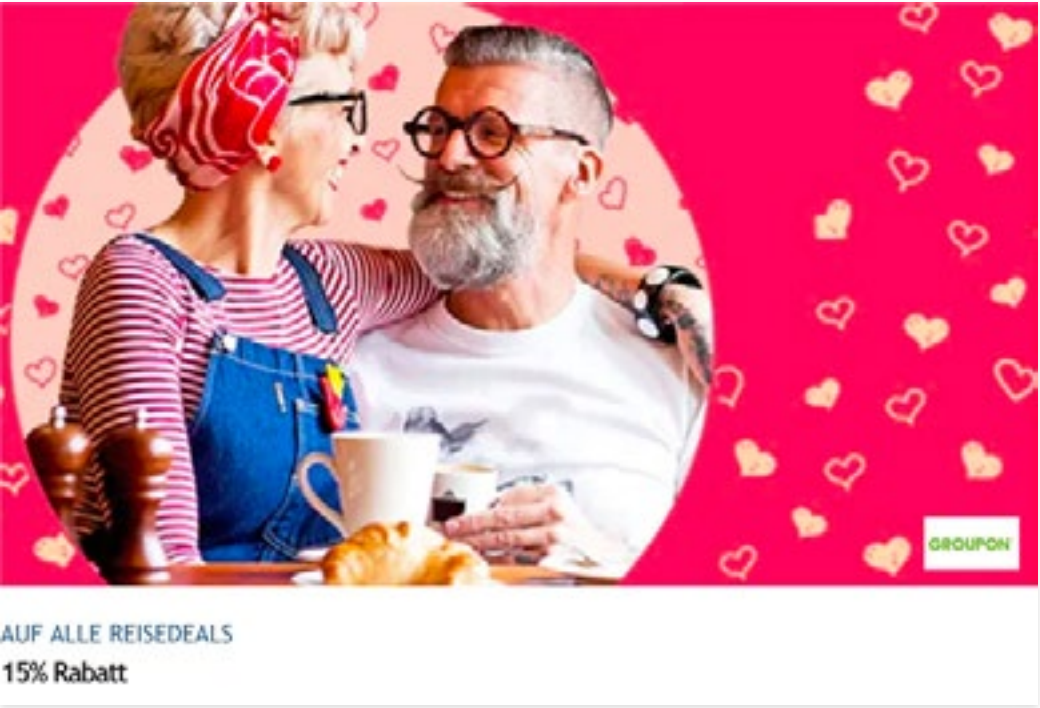
2 Listing

3 Teaser

4 Slider  
(scrolling)

<https://www.spiegel.de/gutscheine>

1



2



3



4

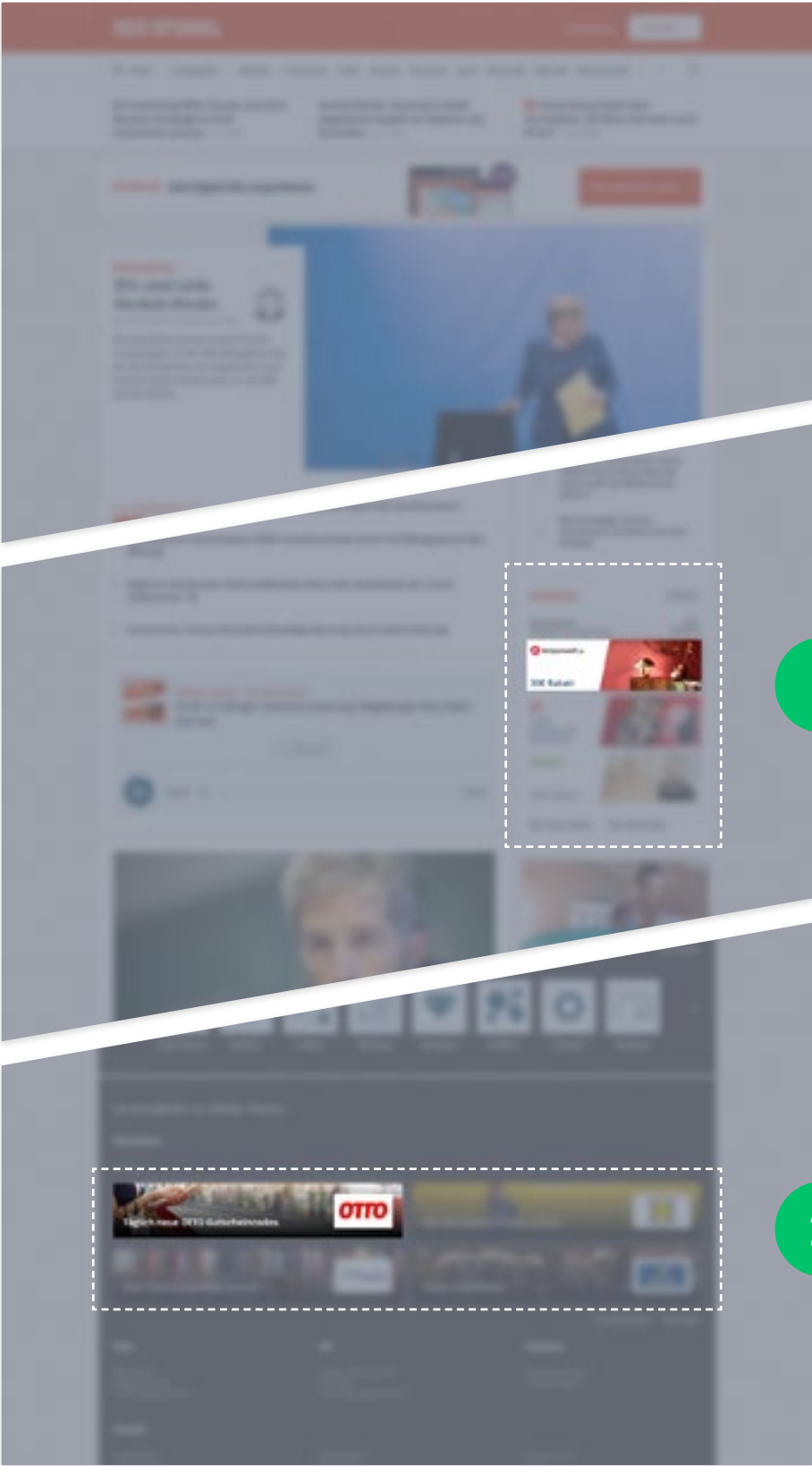






OUR PLACEMENTS

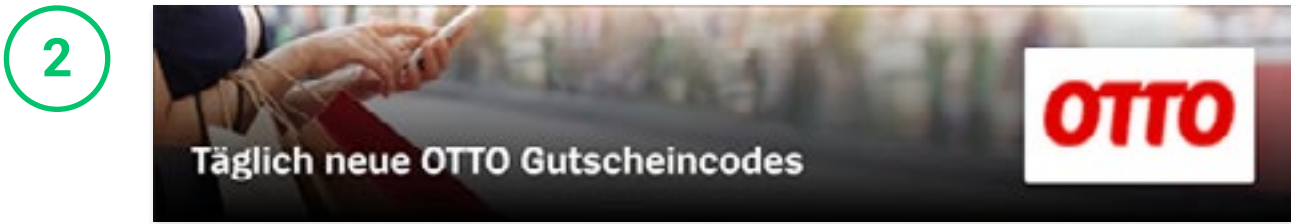
# DER SPIEGEL



1 Market place-Widget

2 Footer-Ad

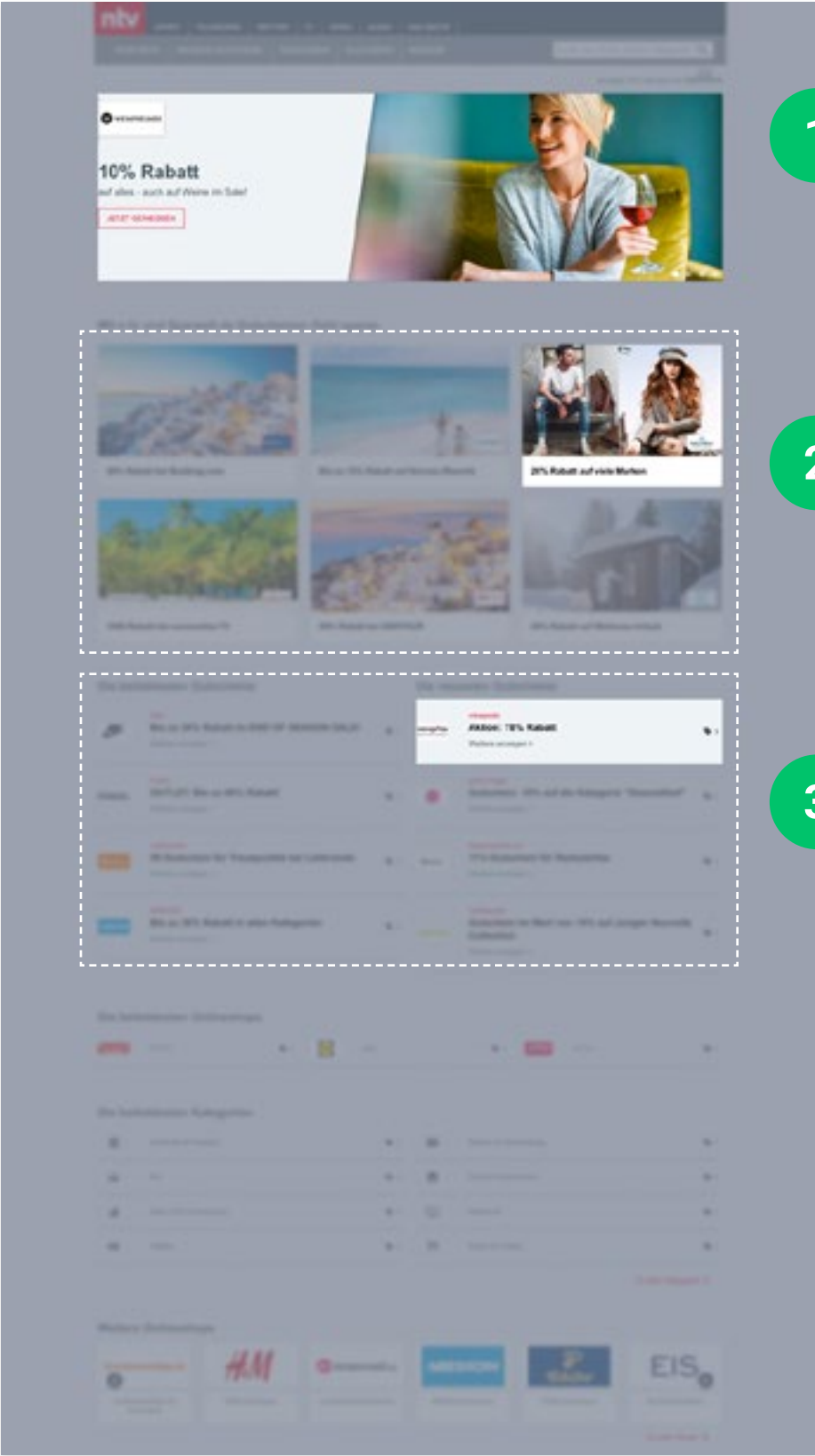
<https://www.spiegel.de>





OUR PLACEMENTS

n-tv.de



1 Slider (scrolling)

2 Teaser

3 Listing

<https://gutscheine.n-tv.de/>

1

WEINFREUNDE

10% Rabatt

auf alles - auch auf Weine im Sale!

JETZT GENIESSEN

2

20% Rabatt auf viele Marken

3

mirapodo

Aktion: 78% Rabatt

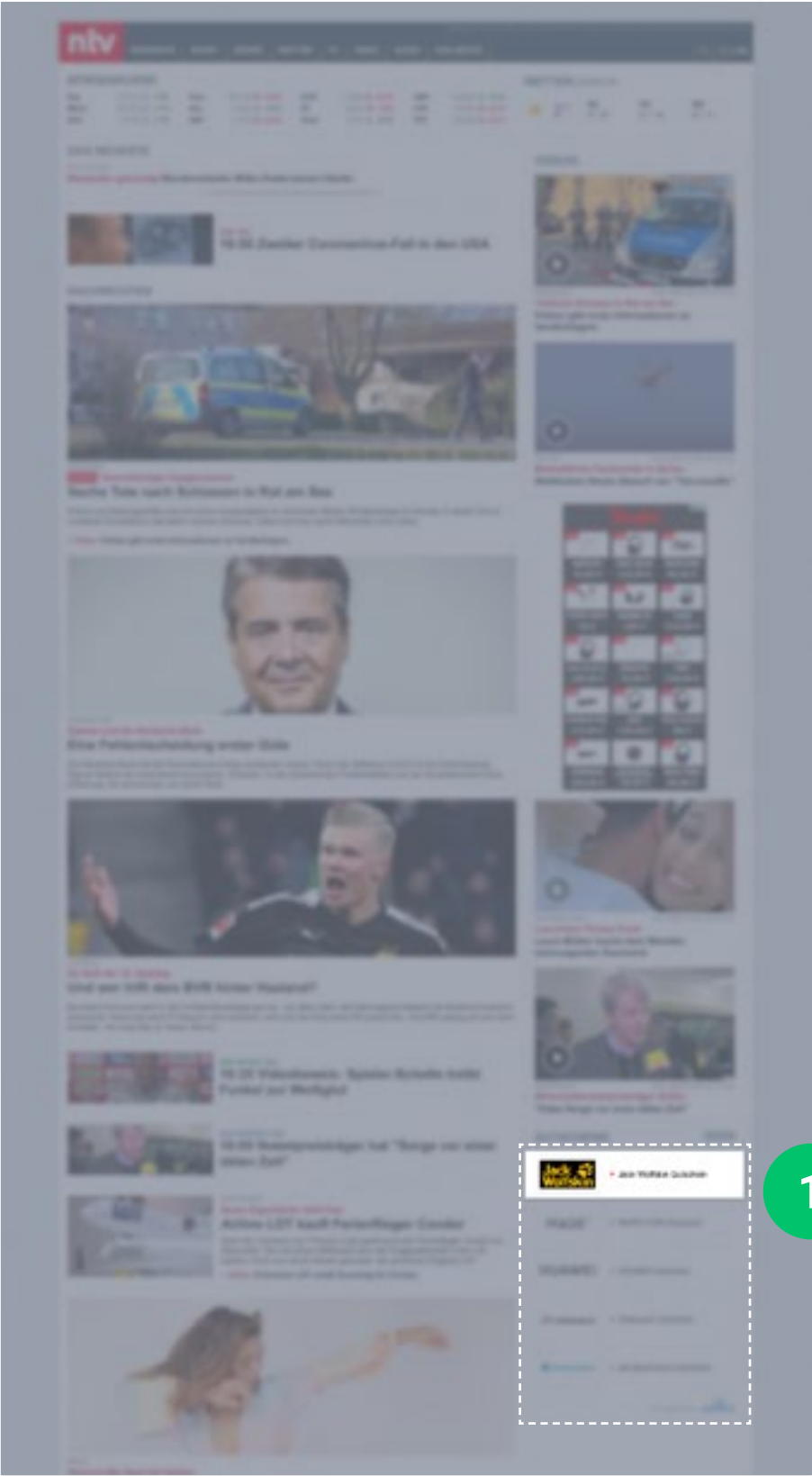
Weitere anzeigen >





OUR PLACEMENTS

# n-tv.de / Sidebar-Widget



<https://n-tv.de/>

1 Discount

1



▶ Jack Wolfskin Gutschein

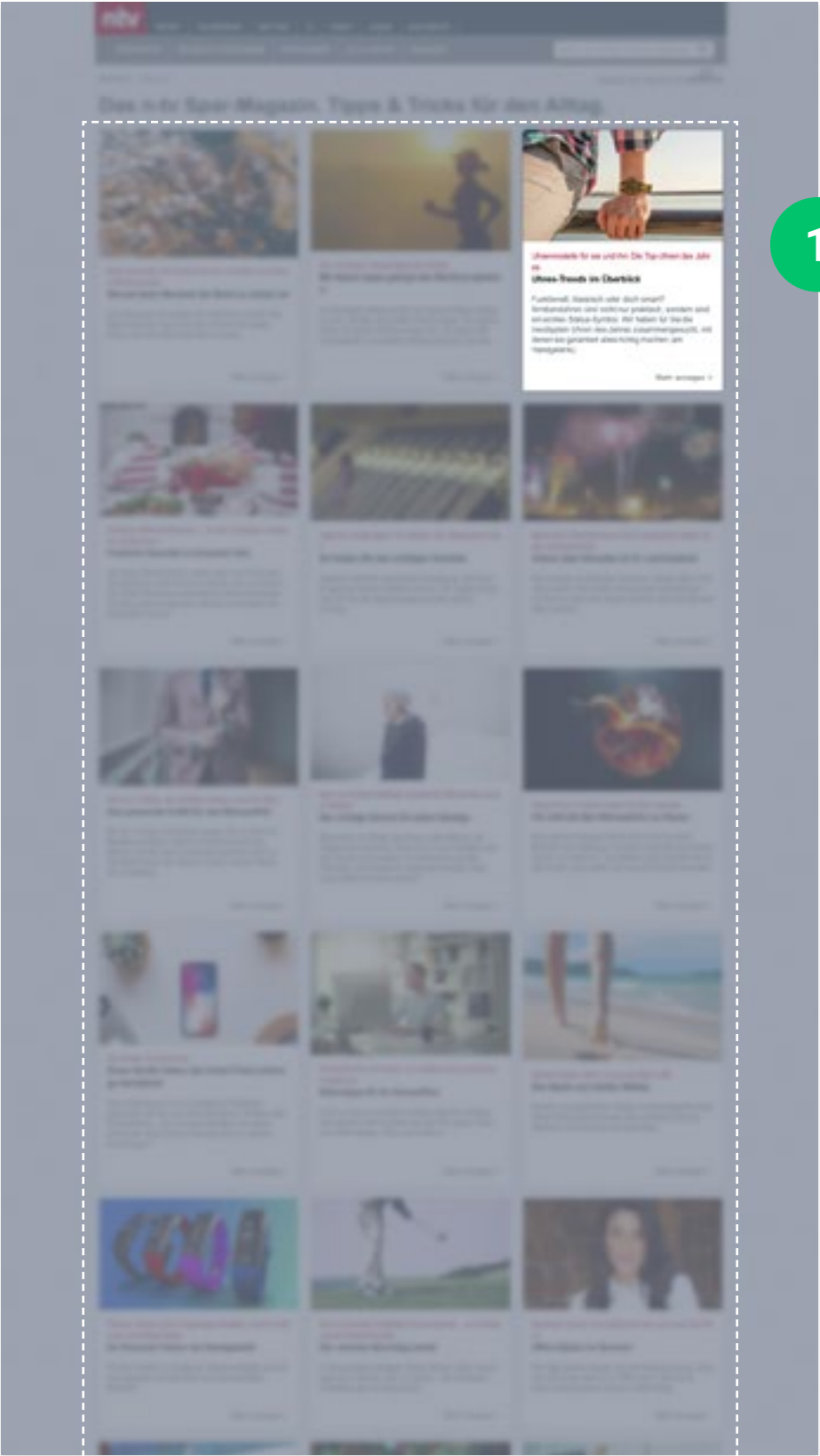
Available categories:

- Sport
  - Entertainment TV
  - Books
  - Music
  - Audio books
  - Love and family
- Health
  - Travel
  - Living
  - Food
  - Technology
  - Cars



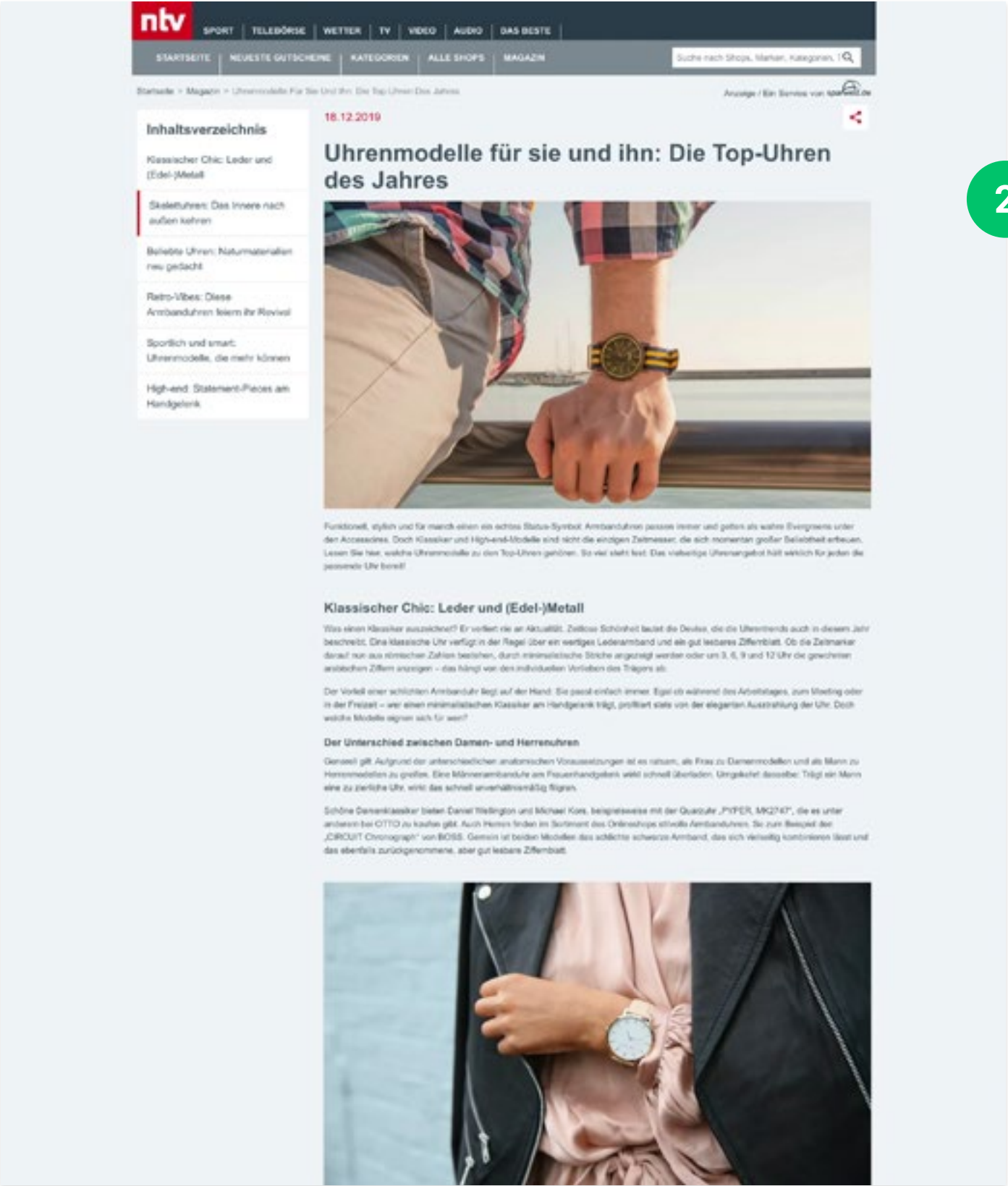
OUR PLACEMENTS

# n-tv.de / Spar-Magazine



1 Homepage of n-tv Spar-Magazine with article teasers

<https://gutscheine.n-tv.de/magazin>



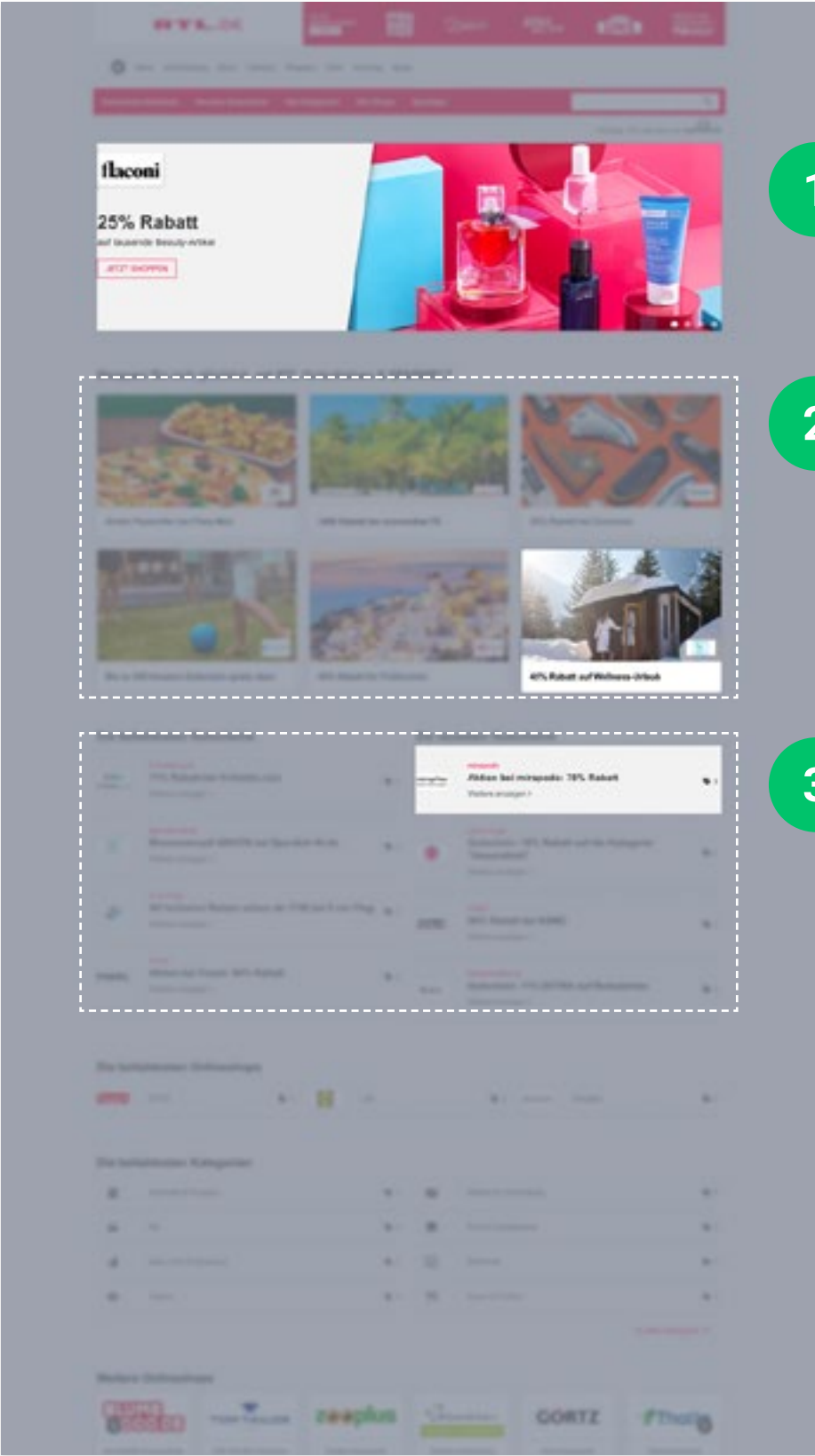
2 Editorial article





OUR PLACEMENTS

RTL.de



1 Slider (scrolling)

2 Teaser

3 Listing

<https://www.rtl.de/gutscheine/>

1

flaconi

25% Rabatt auf tausende Beauty-Artikel

JETZT SHOPPEN

2

45% Rabatt auf Wellness-Urlaub

3

mirapodo

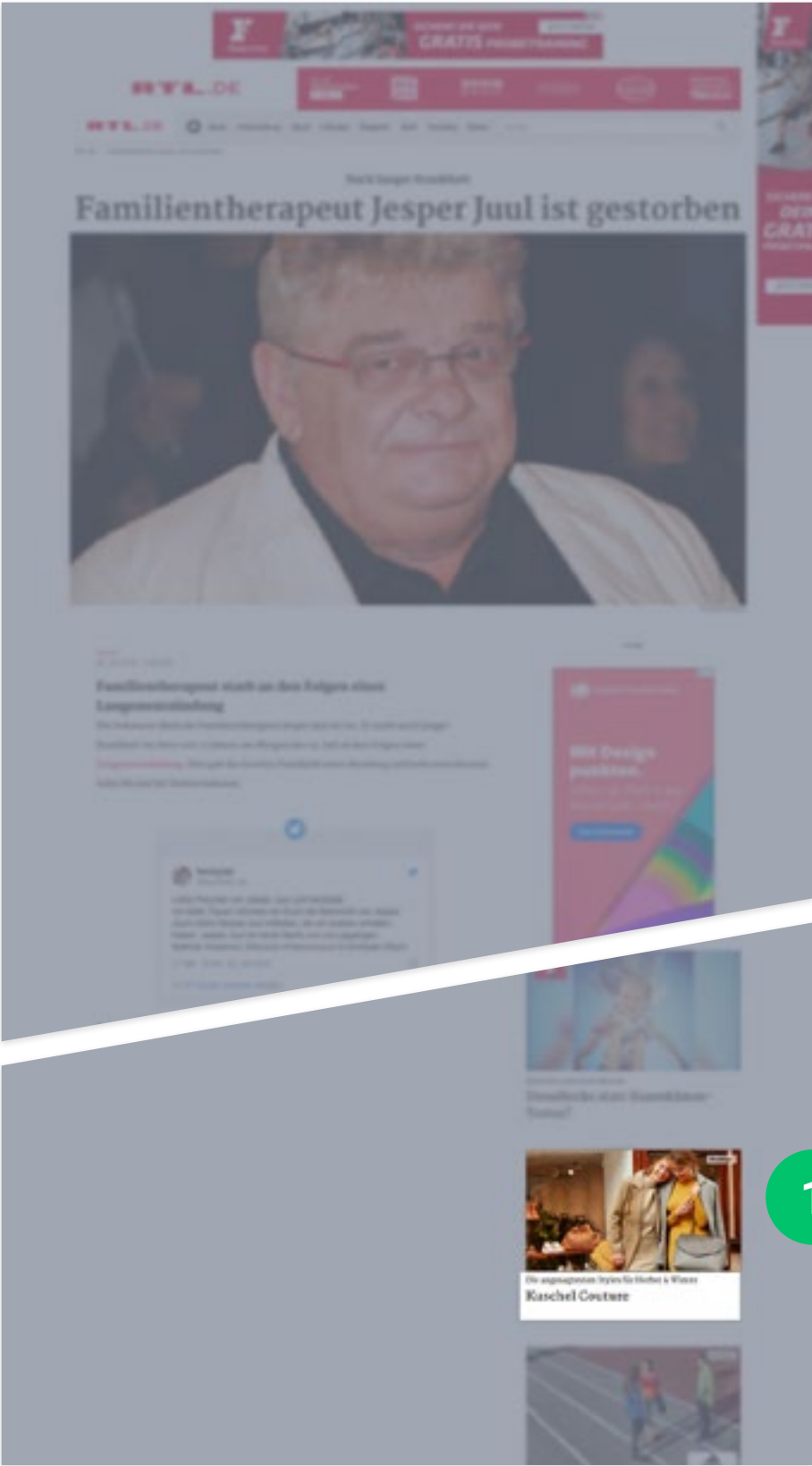
Aktion bei mirapodo: 78% Rabatt

Weitere anzeigen >

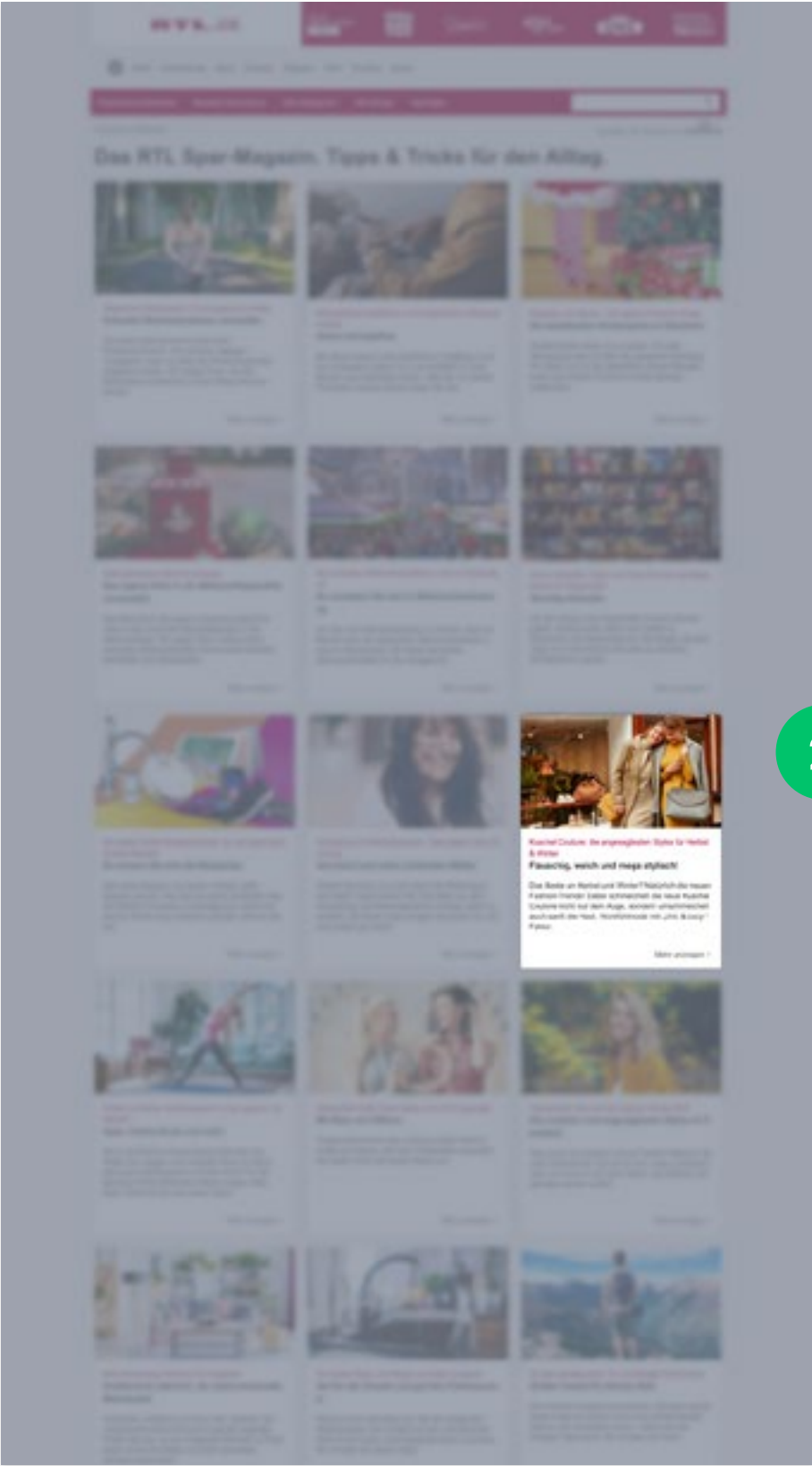


OUR PLACEMENTS

# RTL.de / Branded Content

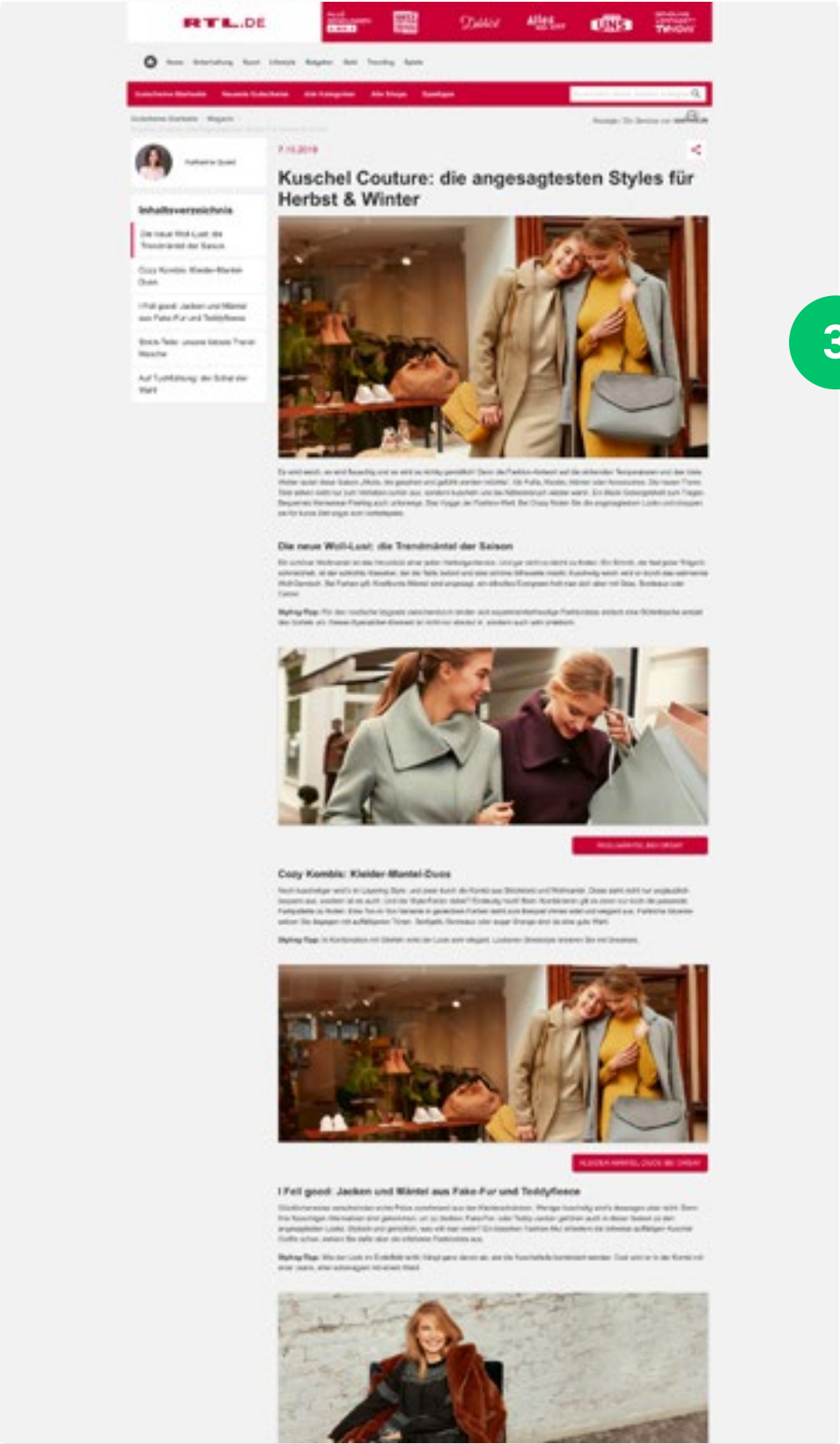


Teaser package  
(image-text placement) within  
RTL.de and also  
upon request on  
VIP.de, Kochbar.de  
and Weiter.de, with  
link to the editorial  
article



2 Teaser

<https://www.rtl.de/gutscheine/spartipps>



3 Editorial article



## OUR PLACEMENTS

# TV Standalone



TV is currently still the best mass medium to get people talking about your brand. In tandem with SPARWELT.de, you can place your attractive deal on television in a very cost-effective way.

- Broadcast on a station of the RTL Media Group (RTL, Vox, n-tv)
- > 45 million gross media contacts per campaign
- Your deal and of course your logo will be presented



MEDIAKIT 2020

## Your contacts

Do you have any questions? Are you ready to get started? Whatever you need, our staff in Germany and Switzerland would be delighted to help you.

Find your match. We look forward to hearing from you!





## YOUR CONTACTS

# Your match for the German market

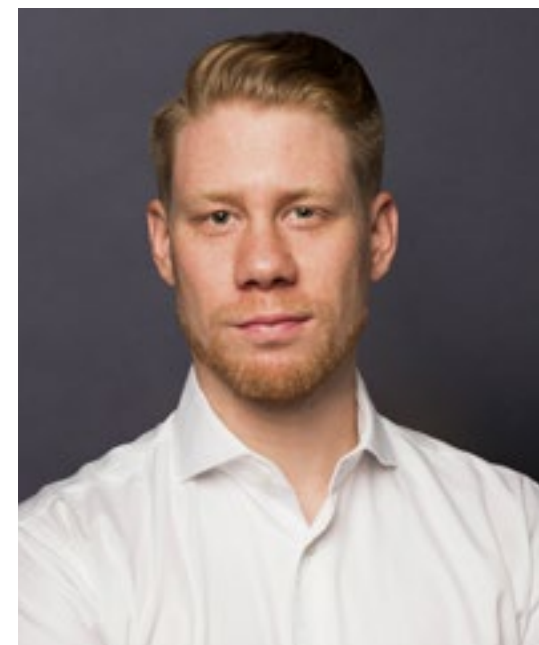


Online department stores

**Caroline Ziebig**

Head of Sales

Tel. +49 30 . 921 064-269  
caroline.ziebig@sparwelt.de



Electronics, house & home,  
food & drink

**Janosch Stoebe**

Key Account Manager

Tel. +49 30 . 921 064-12  
janosch.stoebe@sparwelt.de



Travel, perfume, cosmetics,  
pharmacy & drugstore,  
opticians, photo & stationary

**Jasmin Faisst**

Key Account Managerin

Tel. +49 30 . 921 064-16  
jasmin.faisst@sparwelt.de



Tariffs, finances, free gifts,  
Media & entertainment

**Julian Wenzel**

Key Account Manager

Tel. +49 30 . 921 064-476  
julian.wenzel@sparwelt.de



Fashion & accessories

Parental leave from 01.06.2020

**Giulia Gelsomini**

Key Account Managerin

Tel. +49 30 . 921 064-11  
giulia.gelsomini@sparwelt.de



Fashion & accessories

**Francesca Belluomo**

Key Account Managerin

Tel. +49 30 . 921 064-11  
francesca.belluomo@sparwelt.de



## YOUR CONTACTS

# Your match for the German market



New customers

**Tim Brosinsky**

Account Manager

Tel. +49 30 . 921 064-15  
tim.brosinsky@sparwelt.de



Pet supplies, baby & child,  
flowers & gifts, sport & leisure,  
love and Account-Management

**Janine Meisel**

Key Account Managerin

janine.meisel@sparwelt.de





## YOUR CONTACTS

# Your international match

---



Switzerland & Austria

**Philipp Rössel**

Regional Lead Switzerland

Tel. +41 79 . 405 32 56

[philipp.roessel@sparwelt.ch](mailto:philipp.roessel@sparwelt.ch)



Made  
with ♥  
in Berlin

