

MediaKit 2021



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INTERACTIVE DOCUMENT

Use the interactive buttons to navigate through the presentation. You can find them in the index, too.

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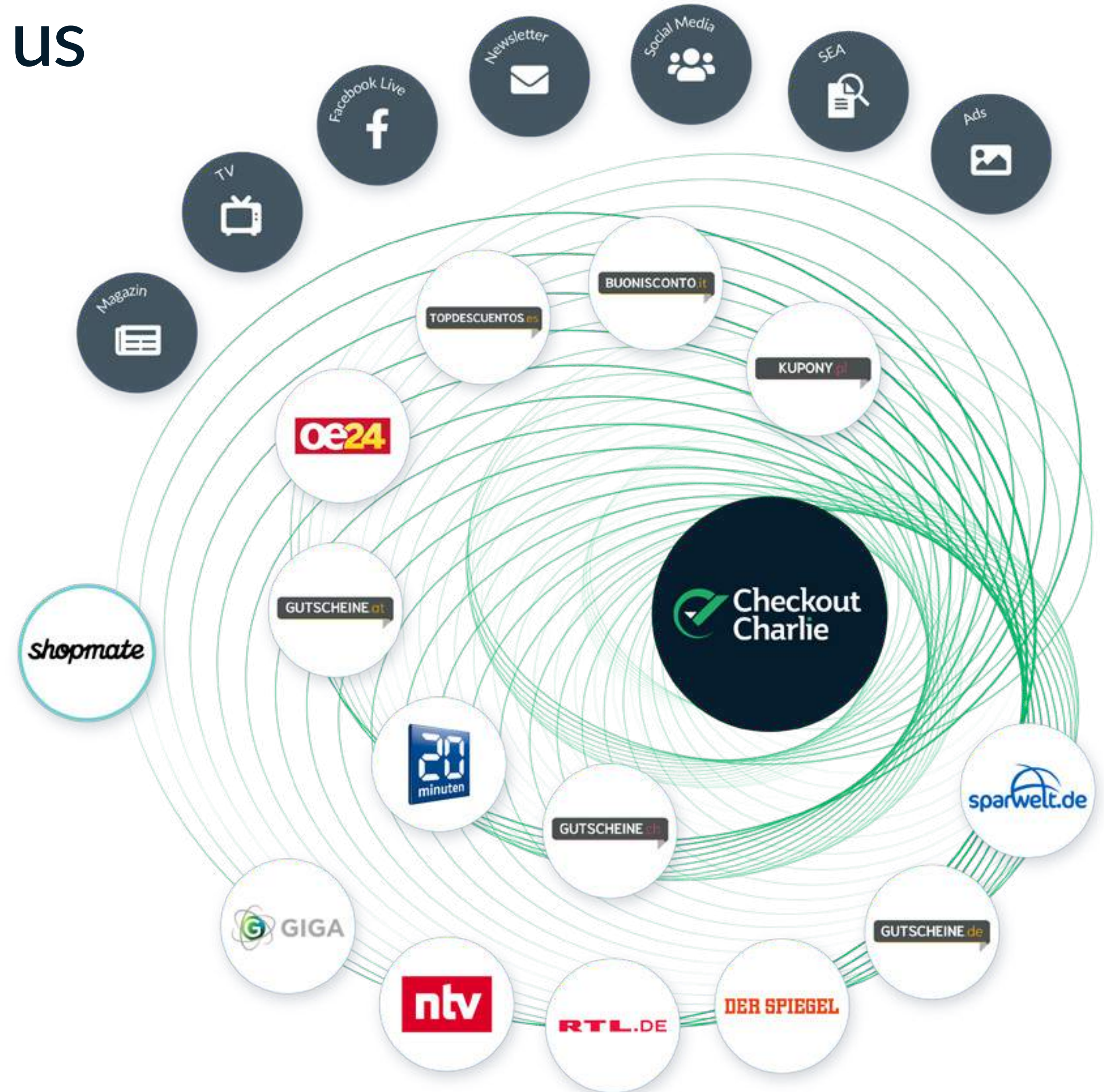
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Our placements

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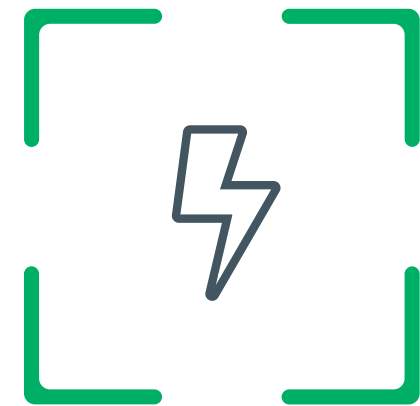
Standing still is completely alien to us

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.



Our mission is your success



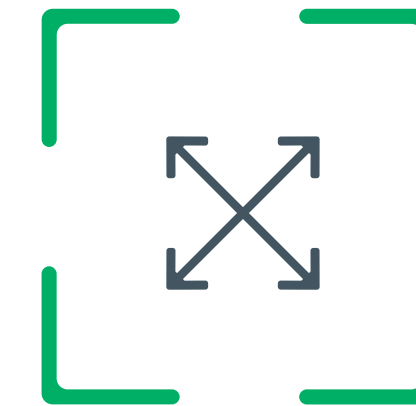
Transactional environment

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

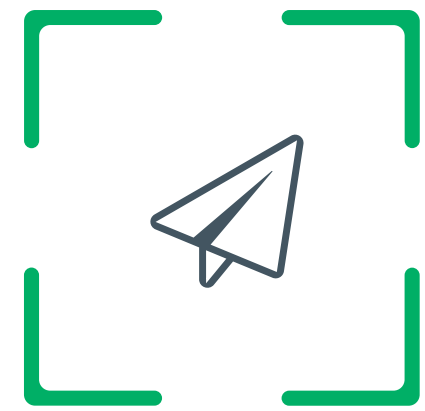
No matter what your targets are, we create individual solutions and formats for you – short-term and long-term to suit every budget.



Full Service

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

Reach for the stars with us



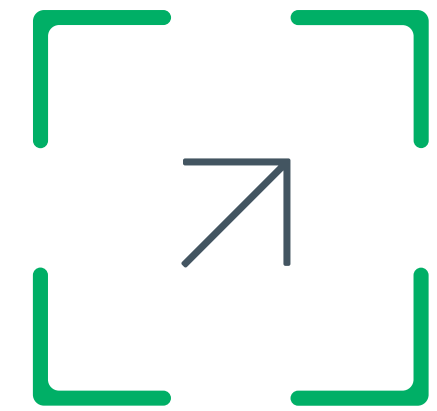
1.3 million
newsletter recipients



200,000
social media followers



25 million
contacts per spot
(average TV reach)



Up to 450% uplift
through participation in
campaigns

Plan your campaign in 2021 | Part 1

DURATION	CAMPAIGN	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
15.01. – 31.01.	Last Minute Winter												
27.01. – 14.02.	Valentine's Day (14.02.)												
22.02. – 04.04.	Finance Weeks												
08.03. – 05.04.	Easter (04.04.)												
05.04. – 18.04.	Gaming & Entertainment												
19.04. – 09.05.	Mother's Day (09.05.)												
10.05. – 23.05.	DIY & Garden												
24.05. – 13.06.	Summer Lookbook												
01.06. – 20.06.	Cooling in Summer												
04.06. – 11.07.	UEFA EURO 2021 (11.06. - 11.07.)												
07.06. – 28.07.	Last Minute Summer												

Plan your campaign in 2021 | Part 2

DURATION	CAMPAIGN	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
12.07. – 08.08.	Sustainability Weeks												
16.08. – 12.09.	Technology & Entertainment at Home												
13.09. – 03.10.	Curvy Styles												
20.09. – 10.10.	Home & Living												
06.10. – 24.10.	Health Weeks												
11.10. – 30.11.	Tariff Experts												
01.11. – 21.11.	Singles' Day & Pre-Black Week												
22.11. – 29.11.	Black Week												
01.12. – 26.12.	Christmas (24.12.)												



09 | 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.

Welcome packages



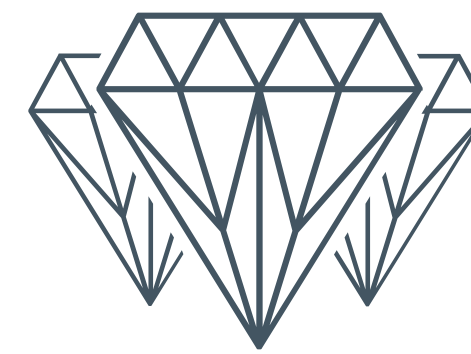
Silver

Our premium product Sparwelt.de is what you want? Than the Silver Package is the best match for you. On top we will include an additional partner site.



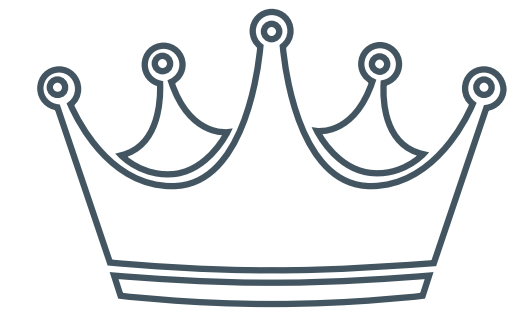
Gold

You want our premium product Sparwelt.de and additional two other partner sites?
Go for our Gold Package.



Triple Diamond

Take the whole German country and reach the highest presence and attention in this market!



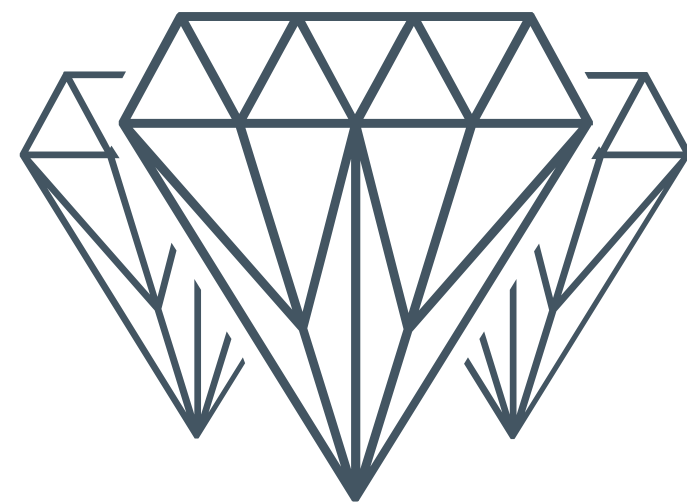
Royal Blue

The german-speaking countries are the markets you want to get in?
Our Royal Blue-Package is the perfect choice for you!

Not a partner yet?
Join us!

Shine bright like a TRIPLE DIAMOND

* incl. CPO / VAT
not possible to book for Black Week
and December



Triple Diamond

Reach the best
attention for
your entrance in our
German market !

The ultimate Welcome Package with a great discount

- Your own shop page on Sparwelt.de including continuous voucher maintenance
- Shop is also listed on the voucher pages of DER SPIEGEL, RTL, ntv and Gutscheine.de
- 1 x image-placement in the Sparwelt.de Newsletter
- 3 days of voucher listing on the Sparwelt.de homepage and 3 days on one partner page of your choice
- 2 days of slider placement on the corresponding category page
- 2 weeks ntv-widget on the homepage
- 2.5 days DER SPIEGEL-widget on the homepage
- 1 x standalone newsletter from Gutscheine.de
- Personal Account Manager

~~9,400€~~ 2,900€*

«One Day» package

■	1 Day	Sparwelt.de	Teaser homepage
■	1 Day	Sparwelt.de	Listing voucher page
■	1 x	SW-Newsletter**	Exposed Content Ad (segm. 600,000 recip.)
■	1 x	GS-Newsletter**	Listing (segm. 100,000 recip.)
■	1 Day	n-tv.de	Teaser voucher page
■	1 Day	RTL.de	Teaser voucher page
■	1 Day	Spiegel.de	Listing voucher page
			€2,355*

* incl. CPO / VAT
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter

«Branding» package

■	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 (segm. 100,000 recip.)
■	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*

* incl. CPO / VAT
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter

«Social» package

■	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 (segm. 100,000 recip.)
■	1 Day	n-tv.de	Listing voucher page
■	1 Day	RTL.de	Listing voucher page
■	1 Day	Spiegel.de	Listing voucher page

€6,300*

* incl. CPO / VAT
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter
SW-Facebook = Sparwelt.de-Facebook

«Content» package

■	1 x	RTL.de	Advertorial (Premium) magazine
■	3 Days	RTL.de	Slider voucher page
■	1 x	RTL.de	Teasering (run over site)
■	1 x	Spiegel.de	Advertorial (Premium) magazine
■	2 Days	Spiegel.de	Highlight-Teaser voucher page
■	8 Days	Spiegel.de	Teaser voucher page
■	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
			€34,900*

* incl. CPO / VAT
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter
SW-Facebook = Sparwelt.de-Facebook

«TV» package

■ 1 x	RTL media group TV station	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 homepage
■ 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. 100,000 recip.)
■ 1 x	SW-Newsletter **	Billboard (segm. 600,000 recip.)
■ 1 x	SW-Facebook **	Ads

price on application

* incl. CPO / VAT

** SW-Newsletter = Sparwelt.de-Newsletter

SW-Facebook = Sparwelt.de-Facebook

*** Gross Media Volume

«International» package

* incl. CPO / VAT
 ** SW-Newsletter = Sparwelt.de-Newsletter
 GS-Newsletter = Gutscheine.de-Newsletter
 20min-Newsletter = 20min.ch-Newsletter

■	2 Days	Sparwelt.de	Slider homepage
■	2 Days	Sparwelt.de	Listing homepage
■	1 x	SW-Newsletter **	Exposed Content Ad (segm. 600,000 recip.)
■	2 Day	Gutschein(e).de	Teaser homepage
■	2 Day	Gutschein(e).de	Listing homepage
■	1 x	GS-Newsletter **	Exposed Content Ad (segm. 100,000 recip.)
■	2 Days	n-tv.de	Teaser voucher page
■	2 Days	RTL.de	Teaser voucher page
■	2 Days	Spiegel.de	Teaser voucher page
■	7 Days	Gutscheine.at / oe24.at	Slider homepage / voucher page
■	7 Days	Gutscheine.at / oe24.at	Teaser homepage / voucher page
■	7 Days	Gutscheine.at / oe24.at	Listing homepage / voucher page
■	6 Days	oe24.at	Widget homepage
■	7 Days	Gutschein(e).ch	Slider homepage

■	7 Days	Gutschein(e).ch	Teaser homepage
■	7 Days	Gutschein(e).ch	Listing homepage
■	1 x	20min-Newsletter **	Top Special (segm. 50,000 recip.)
■	7 Days	20min.ch	Sidebar Widget homepage
■	7 Days	Buonisconto.it	Slider homepage
■	7 Days	Buonisconto.it	Teaser homepage
■	7 Days	Buonisconto.it	Listing homepage
■	7 Days	Buonisconto.it	Slider category page
■	7 Days	Topdescuentos.es	Slider homepage
■	7 Days	Topdescuentos.es	Teaser homepage
■	7 Days	Topdescuentos.es	Listing homepage
■	7 Days	Topdescuentos.es	Slider category page

€7,026*

For individualists

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€
■	7,5K Clicks	n-tv.de	Sidebar-Widget homepage + 12 category pages	3.000€
■	1 x	RTL.de	Advertorial + teasing	10.000€
■	1 x	Spiegel.de	Advertorial + teasing	10.000€
■	1 x	Spiegel.de	Advertorial + special teasing	15.000€

at least €2,000

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 incrementing discounts for your benefit.

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

We would be glad to advise you and help you make the most out 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 applies on the pricelist (before VAT).

Price special | one week visibility

* incl. CPO / VAT
not possible to book for November and December
not more than 1 deal to use for these placements during that time
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter

Light

■	7 Days	Sparwelt.de	Listing homepage
■	7 Days	Gutscheine.de	Listing homepage
■	7 Days	ntv.de	Listing voucher page
■	7 Days	RTL.de	Listing voucher page
■	1 x	SW-Newsletter**	Listing (segm. 600,000 recip.)

25% Discount

~~3,400€~~

2.560€*

Premium

■	7 Days	Sparwelt.de	Slider category page
■	7 Days	Sparwelt.de	Listing homepage
■	7 Days	Gutscheine.de	Listing homepage
■	7 Days	ntv.de or RTL.de	Teaser voucher page
■	7 Days	ntv.de or RTL.de	Listing voucher page
■	1 x	SW-Newsletter**	Listing (segm. 600,000 recip.)
■	1 x	GS-Newsletter**	Listing (segm. 100,000 recip.)

26% Discount

~~5,700€~~

4.230€*

Price special | one month visibility

* incl. CPO / VAT
not possible to book for November and December
not more than 1 deal to use for these placements during that time
** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter

Light

■ 30 Days	Sparwelt.de	Listing homepage
■ 30 Days	Gutscheine.de	Listing homepage
■ 30 Days	ntv.de or RTL.de	Listing voucher page
■ 4 x	GS-Newsletter **	Listing (segm. 100,000 recip.)

46% Discount

~~9,800€~~

5.300€*

Premium

■ 30 Days	Sparwelt.de	Slider category page
■ 30 Days	Gutscheine.de	Listing homepage
■ 30 Days	ntv.de or RTL.de	Teaser voucher page
■ 1 x	SW-Newsletter **	Listing (segm. 600,000 recip.)
■ 2 x	GS-Newsletter **	Listing (segm. 100,000 recip.)

47% Discount

~~16,000€~~

8.500€*

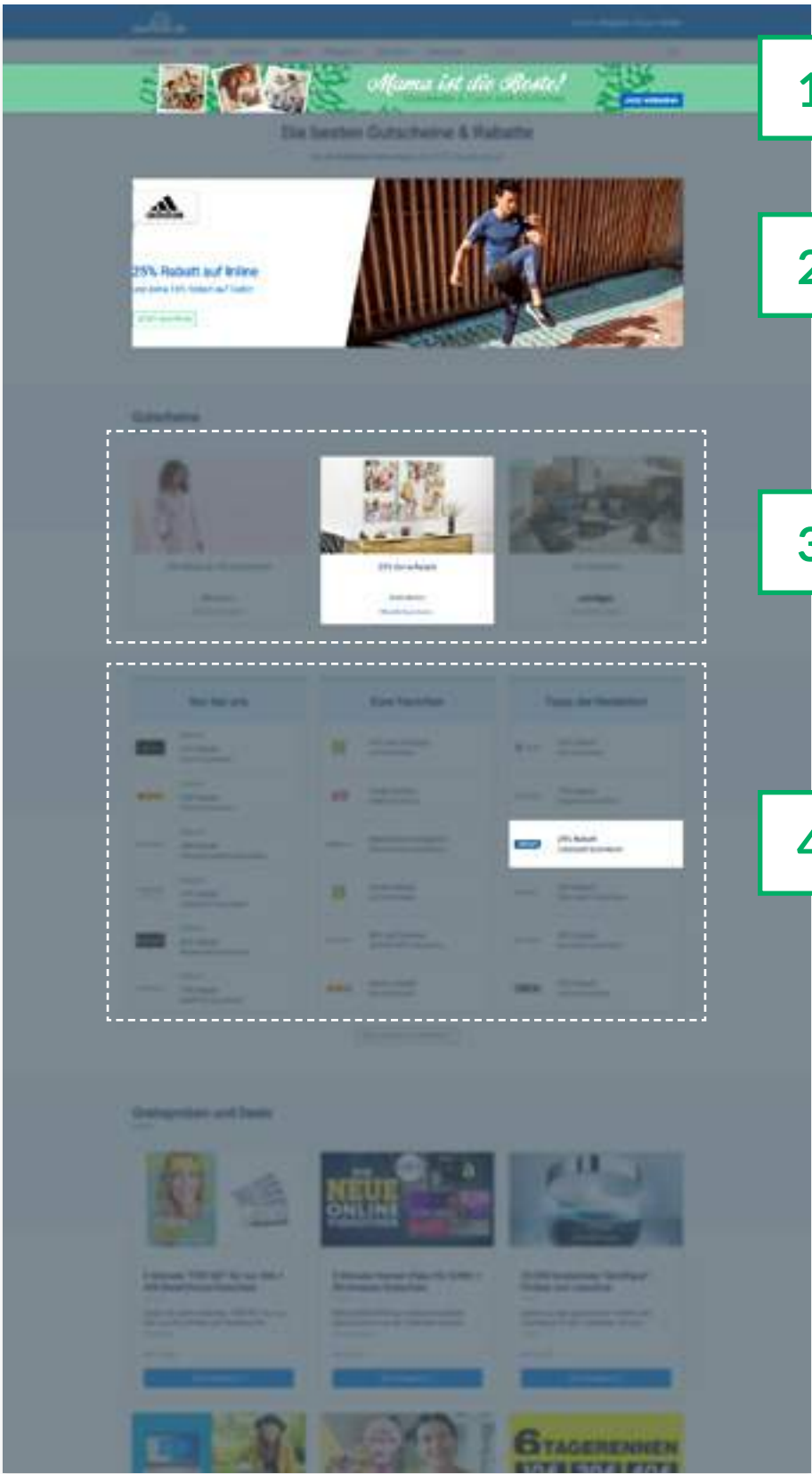


22

Our placements

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

Sparwelt.de | Homepage

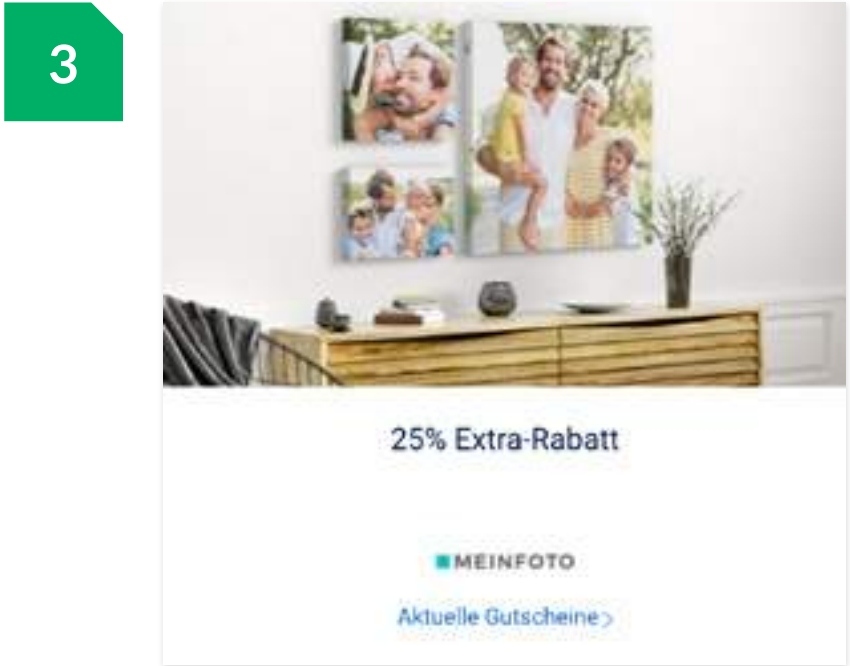


1 Slide-In

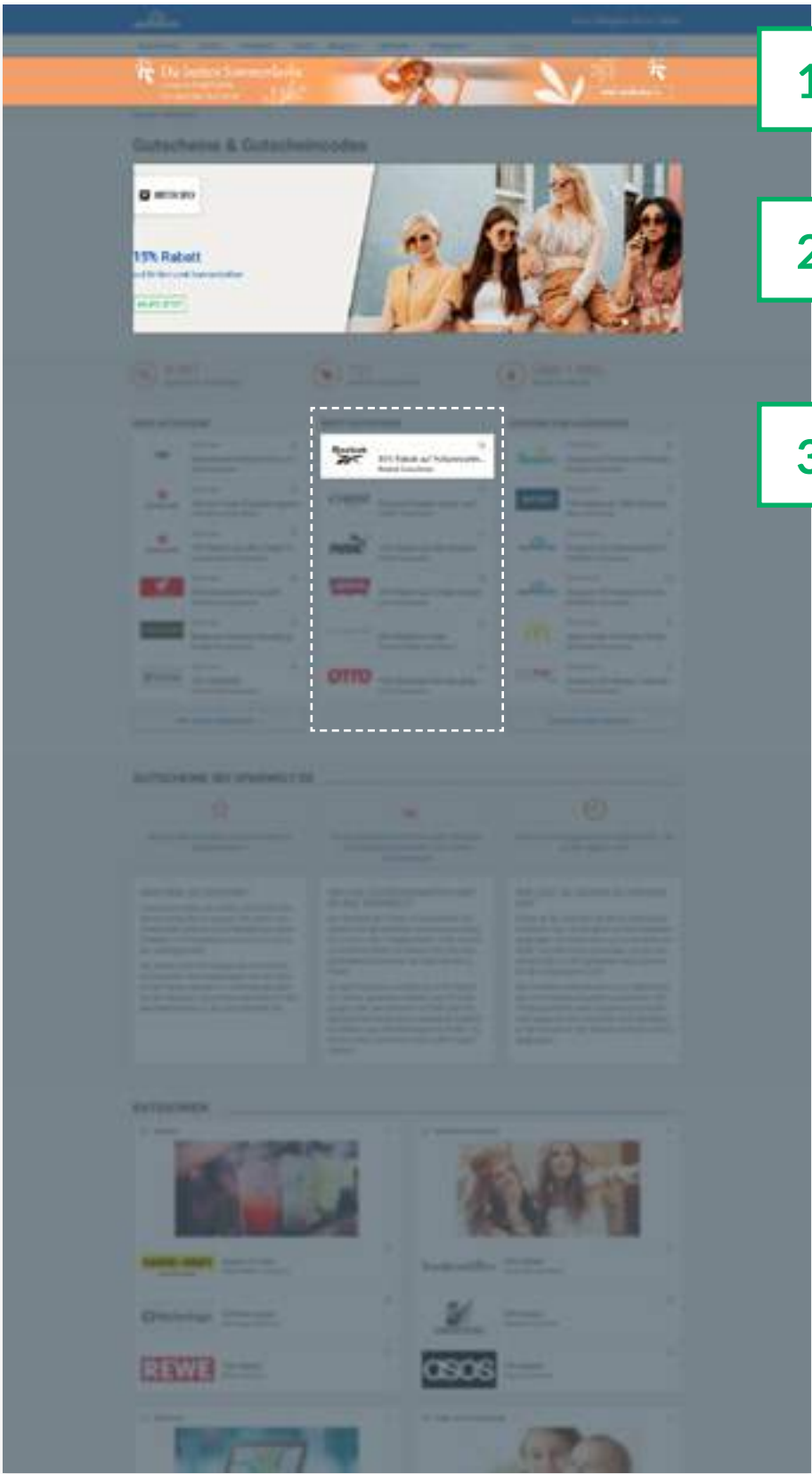
2 Slider
(scrolling)

3 Teaser

4 Listing



Sparwelt.de | Voucher page



1 Slide-In

2 Slider
(scrolling)

3 Listing

1



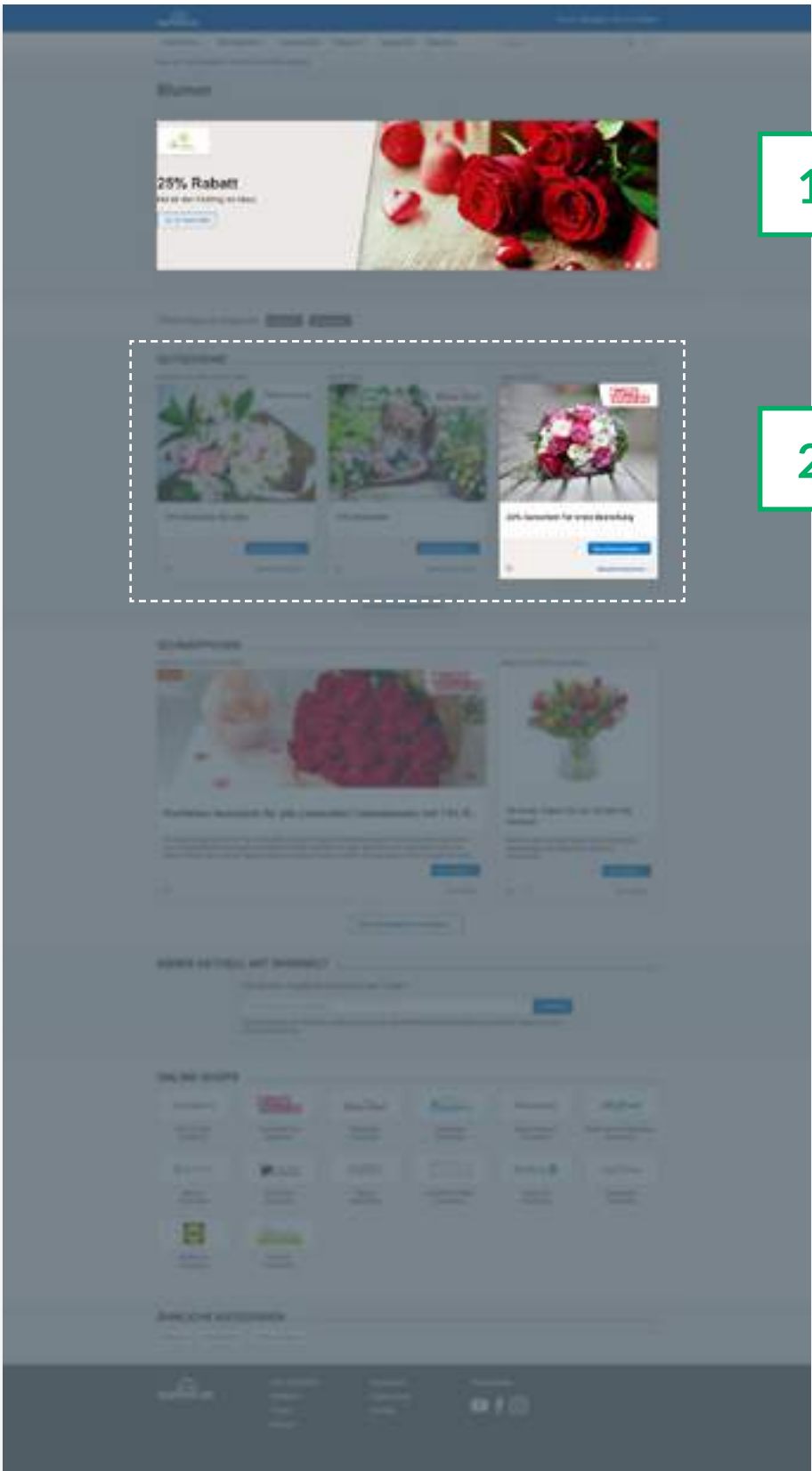
2



3



Sparwelt.de | Category page

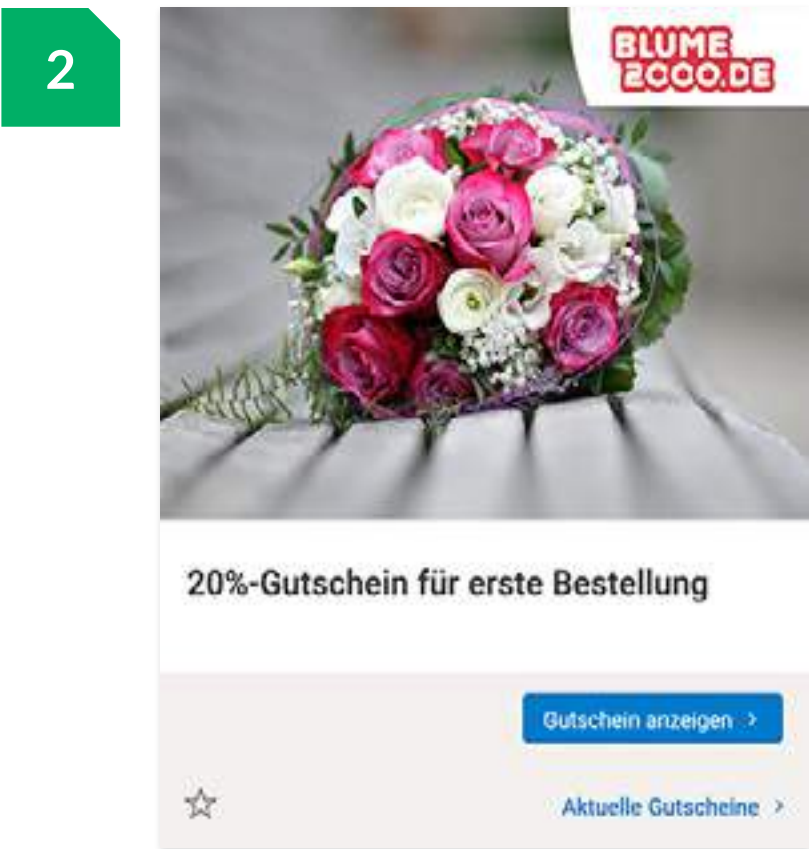


1 Slider
(scrolling)

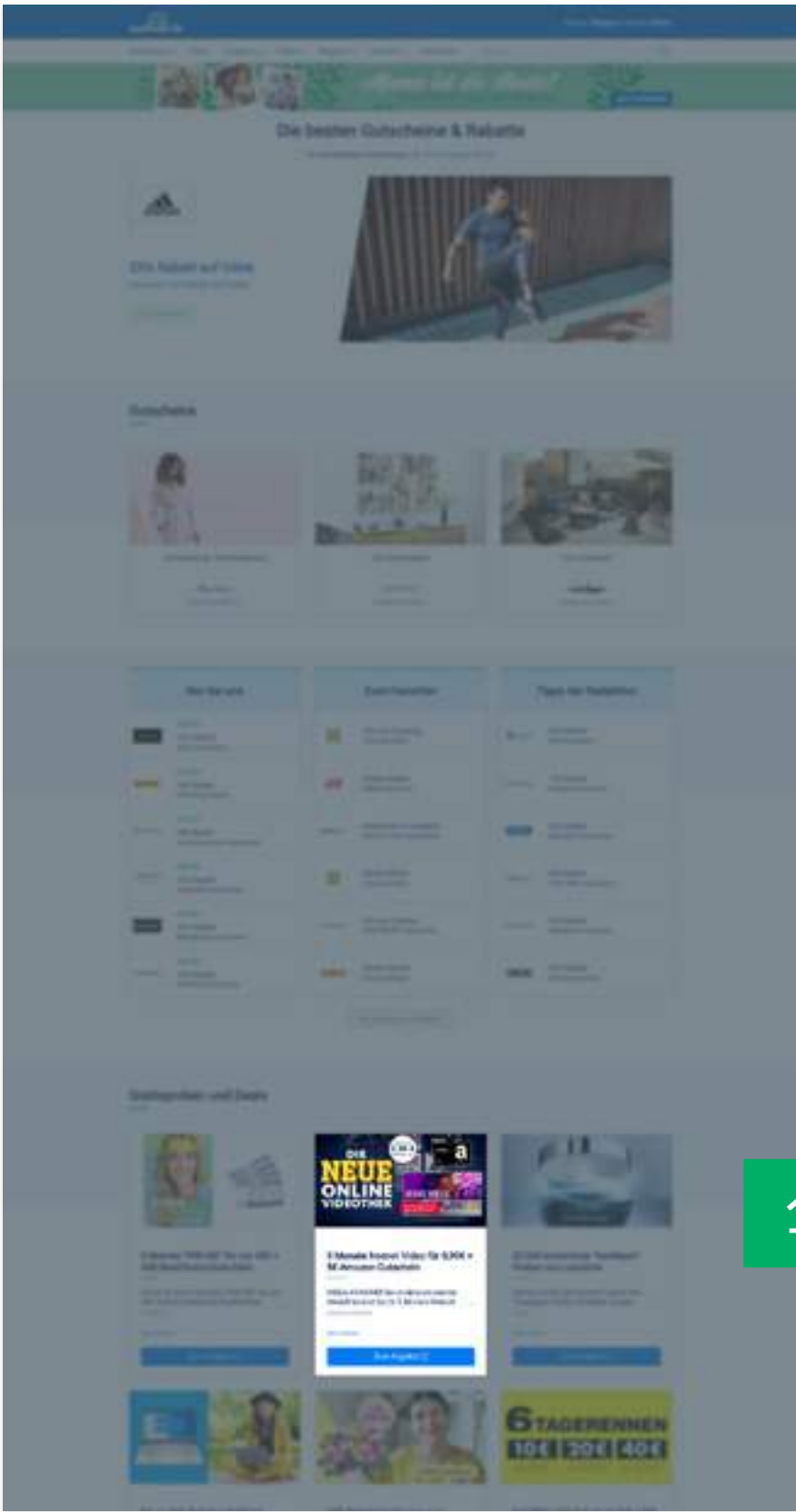
2 Teaser

Available categories:

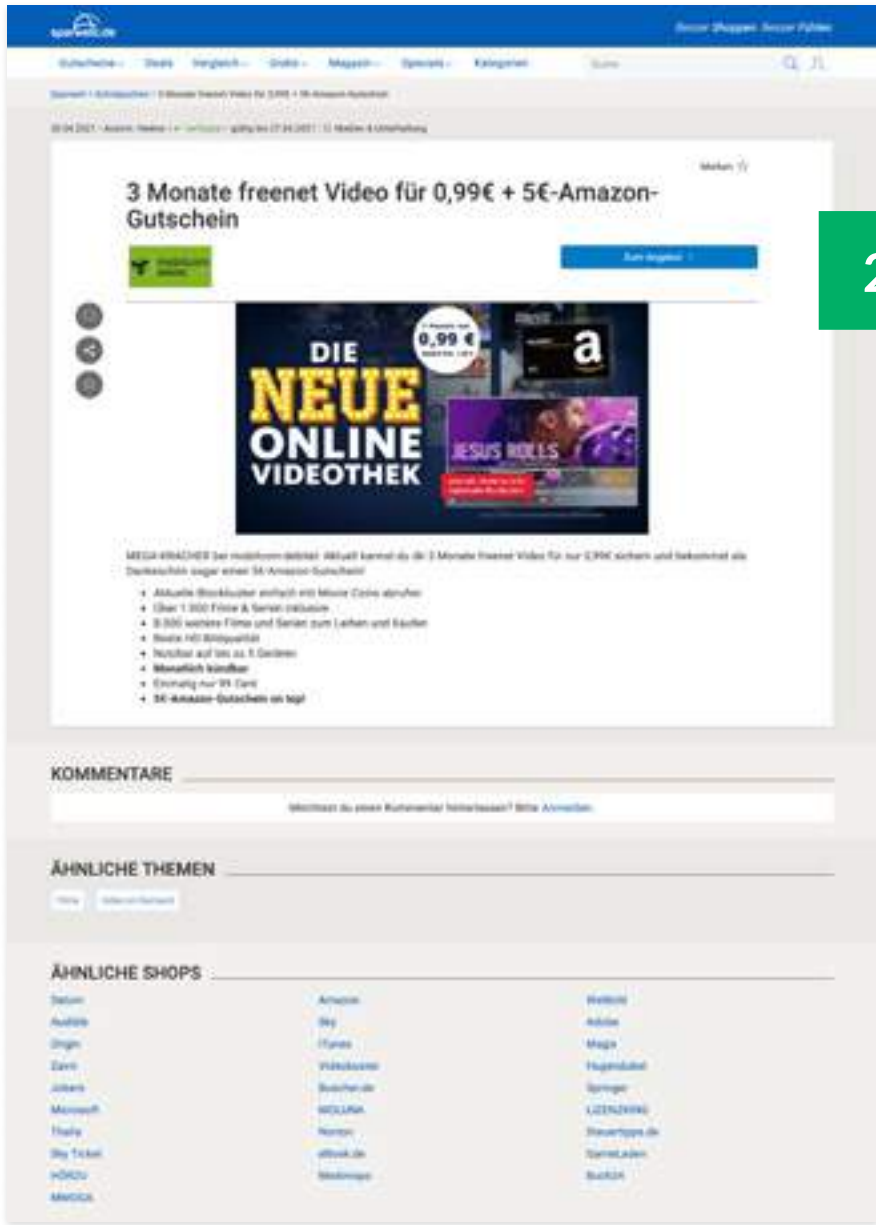
- Fashion & accessories
- Electronics
- Babies, children & toys
- Travel & vacations
- House & home
- Perfume & cosmetics
- Food & drink
- Flowers & gifts
- Pharmacy & drugstore
- Financial
- Photo & stationary
- Motor industry
- Love & relationships
- Media & entertainment
- Online department stores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



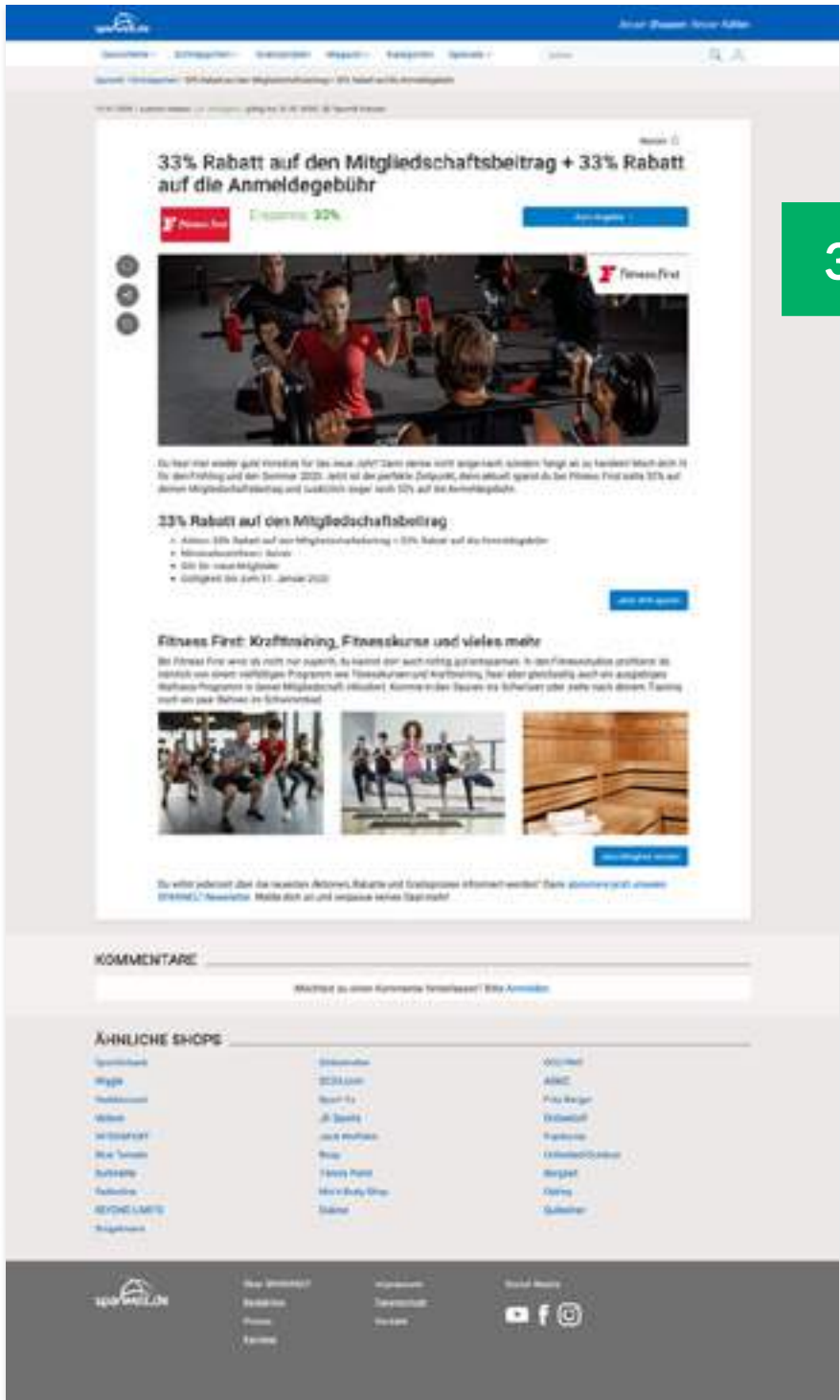
Sparwelt.de | Deals



1 Homepage teaser with link to article on bargain buy
All bargains appear in a stream on the homepage and also sometimes in the corresponding category. Pushing articles up can also be added.

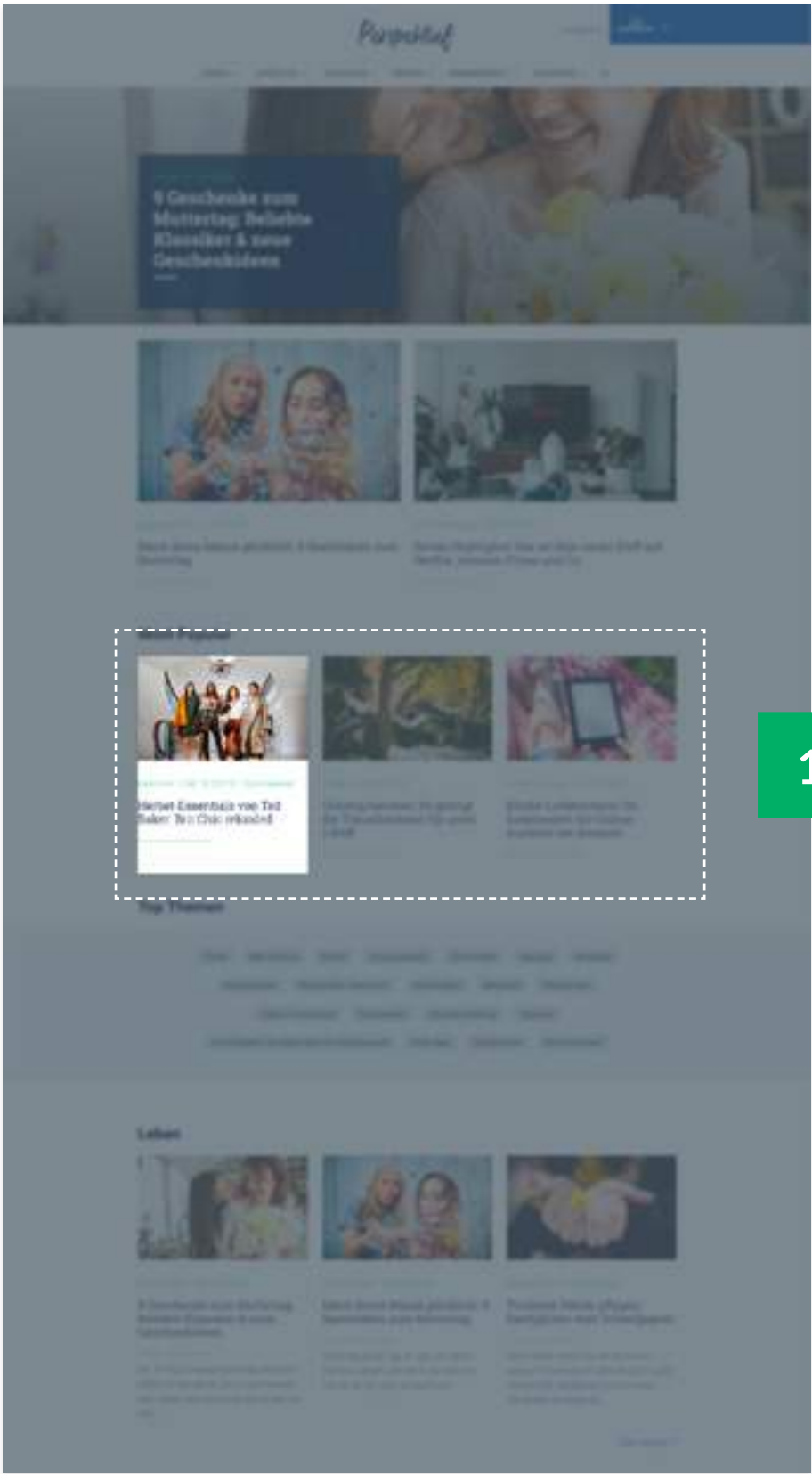


2 Short Advertorial Deal

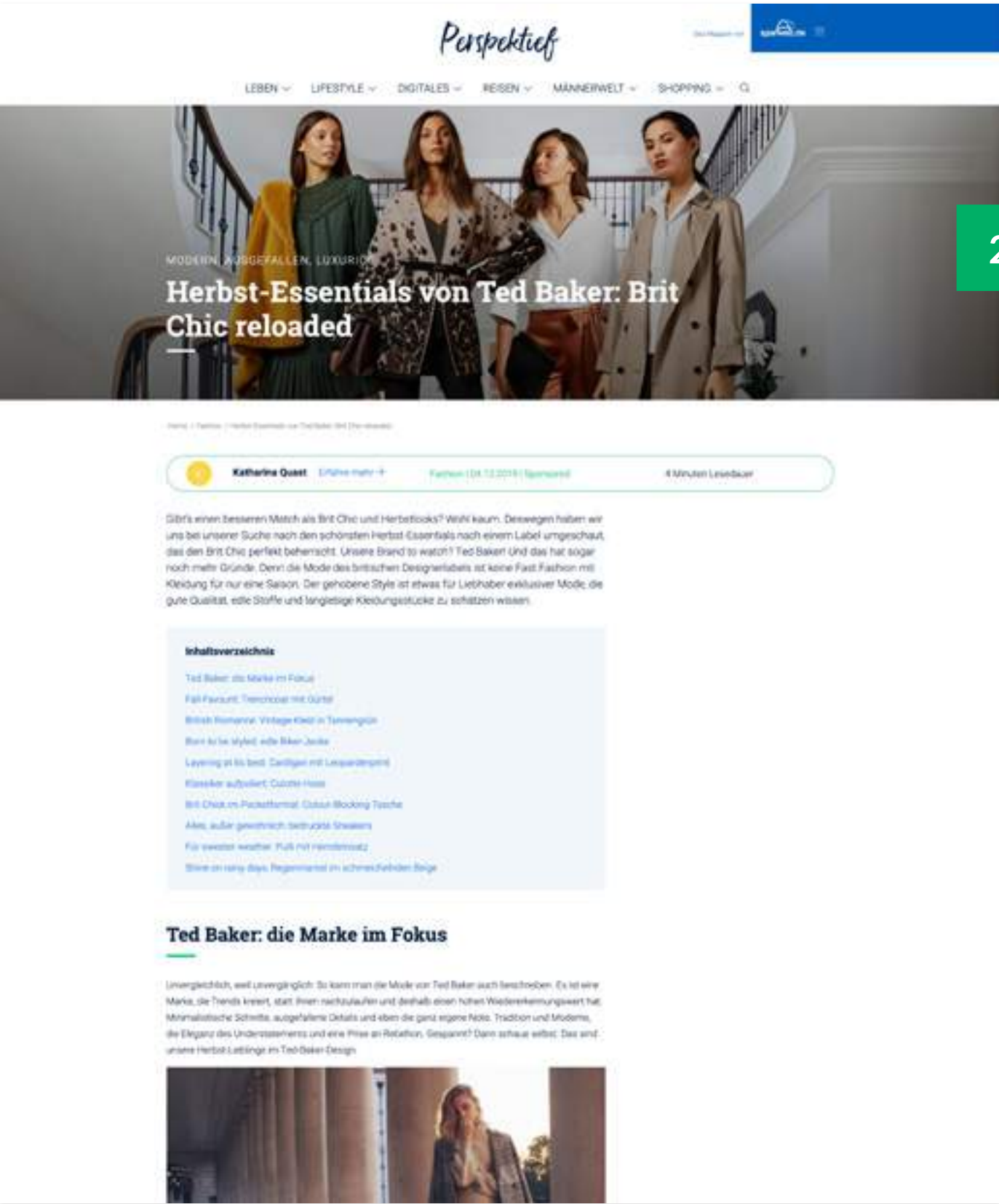


3 Example Advertorial Deal

Sparwelt.de | «Perspektief» Magazine



1 Teaser on magazine homepage



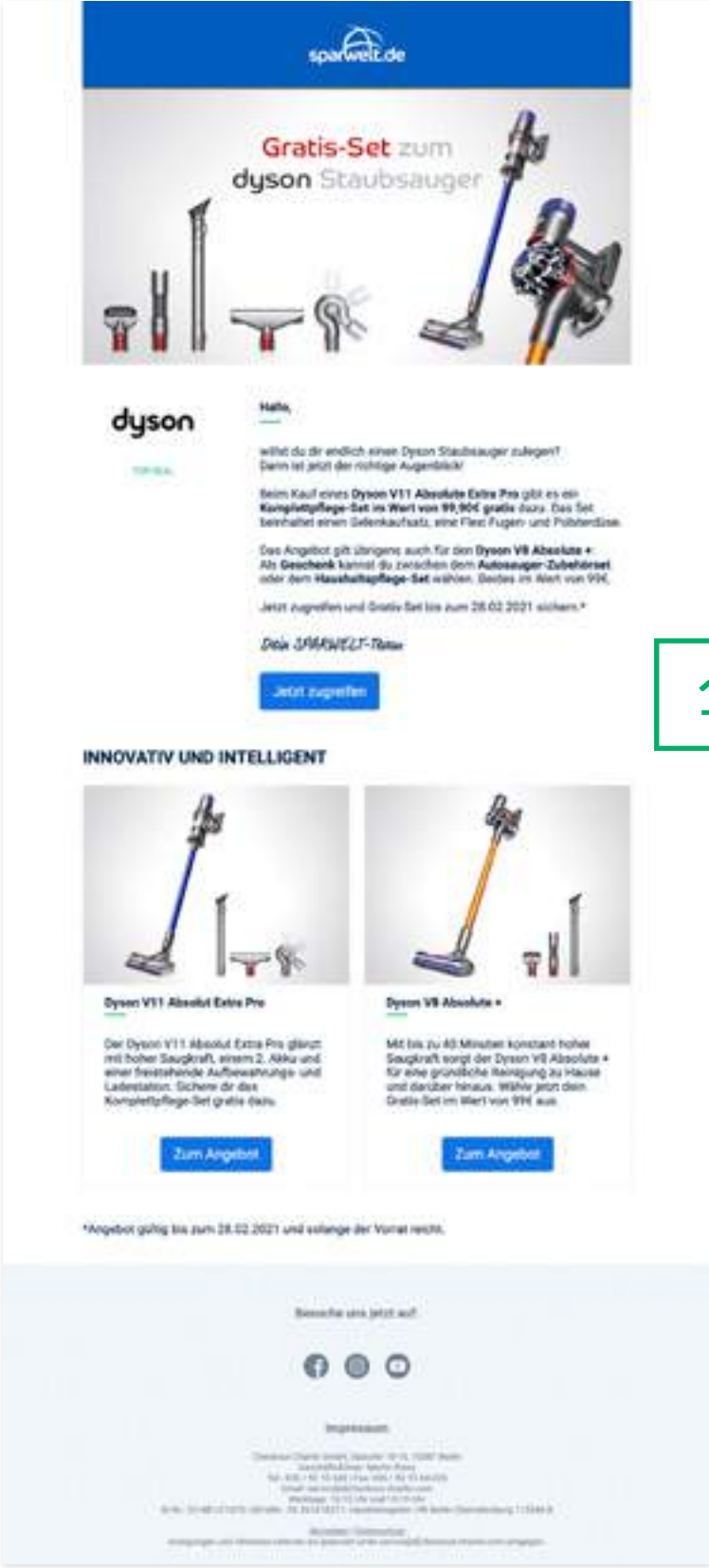
2 Advertorial Premium



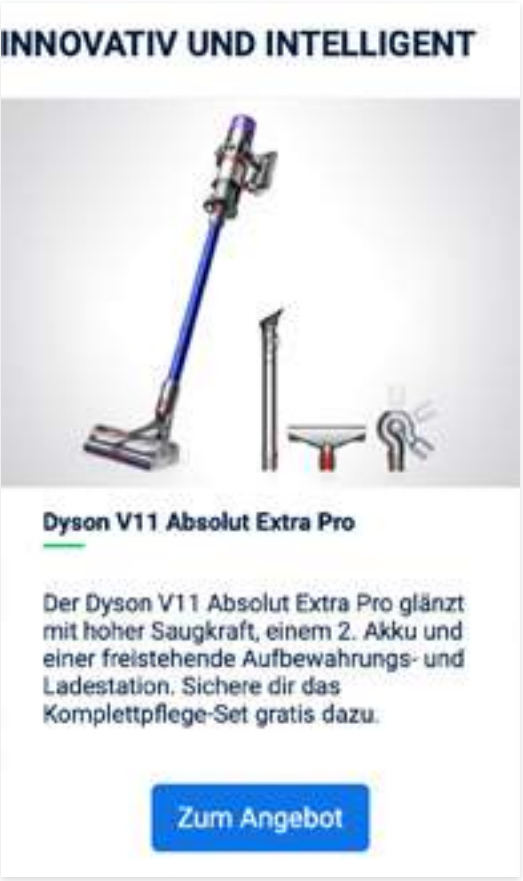
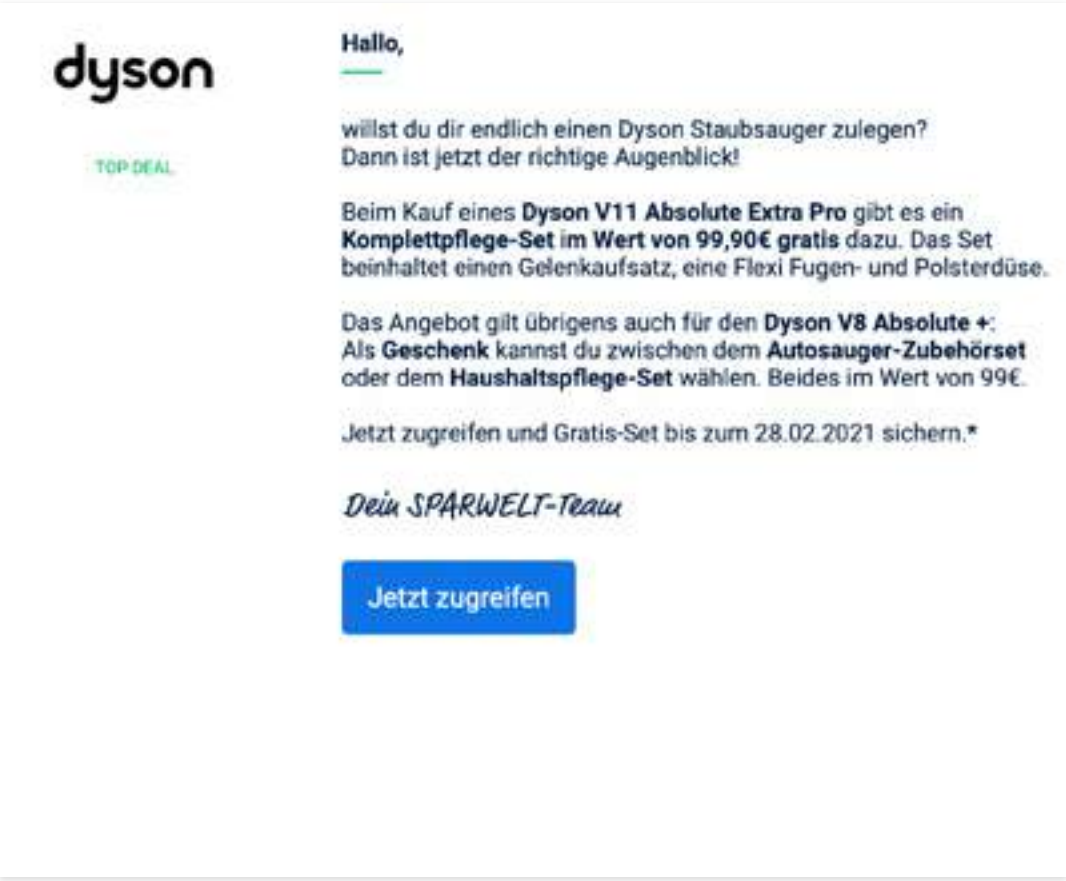


Every Tues. & Sun. / Recipients: approx. 600,000

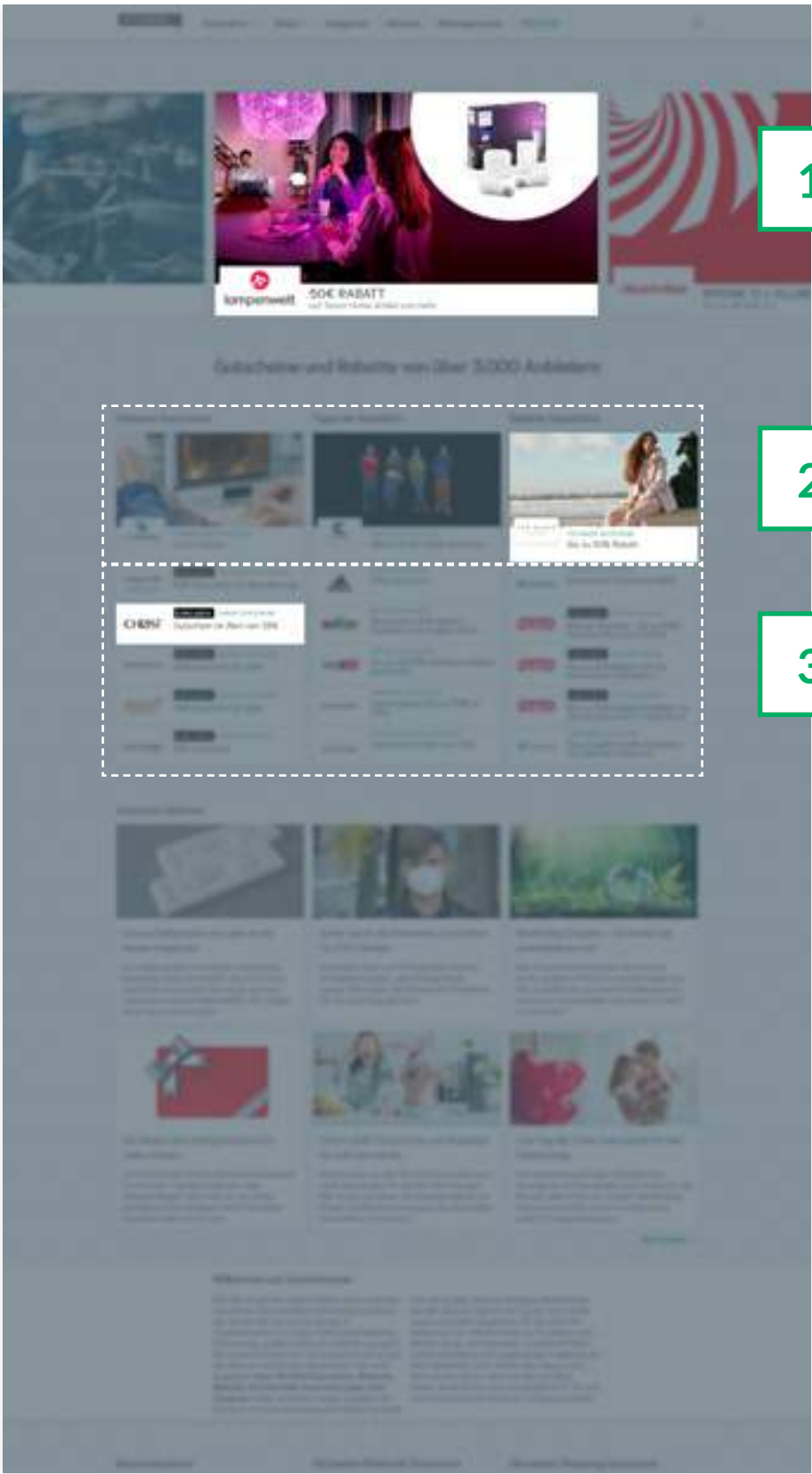
Sparwelt.de | Newsletter – Standalone



1 Standalone
Recipients: approx. 250,000



Gutschein(e).de | Homepage



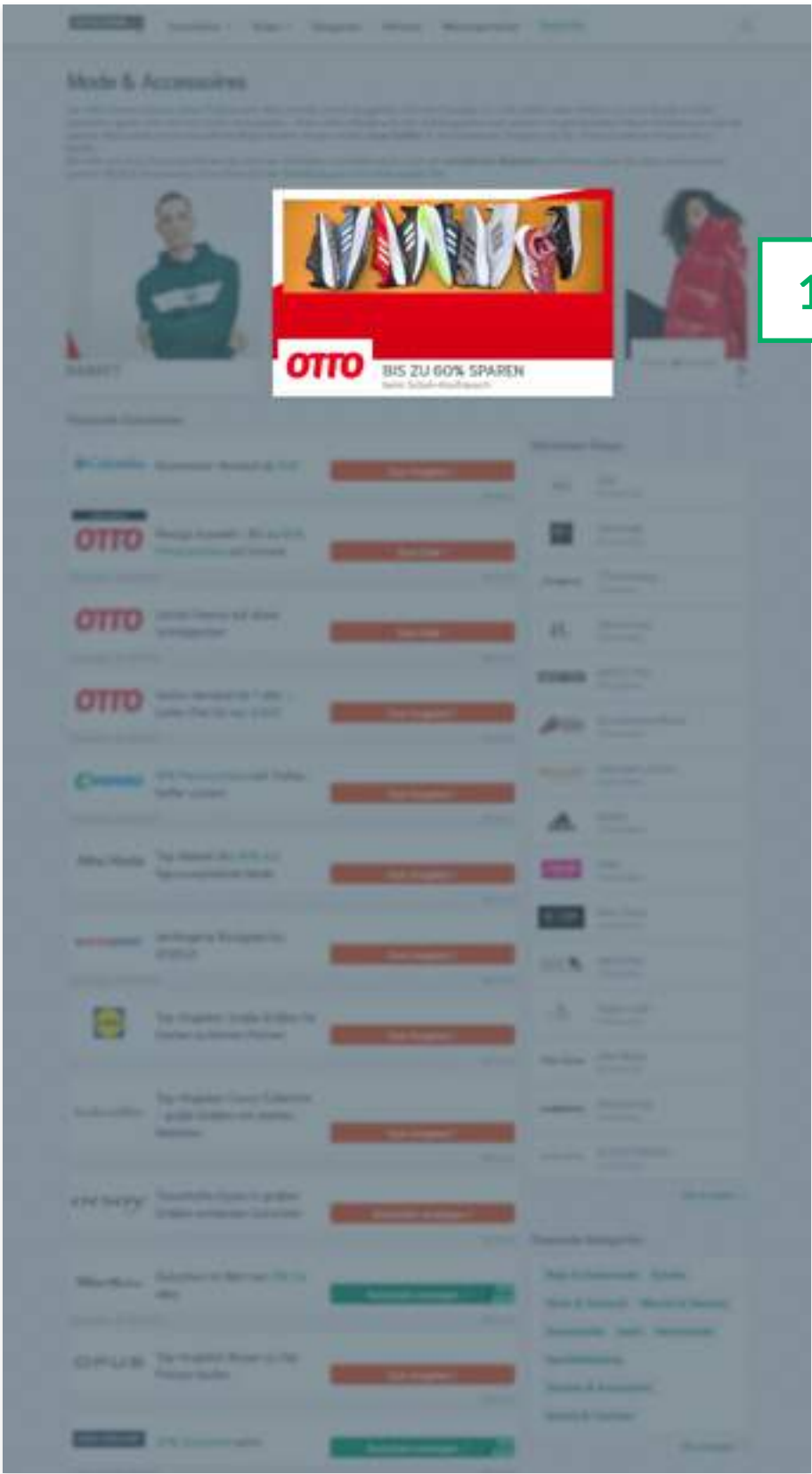
1 Slider
(scrolling)

2 Teaser Top-Listing

3 Listing



Gutschein(e).de | Category page

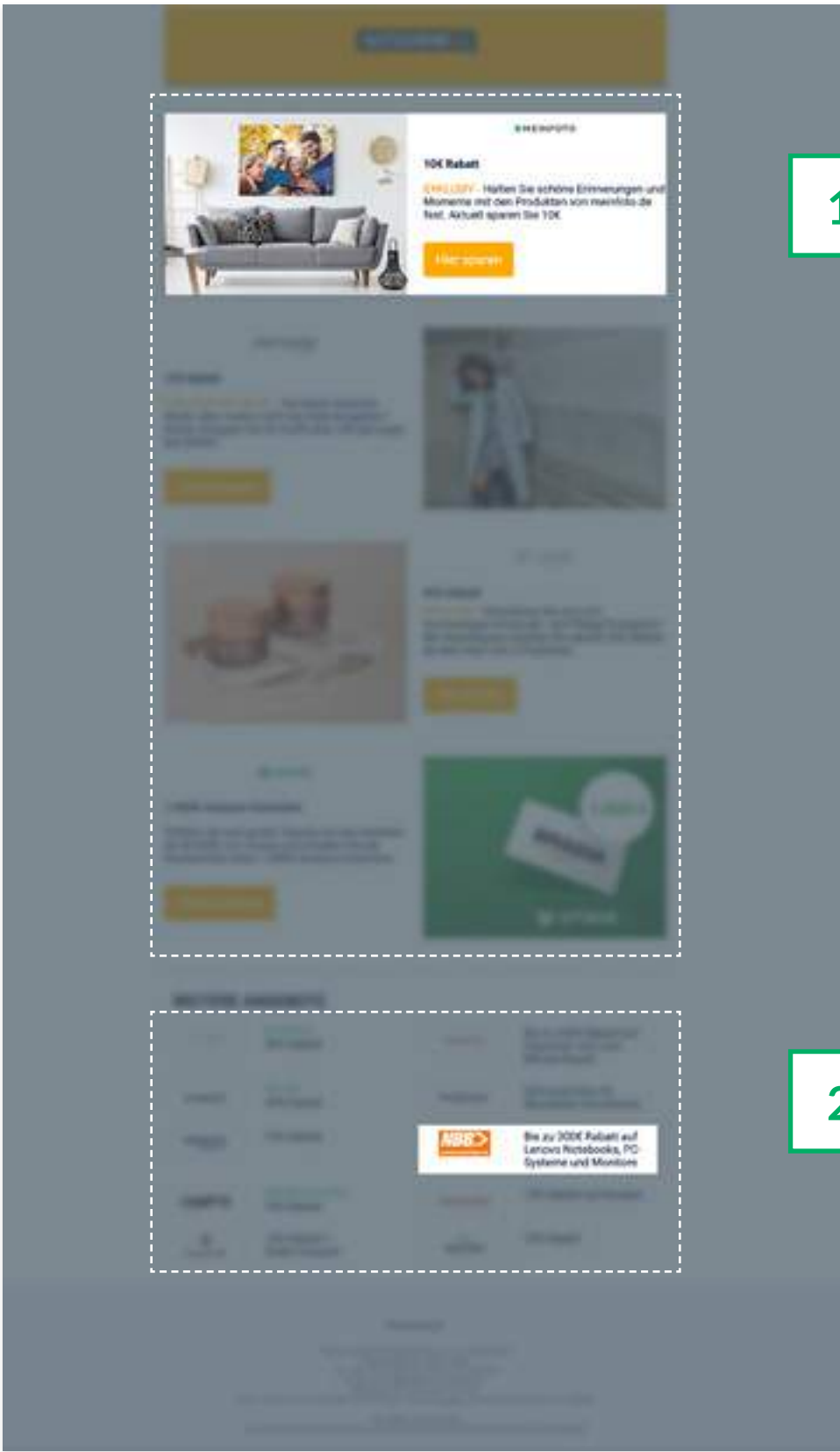


1 Slider
(scrolling)



1

Gutscheine.de | Newsletter



1 Exposed Content Ad

2 Listing



Every Sunday / Recipients: approx. 100,000

Gutscheine.de | Newsletter – Standalone

Das neue
SAMSUNG GALAXY S21

Schneller, besser, weiter: Die neue Samsung Galaxy S21-Serie G5 ist in wenigen Tagen da!

Der ultraschnelle Prozessor und leistungsstarke Akku werden Sie begeistern. Halten Sie die schönsten Momente mit der **108 MP-Kamera** oder als **8k Video** fest.

Und das Beste: Bestellen Sie Ihr neues Galaxy S21 bei Saturn vor und erhalten drei Zugaben im Wert von bis zu **358,80€** gratis dazu:

- ✓ Galaxy Buds
- ✓ Galaxy SmartTag
- ✓ Samsung Trio induktive Ladestation

Jetzt bis zum **28.01.2021** bestellen und Vorfreude genießen!

Ihr Gutscheine.de-Team

[Jetzt vorbestellen](#)

EXKLUSIV - GRATIS ZUGABEN

Galaxy Buds

Sichern Sie sich die Galaxy Buds Pro beim Kauf vom Galaxy S21 Ultra oder die Galaxy Buds Live beim Kauf vom Galaxy S21+ 5G oder Galaxy S21.

UVP 229,00€

[Jetzt sichern](#)

Galaxy SmartTag

Mit dem Galaxy SmartTag lassen sich Galaxy und Wearables via Bluetooth ausfindig machen und können per SmartThings-App geortet werden.

UVP 39,90€

[Jetzt sichern](#)

Samsung Trio

Saturn Kunden erhalten zusätzlich noch die Samsung Trio EP-P6300 induktive Ladestation zum kabellosen Laden des Galaxy S21.

UVP 99,90€

[Jetzt sichern](#)

Impressum

Checkout GmbH (Saturn, Gutscheine.de) ist eine 100% Tochter der
- Parental Group: Saturn Retail
Tel.: 030 1 87 10 440 (Fax: 030 1 87 10 44 000)
E-Mail: service@checkout.de
Handelsregister: HRB 151119 und 151120
Wohnort: 10119 Berlin, Deutschland
USt-IdNr.: DE 253155771, Handelsregister-Nr.: Berlin (Handelsregister) 115344 B
Satzung: 1. Standstille
Anzeigen und Prospekte werden nur gedruckt, wenn sie für den Druck freigegeben sind.

1 Standalone
Recipients: approx. 100,000

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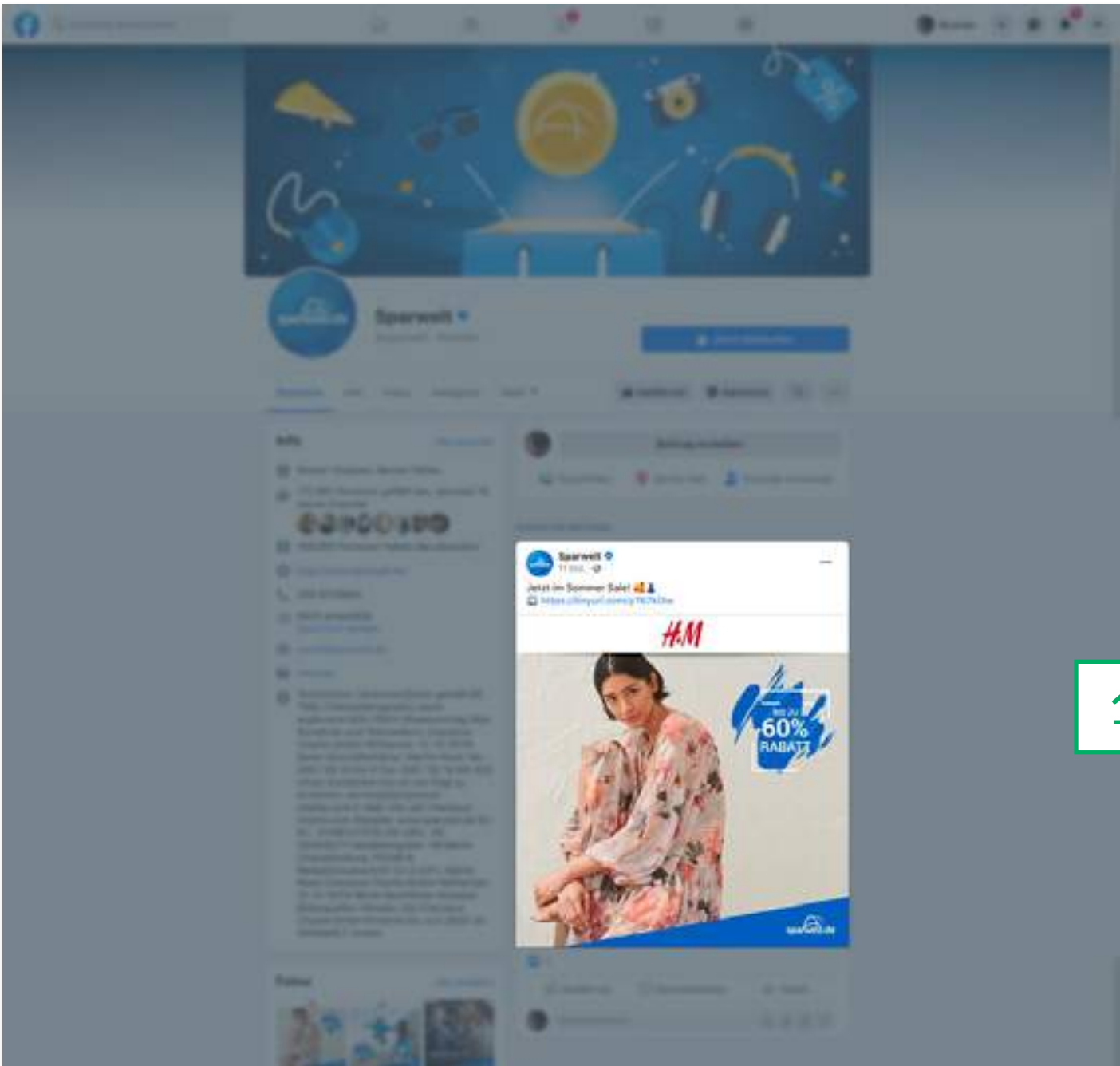
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UVP 99,90€

[Jetzt sichern](#)

Social Media | Facebook Post & Facebook Ad

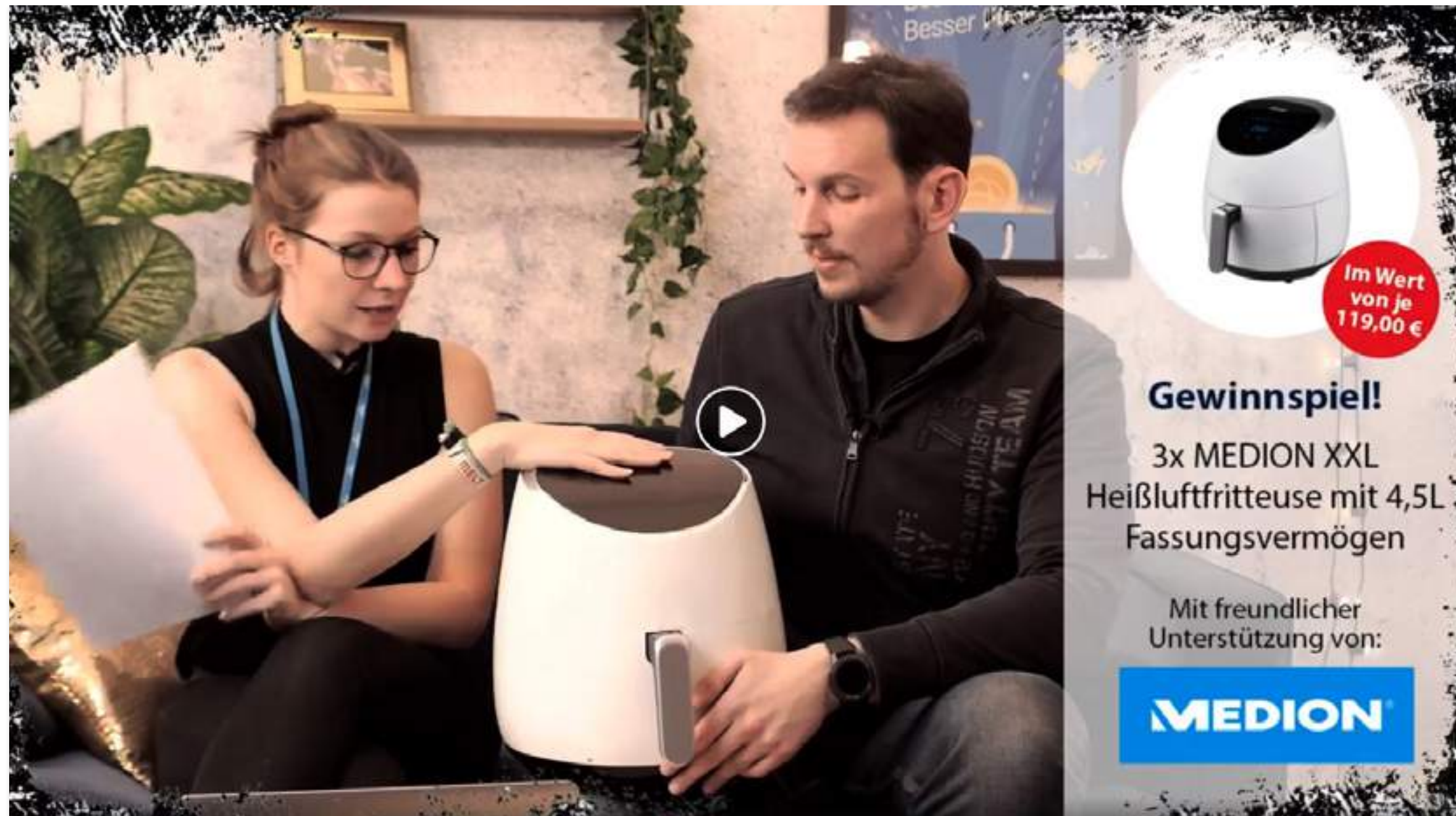


1 Post
Maximum organic reach of approx. 170,000 recipients



Ad
Paid reach with flexible number of recipients

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!

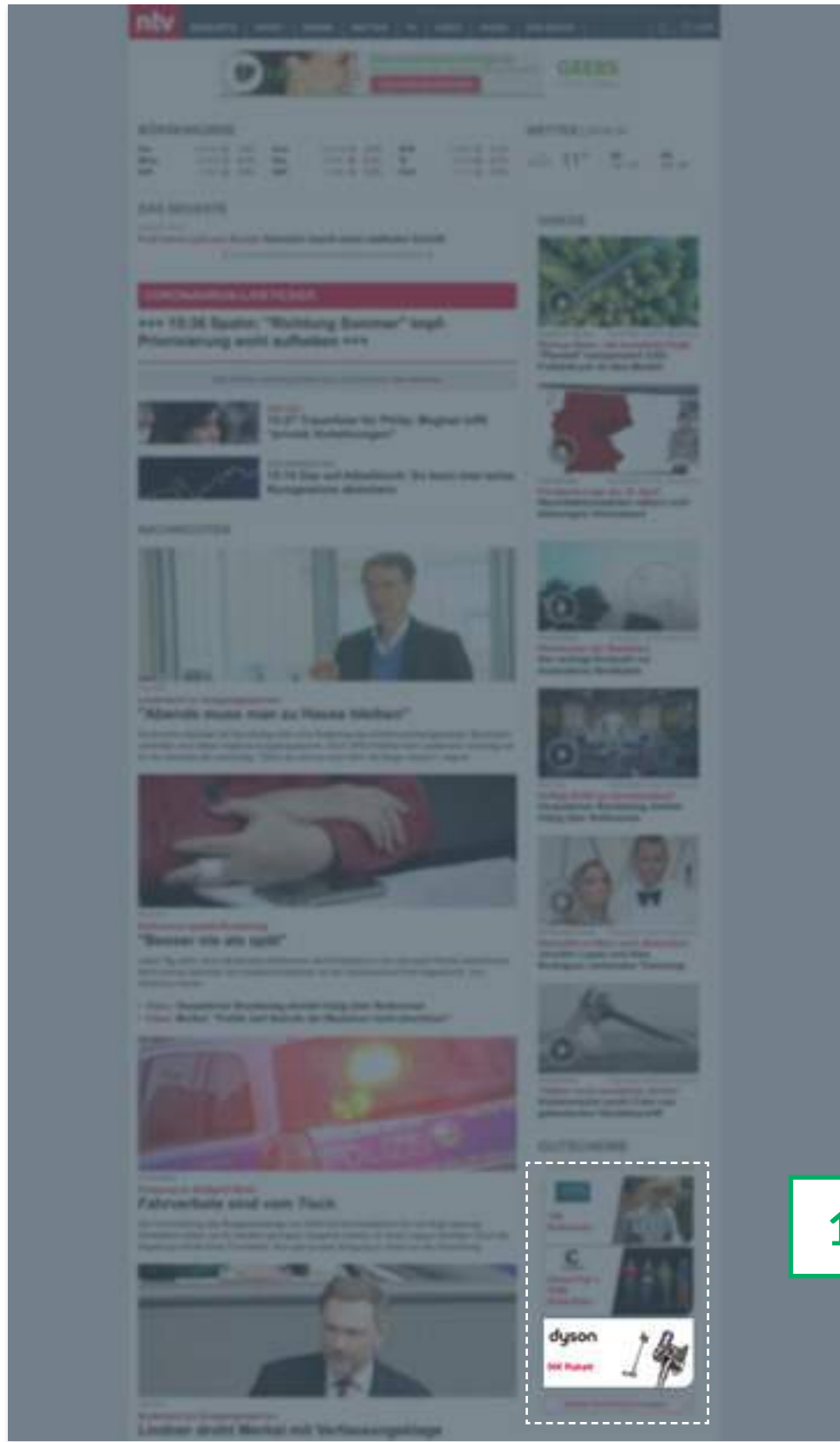
Facebook Live will ensure that your brand stays in tune with the latest developments and close to young, modern consumers. The 30-minute broadcast is hosted by our charming Checkout Charlie colleagues. Products are presented and subsequently given away. A campaign can also be placed upon consultation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

Case Study:

Facebook Live broadcast from the merchant Medion

- 68.182 people reached
- 30.105 video views
- 2.280 interactions

n-tv.de | Homepage



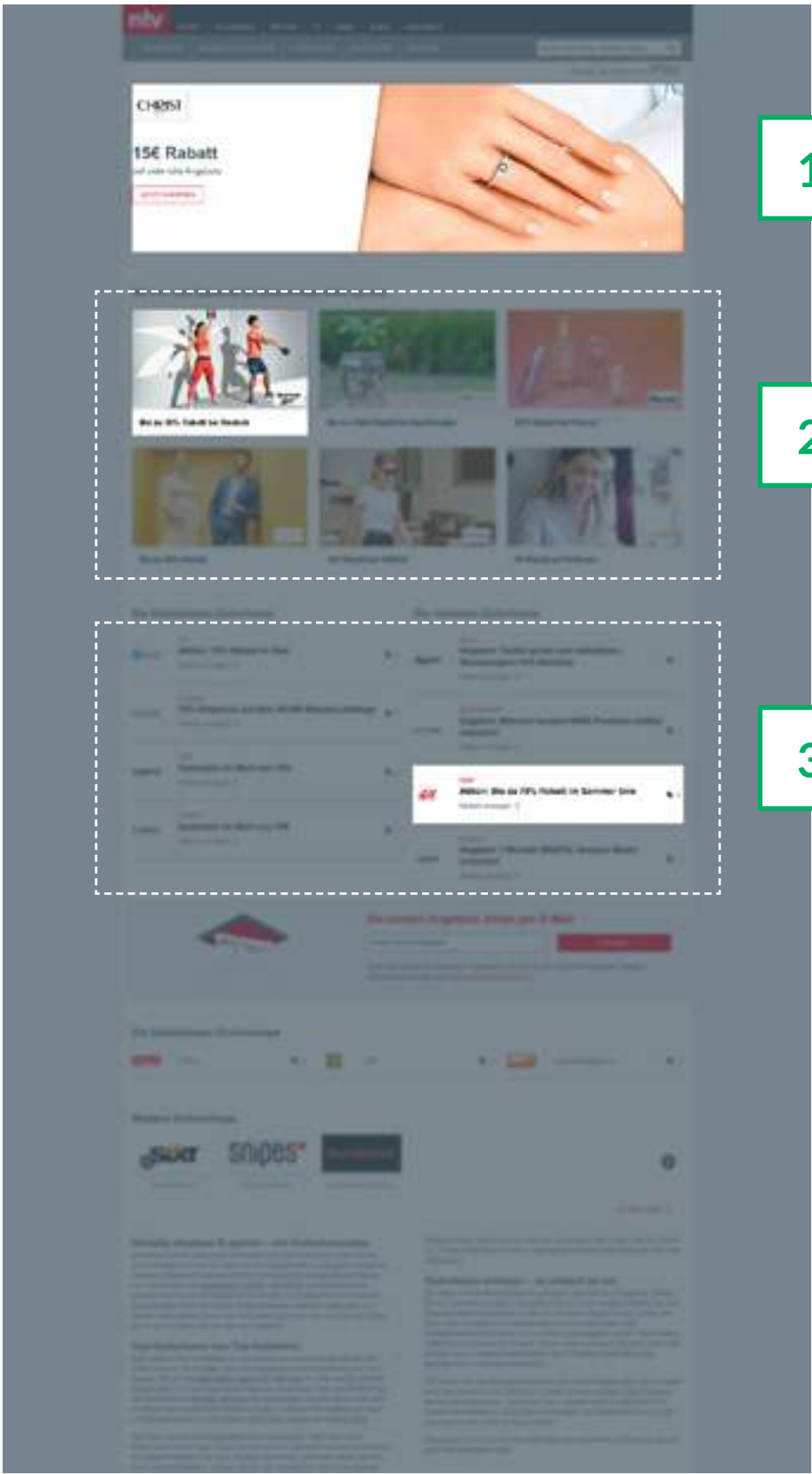
1 Sidebar Widget
run over site
3.4 Mio. AI



Available categories:

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

n-tv.de | Voucher page



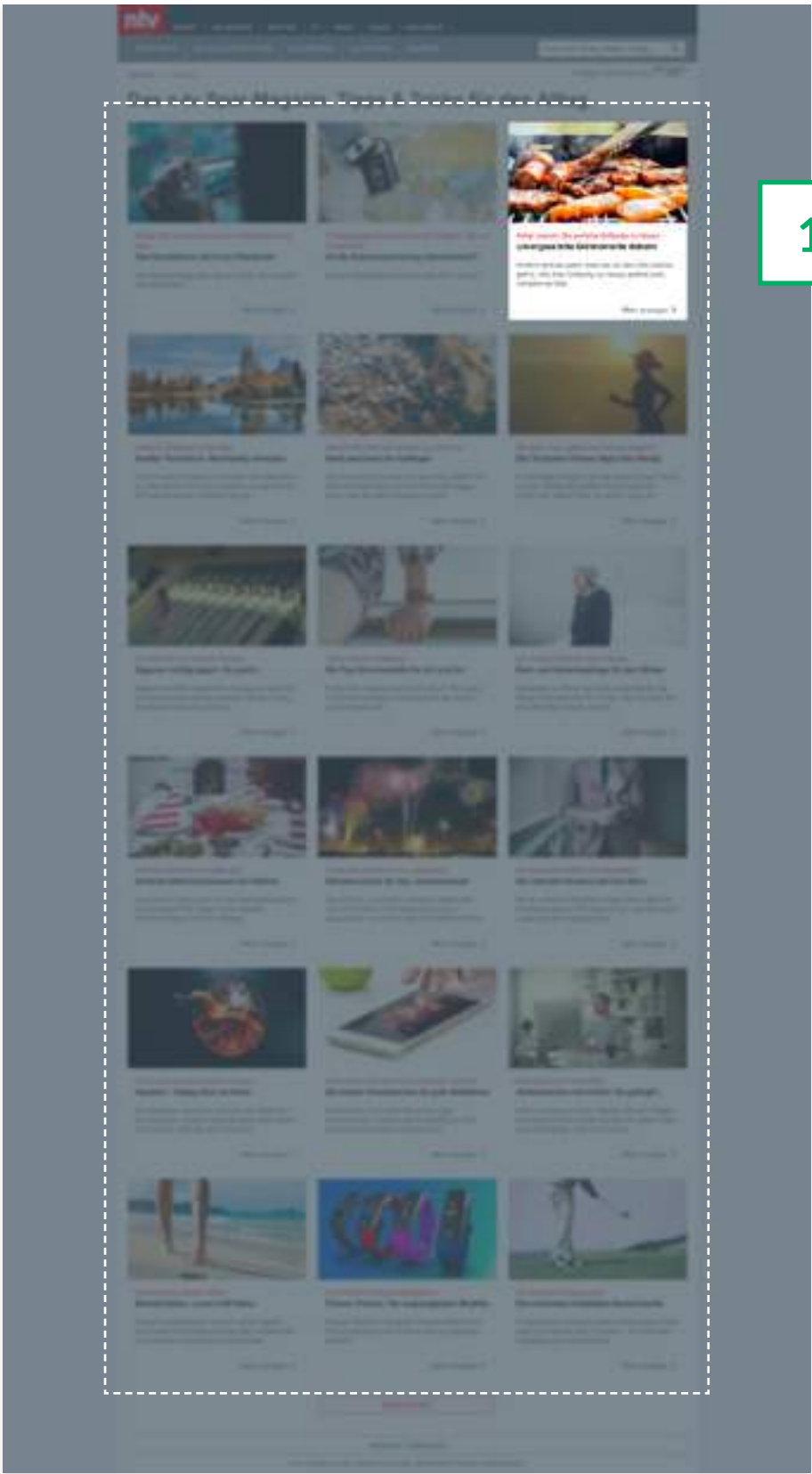
1 Slider
(rollierend)

2 Teaser

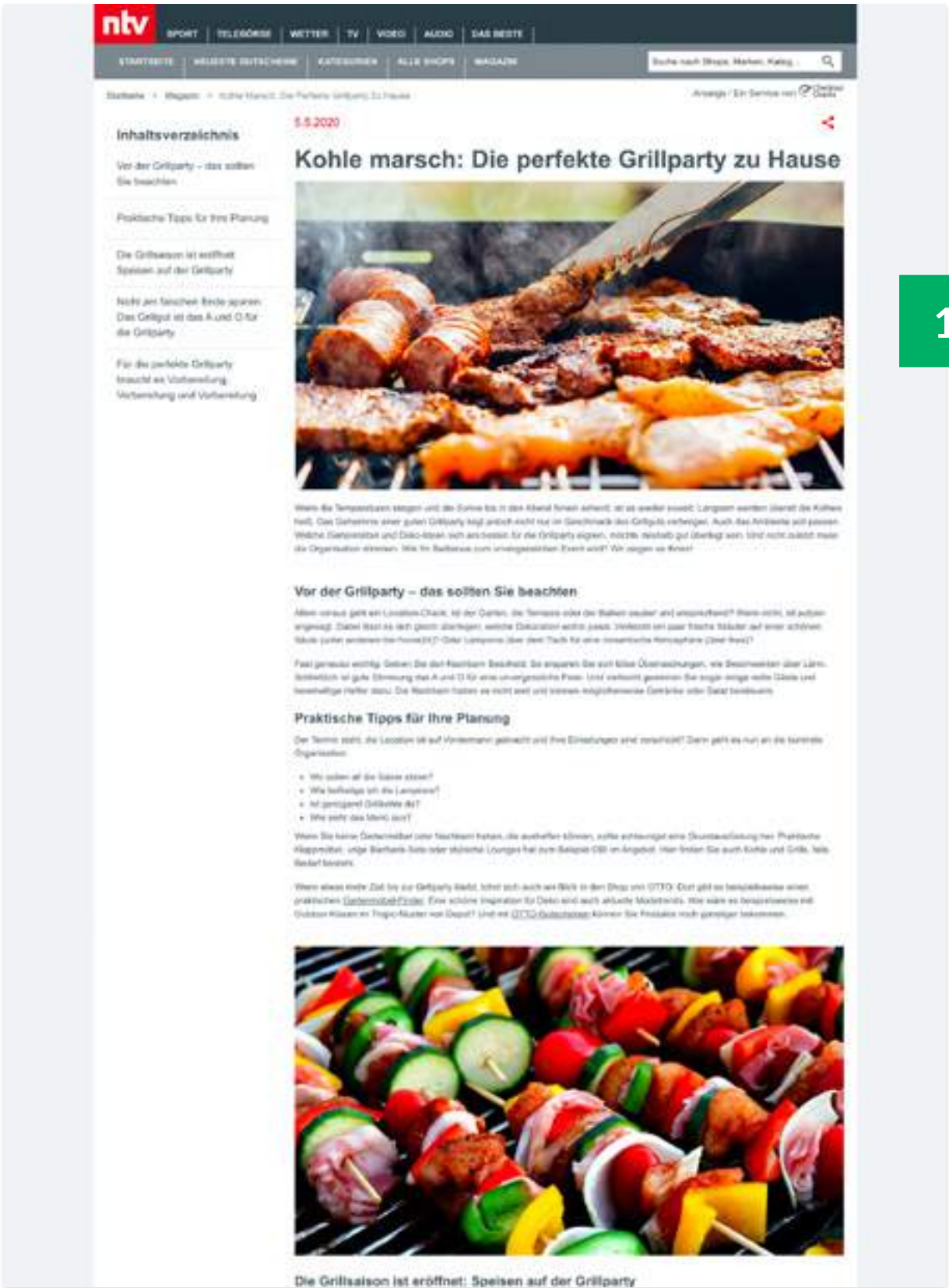
3 Listing



n-tv.de | Spar-Magazine

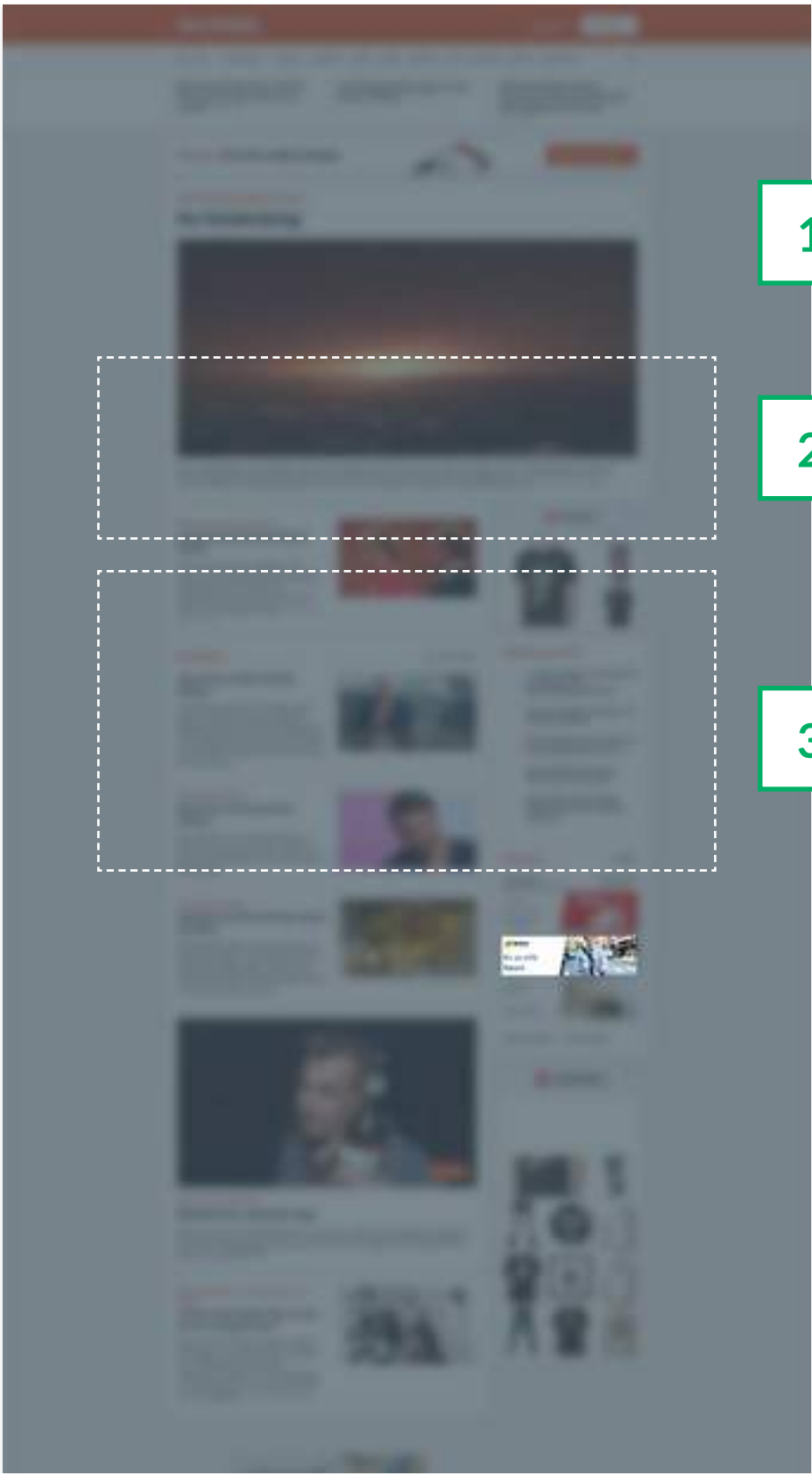


1 Homepage of n-tv Spar-Magazine with advertorial teaser



1 Advertorial Premium

RTL.de | Voucher page



1 Slider
(scrolling)

2 Teaser

3 Listing

1



lamperwelt

22€ Rabatt
auf das gesamte Sortiment

SCHNELL SICHERN

2



MEINFOTO

25% Rabatt

3

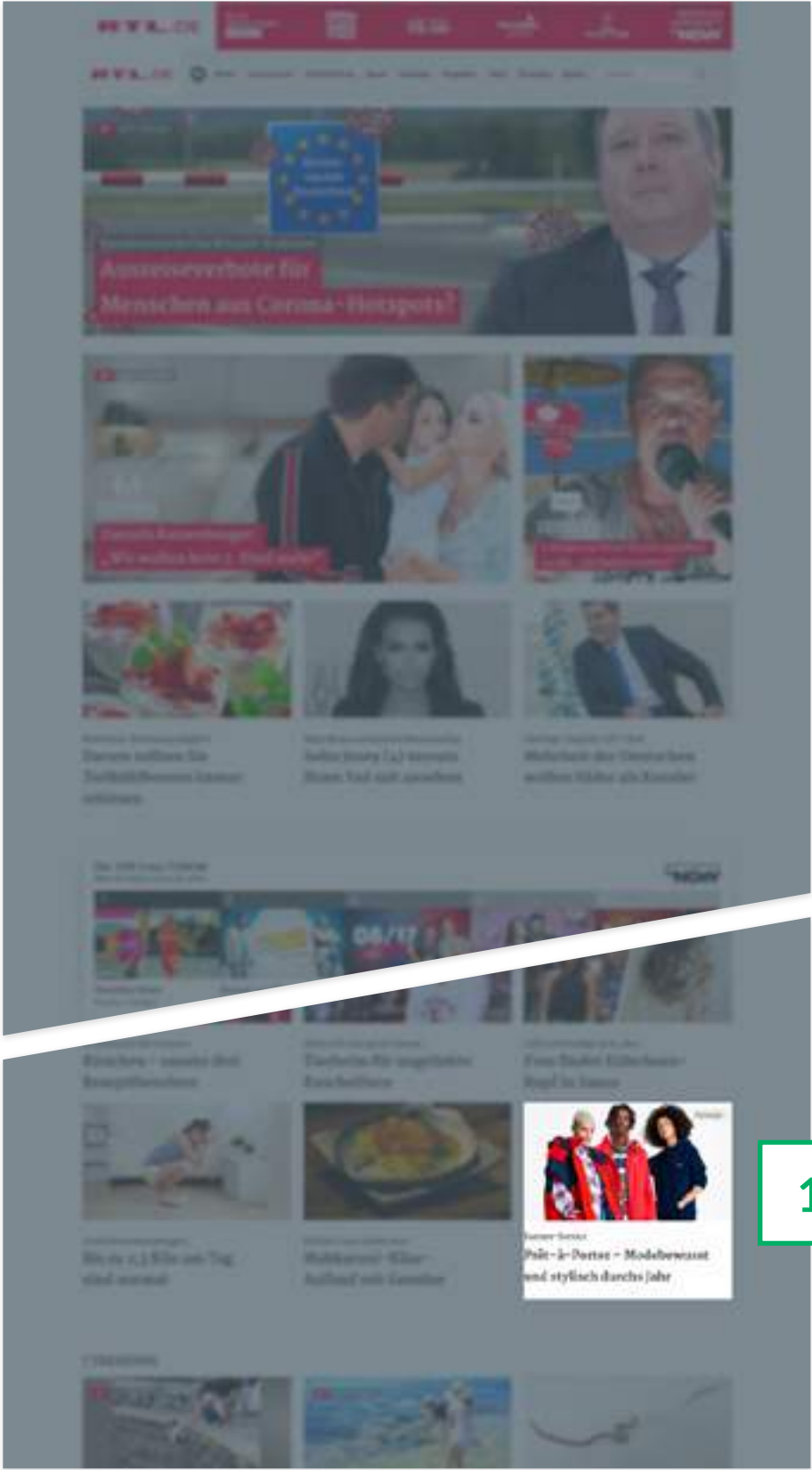


Obi

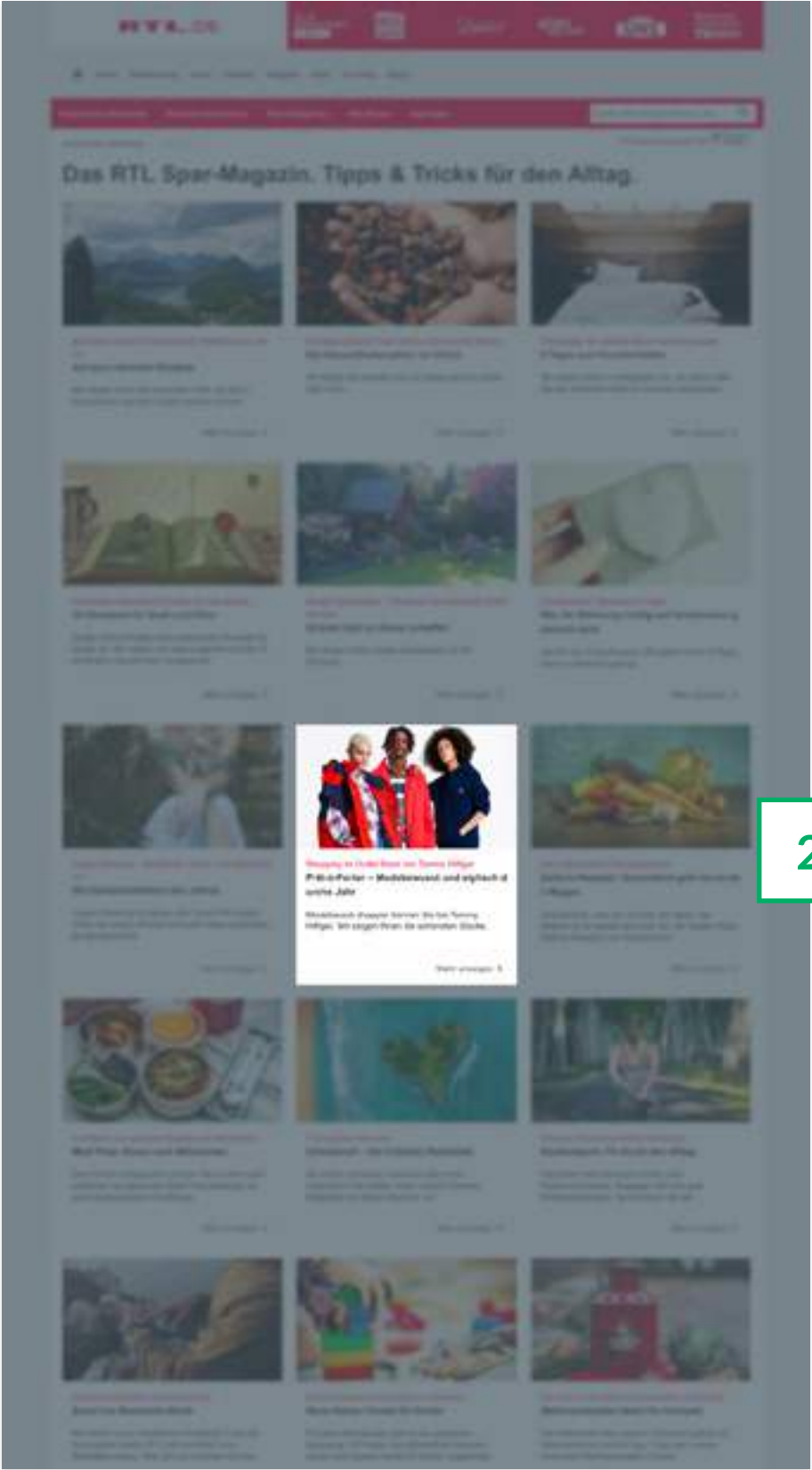
**Bis zu 30% Rabatt auf Gartenmöbel -
inklusive Sonnenschutz & Balkonmöbel**

Weitere anzeigen >

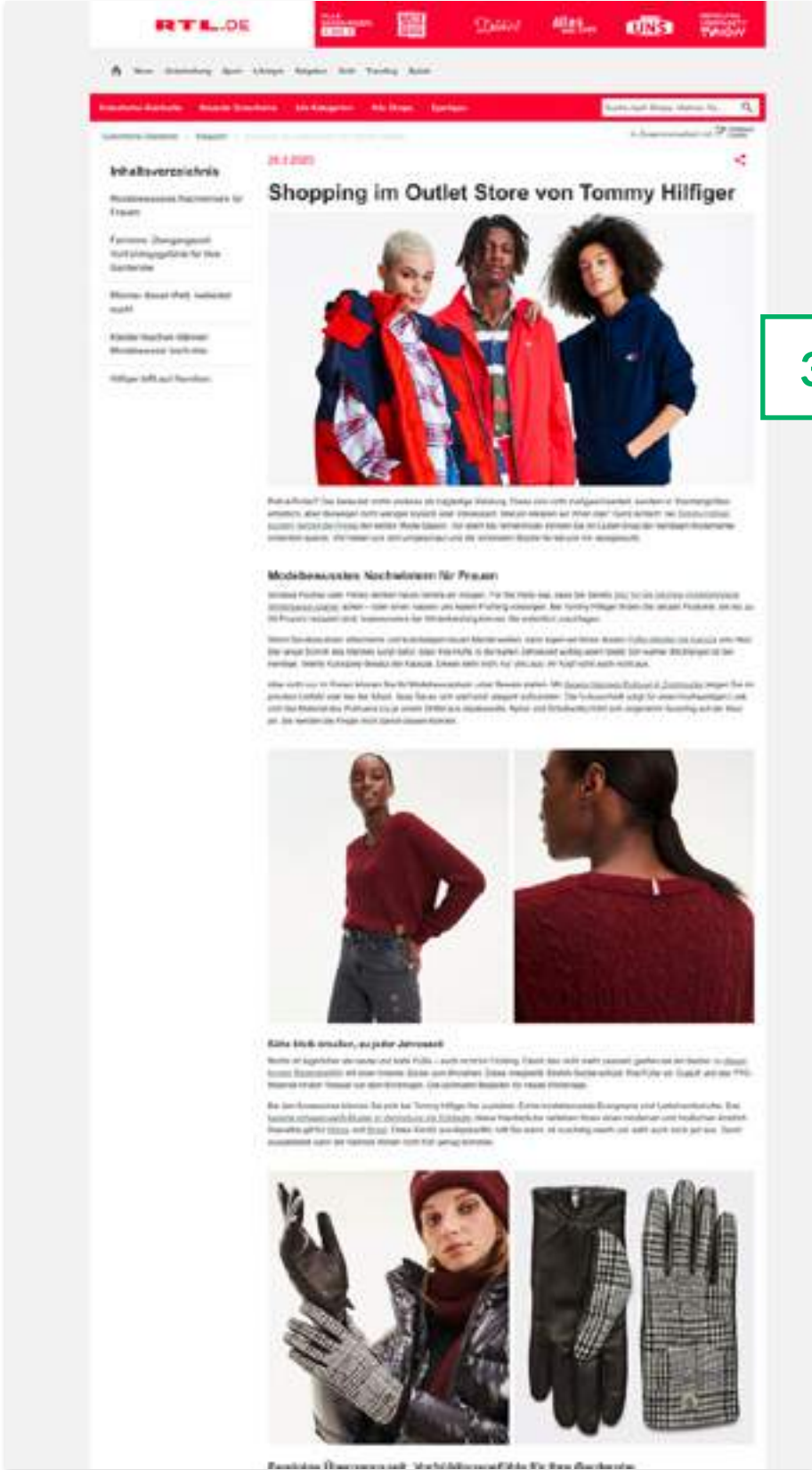
RTL.de | Spar-Magazine



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

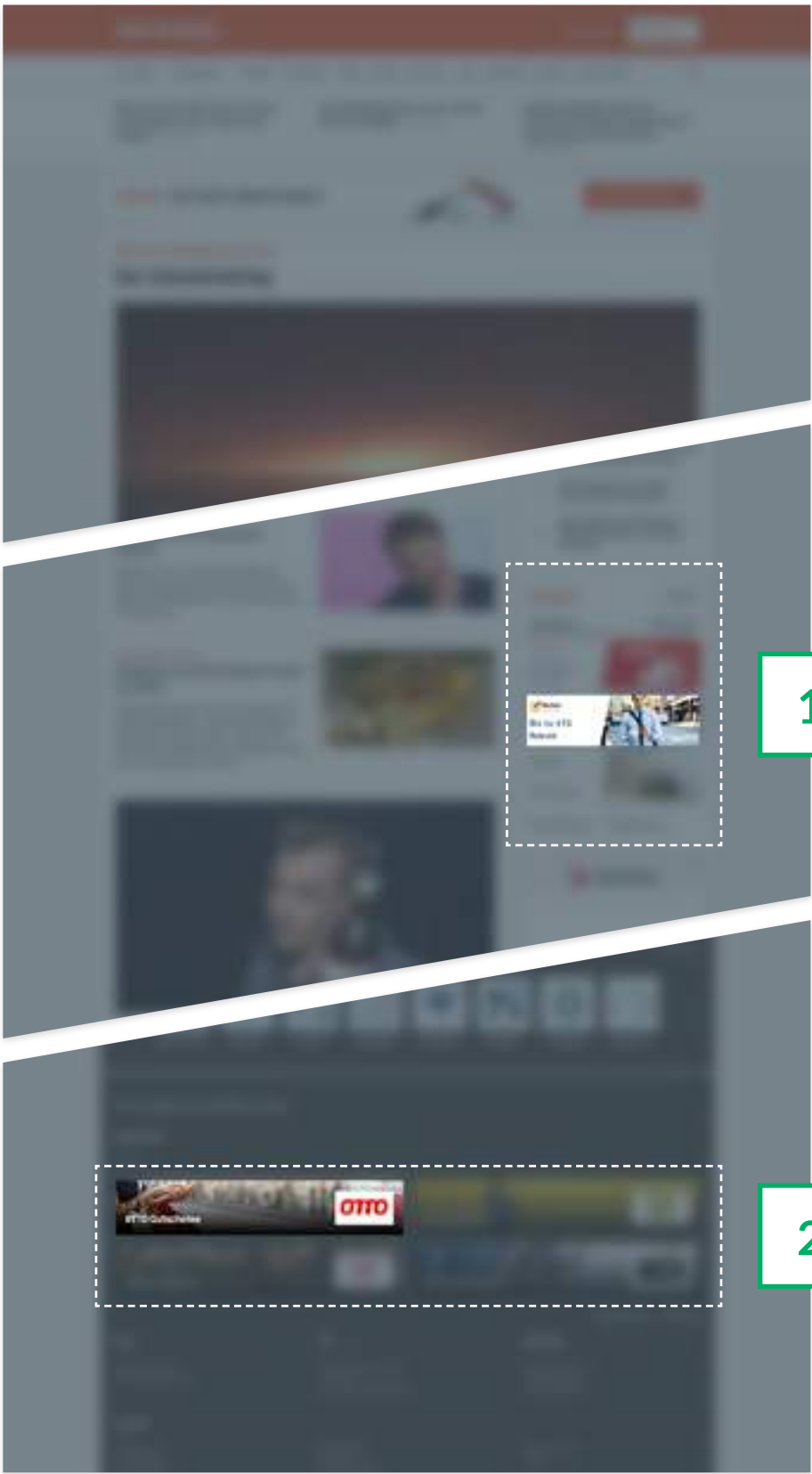


Teaser



**Advertorial
Premium**

Spiegel.de | Homepage



1 Marketplace widget
or Deal of the Day

2 Floor-Ad



1

Marktplatz Widget
5.4 Mio PI



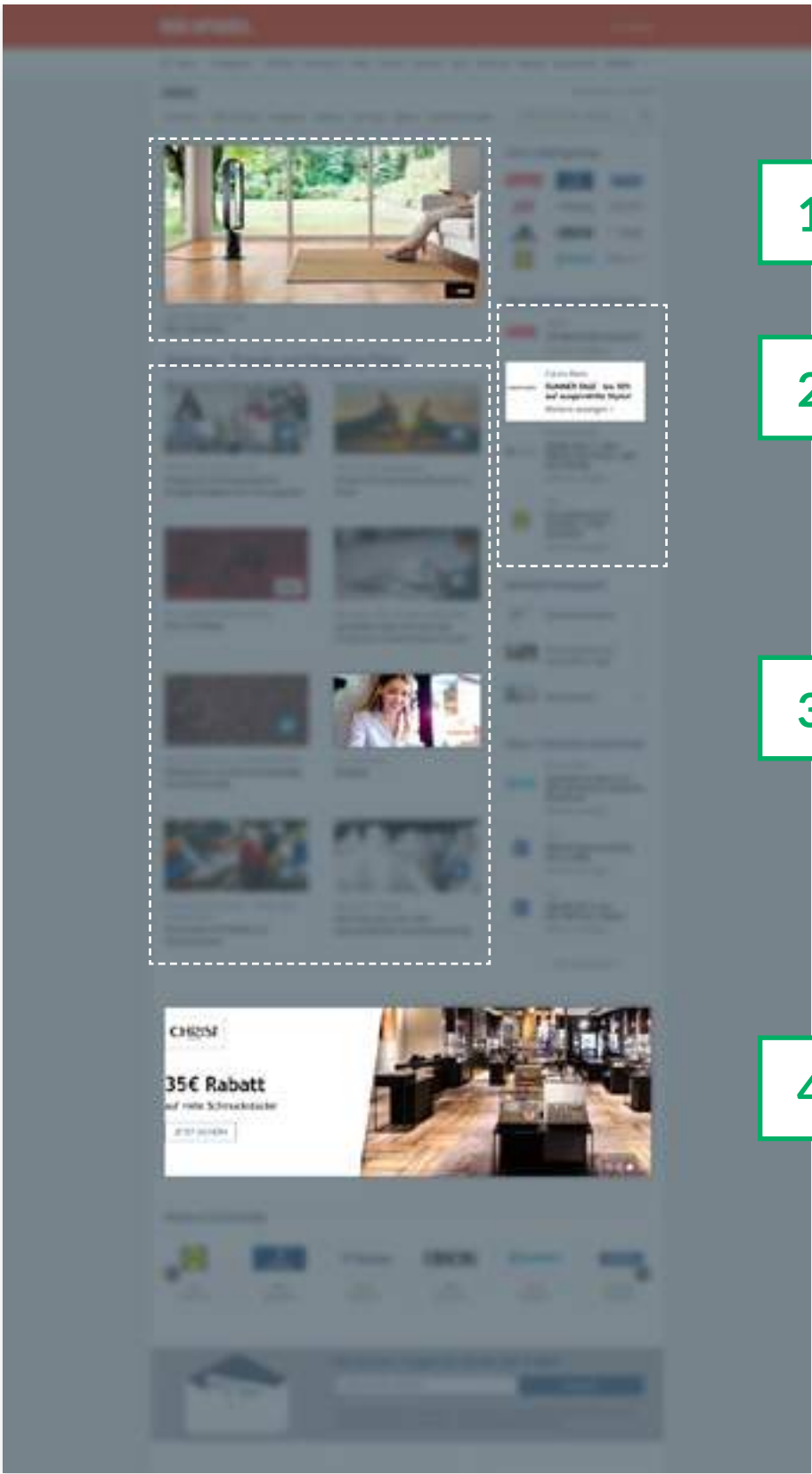
1

Deal of the Day
Tuesday



2

Spiegel.de | Voucher page



1 Highlight-Teaser

2 Listing

3 Teaser

4 Slider (scrolling)

1



2

Calvin Klein

CALVIN KLEIN

SUMMER SALE - bis 50% auf ausgewählte Styles!

Weitere anzeigen >

3



4

CHRIST

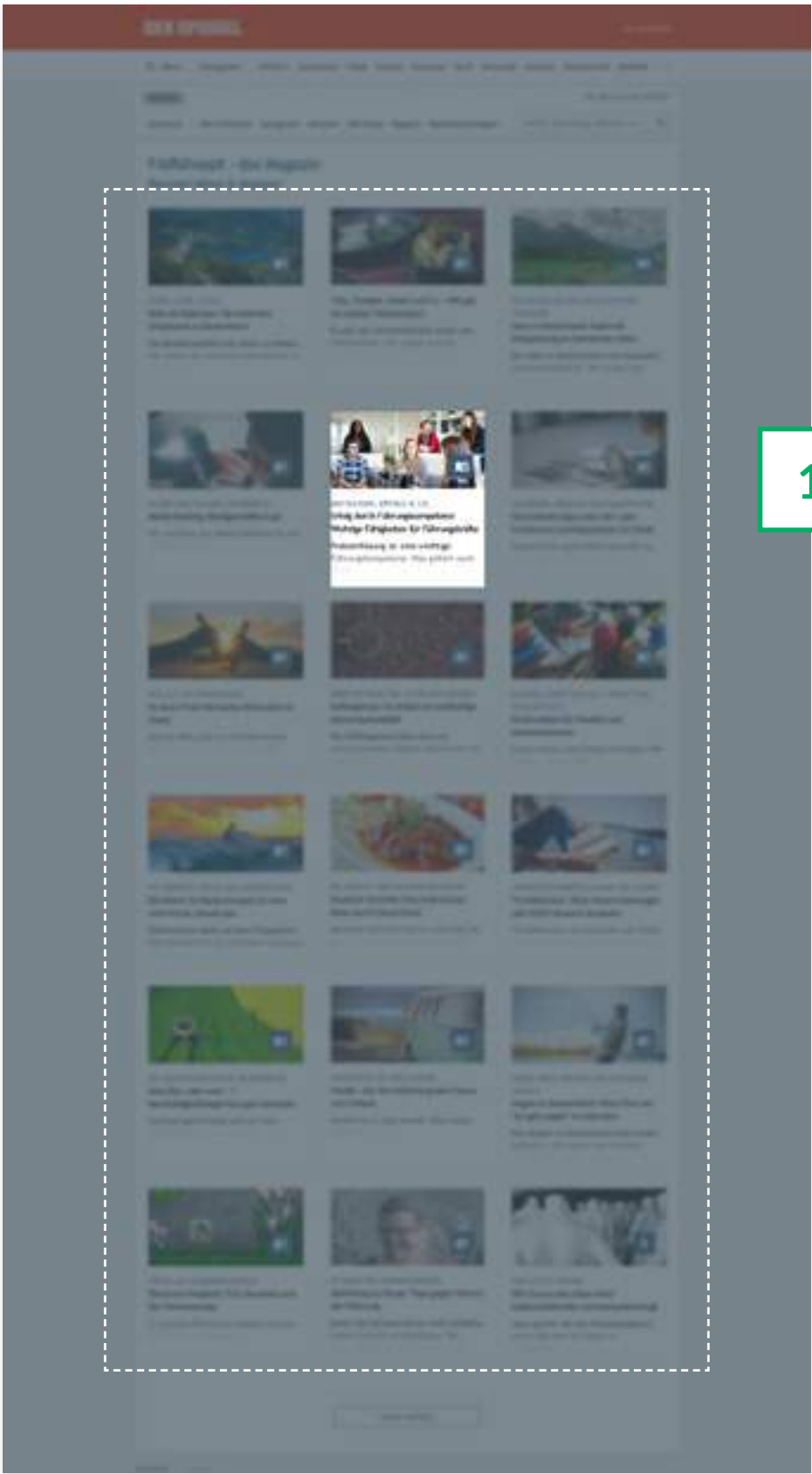
35€ Rabatt

auf viele Schmuckstücke

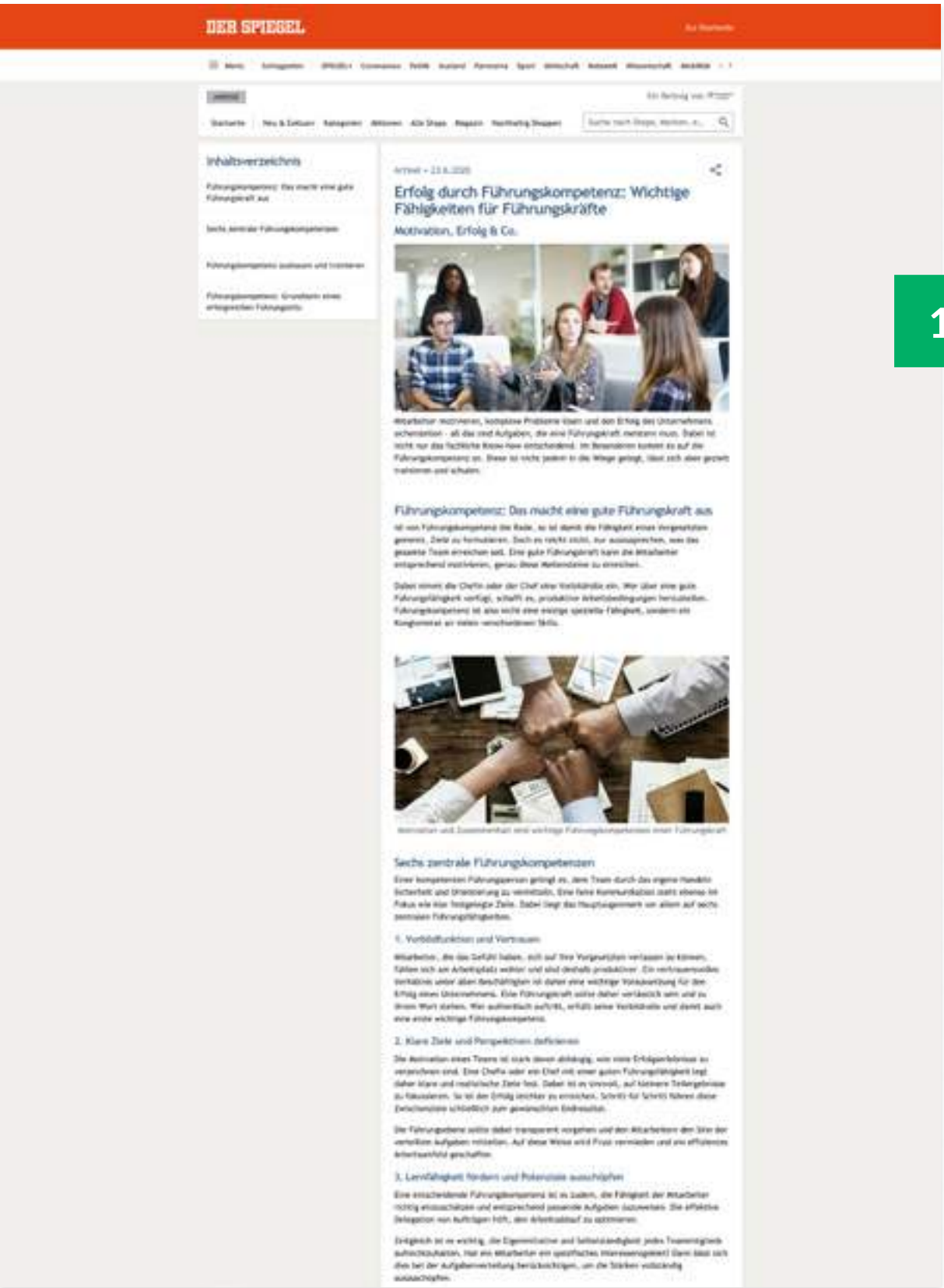
JETZT SICHERN



Spiegel.de | Magazine «FAIRshoppt»



1 Homepage [spiegel.de](https://www.spiegel.de) magazine FAIRshoppt with article teaser



1 Advertorial Premium



45

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!

Your match for the German market



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with ♥
in Berlin + Zürich