

Your placement in Switzerland's largest voucher and deal network

BACK TO NORMAL SPECIAL | 2021

gutscheine.20min.ch

by  Checkout Charlie & 20
minuten

GUTSCHEIN.ch

GUTSCHEINE.ch

 Checkout
Charlie



Content

01 Our Network / Portals

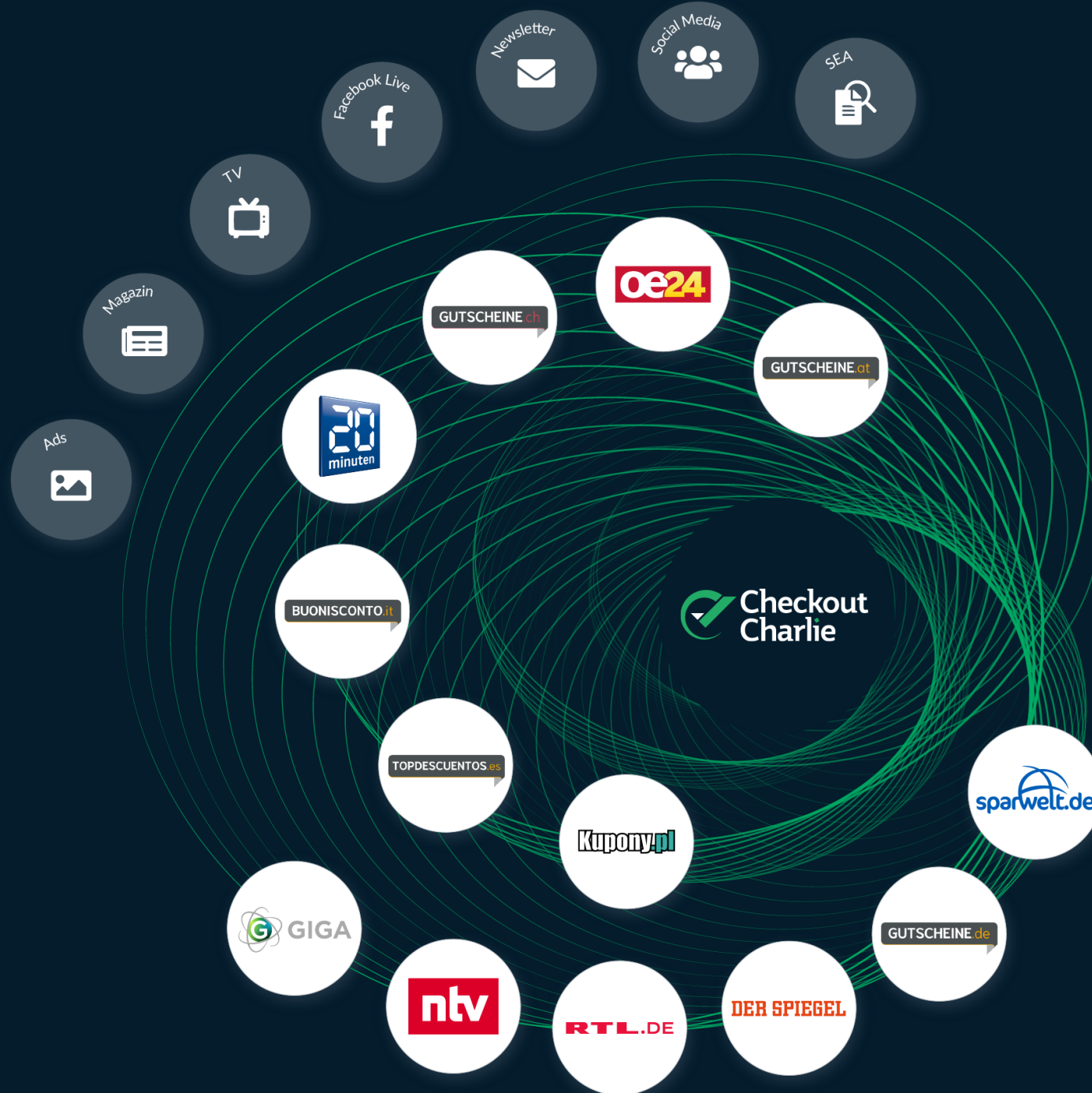
02 Price list 2021

03 Placements

04 Welcome packages

05 Information / Contact

01 Our Network / Portals

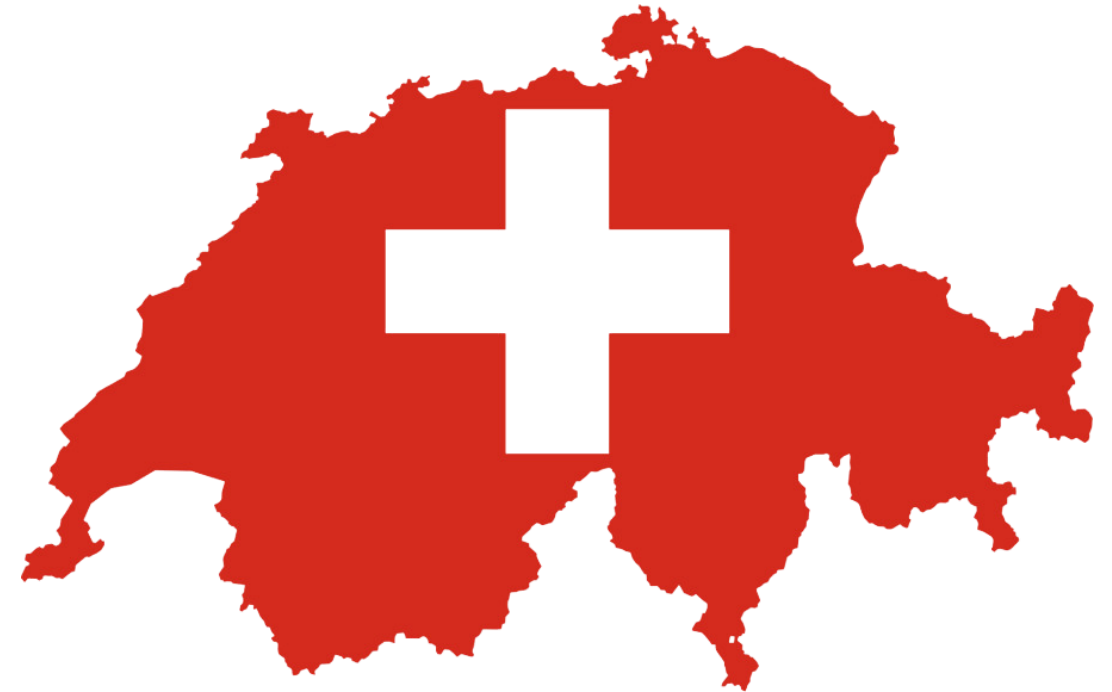


Checkout Charlie in Switzerland

WE LOVE ONLINE SHOPPING!

Checkout Charlie (formerly SPARWELT) has been a fixture in online shopping for 12 years and has been on the Swiss market since the beginning of 2019. As an interface between consumers and retailers, the company publishes and distributes editorially checked and prepared purchase recommendations, savings tips, advice articles and free discount codes online and via TV.

Guided by the vision of making every purchase an experience, Checkout Charlie stages the best offers in all e-commerce areas: from fashion and travel to living and family to electronics and media. With its guiding principle “We love online shopping!”, The RTL subsidiary not only stands for a better attitude towards life for end consumers.



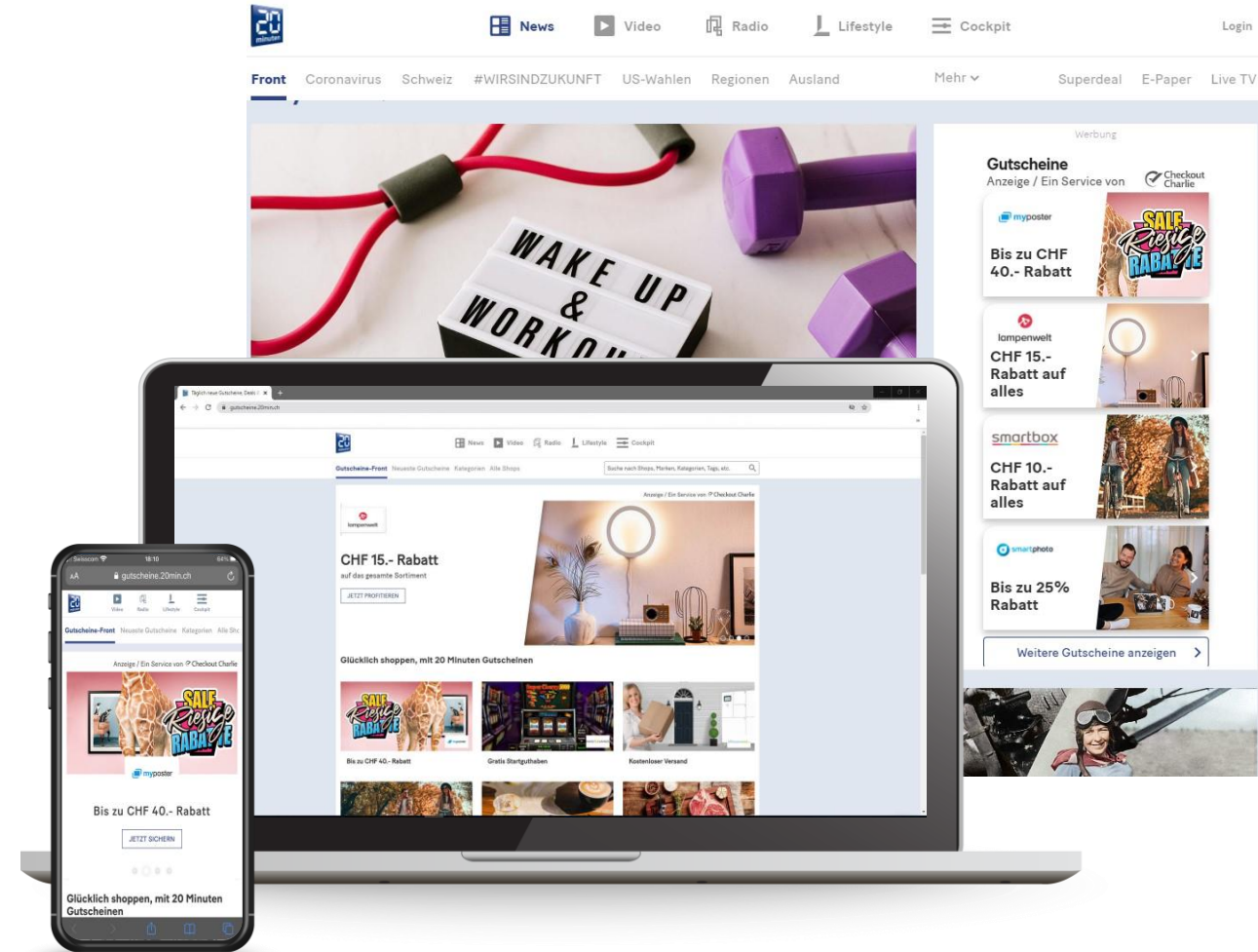
Media cooperations

20 MINUTEN AND RTL

20 Minuten is the largest media brand in Switzerland. Since May 2019 the news portal is expanding its offer and, with the help of SPARWELT, offers its shopping-affine users added value under gutscheine.20min.ch.

RTL will also extend the range in the channel TV. Goldbach's branding also makes it possible to measure the impact of TV campaigns on online success and to optimize the campaigns accordingly.

CHECKOUT CHARLIE, in turn, integrates its new partner into a high-quality and exclusive environment and opens up further target groups.





TARGET GROUP 20min.ch

Description

20 Minuten is the media brand with the greatest reach in Switzerland and reaches a young and urban target group in all three language regions.

Gender / Age (D-CH)

51.4% male / 48.6% female
70.3% of the Users are between 14 and 54 years old

Status (D-CH)

71.1% coverage among the employed / 28.6% among non-employed

Level of education (D-CH)

37.1% of users have a high school diploma or a university degree

Reach (D-CH)

6,1 Mio. Unique Clients / Month (56% overall reach)

Net household income (D-CH)

57% of users have a net household income of CHF 4,000 or more per month



Gutschein.ch & Gutscheine.ch

JOINT MARKETING

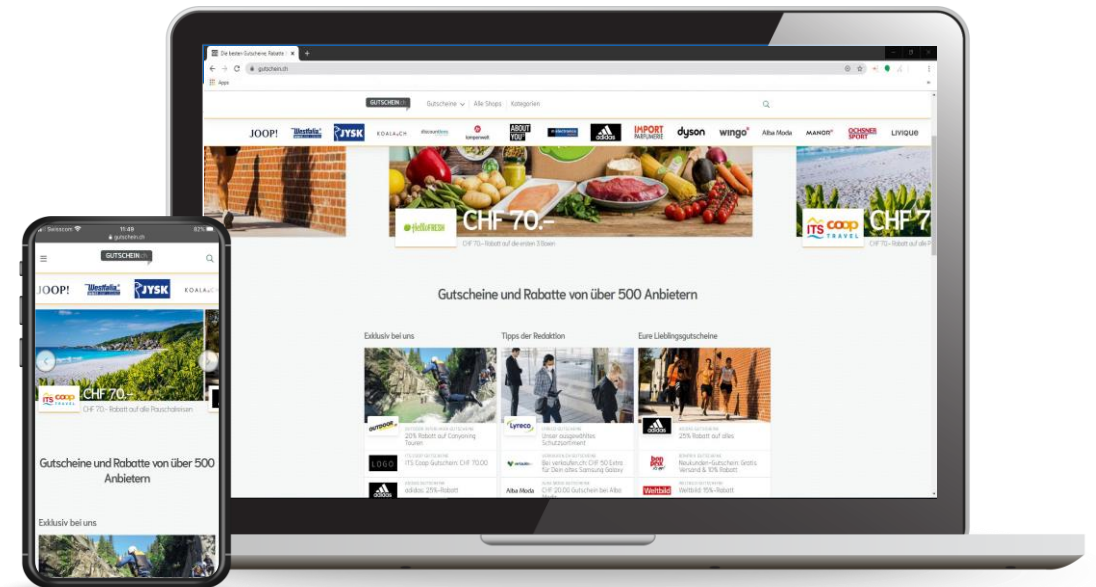
The **GUTSCHEIN.CH & GUTSCHEINE.CH** portals (approx. 100,000 users / month), which have been established on the Swiss market for 6 years, are part of Checkout Charlie and thus all three portals in Switzerland are now marketed from a single source.

One booking = coverage across 3 portals. *

Relaunch!

GUTSCHEIN.ch

GUTSCHEINE.ch



02 Price list 2021

Back to normal special 2021

PRICE LIST INDIVIDUAL BOOKING**

Placement	Running time	Regular price	Back to normal special*	Singles Day	Black Week	Christmas special
Zeitraum			01/01 – 12/31/2021	11/08 – 11/14/2021	11/22 – 11/29/2021	11/30 – 12/26/2021
Slider & Listing (all 3 portals)	1 week	CHF 999.-	CHF 699.-	CHF 799.-	CHF 2,349.-	CHF 1,749.-
Top Teaser (all 3 portals)	1 week	CHF 299.-	CHF 174.-	CHF 199.-	CHF 649.-	CHF 499.-
Newsletter	1 Shipping (50'000 from 01/21)	CPM: Billboard CHF 17.50 / Top Special CHF 12.- / ECA CHF 7.- / Logo CHF 3.-* CPM: Single-Merchant-Newsletter CHF 30.-*			+ 20%	+ 15%
Widget (on 20min.ch)	1 week	CHF 500.-	CHF 400.-	CHF 450.-	CHF 999.-	CHF 749.-
Paid Post (on 20min.ch)	1 week	CHF 15,000.-	CHF 15,000.-	CHF 15,000.-	CHF 15,000.-	CHF 15,000.-
Co-Branded Banner (on 20min.ch)	1 week	CHF 4,999.-	CHF 4,999.-	CHF 4,999.-	CHF 4,999.-	CHF 4,999.-
Logo in TV-Spot	1 x 2 weeks	CHF 4,999.-	-	-	-	-

Our reach packages

SAVE YOUR LIGHT- OR PREMIUM PACKAGE – DURATION: 01/01 – 12/31/2021*

GUTSCHEINE.20MIN.CH

7 days	Top Teaser	Homepage
1 day	Billboard	Newsletter

20MIN.CH

7 days Widget 20min.ch

GUTSCHEIN.CH & GUTSCHEINE.CH

7 days Top Teaser Homepage

Light

GUTSCHEINE.20MIN.CH

7 days	Slider	Homepage
7 days	Listing	Homepage
1 day	Standalone	Newsletter

20MIN.CH

1 day	Widget	20min.ch
7 days	Co-Branded Banner	20min.ch

GUTSCHEIN.CH & GUTSCHEINE.CH

7 days	Slider	Homepage
7 days	Listing	Homepage

Premium

~~instead CHF 1,449~~ CHF 1,200 *

~~instead CHF 7,598~~ CHF 6,900*

Christmas special 2021

SAVE YOUR LIGHT-, MEDIUM- ODER PREMIUM PACKAGE – TIME PERIOD: 11/30 – 12/26/21*

Light

GUTSCHEINE.20MIN.CH		
7 days	Slider	Homepage
7 days	Listing	Homepage
1 day	Newsletter	ECA
20MIN.CH		
7 days	Widget	20min.ch
GUTSCHEIN.CH		
7 days	Slider	Homepage
7 days	Listing	Homepage
GUTSCHEINE.CH		
7 days	Slider	Homepage
7 days	Listing	Homepage

instead ~~CHF 2,898~~ **CHF 2,500***

Medium

GUTSCHEINE.20MIN.CH		
7 days	Slider	Homepage
7 days	Listing	Homepage
1 day	Newsletter	Top Special
20MIN.CH		
7 days	Widget	20min.ch
RTL		
14 days	TV-Spot	RTL Group
GUTSCHEIN.CH		
7 days	Slider	Homepage
7 days	Listing	Homepage
GUTSCHEINE.CH		
7 days	Slider	Homepage
7 days	Listing	Homepage

instead ~~CHF 8,187~~ **CHF 7,100***

Premium

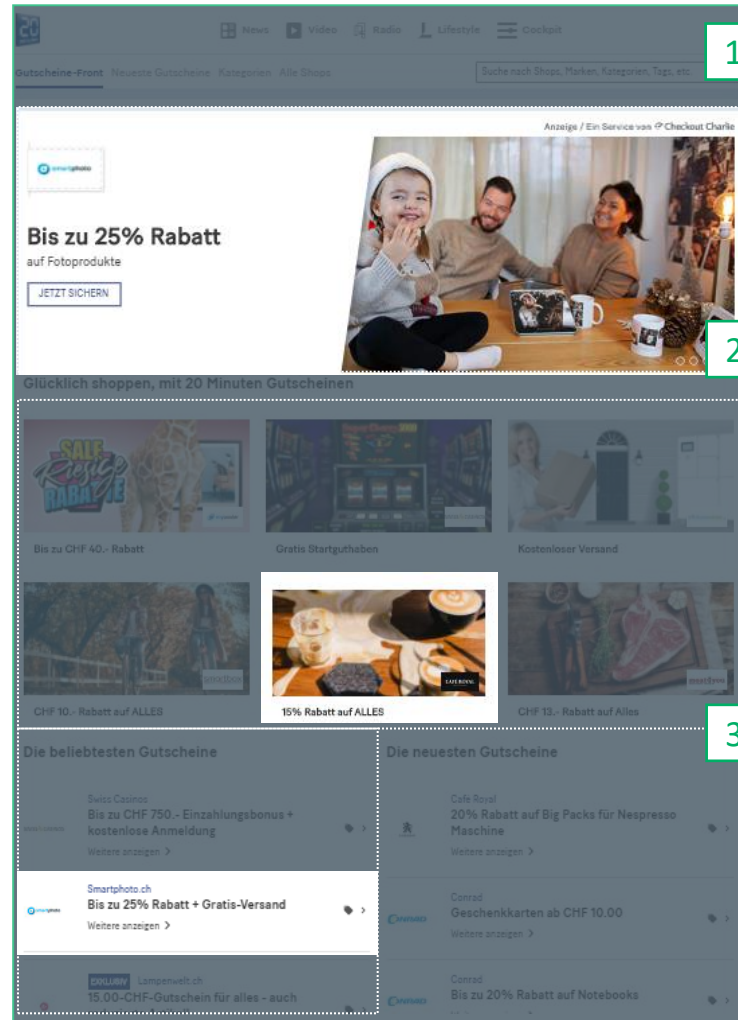
GUTSCHEINE.20MIN.CH		
7 days	Slider	Homepage
7 days	Listing	Homepage
1 day	Newsletter	Billboard
20MIN.CH		
7 days	Widget	20min.ch
7 days	Co-Branded Banner	20min.ch
RTL		
14 days	TV-Spot	RTL Group
GUTSCHEIN.CH		
7 days	Slider	Homepage
7 days	Listing	Homepage
GUTSCHEINE.CH		
7 days	Slider	Homepage
7 days	Listing	Homepage

inst. ~~CHF 13,496~~ **CHF 12,000***

03 Placements

Placements

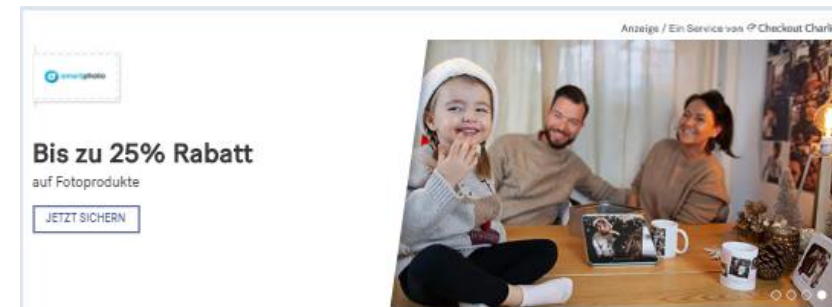
STAGING ON GUTSCHEINE.20MIN.CH



1 Slider
(rolling)

2 Top-3 Teaser

3 Listing



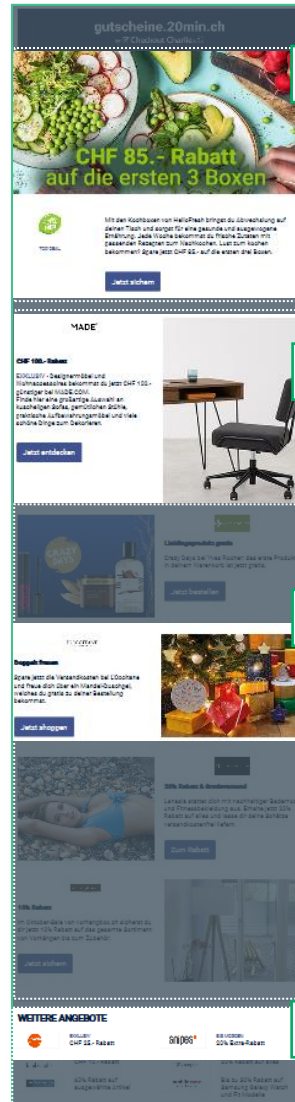
- › Slider: One of 4 attention-grabbing slider placements
- › Top Teaser: One of 6 central image placements
- › Listing: The current top offers including logo

Duration of each booking: 1 week



Placements

GUTSCHEINE.20MIN.CH NEWSLETTER

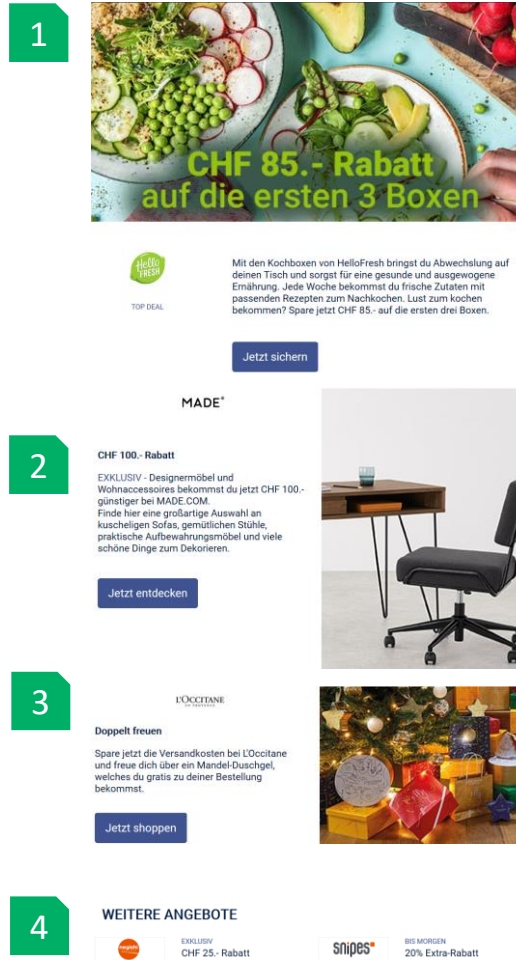


1 Billboard

2 Top Special

3 ECA

4 Logo



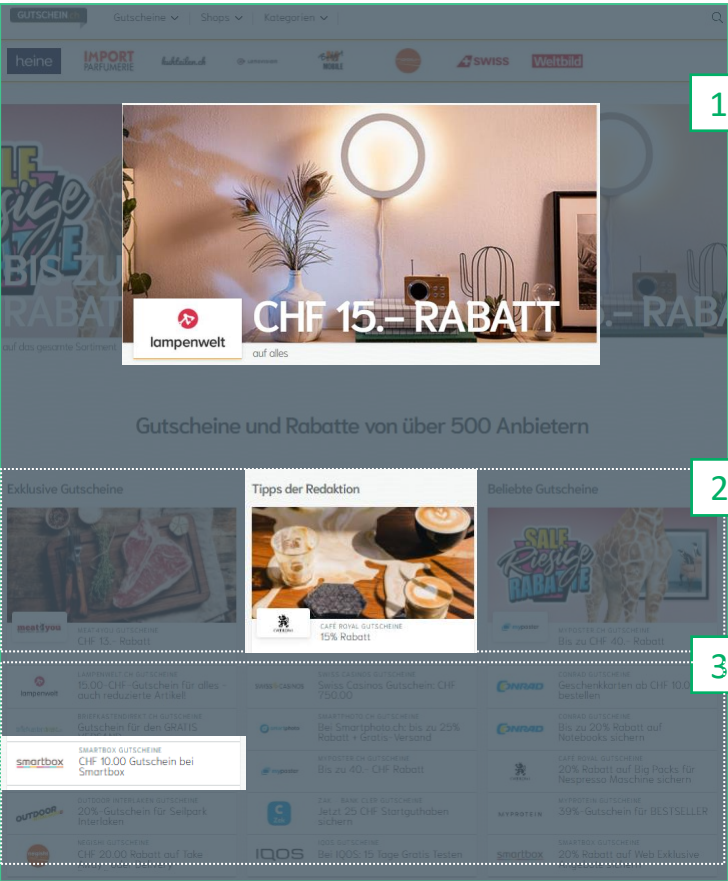
- › Billboard: The top placement in the format 620x310 (Mobile 620x620) with logo & long teaser text immediately after the salutation
- › Top Special: Large placement in the format 300x400 (Mobile 620x465) with long teaser text and including logo
- › ECA: The offer placements including a 300x225 (Mobile 620x348) image & logo with a short teaser text
- › Logo: Logo placement and promo teaser

Shipping: Every Sunday

Distribution list: 50,000 addresses (01/2021)

Placements

STAGING ON GUTSCHEIN.CH & GUTSCHEINE.CH



1

Slider
(rolling)

2

Top-3 Teaser

3

Listing

1



GUTSCHEIN.ch

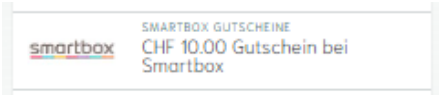
GUTSCHEINE.ch

2



- › Slider: One of 4 attention-grabbing slider placements
- › Top Teaser: One of 3 central image placements
- › Listing: The current top offers including logo

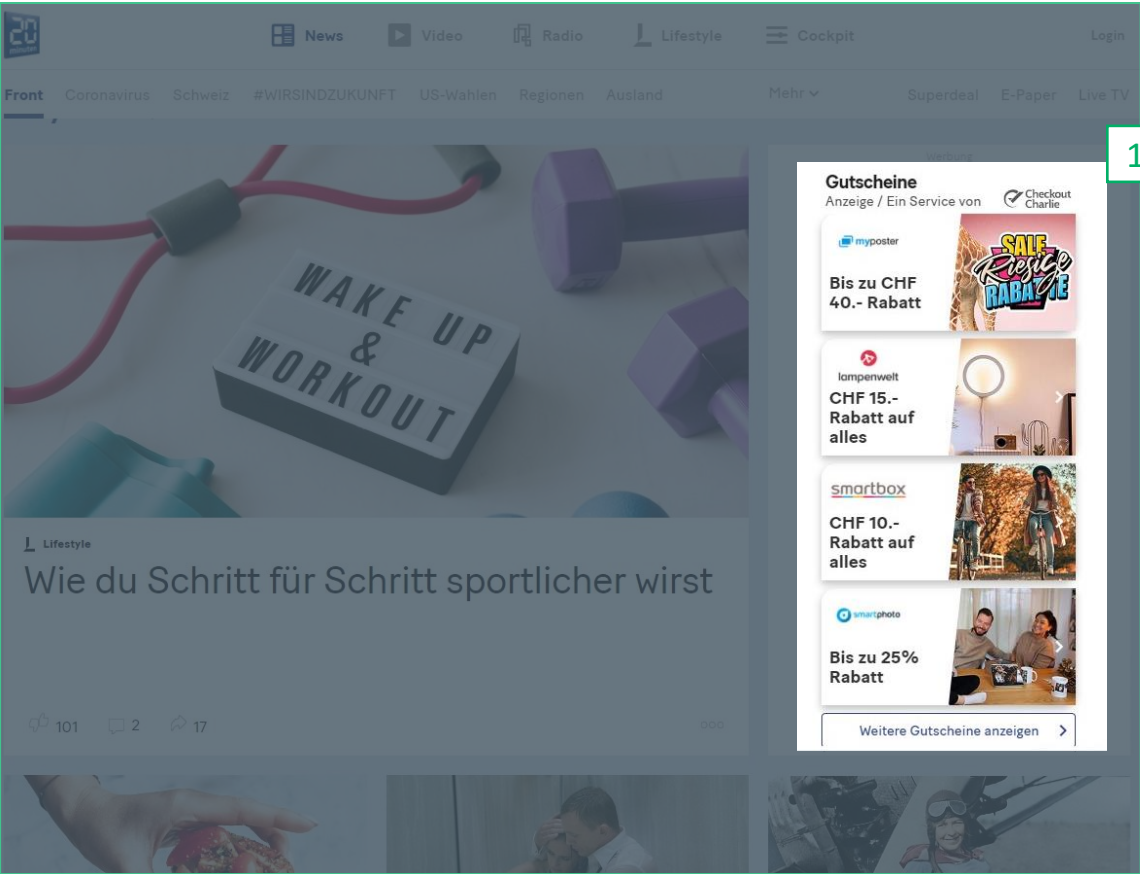
3



Duration of each booking: 1 week

Placements

20MIN.CH – WIDGET



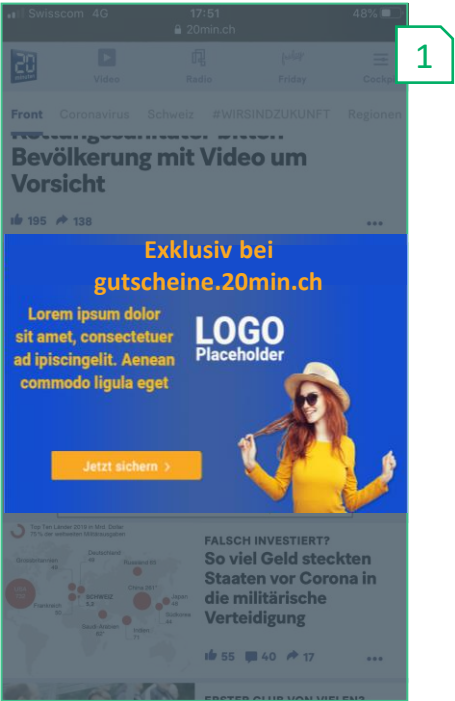
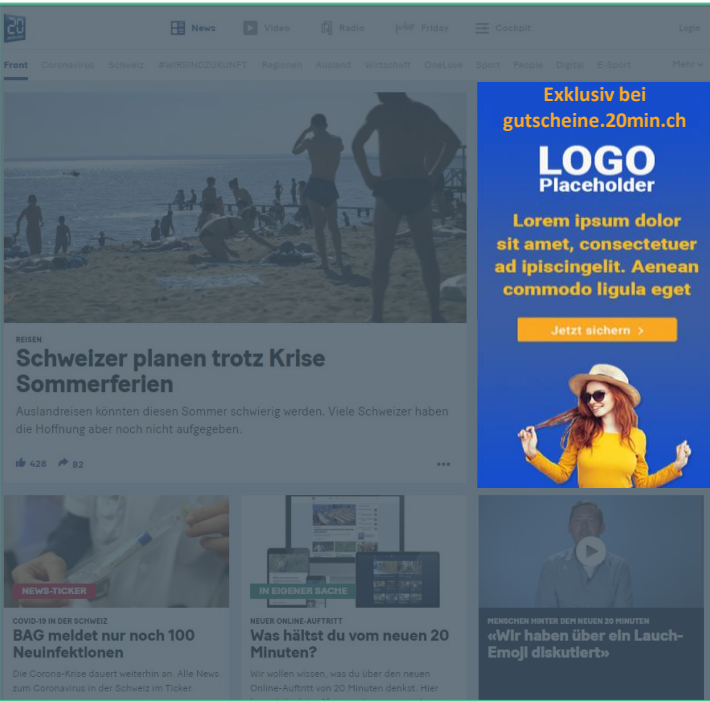
Widget

CONDITIONS

Minimum booking volume	CHF 500.- (normal price)*
Period of validity	Mo. 00:00 o'clock bis Su. 23:59 o'clock
Reach	2 Mio. Als / period of validity
Price per slot	CHF 500.-
Delivery content	5 working days before placement
Specs	a) Display on home page (desktop) b) Targeting is not possible

Placements

REACH BOOSTER FOR YOUR SHOP – BANNER ADS ON 20MIN.CH



1

Co-Branded Banner Ads*



CONDITIONS

Promotion of your campaign on 20min.ch (including banner creation) with gutscheine.20min.ch co-branding

Minimum booking volume CHF 4,999.- (≙ CHF 10.- CPM)

Period of validity 7 days

Reach Guaranteed reach 500,000 AIs

Delivery content 5 working days before placement

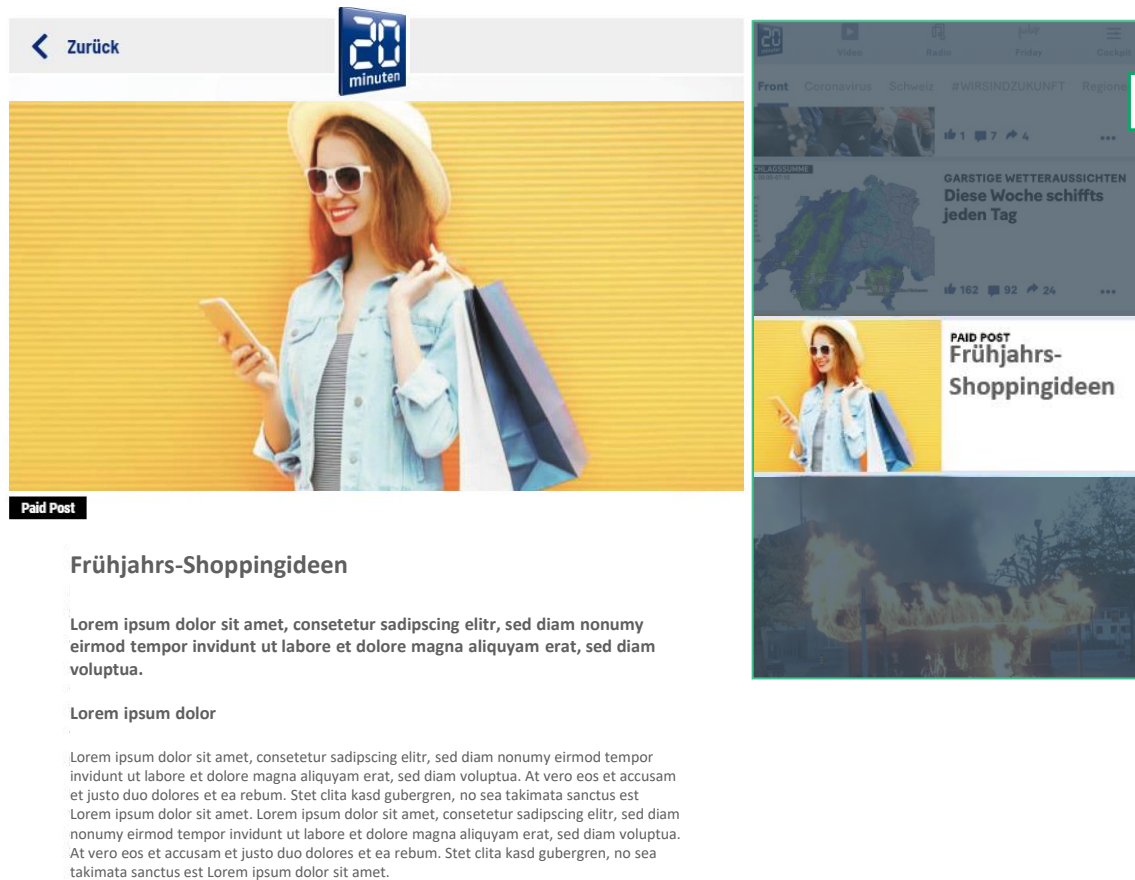
Specs

- a) Mobile Wideboard, Mobile Rectangle, Desktop Halfpage, Desktop Rectangle
- b) Targeting is not possible

18 * Can only be booked after consultation & in connection with an exclusive voucher campaign, which is only played on gutscheine.20min.ch / Linking takes place on the corresponding campaign at gutscheine.20min.ch

Placements

REACH BOOSTER FOR YOUR SHOP – PAID POST AUF 20MIN.CH



1 Paid Post*



CONDITIONS

Booking the high-reach paid posts on 20min.ch, including content creation)

Price CHF 15,000.- (instead CHF 23,000.-)

Period of validity	7 days
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Delivery content 5 working days before placement

Specs Desktop & Mobile

TV commercial

WE ARE GOING ON AIR

CHF 100'000
Gross media
volume

gutscheine.20min.ch

by  Checkout Charlie & 20 minuten

We offer **advertisers** the opportunity to take a seat in one of the first rows in order to get the maximum **attention** of TV viewers.

The spot clarifies the value proposition of the offer and addresses the online shops, which is visually underlined by the **brand logos**. In addition, the functionality of vouchers is visualized on an **exemplary shop** to make the simplicity clear.

TV commercial

WE ARE GOING ON AIR



Logo placement in the TV commercial

- › Logos of well-known shops are faded in one after the other and brought into focus with an animated “pulse”.
- › Limited to 4 brands (visibility / brand min. 2 sec.)
- › Offer "first come, first serve": The person making the first reservation receives the display of his shop integration at no additional cost.

Price: CHF 4,999.-*

* effective price see price list slide 10 (respective period)

Special: Single Merchant TV commercial

BECOME PART OF OUR TV COMMERCIAL

Currently
with CHF
100'000
Gross media
volume

LOGO
PLACEHOLDER

CHF 10 Geschenkgutschein

Für das gesamte Sortiment

Jetzt sichern

Single Merchant TV commercial

- › Illustration of your shop and your discount campaign as a recommendation from gutscheine.20min.ch
- › Limited to 1 brand
- › Gross media volume CHF 50,000.
- › Including spot production (10 sec.) With stock materials

Price: CHF 25,000.-

04 Welcome packages

Only for newcomers & first-time bookers!

So you become part of our network

WE GIVE YOU JUMP START

How we will support you?

- We create a **separate provider page** for your shop on **gutscheine.20min.ch, Gutschein.ch & Gutscheine.ch**.
- We use our reach for your campaign and promote it **on page** and **in the newsletter**.
- We give you an **industry overview** and personal advice so that your affiliate program can get started.
- Our welcome packages are only bookable for **new customers** and once.
- Benefit from a **huge discount** and get your first sales push.

The screenshot displays the 'Balibay Gutscheine & Rabatte' page. The header includes navigation links for News, Video, Radio, Friday, and Cockpit. The main content area features three promotional cards:

- 27% Rabatt** (EXKLUSIV): 27%-Gutschein bei Balibay. Gültig bis: 31.12.2020. Button: Gutschein anzeigen.
- 23% Rabatt**: 23%-Gutschein - gilt für ALLES. Gültig bis: 31.12.2020. Button: Gutschein anzeigen.
- Ab CHF 80 portofrei**: Gratis Versand ab CHF 80.-. Button: Zum Angebot.

On the left side, there is a section for Balibay with a logo, 0 reviews, and a description: 'Schmuck aus naturbelassenen Steinen shoppest du bei Balibay. Hier gibt es Halsketten, Armbänder und vieles mehr für Sie und Ihn. Und mit unseren Balibay Mehr anzeigen'. Below this is a 'Statistiken zu Balibay' section showing 'Letzte Prüfung' as 12.5.2020 and 'Anzahl Angebote' as 3. The 'Firmenanschrift' section lists: Corem GmbH, Geeracherstrasse 36, 8957 Spreitenbach, Schweiz.

At the bottom, there is a section for 'Ähnliche Gutscheine' with a link to 'Passion & Dreams'.

Welcome packages

CHF
150.-

Bronze

- Creation of own shop page on gutscheine.20min.ch, Gutschein.ch & Gutscheine.ch including continuous voucher maintenance
- 1 x Pictured placement in the gutscheine.20min.ch Newsletter
- Industry information / intro call

Silver

- Creation of own shop page on gutscheine.20min.ch, Gutschein.ch & Gutscheine.ch including continuous voucher maintenance
- 1 x Pictured placement in the gutscheine.20min.ch Newsletter
- 7 Days TopTeaser placement at gutscheine.20min.ch
- 7 Days Listing placement at Gutschein.ch & Gutscheine.ch
- Industry information / intro call

CHF
300.-

Gold

- Creation of own shop page on gutscheine.20min.ch, Gutschein.ch & Gutscheine.ch including continuous voucher maintenance
- 2 x Pictured placements in the gutscheine.20min.ch Newsletter
- 7 Days Slider placement on all 3 Portals
- 7 Days Widget placement on 20min.ch
- Industry information / intro call

CHF
1'000.-






Personal Account Manager

05 Information / Contact

You want to choin?

WHAT WE NEED FROM YOU

1.  Your binding registration. Please always register bookings at least 1 week in advance (if still available).
2.  A great offer during the campaign period, preferably with unique CSV codes (for voucher campaigns).
3.  Your logo as an eps file (if we don't already have it) & images for the campaign.

Delivery ALWAYS no later than Wednesday (EOB) in the week BEFORE booking.

Specifications

WHAT WE NEED FROM YOU



Slider / Top Teaser / Widget / Newsletter

- Mood picture 700px x 350px (ohne Text, Logo, CTA)

Contact

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Made
with 
for 