

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

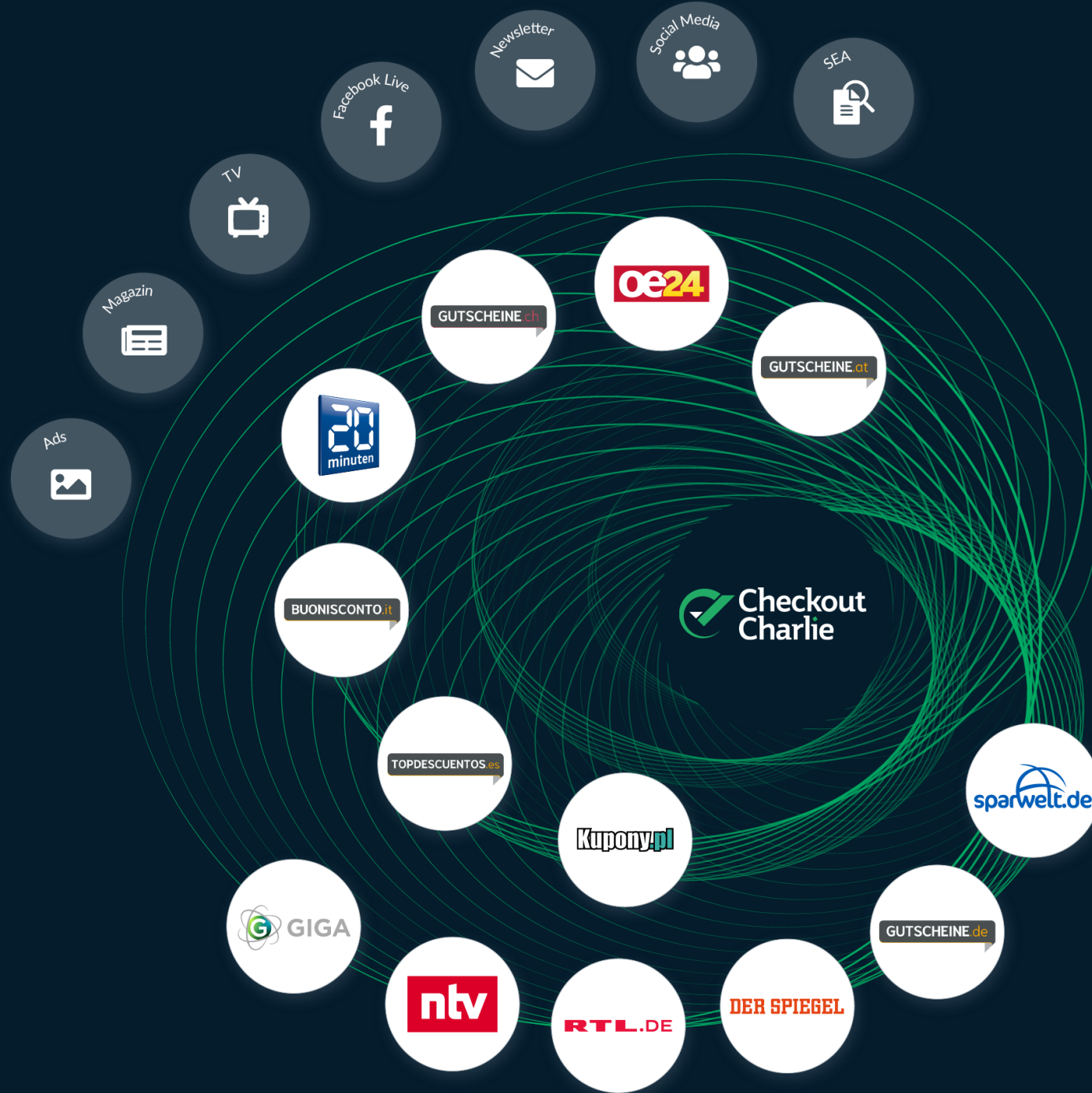
02 Price list 2021

03 Placements

04 Welcome packages

05 Information / Contact

01 Our Network / Portals

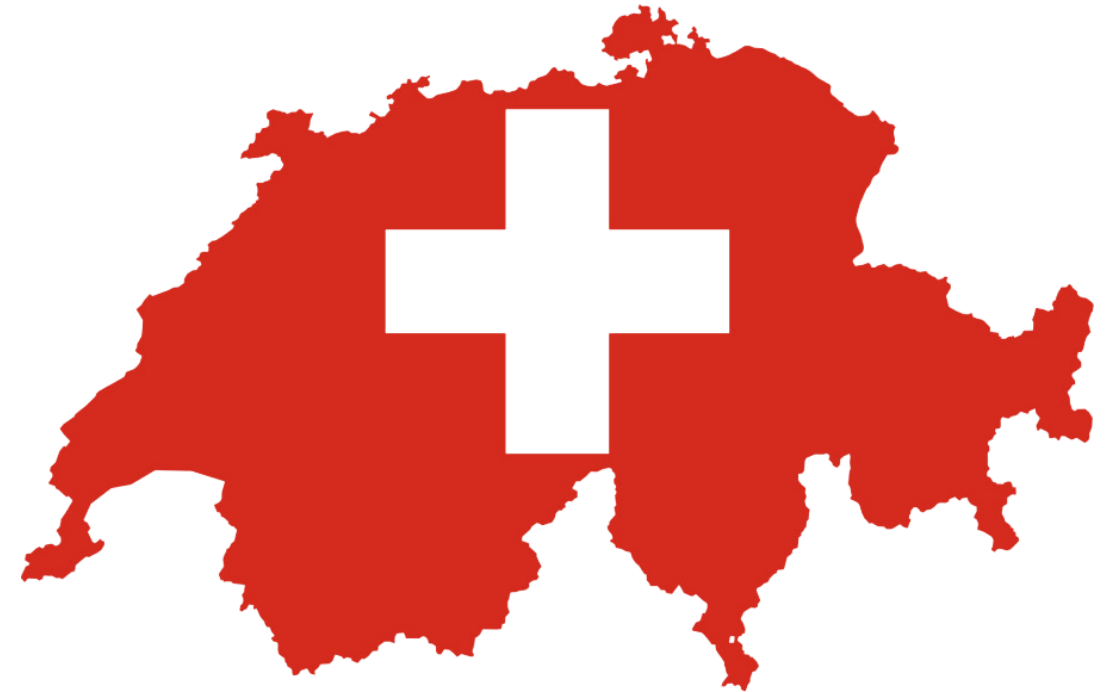


Checkout Charlie in Switzerland

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.



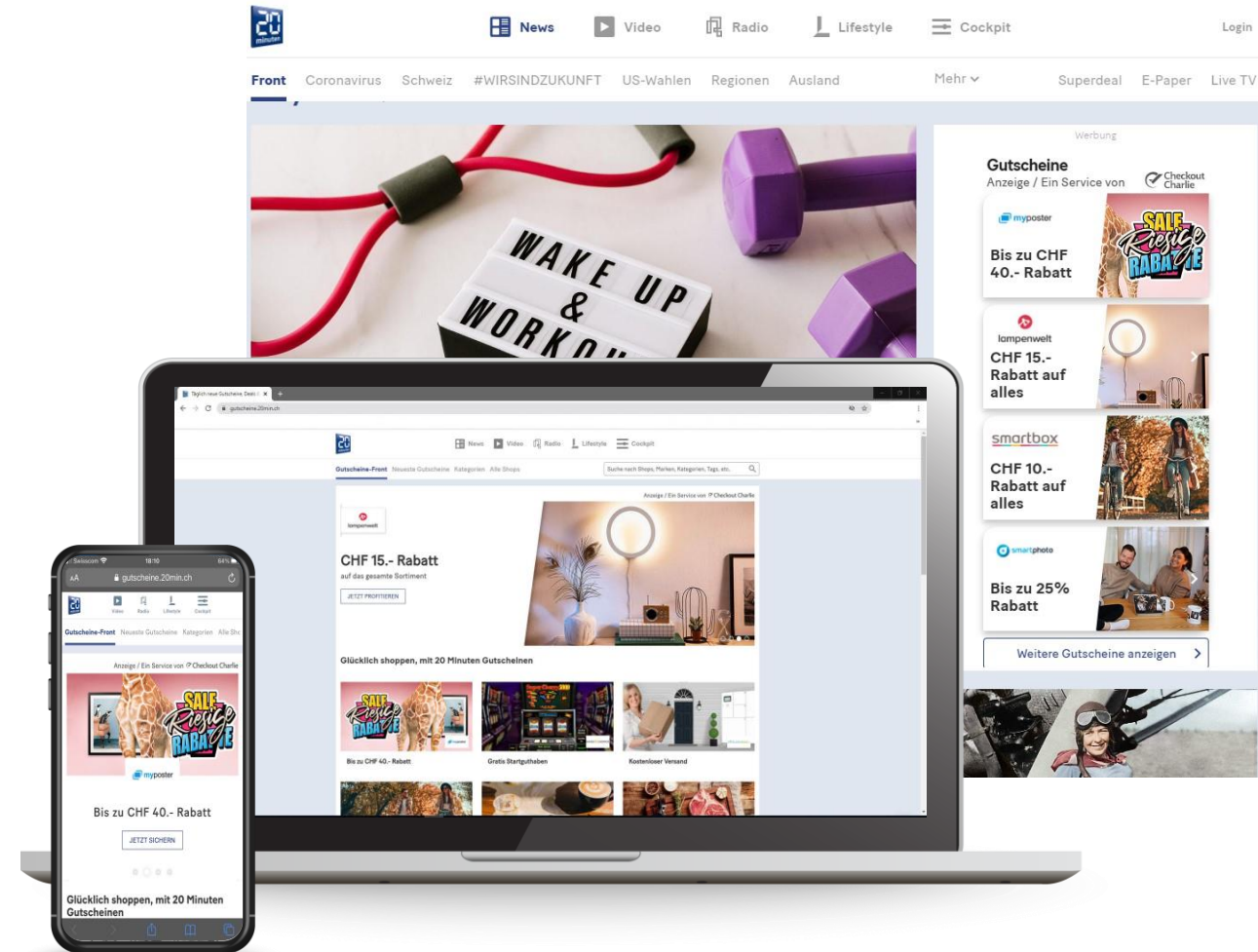
Media cooperations

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.



20min.ch

MEDIA DATA



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

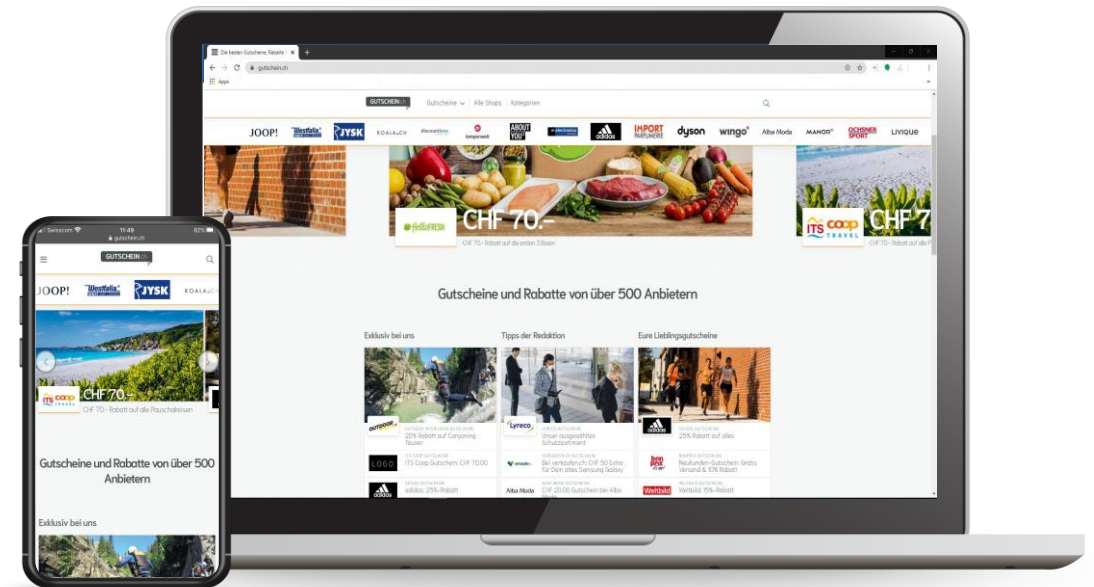
The **GUTSCHEIN.CH & GUTSCHEINE.CH** portals (approx. 100,000 users / month), which have been established on the Swiss market for 6 years, are part of Checkout Charlie and thus all three portals in Switzerland are now marketed from a single source.

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.-
„So gahts“-Listing (gutscheine.20min.ch)	1 week	CHF 100.-	CHF 50.-	CHF 75.-	CHF 250.- (Black-Week Listing)	CHF 200.-
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

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

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

Black week special 2021

SAVE YOUR LIGHT- OR PREMIUM PACKAGE (INCL. SINGLES-DAY) – DURATION: 01/01 – 12/31/2021*



GUTSCHEINE.20MIN.CH

8 days	Top Teaser	Homepage
1 day	ECA	Newsletter

8 days		BW-Listing	BW-Landingpage
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GUTSCHEIN.CH & GUTSCHEINE.CH

8 days	Top Teaser	Homepage
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Light

~~CHF 1,319~~ CHF 1,200 *

GUTSCHEINE.20MIN.CH

8 days	Top Teaser	Homepage
1 day	ECA	Newsletter

8 days		BW-Listing	BW-Landingpage
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GUTSCHEIN.CH & GUTSCHEINE.CH

8 days	Top Teaser	Homepage
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+ Singles-Day week from 11/08 – 11/14

GUTSCHEINE.20MIN.CH

7 days	Top Teaser	Homepage
1 day	ECA	Newsletter

GUTSCHEIN.CH & GUTSCHEINE.CH

7 days	Top Teaser	Homepage
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Premium

~~CHF 1,868~~ CHF 1,750 *

Christmas special 2021

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

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

Light

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

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

Medium

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

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

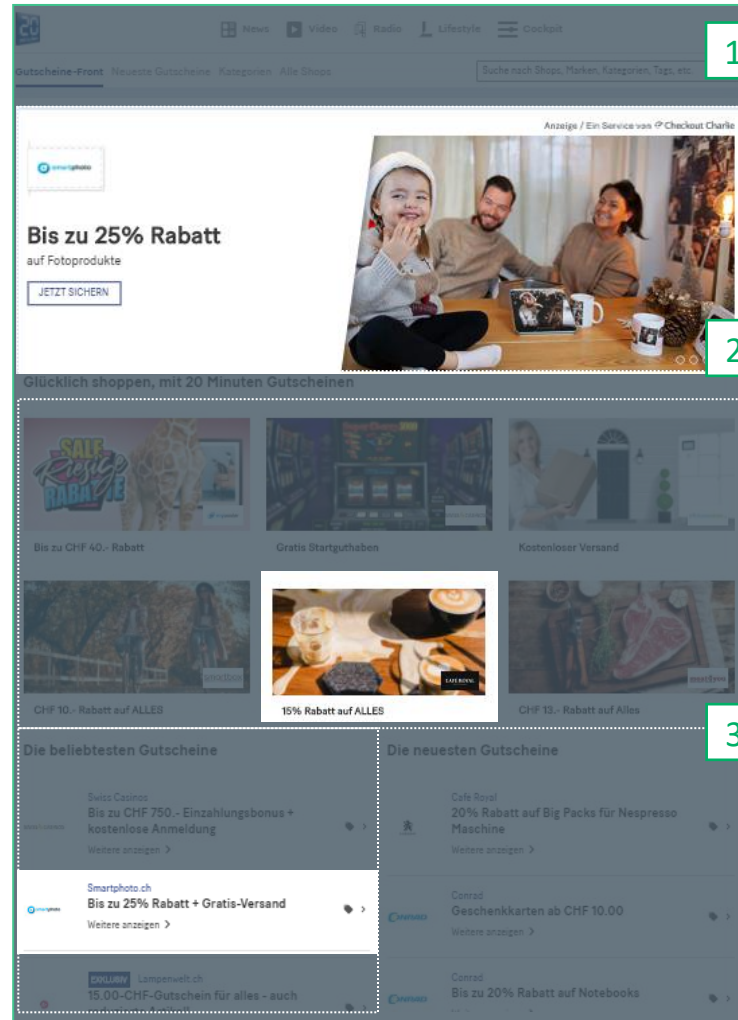
Premium

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

03 Placements

Placements – Homepage

STAGING ON GUTSCHEINE.20MIN.CH



Slider
(rolling)

Top-3 Teaser

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 – „So gahts“ campaign listing 2021

STAGING ON GUTSCHEINE.20MIN.CH/SO-GAHTS

Gutscheine-Front > So Gahts: Geld Sparen Mit Gutscheinen Anzeige / Ein Service von © Checkout Charlie

So gahts: Geld sparen mit Gutscheinen

So gahts! Gutscheine und Rabattcodes von 20min.ch

Du shoppst für dein Leben gern, würdest dabei aber gerne weniger tief in die Tasche greifen? Kein Problem – nutze doch einfach Gutscheine! Wir sprechen hier aber nicht von klassischen Geschenk-Gutscheinen, die Du am Geburtstag zugesteckt kriegst. Wir meinen Gutscheine mit Rabattcode, die Du beim Bezahlprozess einlösen kannst.

Diese Gutscheine sind gratis, schenken Dir 10, 20 oder auch mal 30% Rabatt auf deine Lieblingsprodukte und sind auf 20 Minuten frei zugänglich. Wir erklären Dir, wie Du den besten Gutschein findest, wie Du ihn einlöst und stellen Dir unsere aktuellen Lieblingsrabatte vor.

Was sind Gutscheine und welche Vorteile bringen sie Dir?

Gutscheine sind im Grunde genommen klassische Rabattaktionen, die von einzelnen Shops fürs Internethopping herausgegeben werden. Die Rabatte können dabei variieren: Mal bietet der Shop Dir Prozente an, manchmal gibt es Rabatte in Form von Geldbeträgen. Also zum Beispiel "20% Rabatt auf Lampen" oder "CHF 30.- Nachlass auf Sofas". Aber auch Aktionen, Sales oder spezielle Deals können Dich erwarten. Gemeinsam haben alle diese Variationen, dass Du Geld sparen kannst.

Wie findest Du den besten Gutschein?

Wie findest Du nun also diese Gutscheine? Ganz einfach, [direkt hier bei 20 Minuten!](#) Wir durchforsten täglich das Internet nach den besten Rabatten, Deals und Aktionen und tragen sie hier ganz übersichtlich für Dich zusammen. Sagen wir, Du suchst einen Gutschein von MADE.COM:

- Tippe oben rechts in das Suchfeld "MADE.COM" ein.
- Lande auf unserer Übersichtsseite von MADE.COM, auf der Du alle aktiven Gutscheine findest.
- Such Deinen Gutschein aus und klicke auf "Gutscheine anzeigen" oder "Zum Angebot".

Wie löst Du Gutscheine ein?

Du hast Deinen Gutschein also gefunden – jetzt musst Du ihn nur noch bei MADE.COM einlösen. Wie Du das am besten machst, erklären wir Dir hier in 4 einfachen Schritten:

Schritt 1: Wähle deinen Gutschein aus	Schritt 2: Kopiere den Gutscheincode	Schritt 3: Suche deine Produkte aus	Schritt 4: Gib den Gutscheincode ein
Finde Deinen perfekten Gutschein. Klicke auf den blauen Button und lass Dich zum Onlineshop weiterleiten.	Bevor Du zum Shop wechselst, solltest Du auf jeden Fall noch den angezeigten Gutscheincode kopieren.	Stöbere wie gewohnt im Onlineshop und lege Deine gewünschten Produkte in den Warenkorb.	Gib beim Bezahlprozess den vorab kopierten Gutscheincode in das dafür vorgesehene Feld ein.

Unsere aktuellen Top-Gutscheine

discountens.ch 13%-Gutschein für ALLES Weitere anzeigen >	Weinclub.ch 12%-Gutschein für ALLES bei Weinclub.ch Weitere anzeigen >	HP Store 15%-Gutschein für alle Drucker Weitere anzeigen >
adidas Gutschein: 20% Rabatt auf Vollpreisartikel, 15% Rabatt auf Outlet-Artikel, Weitere anzeigen >	Reebok 25%-Gutschein für Vollpreisartikel, 15% EXTRA auf Outlet Weitere anzeigen >	Mömax 10.00-CHF-Gutschein für Raumausstattungsprodukte & Wohnaccessoires Weitere anzeigen >

1 Listing

1

EXKLUSIV adidas

Gutschein: 20% Rabatt auf Vollpreisartikel, 15% Rabatt auf Outlet-Artikel,

Weitere anzeigen >

20 minuten

Du shoppst für dein Leben gern, würdest dabei aber gerne weniger tief in die Taschen greifen? Kein Problem – nutze doch einfach Gutscheine mit Rabattcode!

Diese Gutscheine sind gratis, schenken Dir 10, 20 oder auch mal 30% Rabatt und sind frei zugänglich. Schau doch einfach mal vorbei!

Rabattcodes & Gutscheine nutzen!

gutscheine.20min.ch

WWW.GUTSCHEINE.20MIN.CH
So gahts! Jetzt Gutscheine sichern! MEHR DAZU

› „So gahts“ campaign listing at the campaign LP at gutscheine.20min.ch/so-gahts

› Awareness campaign about the use of vouchers via Facebook ads (350'000 Als/month)

Duration of each booking: 1 week

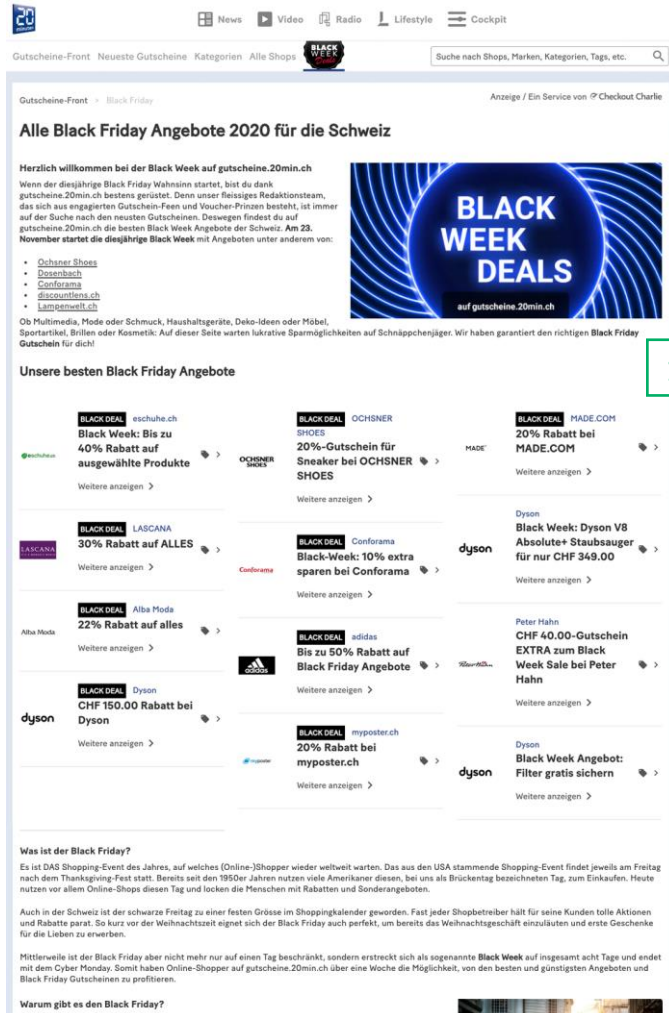
Can only be booked with an effective voucher campaign

Placements – Black week listing

STAGING ON GUTSCHEINE.20MIN.CH/BLACK-WEEK



1



1

Listing



BLACK DEAL OCHSNER

SHOES

20%-Gutschein für
Sneaker bei OCHSNER
SHOES

Weitere anzeigen >

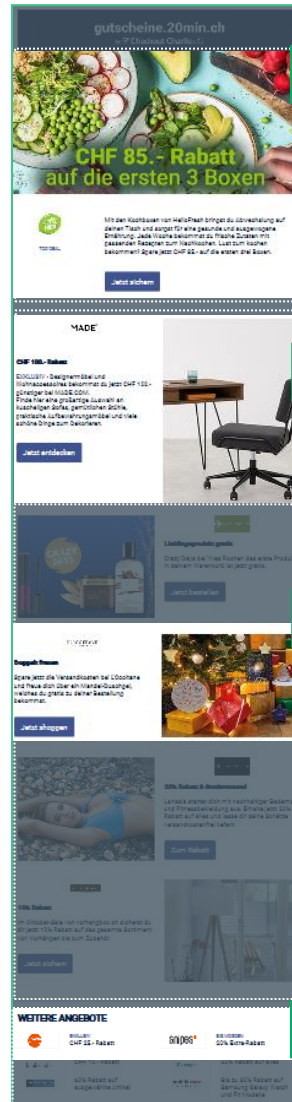
› Black week offer listing on our
Black Friday LP at
gutscheine.20min.ch/black-week

Duration max. 11/22 – 11/29

Price single booking: CHF 250.-

Placements – Newsletter

GUTSCHEINE.20MIN.CH NEWSLETTER

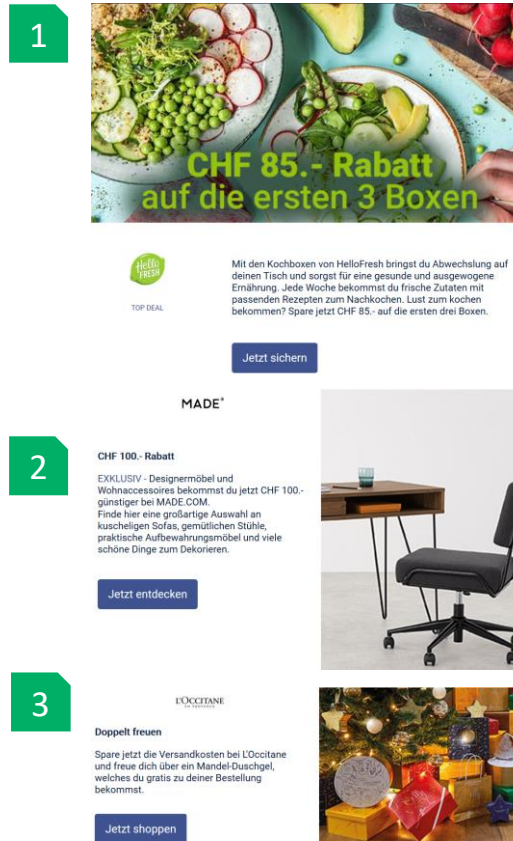


1 Billboard

2 Top Special

3 ECA

4 Logo



1

2

3

4

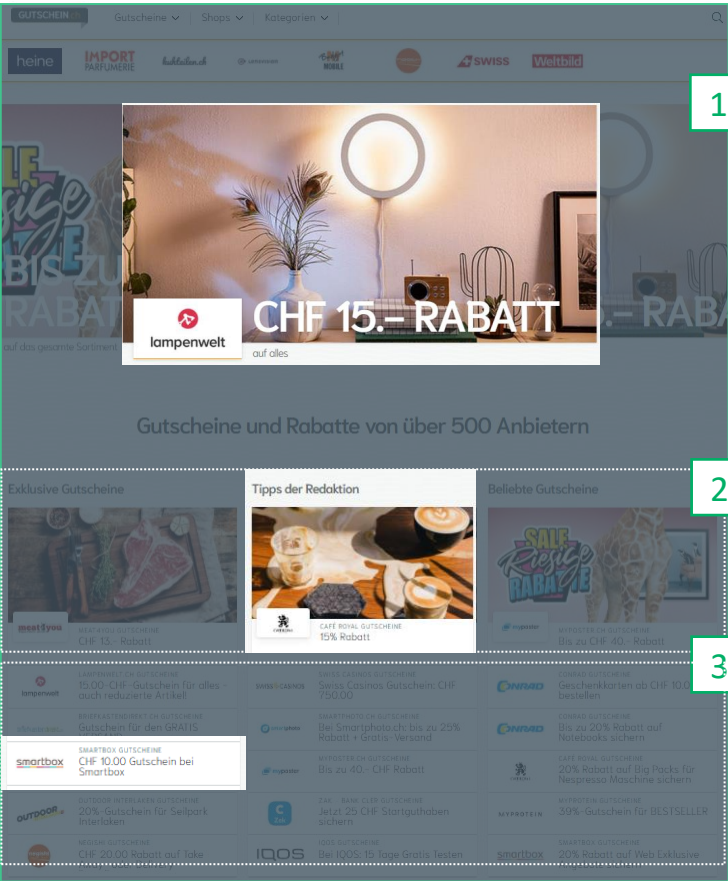
- › Billboard: The top placement in the format 620x310 (Mobile 620x620) with logo & long teaser text immediately after the salutation
- › Top Special: Large placement in the format 300x400 (Mobile 620x465) with long teaser text and including logo
- › ECA: The offer placements including a 300x225 (Mobile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

STAGING ON GUTSCHEIN.CH & GUTSCHEINE.CH



1 Slider
(rolling)

2 Top-3 Teaser

3 Listing

1

GUTSCHEIN.ch

GUTSCHEINE.ch

2

Tipps der Redaktion

3

› Slider: One of 4 attention-grabbing slider placements

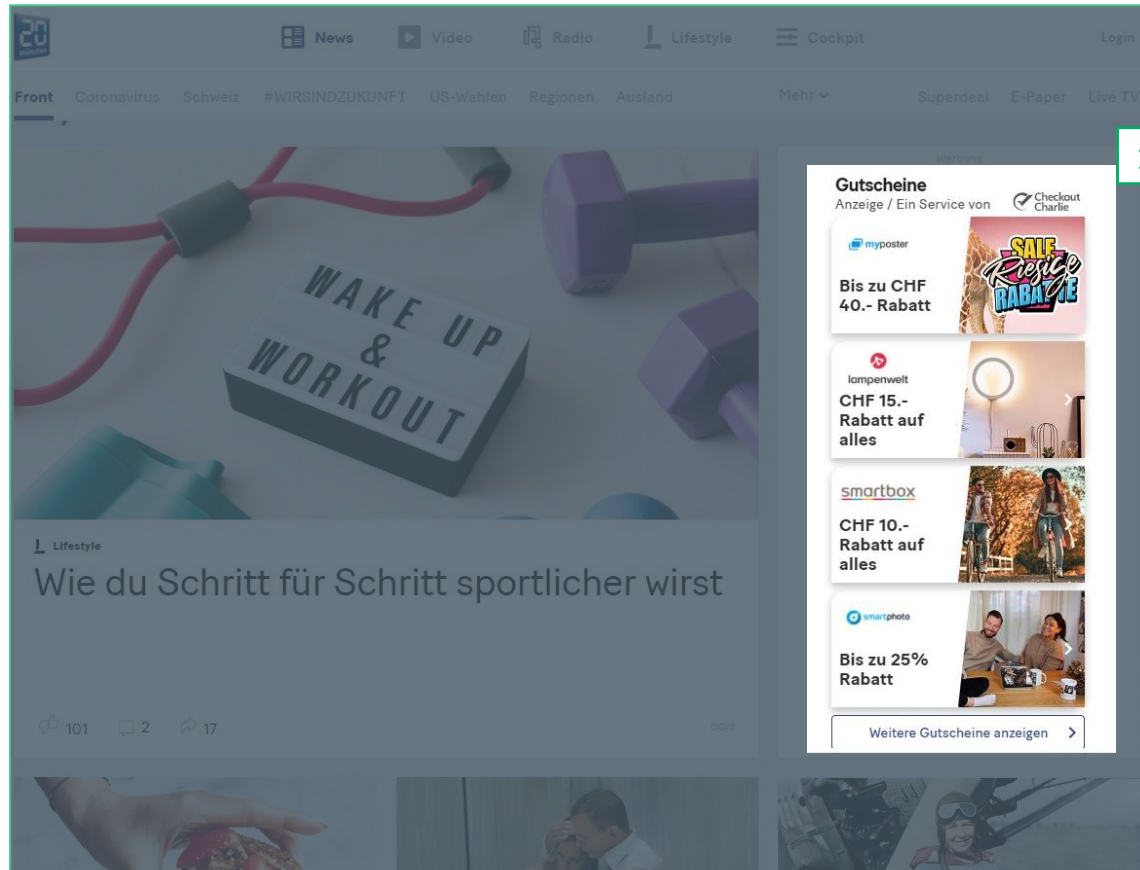
› Top Teaser: One of 3 central image placements

› Listing: The current top offers including logo

Duration of each booking: 1 week

Placements – 20min.ch

20MIN.CH – WIDGET



1

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

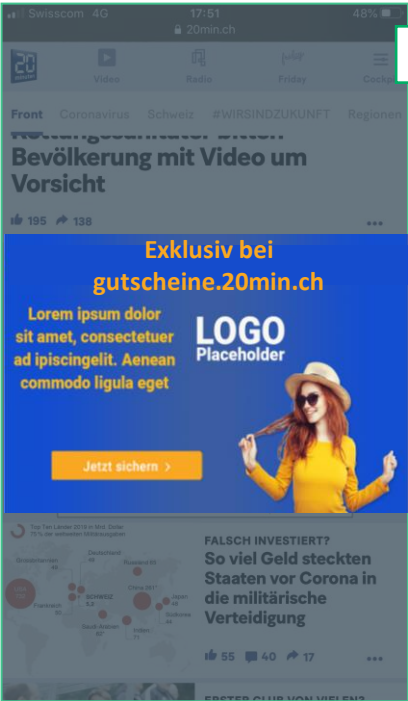
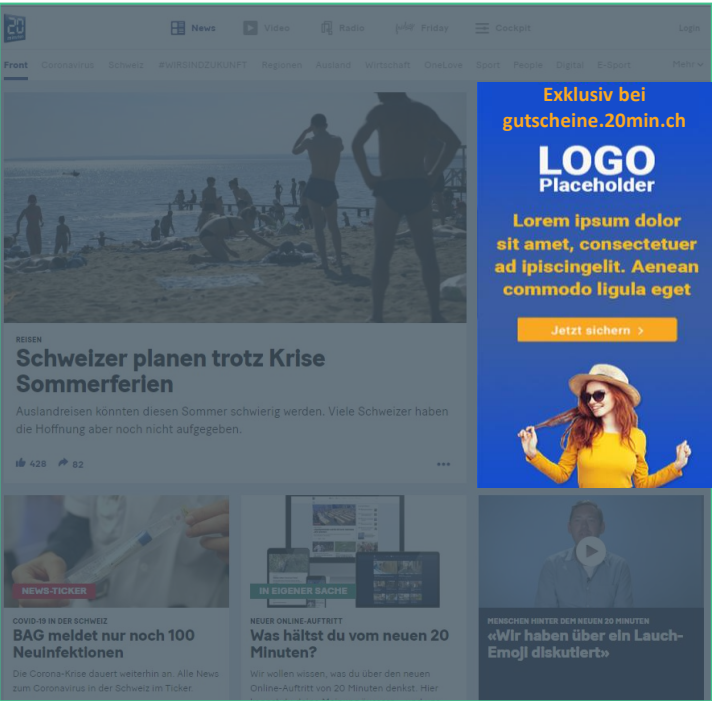
Price per slot CHF 500.-

Delivery content 5 working days before placement

Specs
a) Display on home page (desktop)
b) Targeting is not possible

Placements – 20min.ch

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

21 * 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

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



CONDITIONS

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): Gültig bis: 31.12.2020. Button: Gutschein anzeigen.
- 23% Rabatt**: 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 'Statistiken zu Balibay' showing 'Letzte Prüfung' as 12.5.2020 and 'Anzahl Angebote' as 3. Below this is the 'Firmenanschrift' for Corem GmbH, Geeracherstrasse 36, 8957 Spreitenbach, Schweiz.

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

REGIONAL LEAD SWITZERLAND & AUSTRIA



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Made
with 
for 