MediaKit 2020

Checkout Charlie

Teil der Mediengruppe RTL Deutschland

Last update: August 2020

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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 grea- test 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.

2008 Sparwelt.de started as a bargain shopping blog

2012 SPARWELT goes content – with editorial content enjoyed by more than 1 million users/month

2014 SPARWELT joins the Media Group RTL Germany

2015 Our first TV spot campaign generates lots of attention.

2019 A new Zurich site marks our first international lo- cation SPARWELT and Gutscheine.de merge

2020 Beginning of the coopera- tion with Spiegel.de

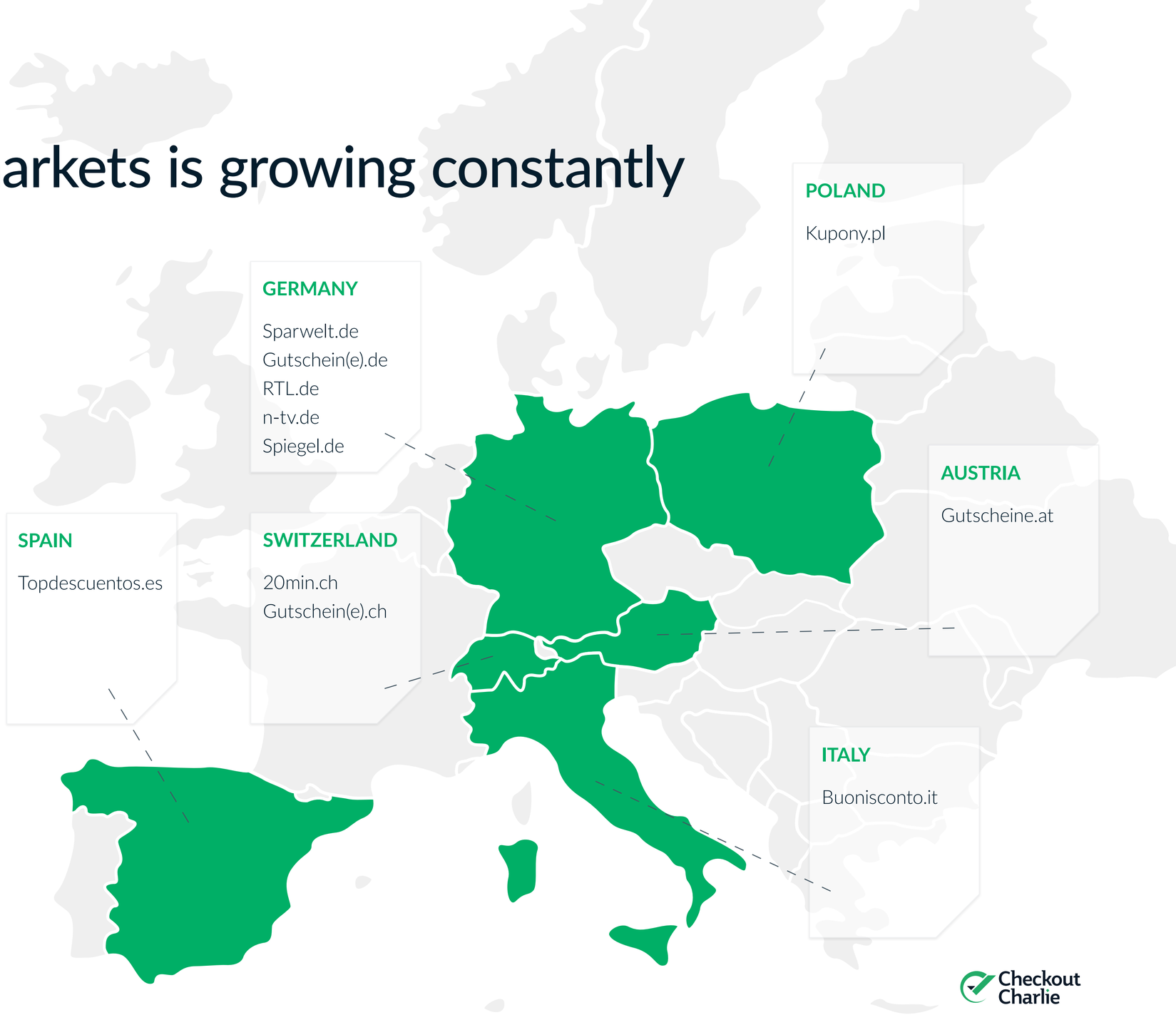
SPARWELT GmbH is being renamed to Checkout Charlie GmbH

Checkout Charlie

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.



Checkout Charlie

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, news-letters, 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.

Checkout Charlie

MEDIAKIT 2020

Our universe

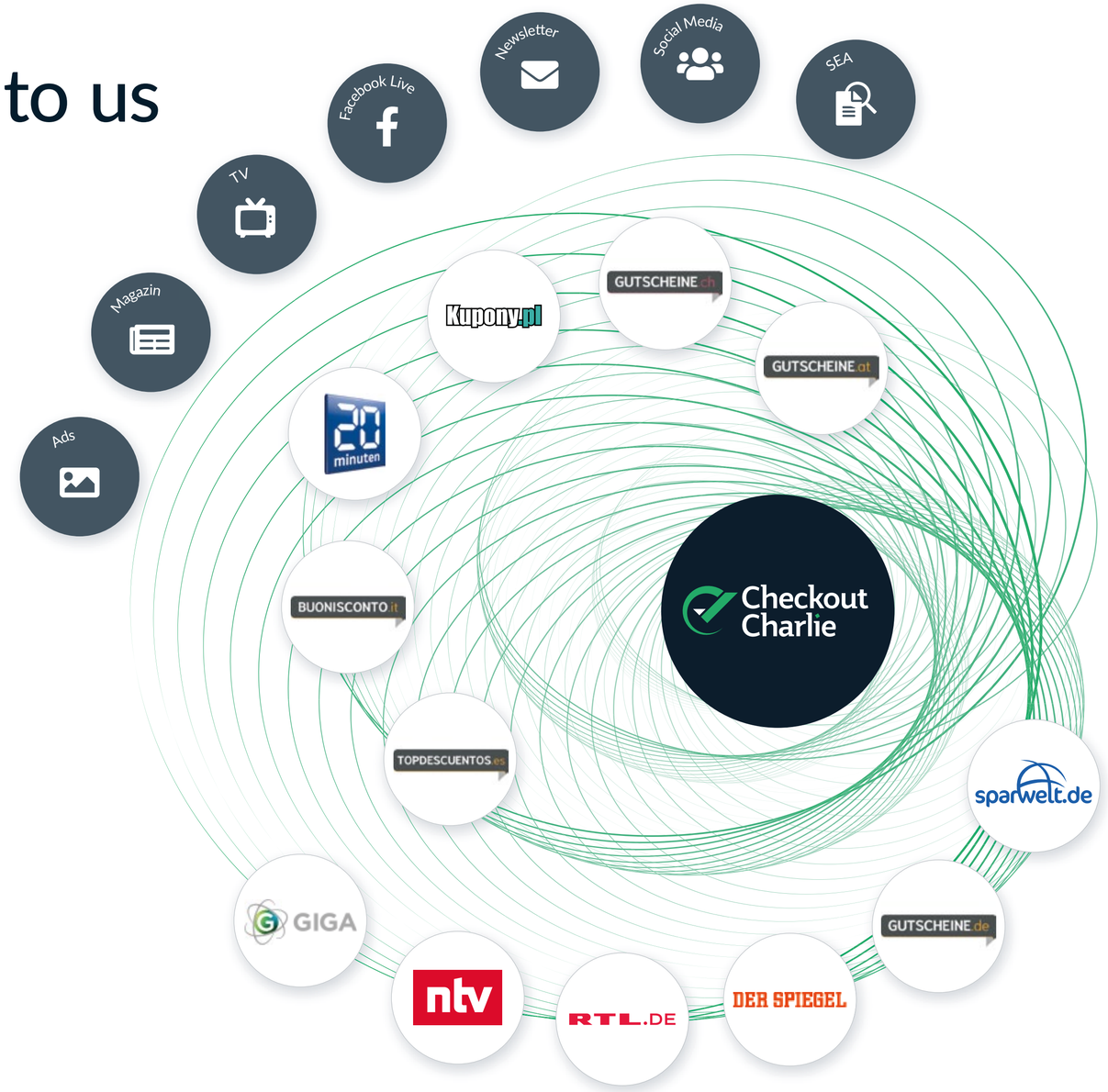
Our universe is the core of our work. The individual areas and galaxies are thus constantly being expanded and developed. Join us on a journey through the Checkout Charlie universe.

Checkout Charlie

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 Checkout Charlie universe.



Checkout Charlie

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**

Checkout Charlie

MEDIAKIT 2020

Our portals

Benefit from the wide reach, diversity and various integration options offered by all our portals – Sparwelt.de, Gutschein(e).de, Gutschein(e).ch, Gutscheine.at, Buonisconto.it, Topdescuentos.es or through our partners Spiegel.de, n-tv.de, RTL.de and 20min.ch.

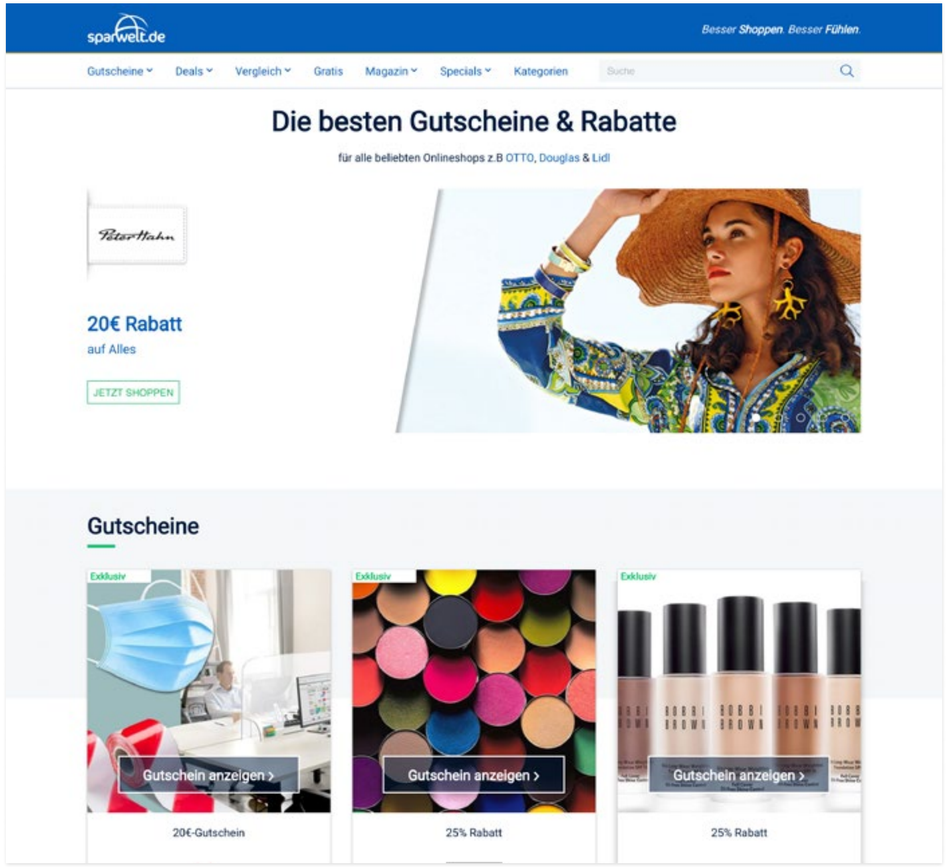
Checkout Charlie

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

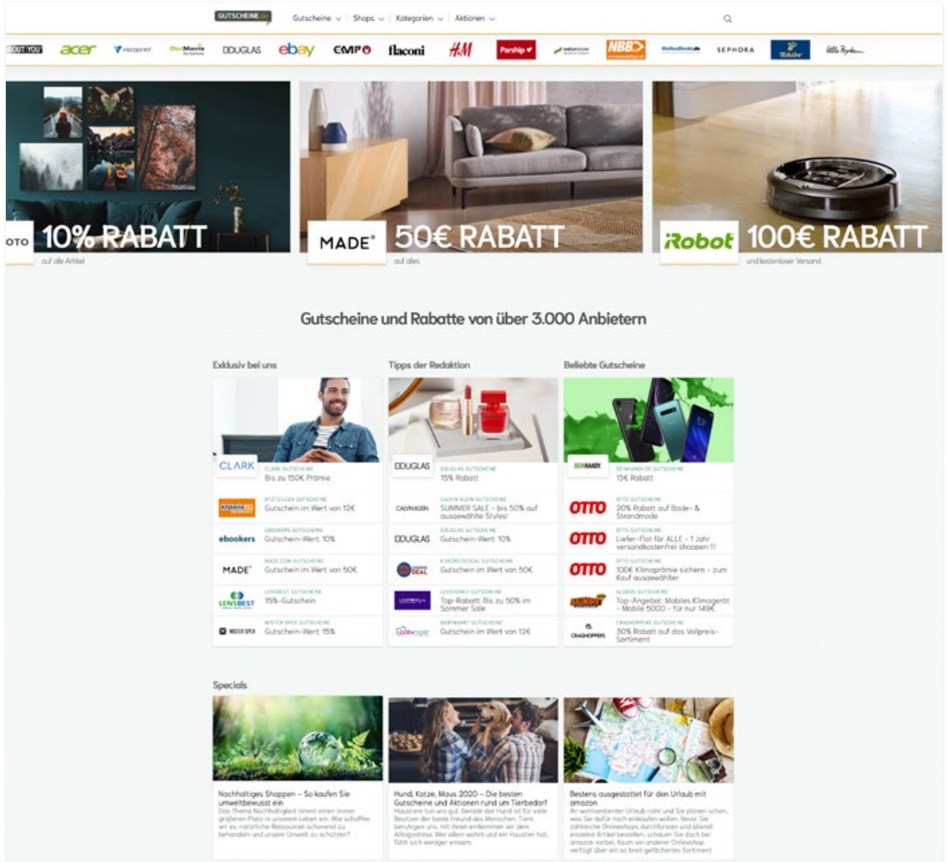
Checkout Charlie

OUR PORTALS

Gutschein(e).de

Flexibility 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

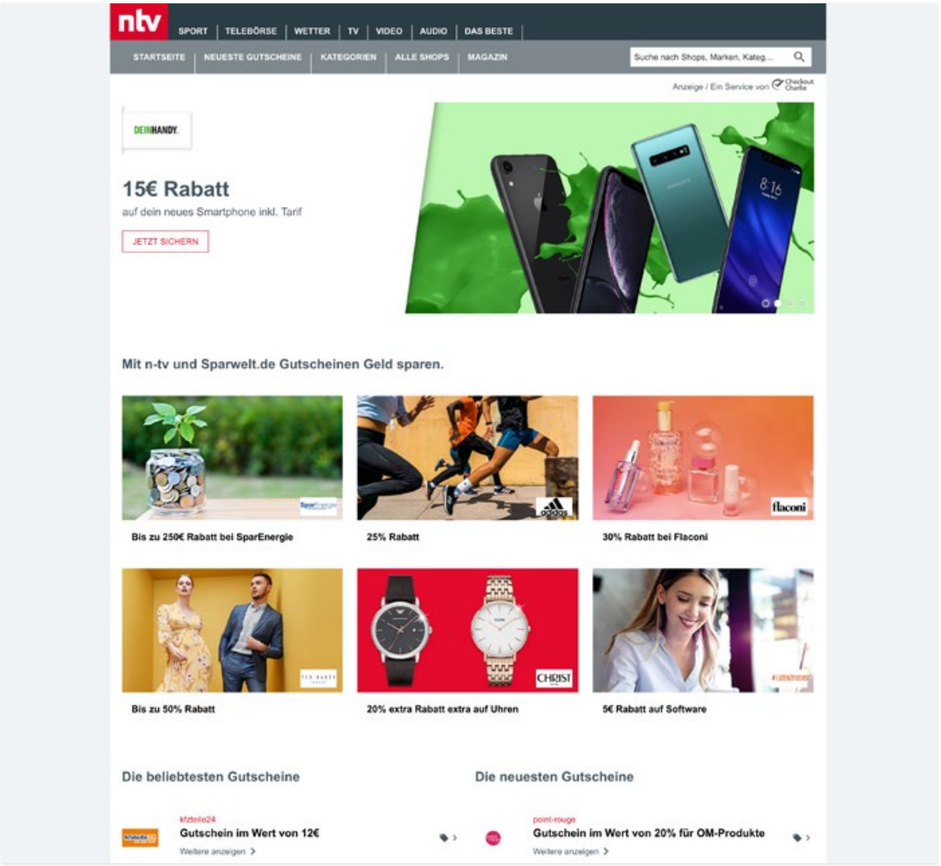
Checkout Charlie

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 | 40% female
Age	20 to 59 years old

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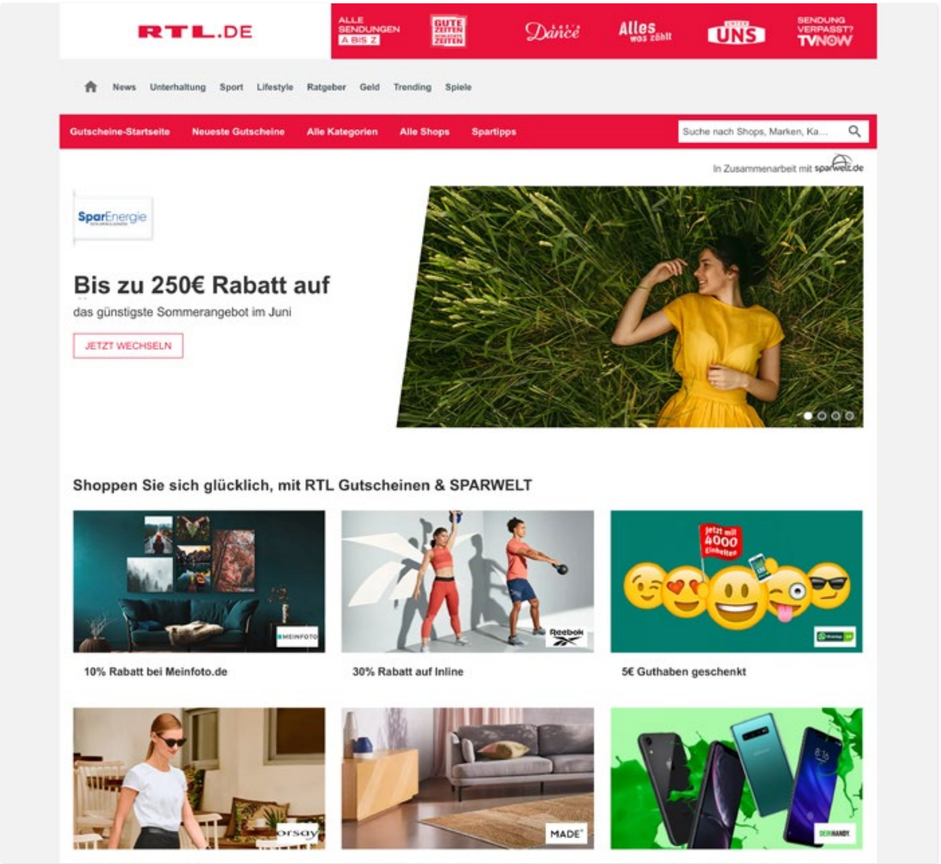
OUR PORTALS

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	42 % male | 58 % female
Age	20 to 49 years old

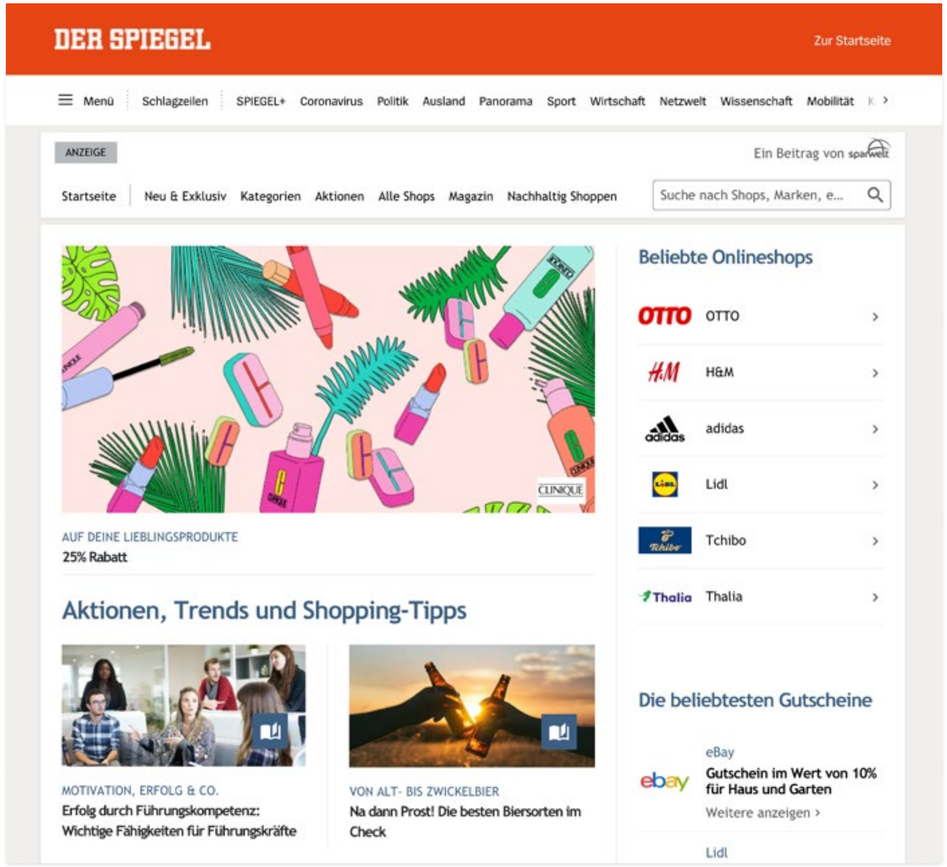
Checkout Charlie

OUR PORTALS

Spiegel.de

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 % male | 42 % female
Age	30 to 59 years old

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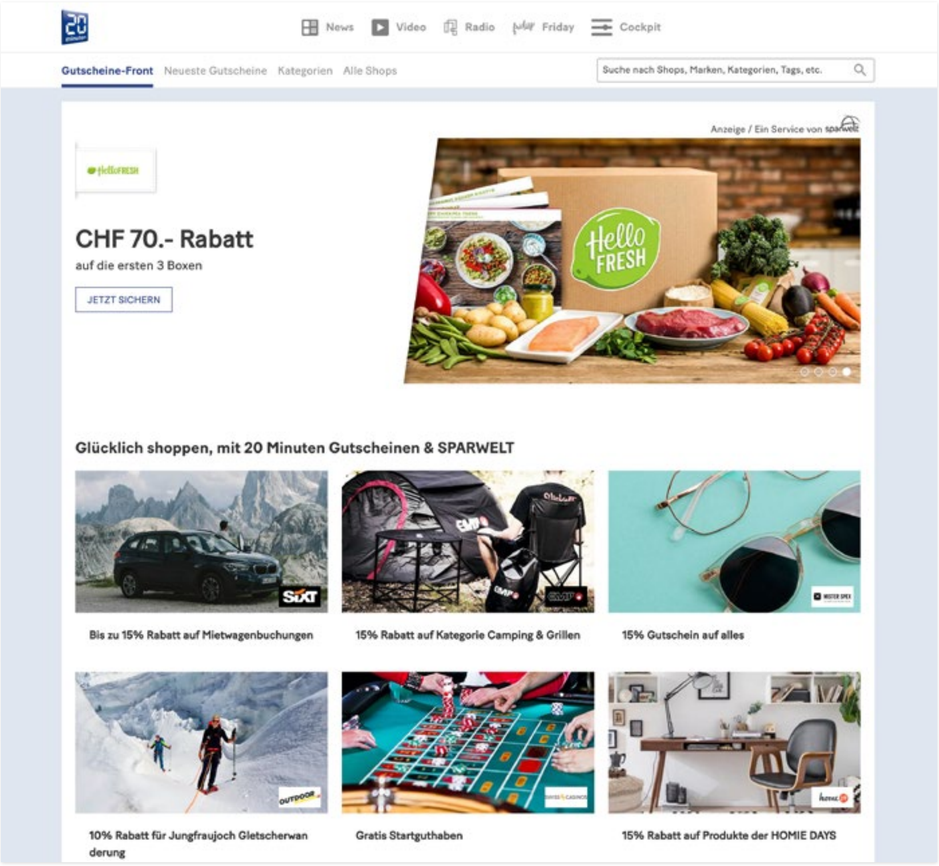
OUR PORTALS

20min.ch

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

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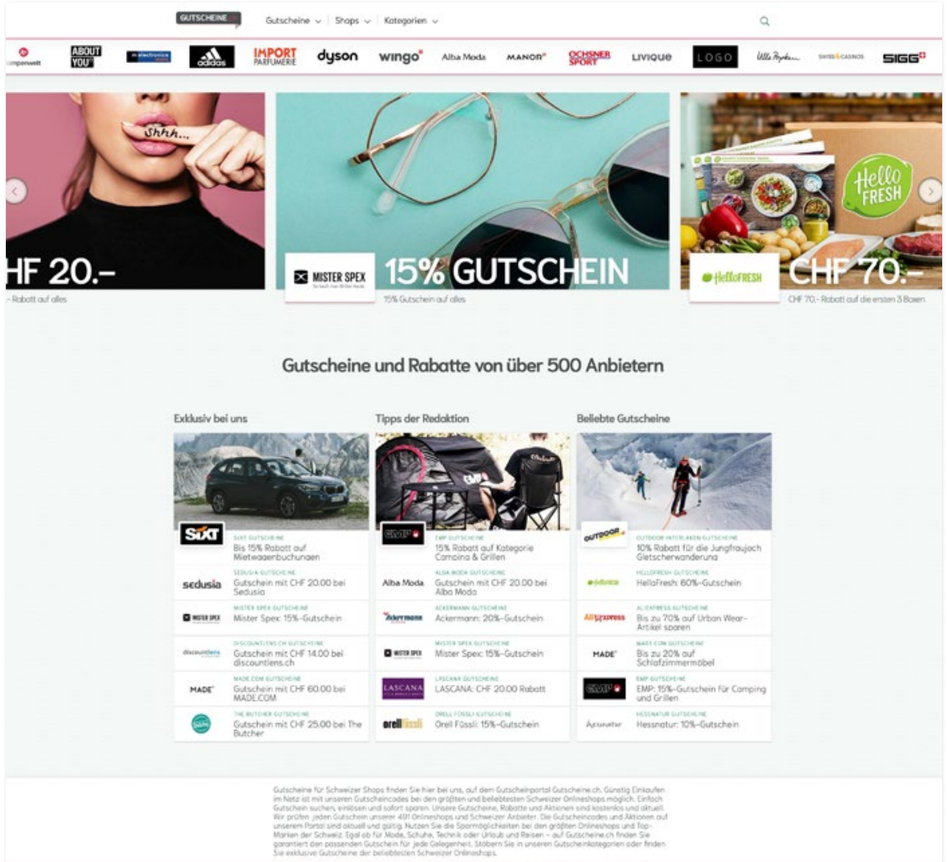
OUR PORTALS

Gutschein(e).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

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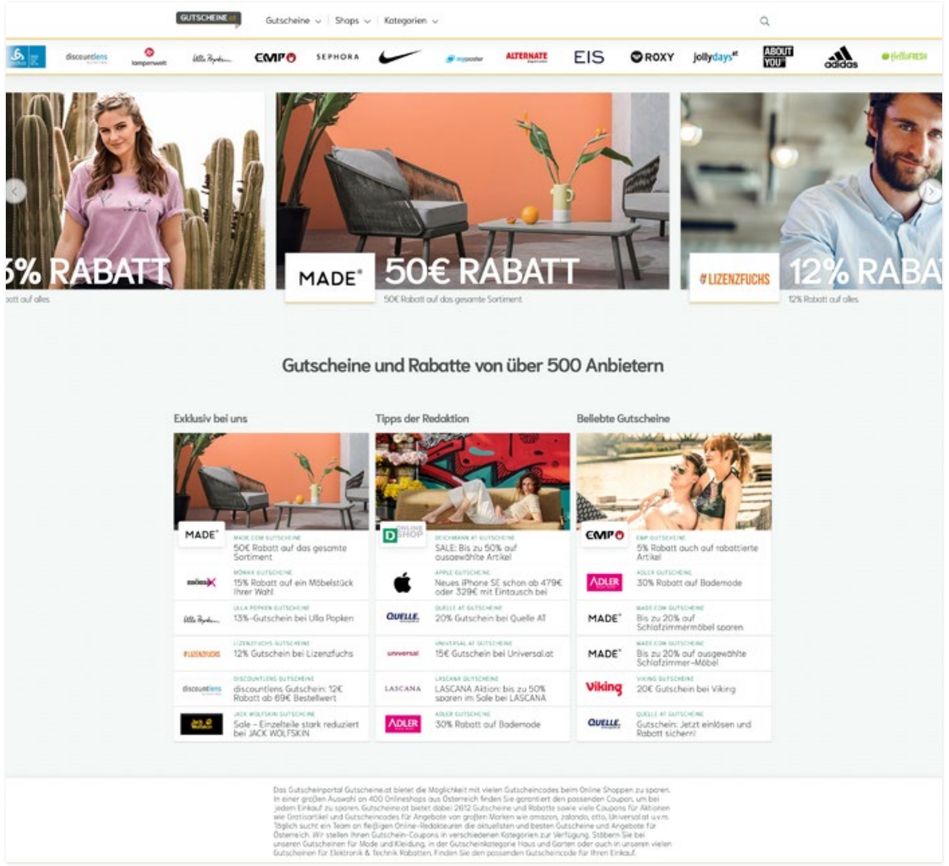
OUR PORTALS

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.



TARGET GROUP	
Description	clever goal-oriented modern
Gender	51,3 % male | 48,7 % female
Age	48 % between 21 and 52 years old

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OUR PORTALS

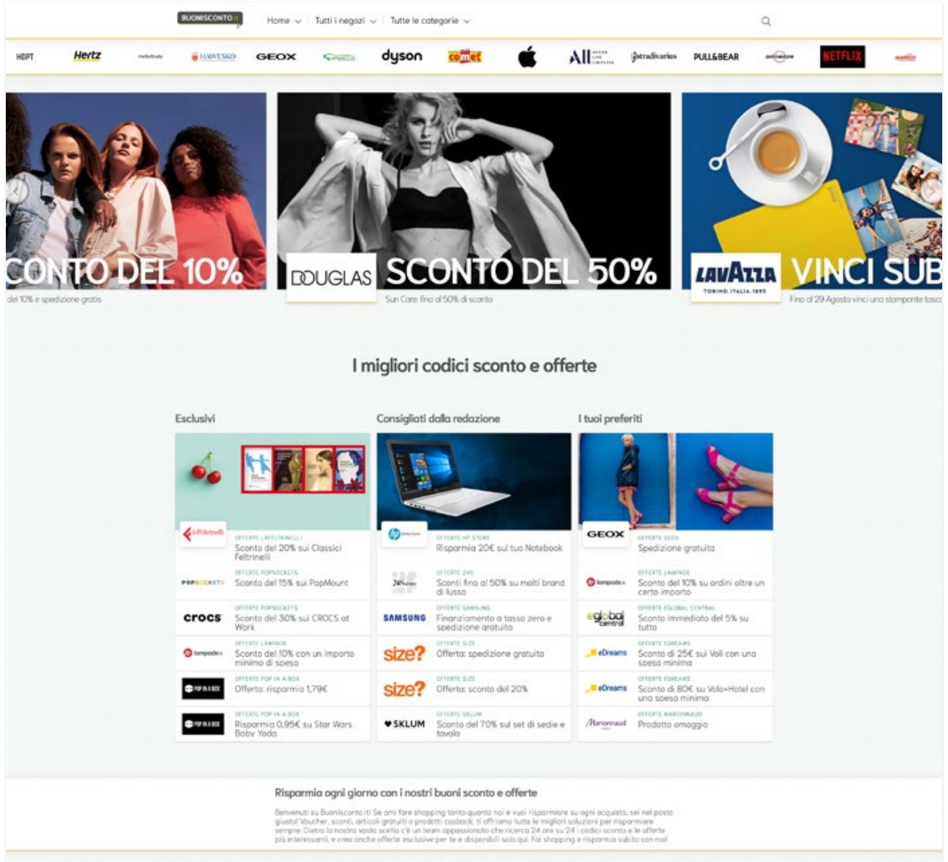
Buonisconto.it

Standing still is completely alien to us

In 2019 we successfully conquered Switzerland, in 2020 we will welcome another country to our universe:

Welcome Italy!

Our new portal www.buonisconto.it is not only in line with the industry standards, it also attracts users because of its modern and user friendly design. Secure your next placements today and your brand will be promoted in an appealing environment.



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OUR PORTALS

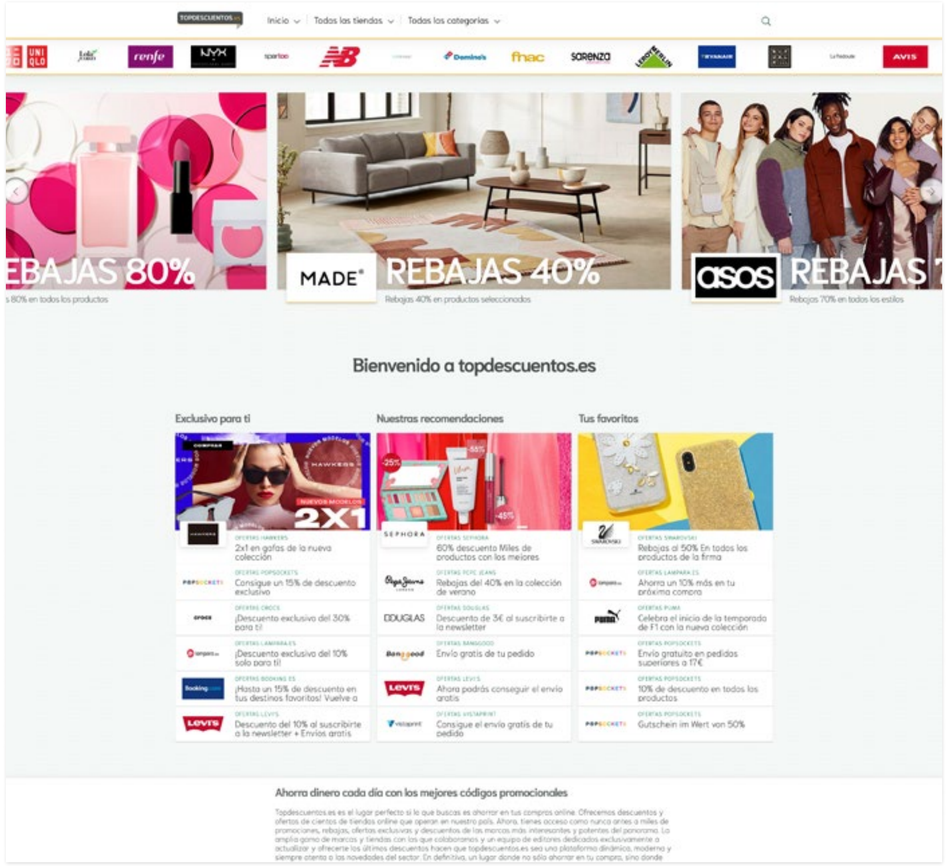
Topdescuentos.es

The world is at your feet

But in 2020 we not only welcomed Italy to our universe, but also another popular European country:

Welcome Spain!

Topdescuentos.es also meets the highest quality standards and shares the same look with its Italian counterpart. The advantage of this uniform design is obvious: From now on you can start with just one promotion and some ad media in several countries at the same time. You decide where the journey will go!



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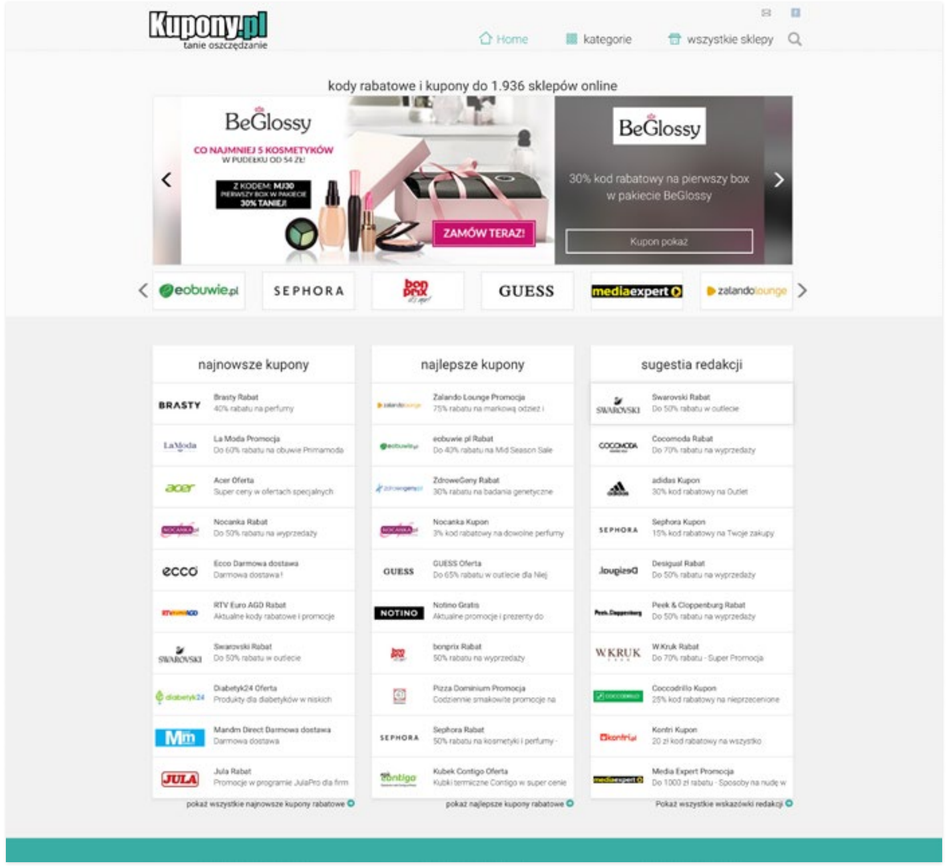
OUR PORTALS

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

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MEDIAKIT 2020

Our campaigns

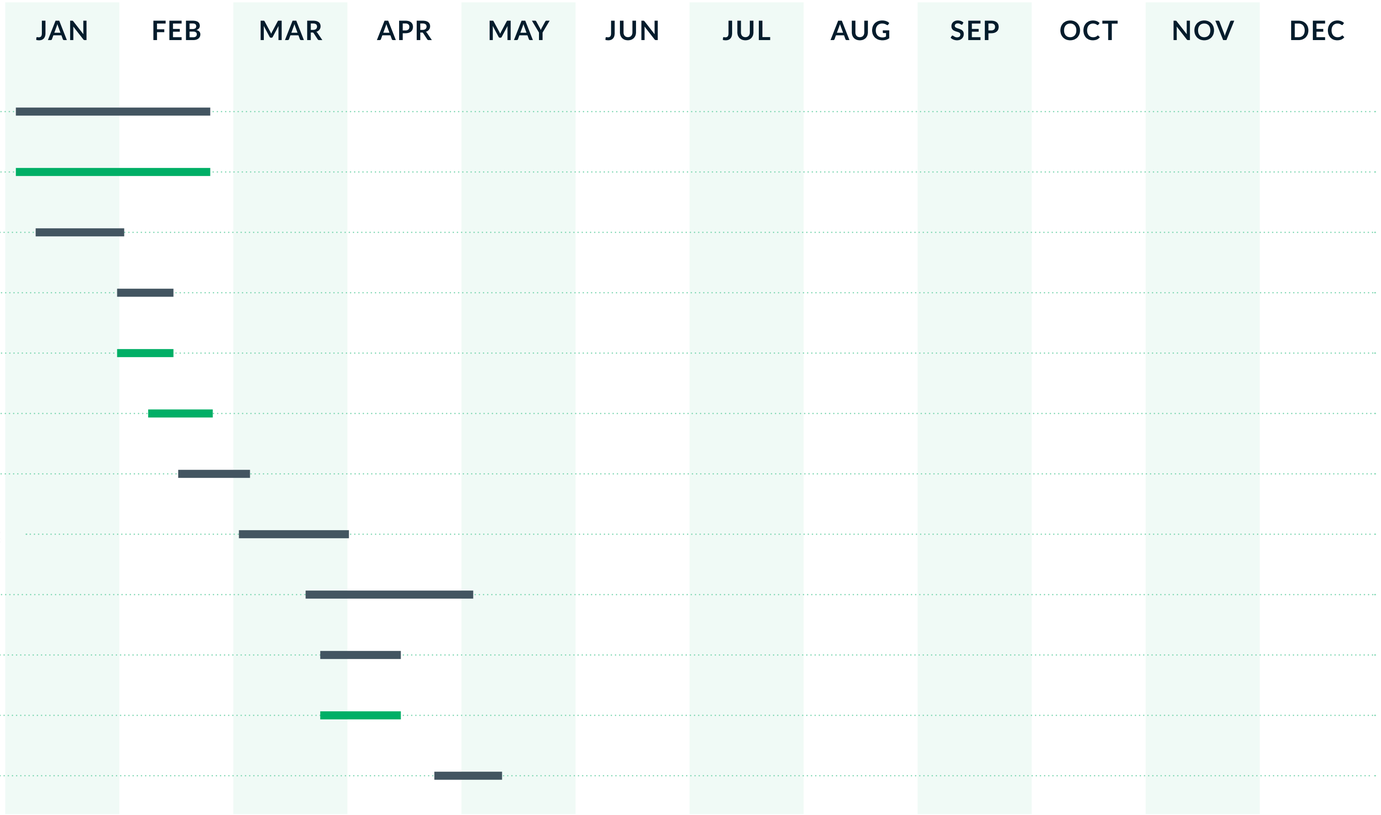
Our campaigns allow you to shine – in tune with the latest trends and in prominent, transactional environments!
Be a part of something big: whether it‘s seasonal events, trends or simply everyday needs. You are guaranteed an extra boost!

Checkout Charlie

OUR CAMPAIGNS

Campaigns – Part 1

PORTAL	DURATION	CAMPAIGN
Sparwelt.de	06.01.–22.02.	**Early Booker**
Gutschein(e).de	06.01.–22.02.	**Early Booker**
Sparwelt.de	13.01.–02.02.	**Get fit**
Sparwelt.de	30.01.–14.02.	**Valentine‘s Day**
Gutschein(e).de	30.01.–14.02.	**Valentine‘s Day**
Gutschein(e).de	08.02.–22.02.	**Happy Birthday Gutscheine.de (11 years)**
Sparwelt.de	18.02.–04.03.	**Fashion Weeks for all women**
Sparwelt.de	03.03.–31.03.	**Kitchen, Bathroom & Sleeping room helpers**
Sparwelt.de	20.03.–03.05.	**Just stay home!**
Sparwelt.de	23.03.–13.04.	**Easter**
Gutschein(e).de	23.03.–13.04.	**Easter**
Sparwelt.de	24.04.–10.05.	**Mother‘s Day**

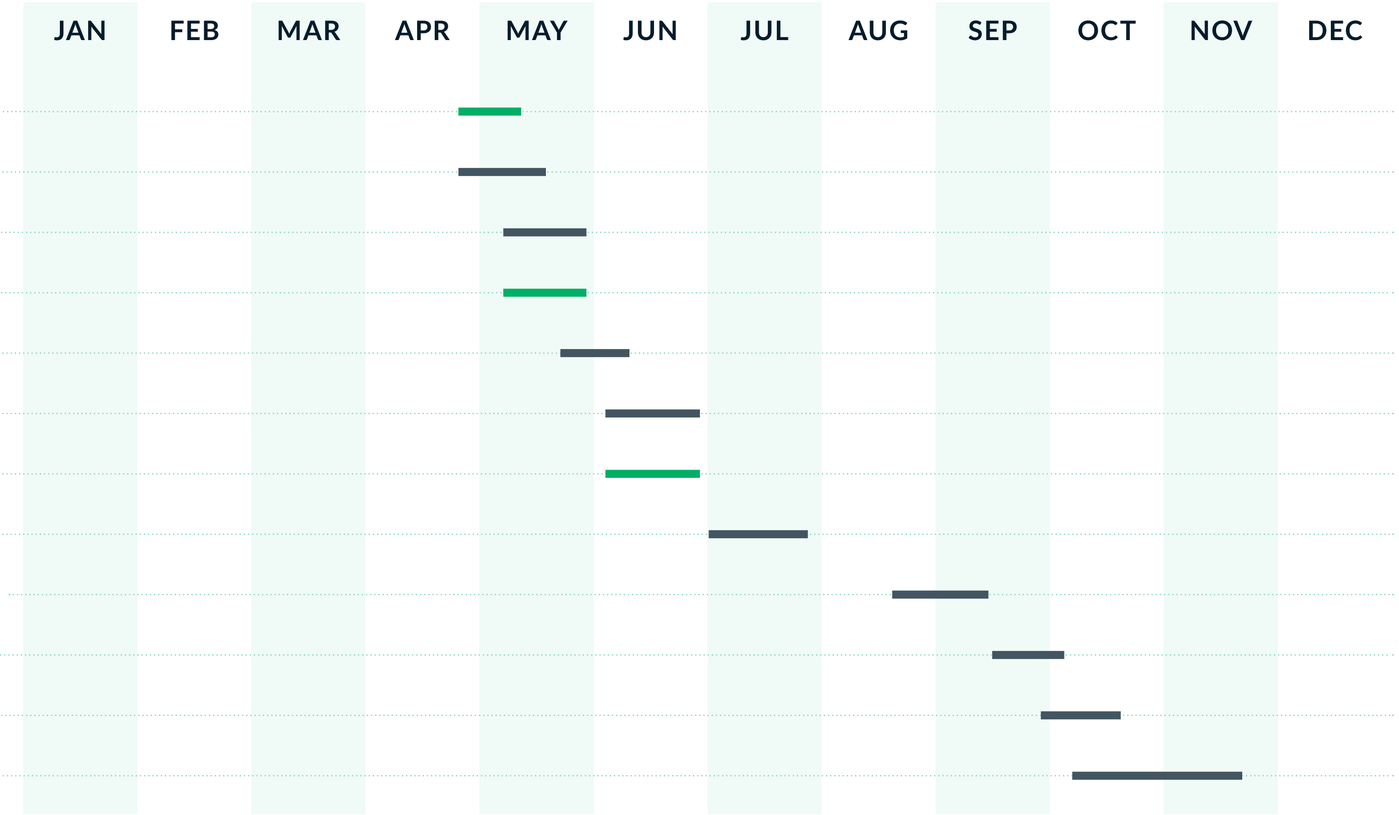


Checkout Charlie

OUR CAMPAIGNS

Campaigns – Part 2

PORTAL	DURATION	CAMPAIGN
Gutschein(e).de	24.04.–10.05.	**Mother's Day**
Sparwelt.de	24.04.–15.05.	**My home is my castle**
Sparwelt.de	05.05.–28.05.	**Entertainment & Gaming**
Gutschein(e).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?**
Gutschein(e).de	04.06.–28.06.	**Who let the dogs out?**
Sparwelt.de	01.07.–26.07.	**Summer Lookbook**
Sparwelt.de	17.08.–13.09.	**Beautyhighlights — Highend to bargains**
Sparwelt.de	14.09.–04.10.	**Living & Home**
Sparwelt.de	28.09.–25.10.	**Fashionable through autumn**
Sparwelt.de	12.10.–22.11.	**Rate experts**



Checkout Charlie

OUR CAMPAIGNS

Campaigns – Part 3

PORTAL	DURATION	CAMPAIGN
Sparwelt.de	03.11.–11.11.	**Singles Day**
Gutschein(e).de	03.11.–11.11.	**Singles Day**
Sparwelt.de	23.11.–30.11.	**Black Week**
Gutschein(e).de	23.11.–30.11.	**Black Week**
Sparwelt.de	01.12–24.12.	**Christmas**
Gutschein(e).de	01.12–24.12.	**Christmas**

Checkout Charlie

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.

Checkout Charlie

OUR PACKAGES

Willkommenspakete

Bronze

Small but powerful! Become part of the gutscheine(e).de family and get to know our portals.

Silver

Are you enthusiastic about our premium portal Sparwelt.de? Then this package is thr right match for you. You also get one additional portal for free!

Gold

Do you want to get started on Sparwelt.de and two more portals? Then get the gold package!

Triple Diamond

Get started on all of our portals and secure the greatest possible presence in the German market!

Royal Blue

Do you want to be represented in the entire DACH region? Then this package is the perfect choice for you!

OUR PACKAGES

«One Day» package

* Black Week and Christmas excluded
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter

Light

1 Day	Sparwelt.de	Teaser category page
1 Day	Sparwelt.de	Listing voucher page
1 x	SW-Newsletter **	Exposed Content Ad (segm. 600,000 recip.)
1 x	GS-Newsletter **	Listing
1 Day	n-tv.de	Teaser voucher page
1 Day	RTL.de	Teaser voucher page
1 Day	Spiegel.de	Listing voucher page

€2,355 *

Premium

1 Day	Sparwelt.de	Slider homepage
1 Day	Sparwelt.de	Slider category page
1 x	SW-Newsletter **	Standalone (segm. 250,000 recip.)
1 Day	Gutschein(e).de	Slider homepage
1 x	GS-Newsletter **	Standalone
1 Day	n-tv.de	Slider voucher page
1 Day	RTL.de	Slider voucher page
1 Day	Spiegel.de	Highlight-Teaser voucher page

€9,150 *

Checkout Charlie

OUR PACKAGES

«Deal Boost» package

* Black Week and Christmas excluded
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter

Light

1 Day	Sparwelt.de	Listing homepage
2 Days	Sparwelt.de	Listing voucher page
1 ×	Sparwelt.de	Short advertorial deals page
1 ×	SW-Newsletter **	Exposed Content Ad (segm. 600,000 recip.)
5 Days	Gutschein(e).de	Listing homepage
1 ×	GS-Newsletter **	Listing
2 Days	n-tv.de	Listing voucher page
2 Days	RTL.de	Listing voucher page
1 Day	Spiegel.de	Teaser voucher page
1 Day	Spiegel.de	Listing voucher page

€3,690 *

Premium

1 Day	Sparwelt.de	Teaser homepage
3 Days	Sparwelt.de	Listing voucher page
3 Days	Sparwelt.de	Teaser category page
1 x	Sparwelt.de	Advertorial deals page
1 x	Sparwelt.de	Advertorial „pulling up“ deals page
1 x	SW-Newsletter **	Top-Special (segm. 600,000 recip.)
5 Days	Gutschein(e).de	Listing homepage
2 Days	Gutschein(e).de	Slider category page
1 x	GS-Newsletter **	Exposed Content Ad
2 Days	n-tv.de	Teaser voucher page
2 Days	RTL.de	Teaser voucher page
2 Days	Spiegel.de	Slider voucher page

€6,405 *

Checkout Charlie

OUR PACKAGES

«Everlasting» package

* Black Week and Christmas excluded
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter

Light

5 Days	Sparwelt.de	Listing homepage
7 Days	Sparwelt.de	Listing voucher page
4 Days	Sparwelt.de	Teaser category page
1 ×	SW-Newsletter **	Listing (segm. 600,000 recip.)
7 Days	Gutschein(e).de	Listing homepage
1 ×	GS-Newsletter **	Listing
5 Days	n-tv.de	Listing voucher page
14 Days	n-tv.de	Sidebar-Widget homepage + 12 category pages
5 Days	RTL.de	Listing voucher page
3 Days	Spiegel.de	Listing voucher page

€5,745 *

Premium

2 Days	Sparwelt.de	Teaser homepage
2 Days	Sparwelt.de	Listing homepage
2 Days	Sparwelt.de	Slider voucher page
2 Days	Sparwelt.de	Listing voucher page
1 Day	Sparwelt.de	Slider category page
3 Days	Sparwelt.de	Teaser category page
2 ×	SW-Newsletter **	Listing (segm. 600,000 recip.)
2 Days	Gutschein(e).de	Teaser homepage
3 Days	Gutschein(e).de	Listing homepage
2 Days	Gutschein(e).de	Slider category page
1 ×	GS-Newsletter **	Exposed Content Ad
1 ×	GS-Newsletter **	Listing
1 Day	n-tv.de	Teaser voucher page
3 Days	n-tv.de	Listing voucher page
28 Days	n-tv.de	Sidebar-Widget homepage + 12 category pages
1 Day	RTL.de	Teaser voucher page
3 Days	Spiegel.de	Listing voucher page

€9,120 *

Checkout Charlie

OUR PACKAGES

«Branding» package

* Black Week and Christmas excluded
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter

Light

2 Days	Sparwelt.de	Slider homepage
1 x	SW-Newsletter **	Top Special (segm. 600,000 recip.)
2 Days	Gutschein(e).de	Slider homepage
1 x	GS-Newsletter **	Exposed Content Ad
1 Day	n-tv.de	Slider voucher page
14 Days	n-tv.de	Sidebar-Widget homepage + 12 category pages
1 Day	RTL.de	Slider voucher page
2 Days	Spiegel.de	Highlight-Teaser voucher page

€8,400 *

Premium

2 Days	Sparwelt.de	Slider homepage
1 x	SW-Newsletter **	Standalone (segm. 250,000 recip.)
2 Days	Gutschein(e).de	Slider homepage
1 x	GS-Newsletter **	Standalone
1 Day	n-tv.de	Slider voucher page
28 Days	n-tv.de	Sidebar-Widget homepage + 12 category pages
1 Day	RTL.de	Slider voucher page
2 Days	Spiegel.de	Highlight-Teaser voucher page

€14,000 *

Checkout Charlie

OUR PACKAGES

«Social» package

* Black Week and Christmas excluded
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter
SW-Facebook = Sparwelt.de-Facebook

Light

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

€2,600 *

Premium

1 x	SW-Facebook **	Facebook-Live incl. sponsoring
1 x	SW-Facebook **	Post
1 x	SW-Facebook **	Ad
1 Day	Sparwelt.de	Listing homepage
1 x	SW-Newsletter **	Listing (segm. 600,000 recip.)
1 Day	Gutschein(e).de	Listing homepage
1 x	GS-Newsletter **	Listing
1 Day	n-tv.de	Listing voucher page
1 Day	RTL.de	Listing voucher page
1 Day	Spiegel.de	Listing voucher page

€6,300 *

Checkout Charlie

OUR PACKAGES

«Content» package

* Black Week and Christmas excluded
** SW-Newsletter = Sparwelt.de-Newsletter
SW-Facebook = Sparwelt.de-Facebook

Light

3 Days	RTL.de	Slider voucher page
1 x	RTL.de	Teasering (run over site)
1 x	RTL.de	Advertorial (Premium) magazine
1 x	Sparwelt.de	Advertorial (Premium) magazine
3 Days	Sparwelt.de	Slider homepage
7 Days	Sparwelt.de	Slider category page
1 x	SW-Newsletter**	Top Special (segm. 600,000 recip.)
1 x	SW-Facebook**	Post
1 x	SW-Facebook**	Ad

€22,900*

Premium

3 Days	RTL.de	Slider voucher page
1 x	RTL.de	Teasering (run over site)
1 x	RTL.de	Advertorial (Premium) magazine
1 x	Sparwelt.de	Personal content landing page
3 Days	Sparwelt.de	Slider homepage
7 Days	Sparwelt.de	Slider category page
1 x	SW-Newsletter**	Top Special (segm. 600,000 recip.)
1 x	SW-Facebook**	Post
1 x	SW-Facebook**	Ad
1 x	Gutschein(e).de	Single-Special incl. promotion
1 x	Spiegel.de	Advertorial (Premium) magazine
2 Days	Spiegel.de	Highlight-Teaser voucher page
8 Days	Spiegel.de	Teaser voucher page

€34,900*

Checkout Charlie

OUR PACKAGES

«TV» package

* Black Week and Christmas excluded
** SW-Newsletter = Sparwelt.de-Newsletter
SW-Facebook = Sparwelt.de-Facebook
*** Gross Media Volume

Premium

1 x	RTL Mediengruppe TV-Sender	TV-Spot with your logo and deal (500,000 GMV***)
1 x	Sparwelt.de	Advertorial deals page
1 x	Facebook	Live incl. sponsoring
14 Days	Sparwelt.de	Slid-In or slider (1x per session) homepage
7 Days	Sparwelt.de	Slider voucher page
7 Days	Sparwelt.de	Listing voucher page
14 Days	Sparwelt.de	Slider category page
7 Days	Gutschein(e).de, n-tv.de, RTL.de or Spiegel.de	Slider voucher page
1 x	SW-Newsletter**	Standalone (segm. 250,000 recip.)
1 x	SW-Newsletter**	Billboard (segm. 600,000 recip.)
1 x	SW-Facebook**	Ads

€80,195*

Checkout Charlie

OUR PACKAGES

«Secret» package

* Black Week and Christmas excluded
** 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 Day	Sparwelt.de	Placement homepage
1 Day	Gutschein(e).de	Slider homepage
1 x	SW- or GS-Newsletter **	Placement
1 Day	n-tv.de, RTL.de or Spiegel.de	Placement voucher page

€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 Days	Sparwelt.de	Placement homepage
2 Days	Gutschein(e).de	Placement with graphic homepage
1 x	SW- or GS-Newsletter **	guaranteed: Exposed Content Ad
2 Days	n-tv.de, RTL.de or Spiegel.de	Placement voucher page

€5,000 *

Checkout Charlie

OUR PACKAGES

«International» package

* Black Week and Christmas excluded
** GS-Newsletter = Gutscheine.de-Newsletter
20M-Newsletter = 20min.ch-Newsletter

Light

2 Days	Sparwelt.de	Teaser homepage
2 Days	Gutschein(e).de	Teaser homepage
1 x	GS-Newsletter **	Exposed Content Ad
1 Day	n-tv.de	Teaser voucher page
1 Day	RTL.de	Teaser voucher page
1 Day	Spiegel.de	Teaser voucher page
7 Days	Gutscheine.at	Slider homepage
7 Days	Gutscheine.at	Listing homepage
7 Days	Gutschein(e).ch	Slider homepage
7 Days	Gutschein(e).ch	Listing homepage
1 x	20M-Newsletter **	Exposed Content Ad
7 Days	Buonisconto.it	Slider homepage
7 Days	Buonisconto.it	Listing homepage
7 Days	Buonisconto.it	Slider category page
7 Days	Topdescuentos.es	Slider homepage
7 Days	Topdescuentos.es	Listing homepage
7 Days	Topdescuentos.es	Slider category page

~~€5,280~~ €3,500*

Checkout Charlie

OUR PACKAGES

«International» package

* Black Week and Christmas excluded
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter
20M-Newsletter = 20min.ch-Newsletter

Premium

2 Days	Sparwelt.de	Slider homepage
2 Days	Sparwelt.de	Listing homepage
1 x	SW-Newsletter **	Exposed Content Ad (segm. 600,000 recip.)
2 Days	Gutschein(e).de	Teaser homepage
2 Days	Gutschein(e).de	Listing homepage
1 x	GS-Newsletter **	Exposed Content Ad
2 Days	n-tv.de	Teaser voucher page
2 Days	RTL.de	Teaser voucher page
2 Days	Spiegel.de	Teaser voucher page
1 x	20M-Newsletter **	Top Special
7 Days	20min.ch	Sidebar-Widget homepage
7 Days	Gutscheine.at	Slider homepage
7 Days	Gutscheine.at	Listing homepage
7 Days	Gutscheine.at	Teaser homepage
7 Days	Gutschein(e).ch	Slider homepage
7 Days	Gutschein(e).ch	Listing homepage
7 Days	Gutschein(e).ch	Teaser homepage
7 Days	Buonisconto.it	Slider homepage
7 Days	Buonisconto.it	Listing homepage
7 Days	Buonisconto.it	Teaser homepage
7 Days	Buonisconto.it	Slider category page
7 Days	Topdescuentos.es	Slider homepage
7 Days	Topdescuentos.es	Listing homepage
7 Days	Topdescuentos.es	Teaser homepage
7 Days	Topdescuentos.es	Slider category page

~~€ 10,060~~ € 6,999 *

Checkout Charlie

OUR PACKAGES

Spiegel.de «Deal of the day» package

* Black Week and Christmas excluded
** SW-Newsletter = Sparwelt.de-Newsletter
SW-Facebook = Sparwelt.de-Facebook

Light

1 Day	Spiegel.de	Slider category page
1 Day	Spiegel.de	Highlight Teaser voucher page
1 Day	Spiegel.de	Deal of the day-Widget homepage

€2,555 *

Premium

1 Day	Spiegel.de	Slider category page
1 Day	Spiegel.de	Highlight Teaser voucher page
1 Day	Spiegel.de	Deal of the day-Widget homepage
1 Day	Sparwelt.de	Teaser homepage
1 x	Sparwelt.de	Short advertorial deals page
1 Day	Gutschein(e).de	Slider homepage
1 Day	n-tv.de or RTL.de	Teaser voucher page
1 x	SW-Newsletter **	Top Special (segm. 600,000 recip.)
1 x	SW-Facebook **	Post

€6,000 *

Checkout Charlie

OUR PACKAGES

For individualists

Extra

SINGLE PLACEMENTS

1 Day	Sparwelt.de	Slider homepage	1.500€
1 Day	Sparwelt.de	Slider voucher page	500€
1 Day	Sparwelt.de	Slider category page	300€
1 Day	Gutschein(e).de	Slider homepage	500€
7 Days	n-tv.de	Sidebar-Widget homepage + 12 category pages	1.000€
28 Days	n-tv.de	Sidebar-Widget homepage + 12 category pages	3.000€
7,5 K Clicks	n-tv.de	Sidebar-Widget homepage + 12 category pages	3.000€
1 x	RTL.de	Advertorial + teasering	10.000€
1 x	Spiegel.de	Advertorial + teasering	10.000€
1 x	Spiegel.de	Advertorial + special teasering	15.000€

at least €2,000

Checkout Charlie

OUR PACKAGES

Because saving is in our DNA

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

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%**

Checkout Charlie

MEDIAKIT 2020

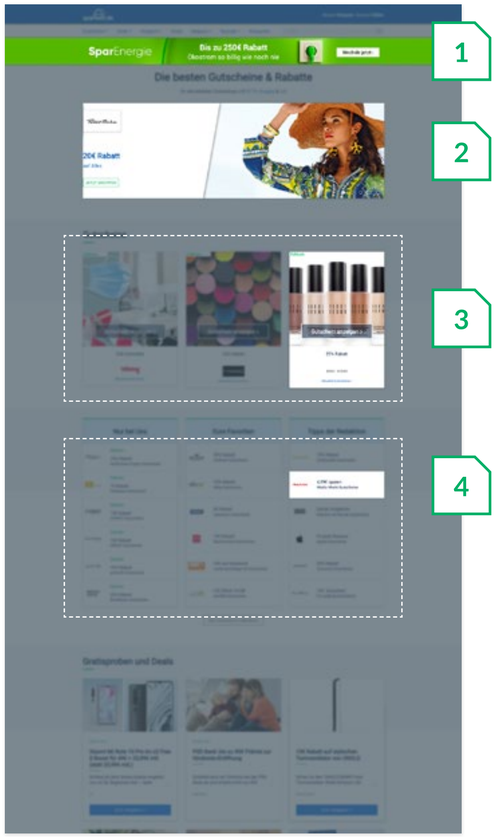
Our placements

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!

Checkout Charlie

OUR PLACEMENTS

Sparwelt.de – Homepage



1 **Slide-In**

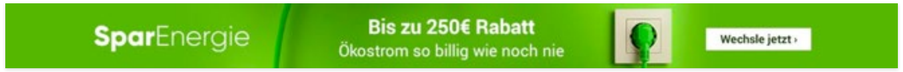
2 **Slider** (scrolling)

3 **Teaser**

4 **Listing**

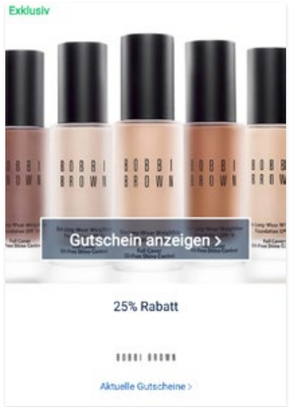
https://www.sparwelt.de

1



2

3

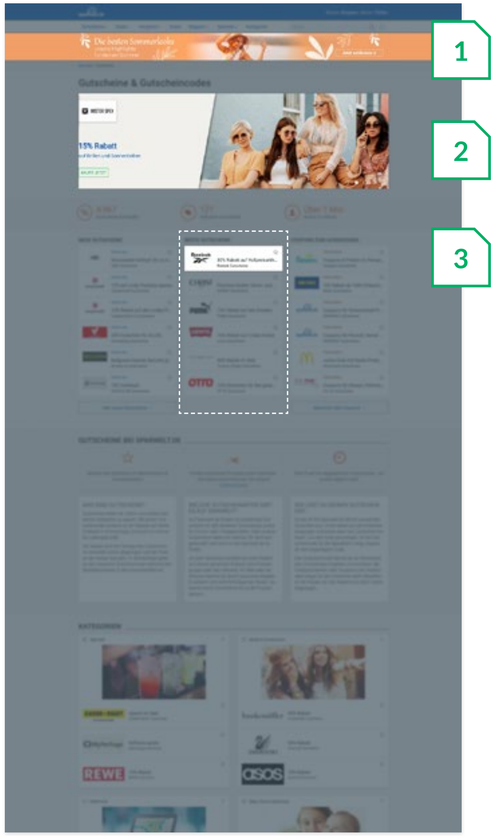


4

Checkout Charlie

OUR PLACEMENTS

Sparwelt.de – Voucher page



1 **Slide-In**

2 **Slider** (scrolling)

3 **Listing**

https://www.sparwelt.de/gutscheine

1

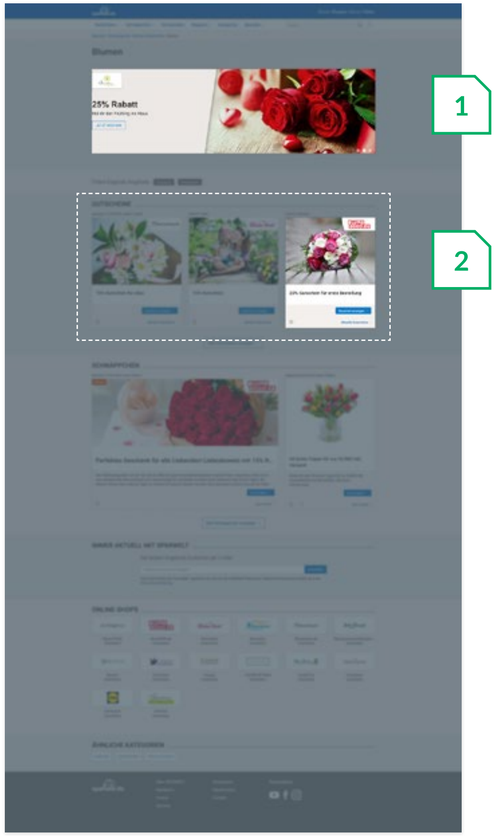
2

3

Checkout Charlie

OUR PLACEMENTS

Sparwelt.de – Category page



1 **Slider** (scrolling)

2 **Teaser**

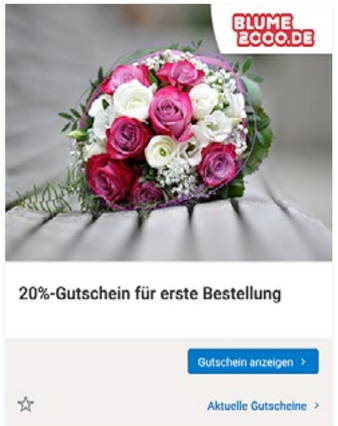
https://www.sparwelt.de/kategorien

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

1

2



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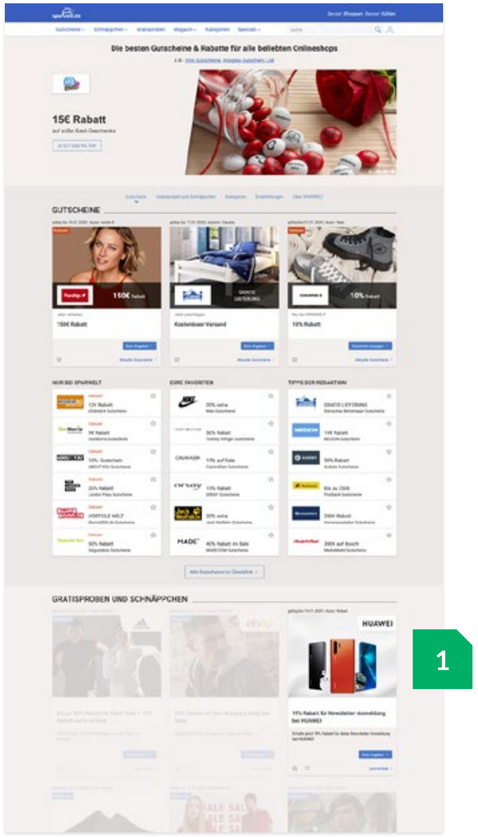
OUR PLACEMENTS

Sparwelt.de – Deals

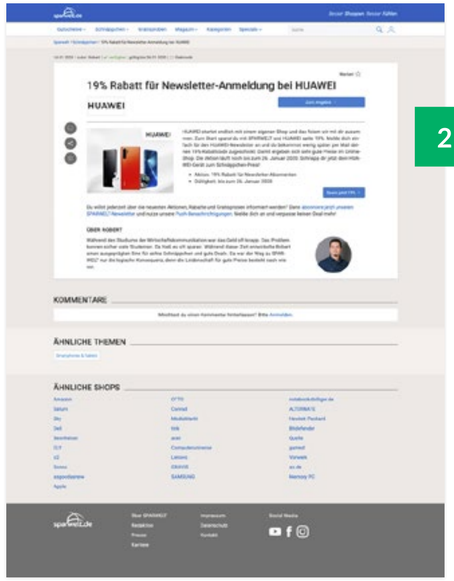


https://www.sparwelt.de/schnaeppchen

1

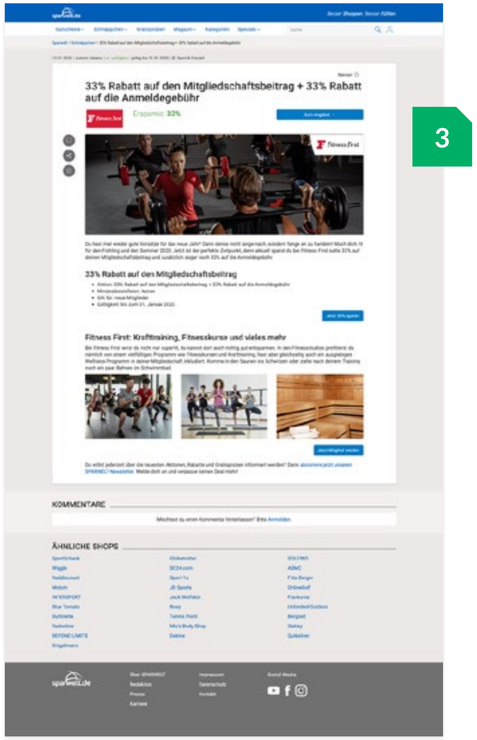
Homepage teaser with link to article on bargain buy

All bargains appear in a stream on the home-page and also some-times in the appropri-ate category.
The “bumping” of articles can also be added.



2

Short Advertorial Deal



3

Example Advertorial Deal

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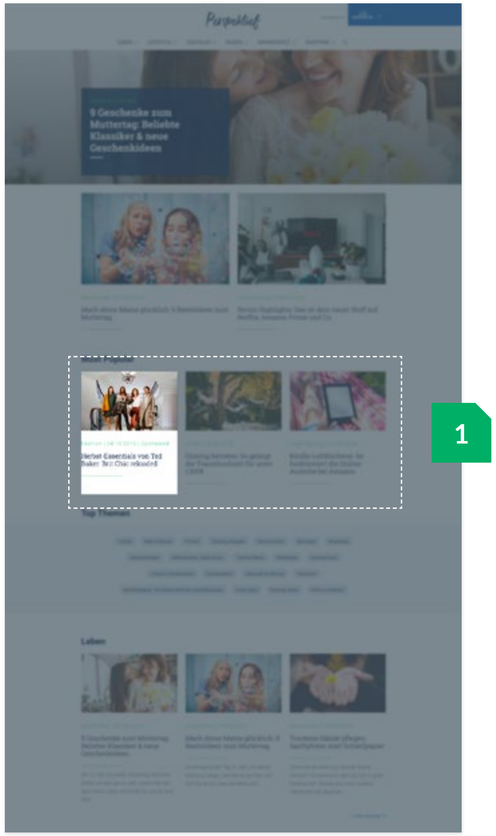
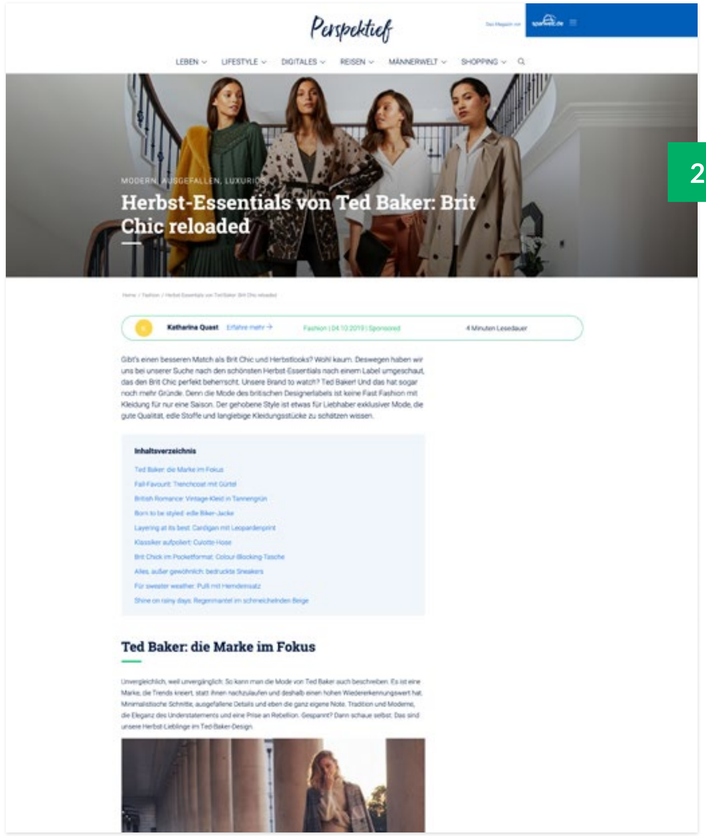
OUR PLACEMENTS

Sparwelt.de – “Perspektief” Magazine



1 Teaser on magazine homepage

https://www.sparwelt.de/magazin



2 Advertorial Premium

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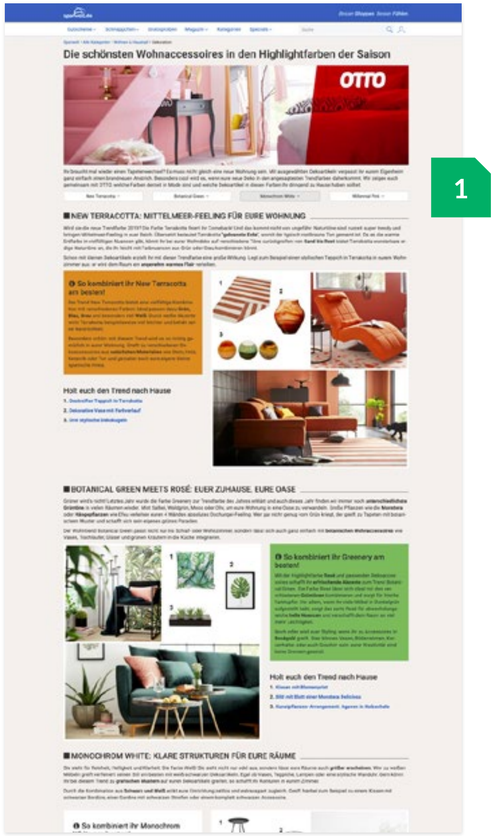
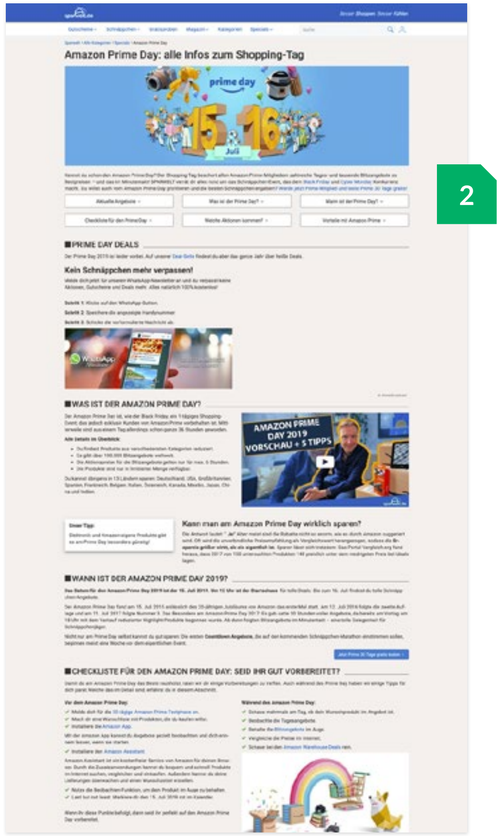
OUR PLACEMENTS

Sparwelt.de – Personal Content Landingpage



1 **Landingpage**
Example

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



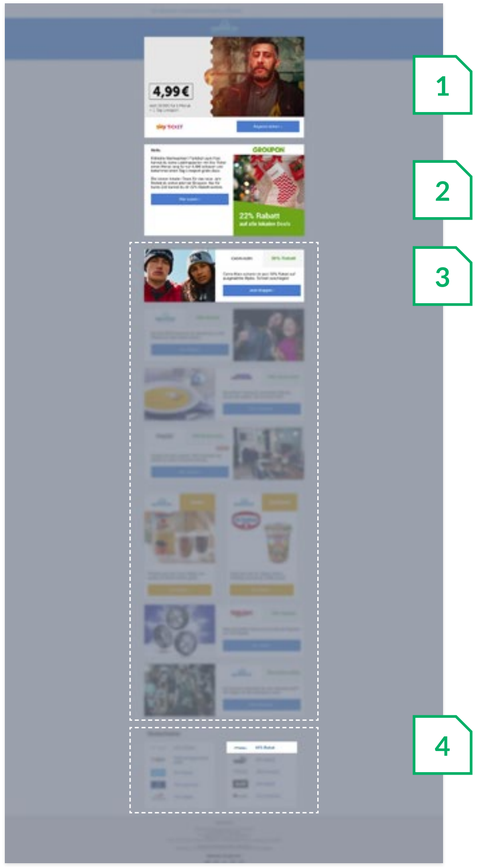
2 **Landingpage**
Example

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

Checkout Charlie

OUR PLACEMENTS

Sparwelt.de – Newsletter



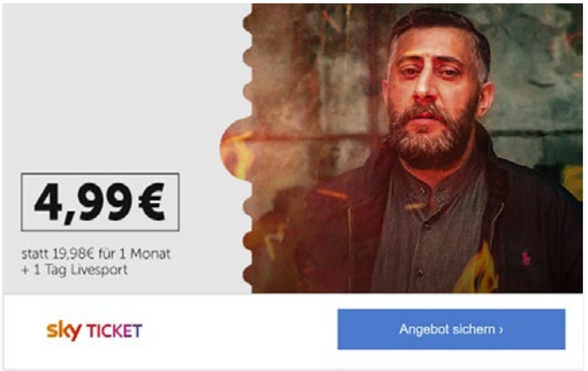
1 Billboard

2 Top Special

3 Exposed Content Ad

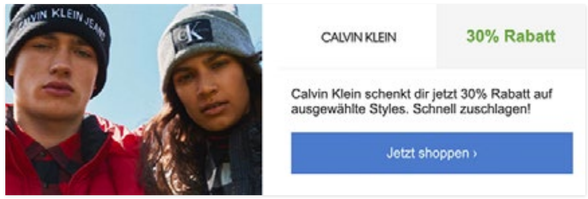
4 Listing

1



2

3



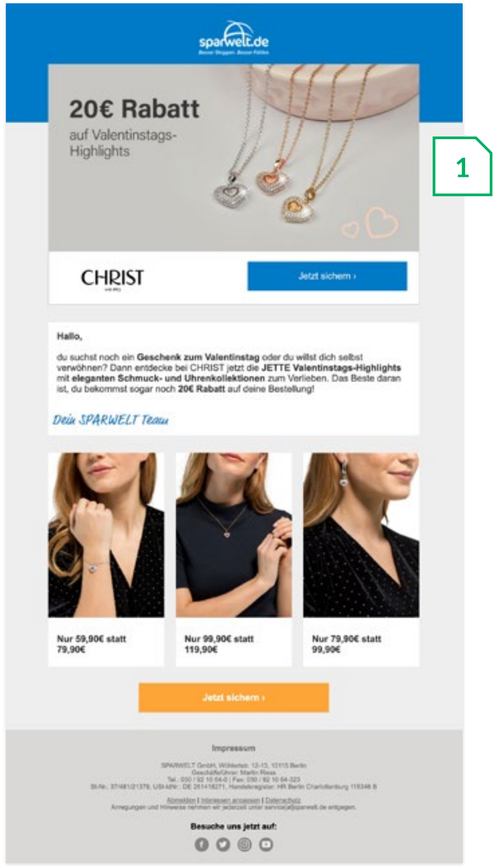
4

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

Checkout Charlie

OUR PLACEMENTS

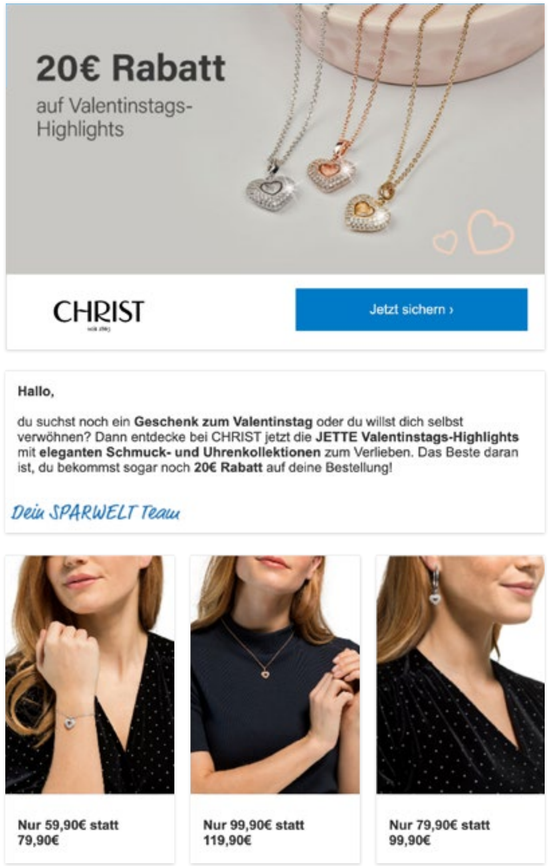
Sparwelt.de – Newsletter | Standalone



1

Standalone
Recipients: approx. 250,000

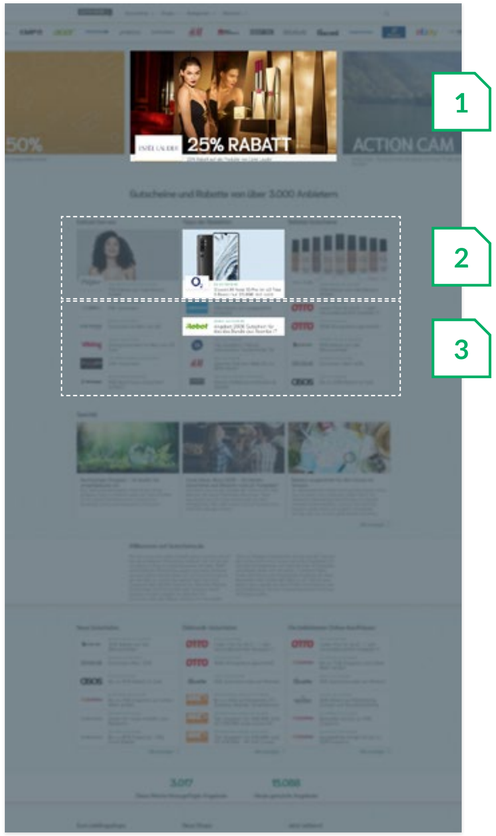
1



Checkout Charlie

OUR PLACEMENTS

Gutschein(e).de – Homepage



1 **Slider** (scrolling)

2 **Teaser Top-Listing**

3 **Listing**

https://www.gutscheine.de/

1

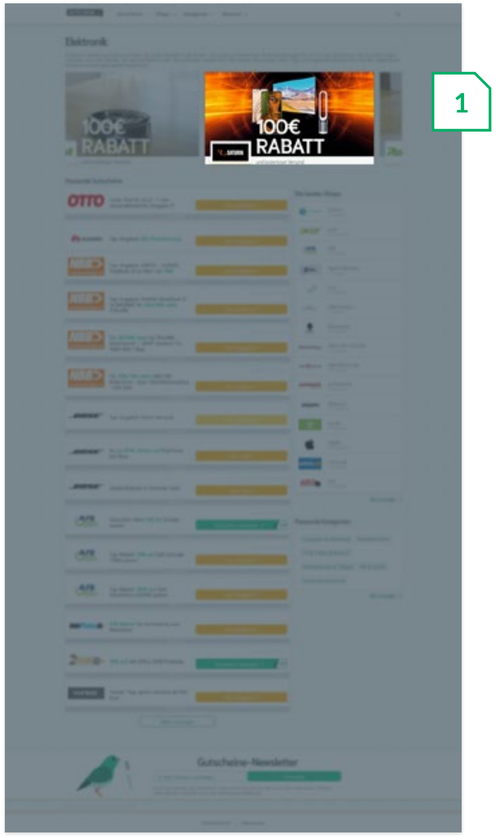
2

3

Checkout Charlie

OUR PLACEMENTS

Gutschein(e).de – Category page



1 **Slider**
(scrolling)

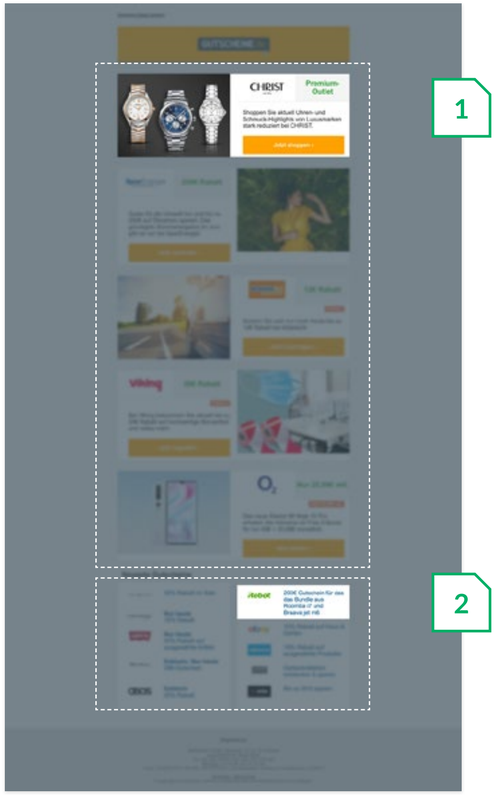
https://www.gutscheine.de/kategorie/elektronik

1

Checkout Charlie

OUR PLACEMENTS

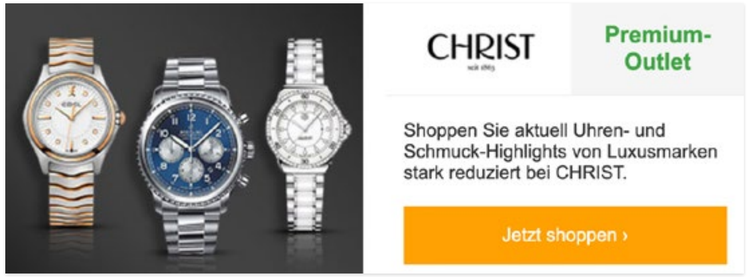
Gutscheine.de – Newsletter



1 Exposed Content Ad

2 Listing

1



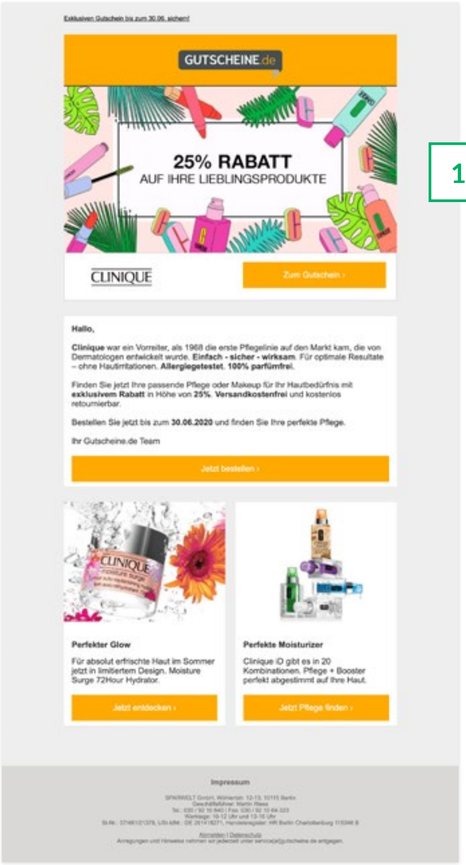
2

Every Wed. & Sun. / Recipients: approx. 100,000

Checkout Charlie

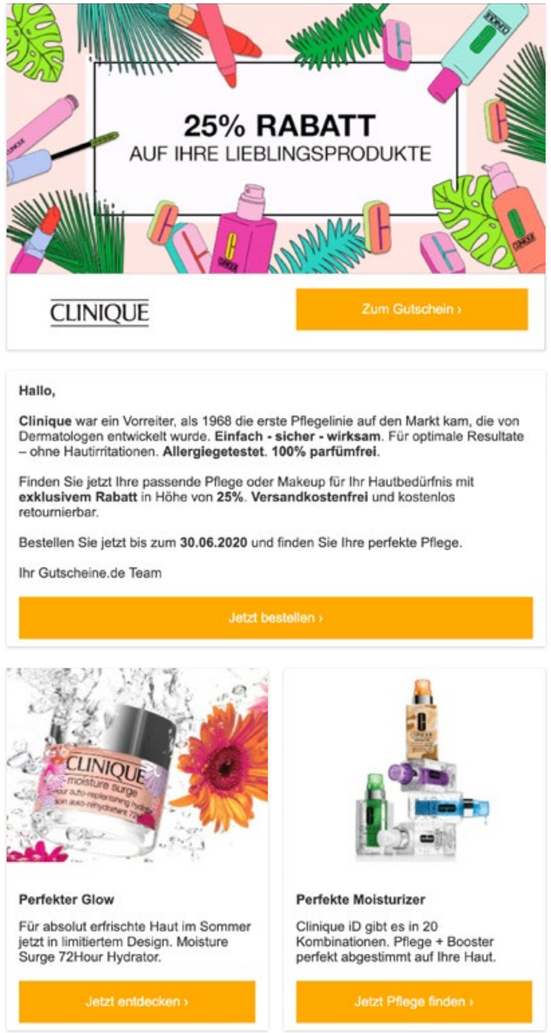
OUR PLACEMENTS

Gutscheine.de – Newsletter | Standalone



1 **Standalone**
Recipients: approx. 100,000

1



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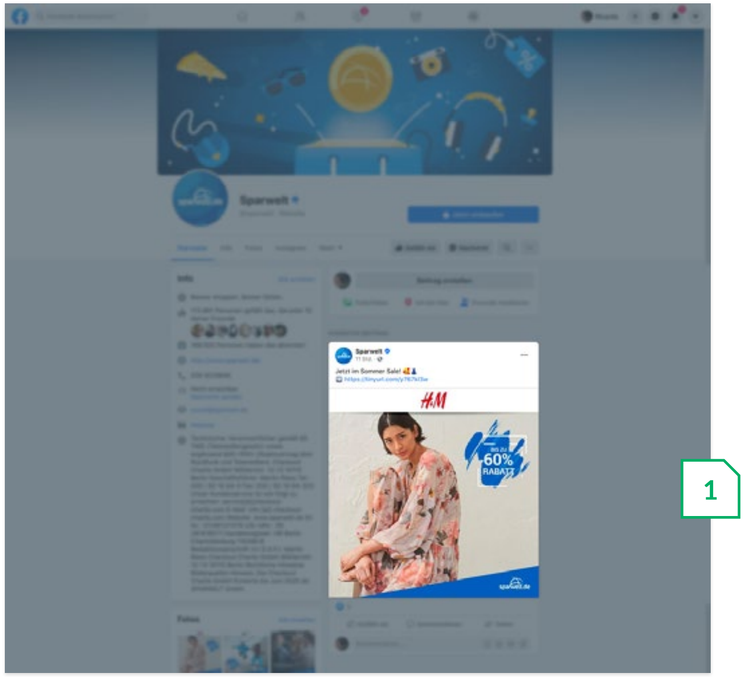
OUR PLACEMENTS

Social Media – Facebook Post & Facebook Ad



1

Post
Maximum organic reach of approx. 170,000 recipients

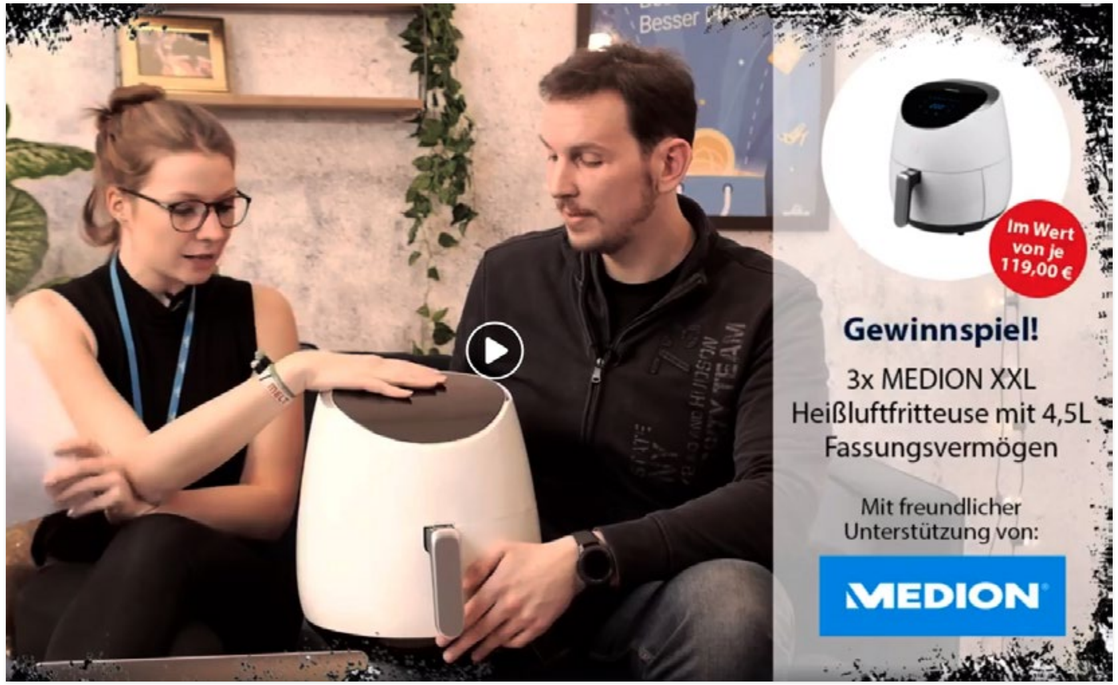
1

Ad
Paid reach with flexible number of recipients

Checkout Charlie

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 broad- cast is hosted by our charming Checkout Charlie colleagues. Products are presented and subsequently given away. A campaign can also be placed in the broadcast in consultation with us.

Case Study:

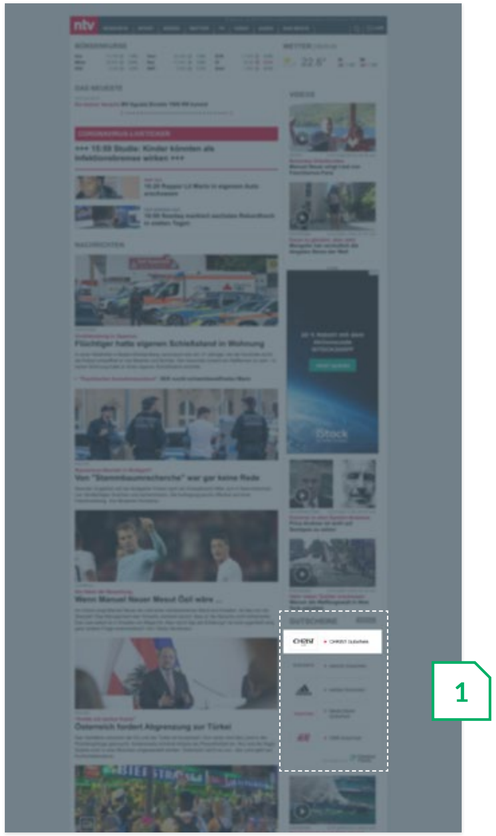
Facebook Live broadcast from the merchant Medion

- 68.182 people reached
- 30.105 video views
- 2.280 interactions

Checkout Charlie

OUR PLACEMENTS

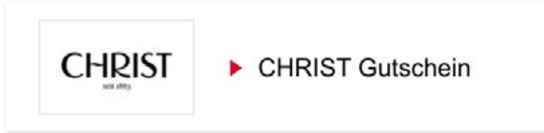
n-tv.de - Homepage



https://n-tv.de

1 **Sidebar Widget**
run over site
2 Mio.

1



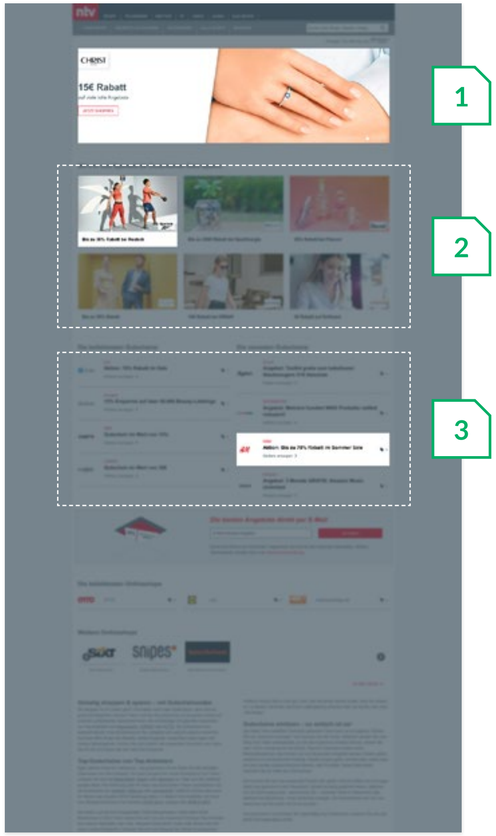
Available categories:

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

Checkout Charlie

OUR PLACEMENTS

n-tv.de - Voucher page



1 **Slider** (rollierend)

2 **Teaser**

3 **Listing**

https://gutscheine.n-tv.de

1

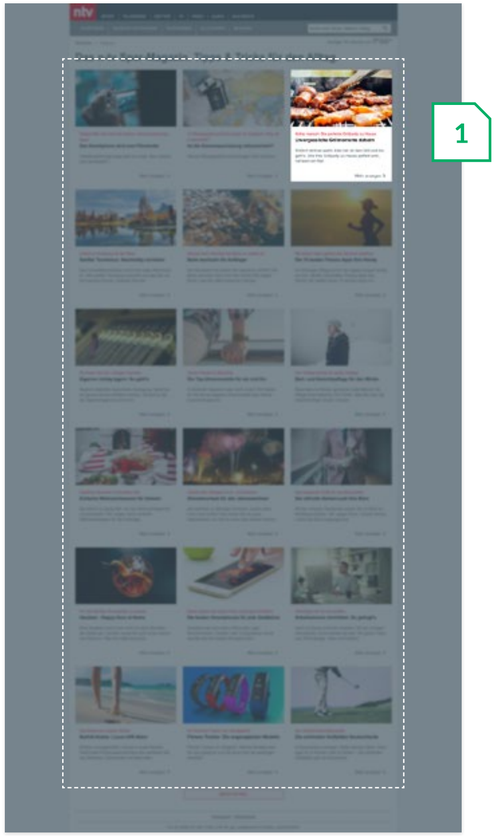
2

3

Checkout Charlie

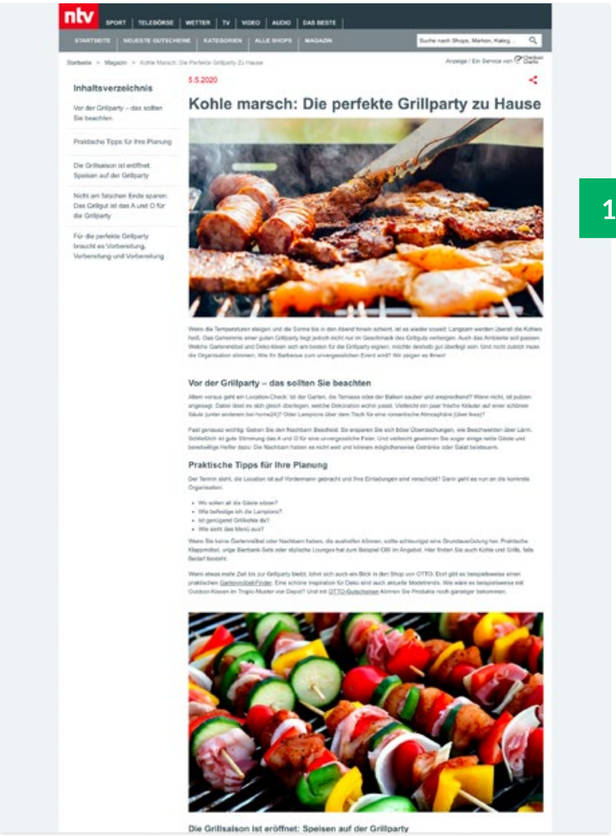
OUR PLACEMENTS

n-tv.de | Spar-Magazine



1 Homepage of n-tv Spar-Magazine with advertorial teaser

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



1 Advertorial Premium

Checkout Charlie

OUR PLACEMENTS

RTL.de - Voucher page

1 **Slider** (scrolling)

2 **Teaser**

3 **Listing**

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

1

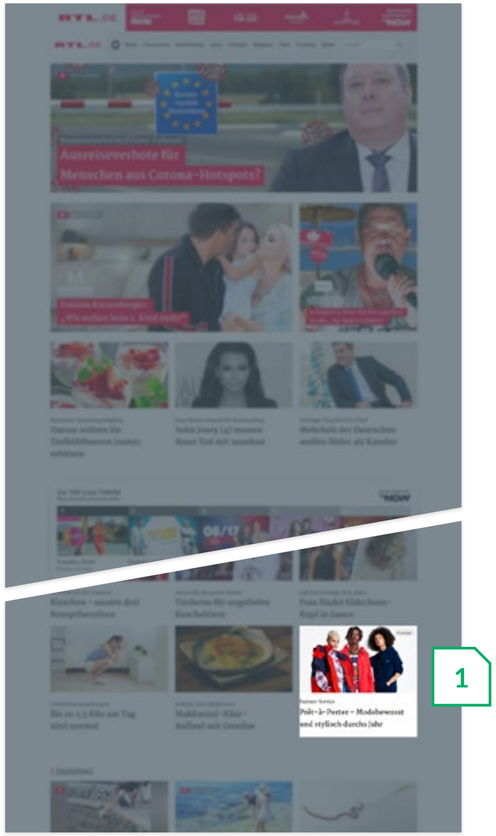
2

3

Checkout Charlie

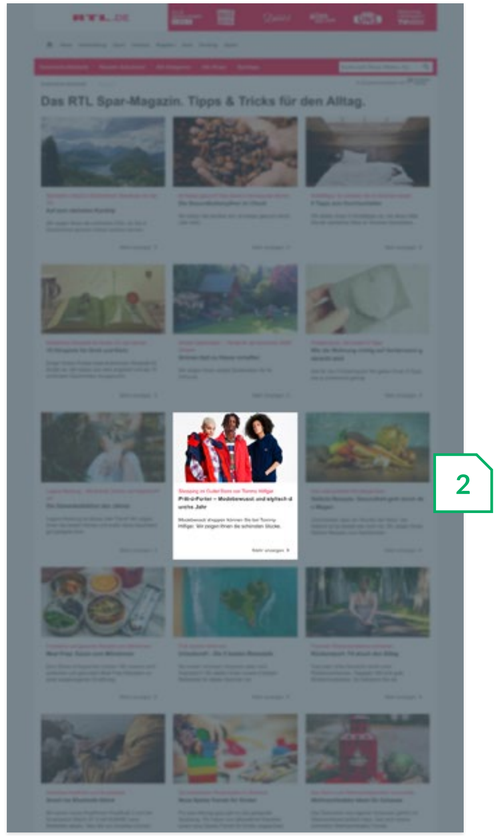
OUR PLACEMENTS

RTL.de | Spar-Magazine



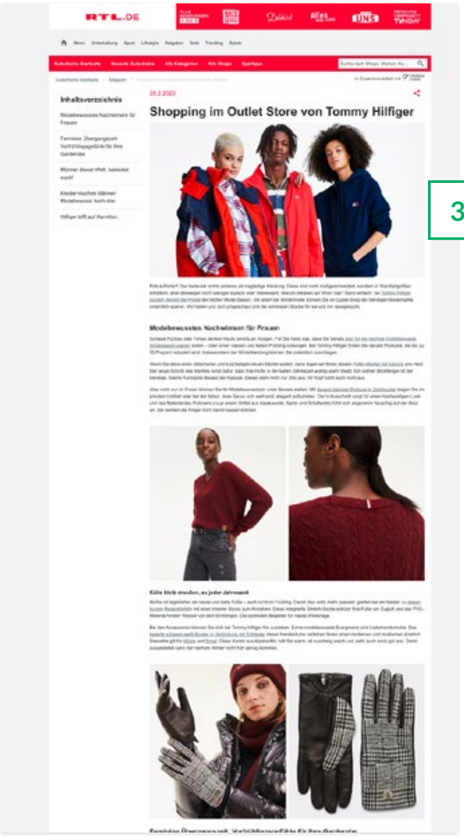
1

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

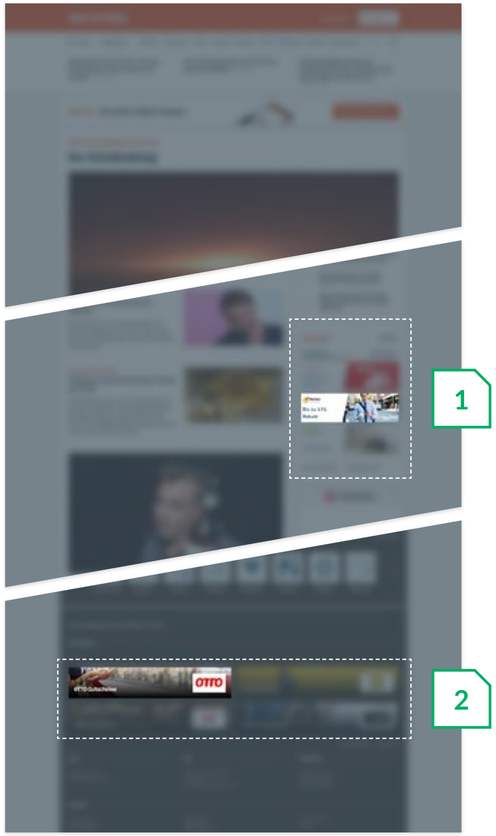


3 **Advertorial Premium**

Checkout Charlie

OUR PLACEMENTS

Spiegel.de - Homepage



1 Marketplace widget or Deal of the Day

2 Floor-Ad

https://www.spiegel.de

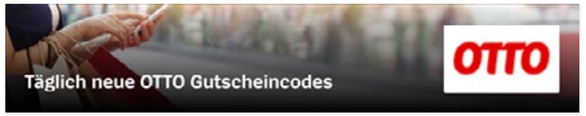
1

Marktplatz Widget
3,1 Mio AI

1

Deal of the Day
Tuesday

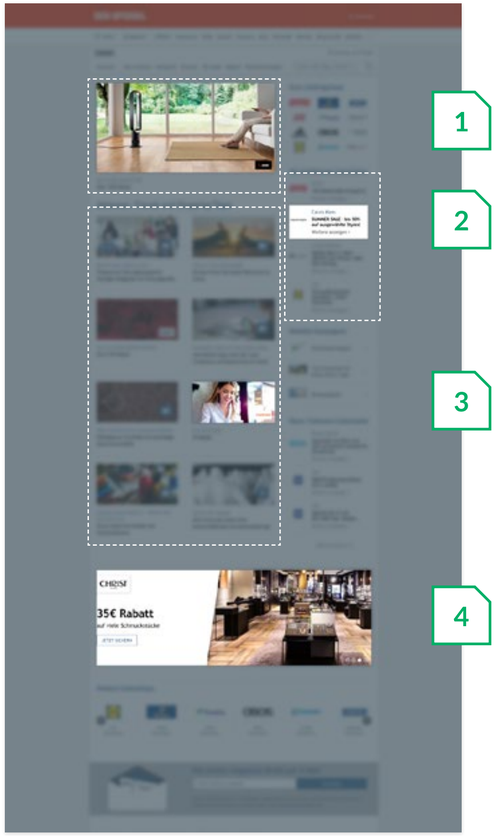
2



Checkout Charlie

OUR PLACEMENTS

Spiegel.de - Voucher page



1 Highlight-Teaser

2 Listing

3 Teaser

4 Slider (scrolling)

https://www.spiegel.de/gutscheine

1

2

3

4

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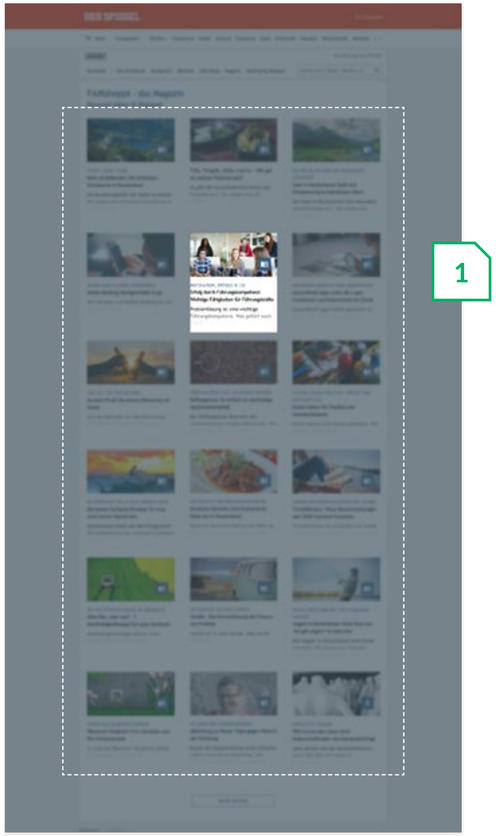
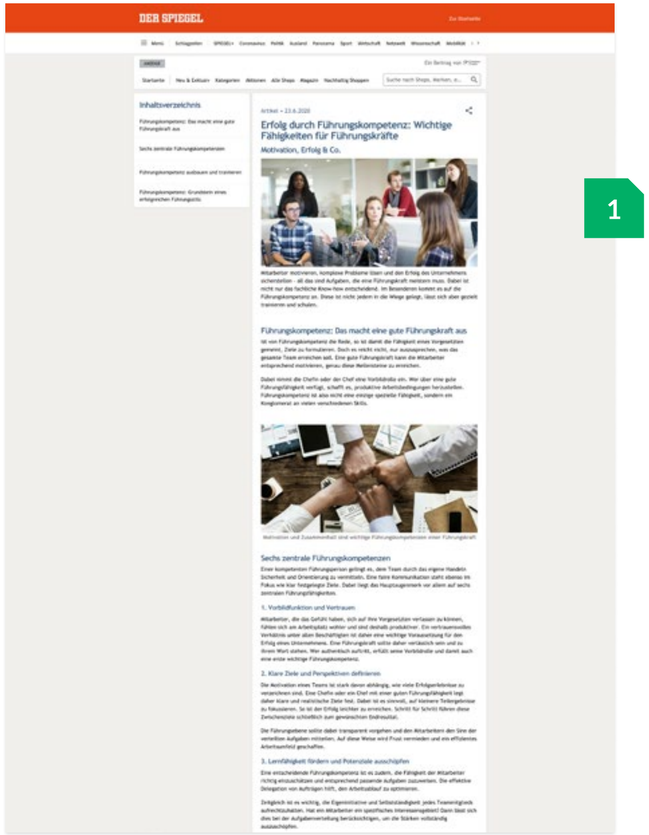
OUR PLACEMENTS

Spiegel.de - Magazine “FAIRshoppt”



1 Homepage spiegel.de magazine FAIRshoppt with article teaser

https://www.spiegel.de/gutscheine/magazin



1 Advertorial Premium

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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

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MEDIAKIT 2020

Your contacts

Do you have any questions? Are you ready to get started? Whatever you need, our staff would be delighted to help you. Find your match. We look forward to hearing from you!

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with ♥
in Berlin + Zürich