

MediaKit 2022



to
categories

click to
see website

back to
index

INTERACTIVE DOCUMENT

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

Content

04 | **MEDIAKIT 2022**
Our company

07 | **MEDIAKIT 2022**
Our campaigns

09 | **MEDIAKIT 2022**
Our packages

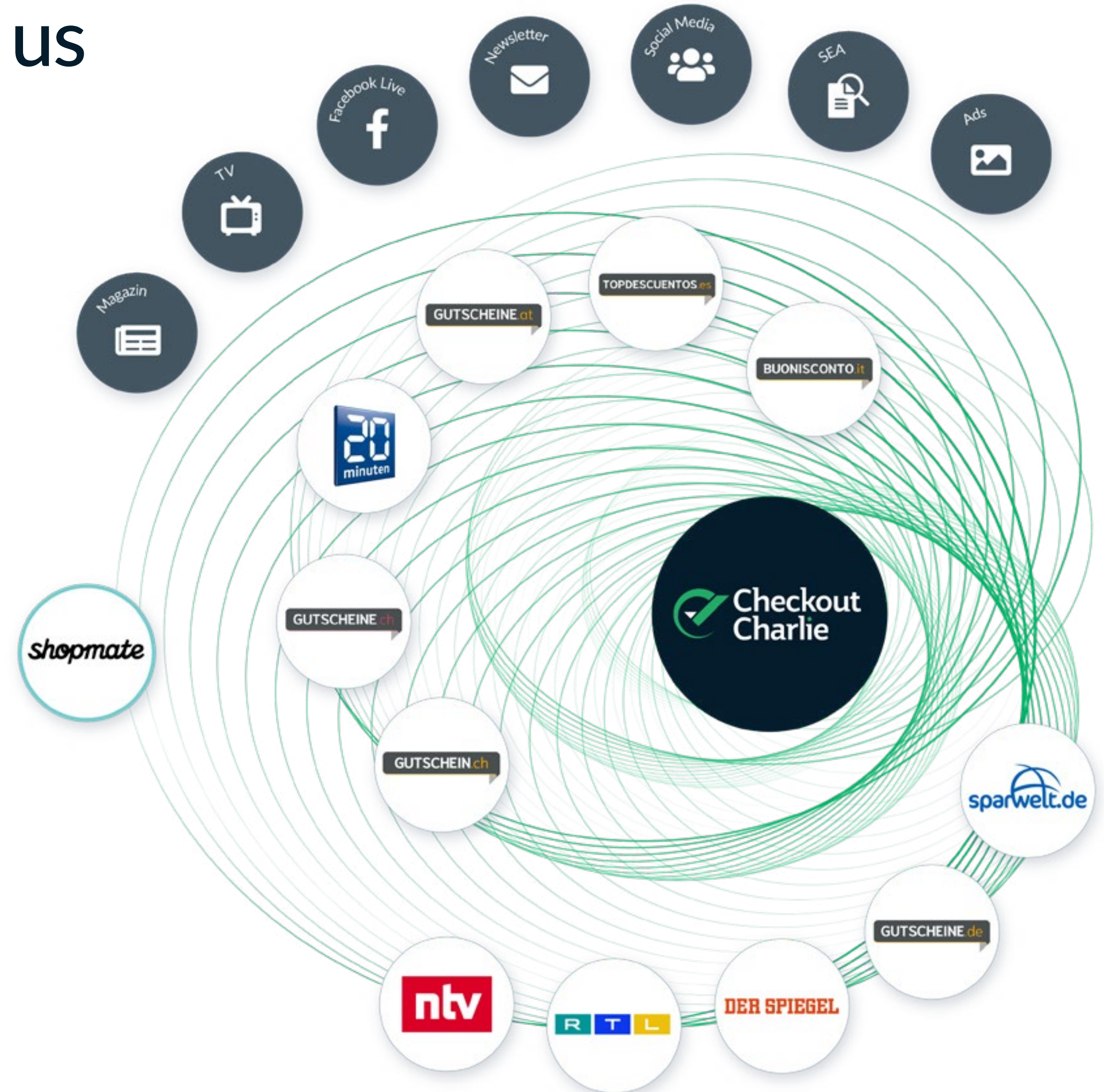
22 | **MEDIAKIT 2022**
Our placements

48 | **MEDIAKIT 2022**
Your contacts

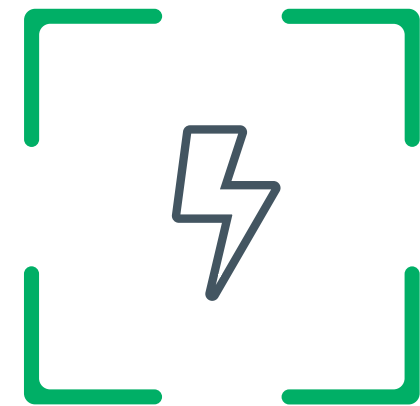
Standing still is completely alien to us

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



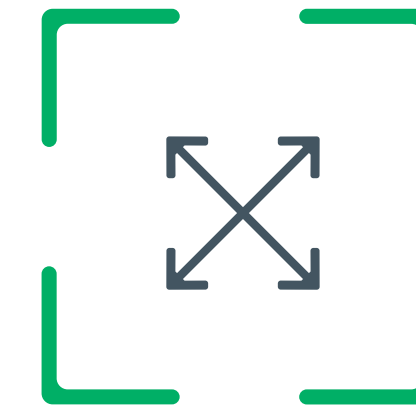
Transactional environment

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

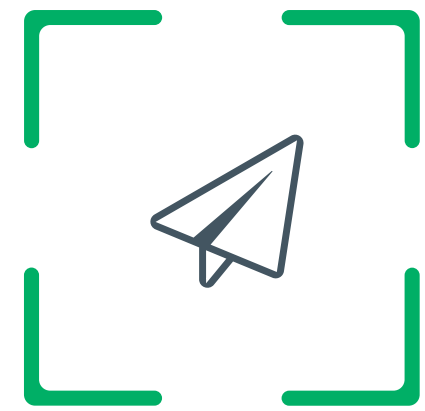
No matter what your targets are, we create individual solutions and formats for you – short-term and long-term to suit every budget.



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



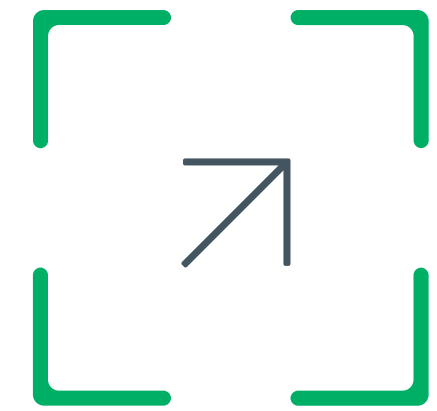
1.3 million
newsletter recipients



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 2022 | Part 1

DURATION	CAMPAIGN																																																				
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																																								
		01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52																																																			
10.01. – 30.01.	We want to say: Thank You (11.01.)																																																				
10.01. – 28.02.	Travel campaign (early booker /last minute)																																																				
24.01. – 14.02.	Valentine's Day (14.02.)																																																				
01.03. – 03.04.	Finance Weeks																																																				
21.03. – 18.04.	Easter (17.04.)																																																				
19.04. – 01.05.	Home & Garden																																																				
19.04. – 08.05.	Mother's Day (08.05.)																																																				
09.05. – 05.06.	Tech Weeks																																																				
09.05. – 05.06.	Summer Lookbook																																																				
06.06. – 31.07.	Last Minute Summer																																																				

Plan your campaign in 2022 | Part 2





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

Not a partner yet?
Join us!



Bronze

Small but powerful!
Become part of our Checkout-Charlie.de-family as an appeizer for our whole universe.



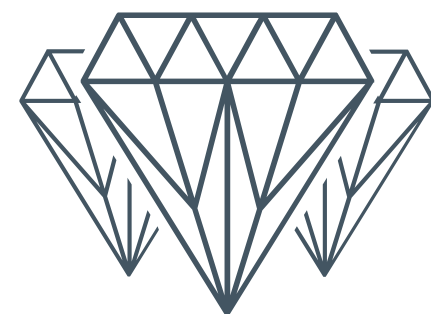
Silver

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.



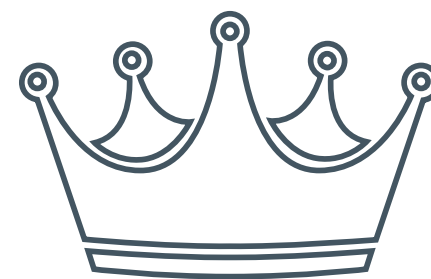
Gold

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 most highest presence and attention in this market!

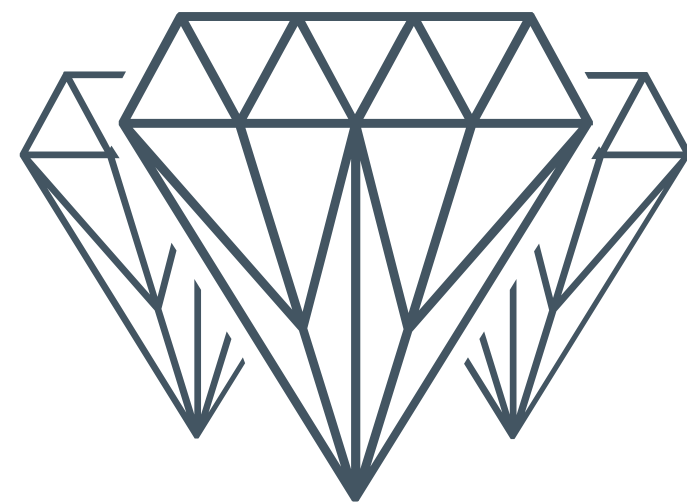


Royal Blue

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

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
- 14 Days widget homepage n-tv.de
- 1x Top special in newsletter of Sparwelt.de
- 3 Days widget on homepage Spiegel.de
- 1 Day slider homepage Sparwelt.de
- 1x Placement with image in newsletter Sparwelt.de
- 3 Days listing homepage Sparwelt.de and 3 days listing on one partner page of your choice
- 2 Days slider on the appropriate category page

~~€ 9,400~~ € 3,400*

«One Day» package

■

1 Day

Sparwelt.de

■

1 Day

Sparwelt.de

■

1 x

SW-Newsletter**

■

1 x

GS-Newsletter**

■

1 Day

n-tv.de

■

1 Day

RTL.de

■

1 Day

Spiegel.de

Teaser homepage

Listing voucher page

Exposed Content Ad (segm. 600,000 recip.)

Listing (segm. 100,000 recip.)

Teaser voucher page

Teaser voucher page

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	Gutscheine.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	Gutscheine.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	Gutscheine.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	Gutscheine.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

«shopmate» package

- 7 Days shopmate
- 7 Days shopmate
- 1 x shopmate

Slider homepage

Teaser category page

Newsletter

Special

€ 2,000*

* incl. CPO / VAT

Pimp your deal with shopmate-coupons

Your Adjustments

- Set the value
- Define the minimum order value
- Limit the quantity

Your Advantages

- Boost the shopping card
- Increase the conversion rate
- Beat your competitors

Example for your deal

14% Cashback
+ 30% off on shirts
+ 15€ shopmate-coupon



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*

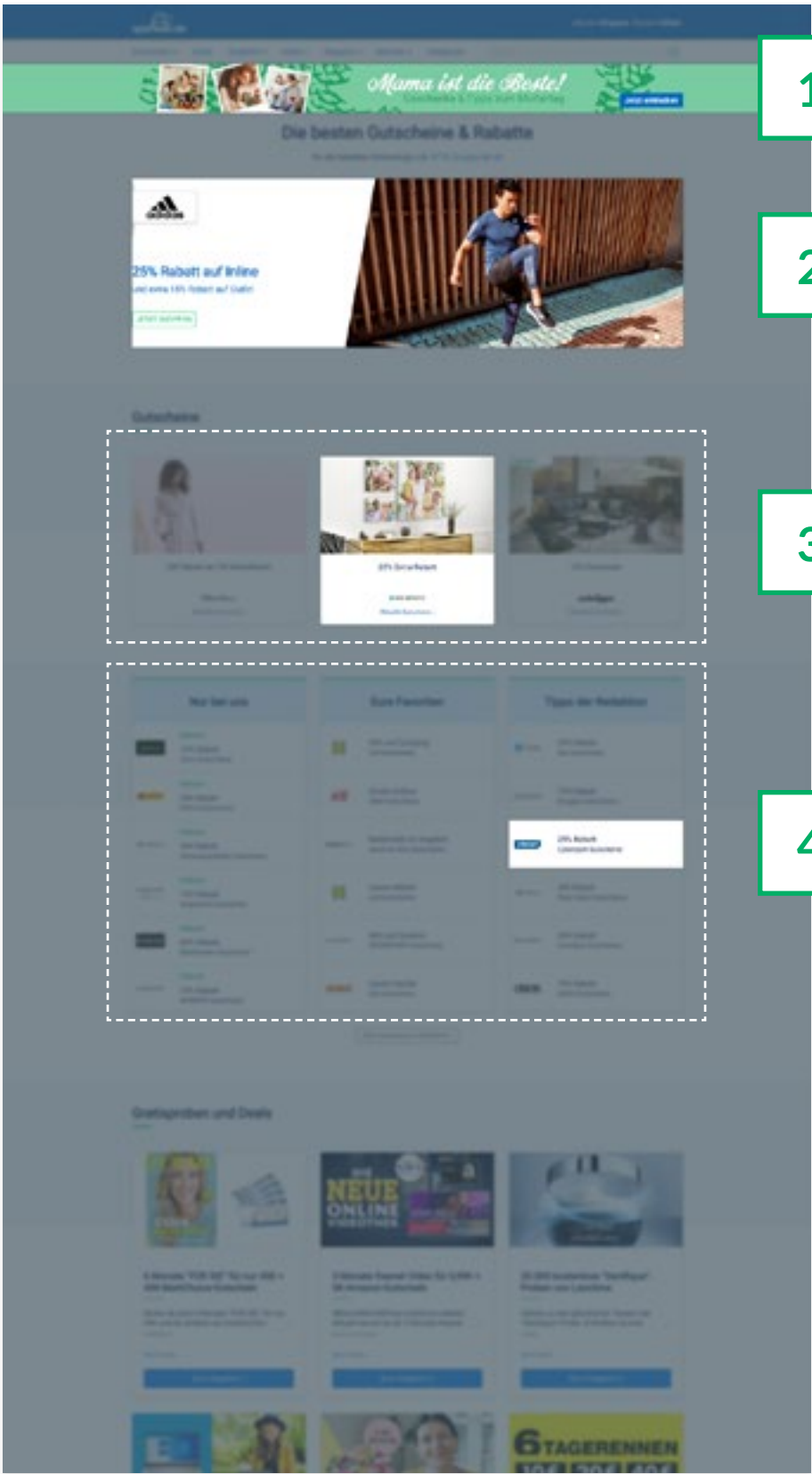


22

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

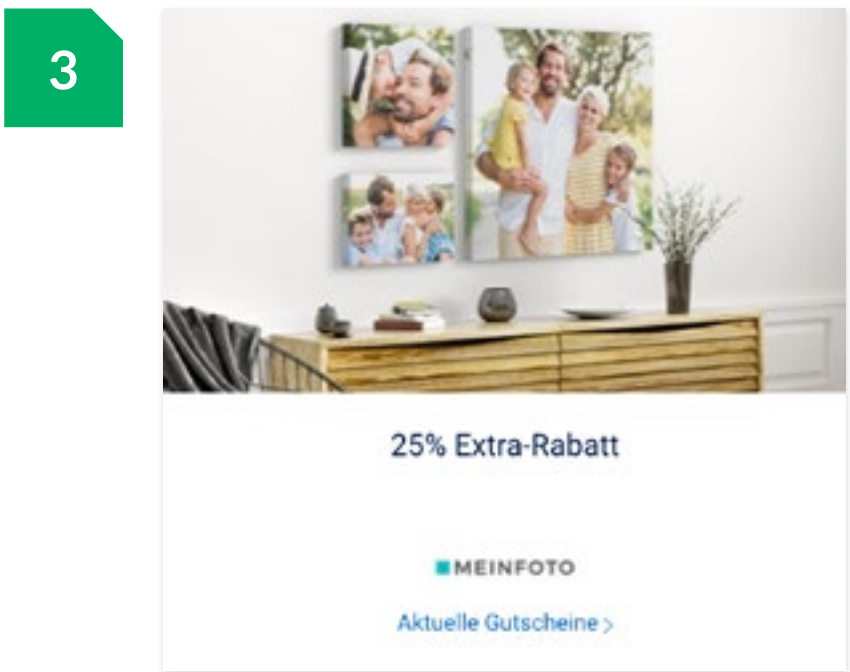


1 Slide-In

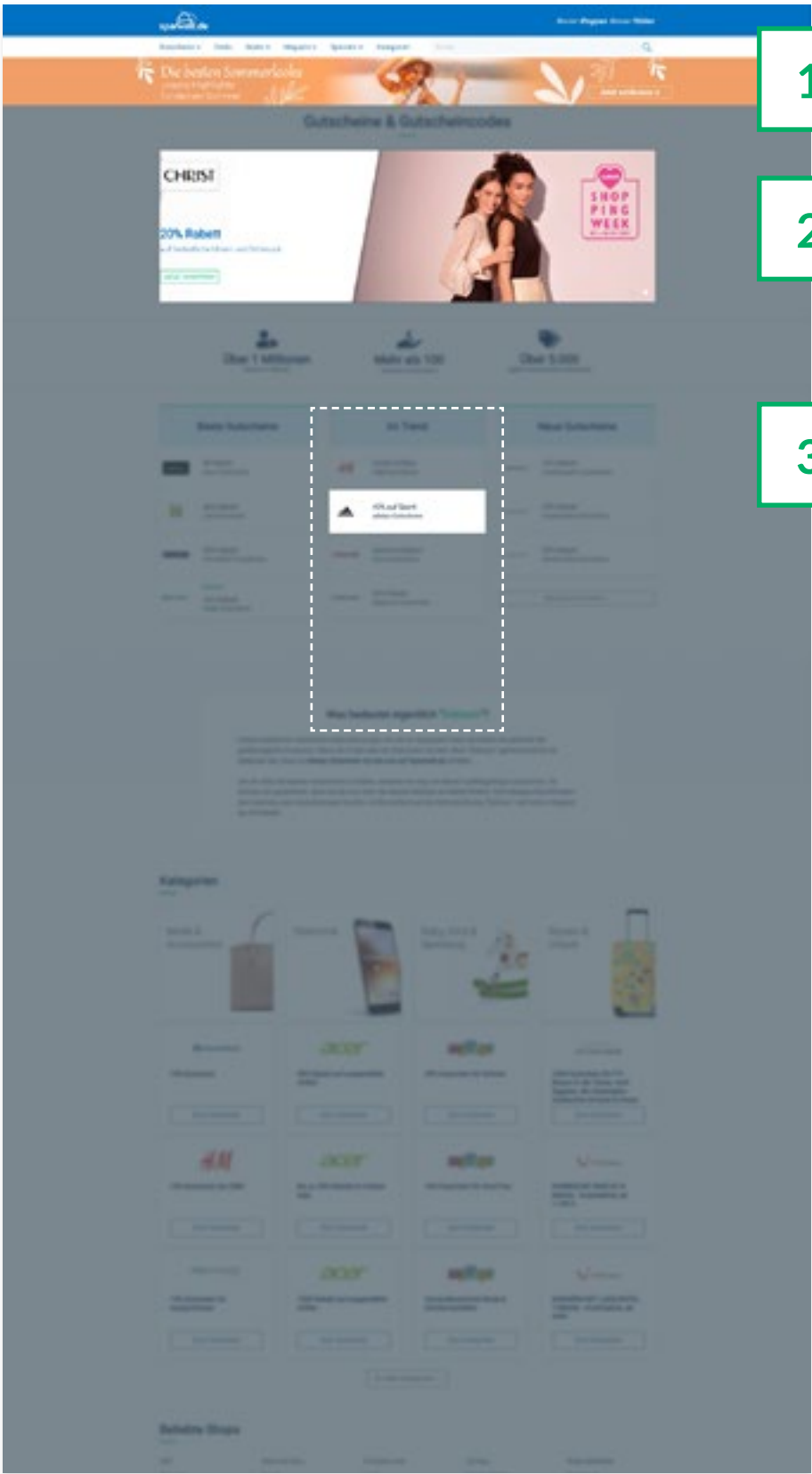
2 Slider
(scrolling)

3 Teaser

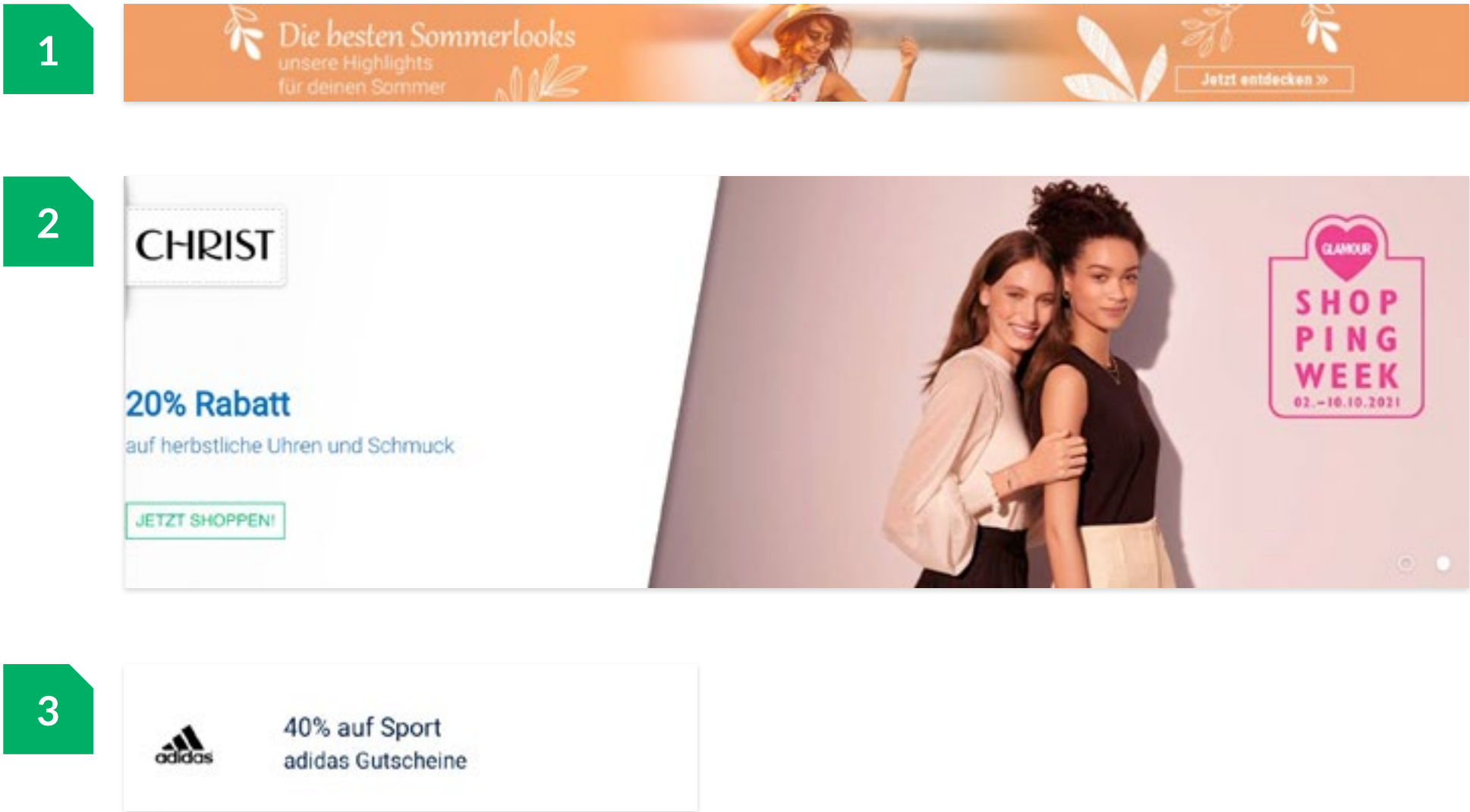
4 Listing



Sparwelt.de | Voucher page



- 1 Slide-In
- 2 Slider (scrolling)
- 3 Listing



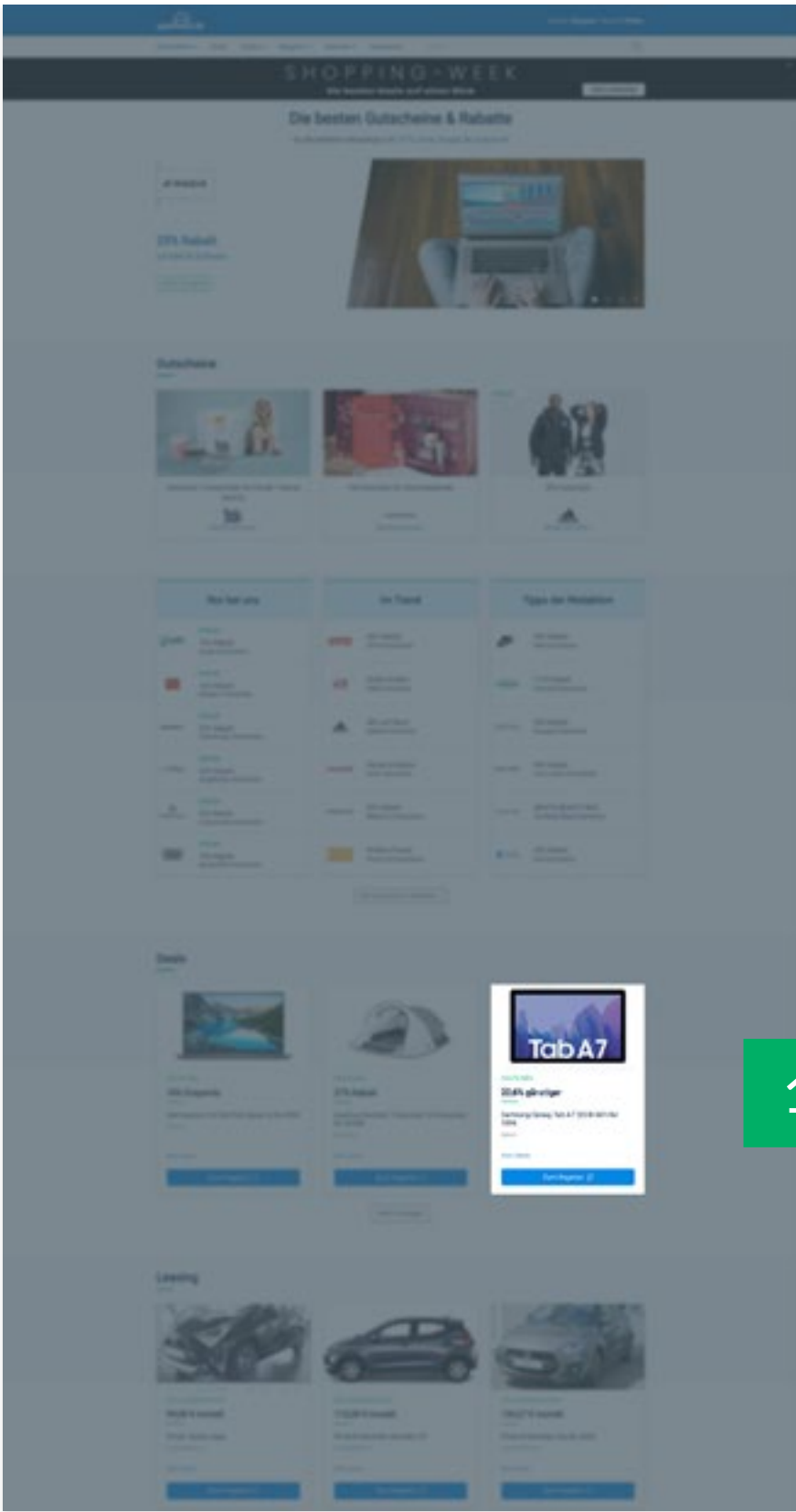
- 1
- 2
- 3



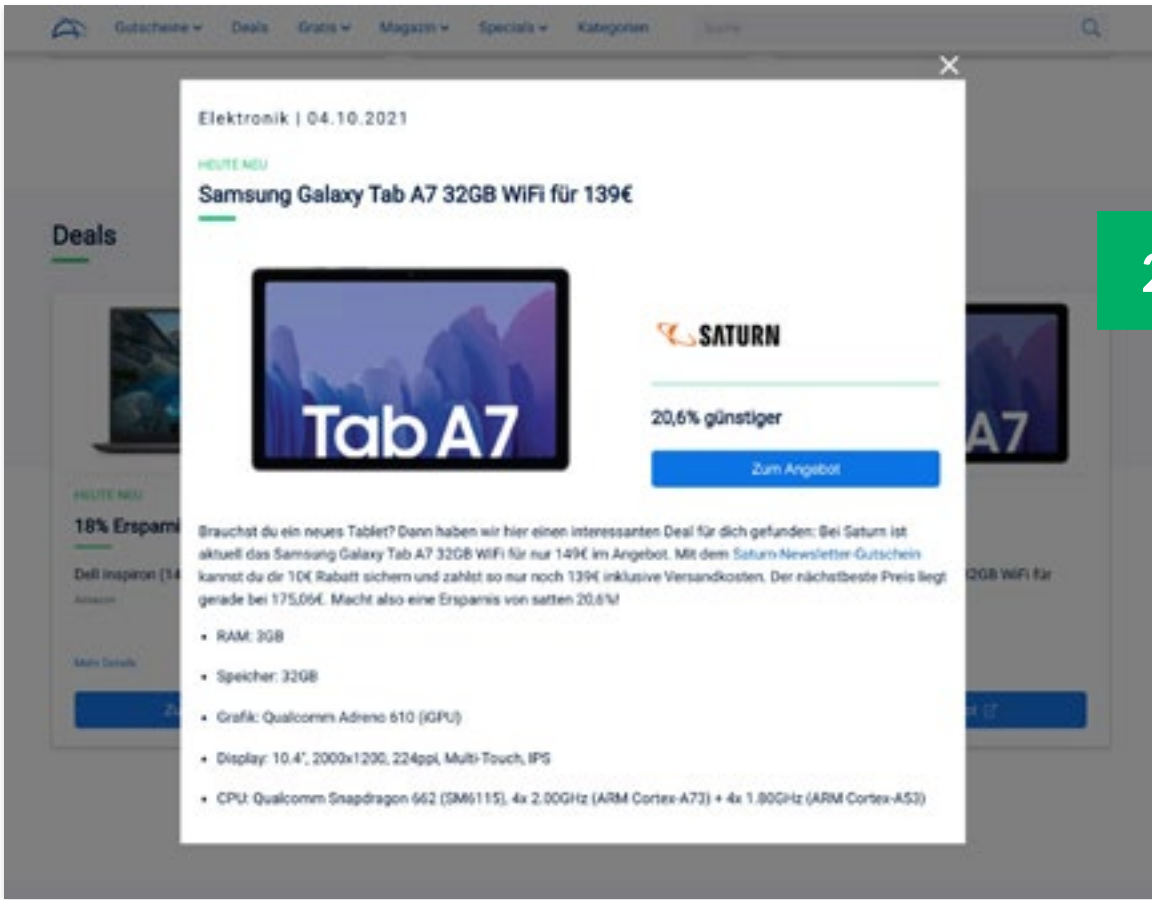
- Fashion & accessories
- Electronics
- Babies, children & toys
- Travel & vacations
- House & home
- Perfume & cosmetics
- Food & drink
- Flowers & gifts
- Pharmacy & drugstore
- Financial
- Photo & stationary
- Motor industry
- Love & relationships
- Media & entertainment
- Online department stores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

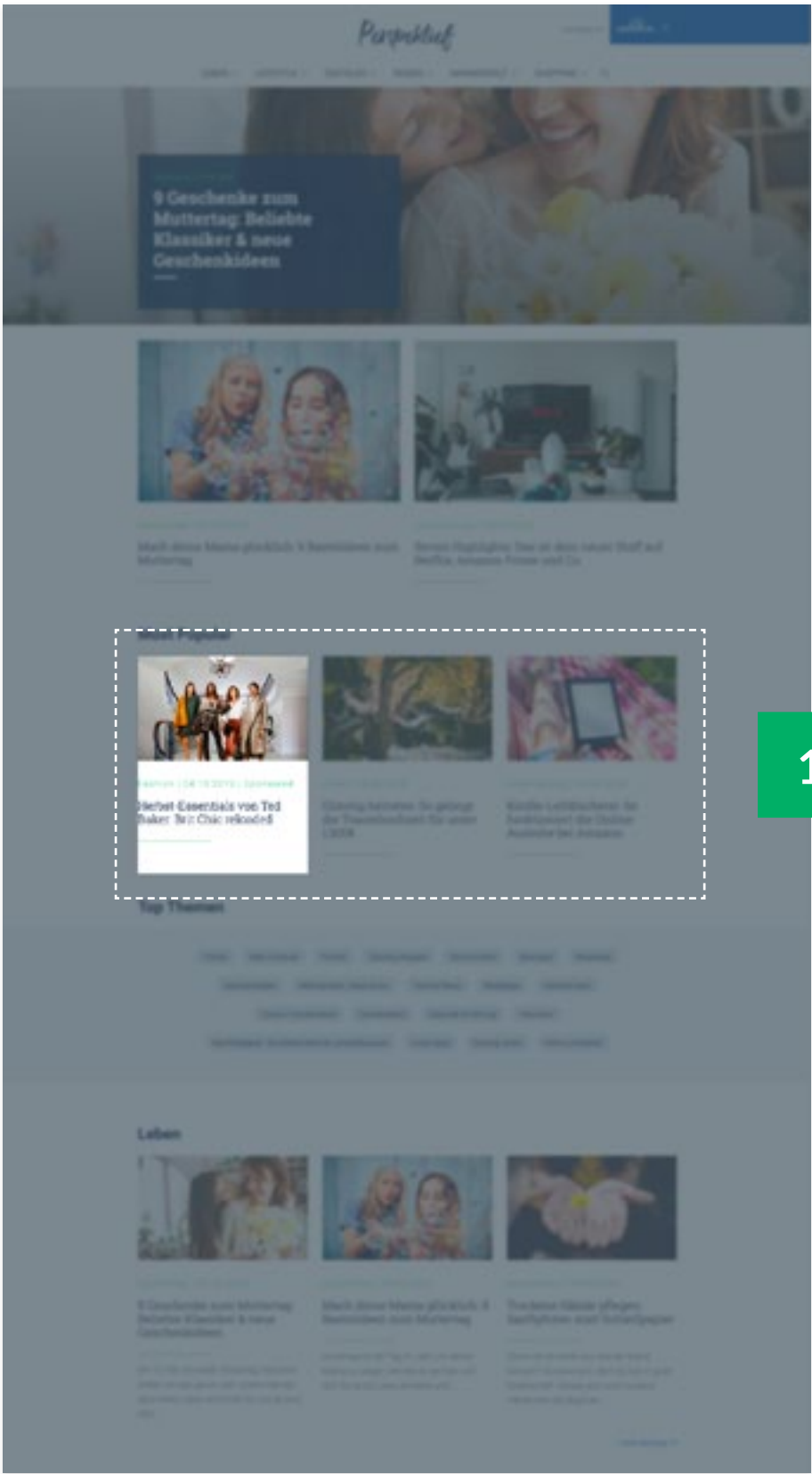


2 Short Advertorial Deal

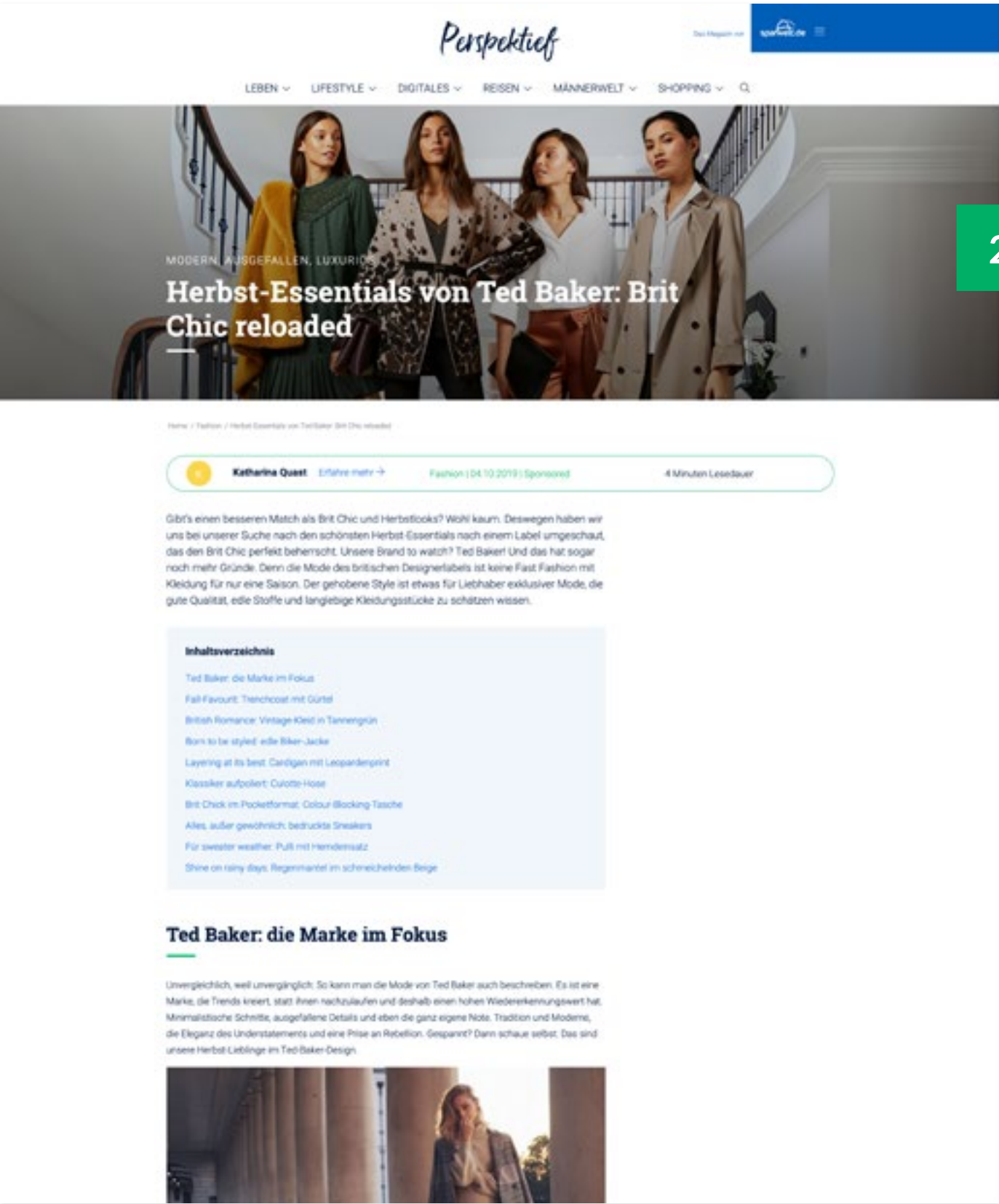


3 Example Advertorial Deal

Sparwelt.de | «Perspektief» Magazine



1 Teaser on magazine homepage

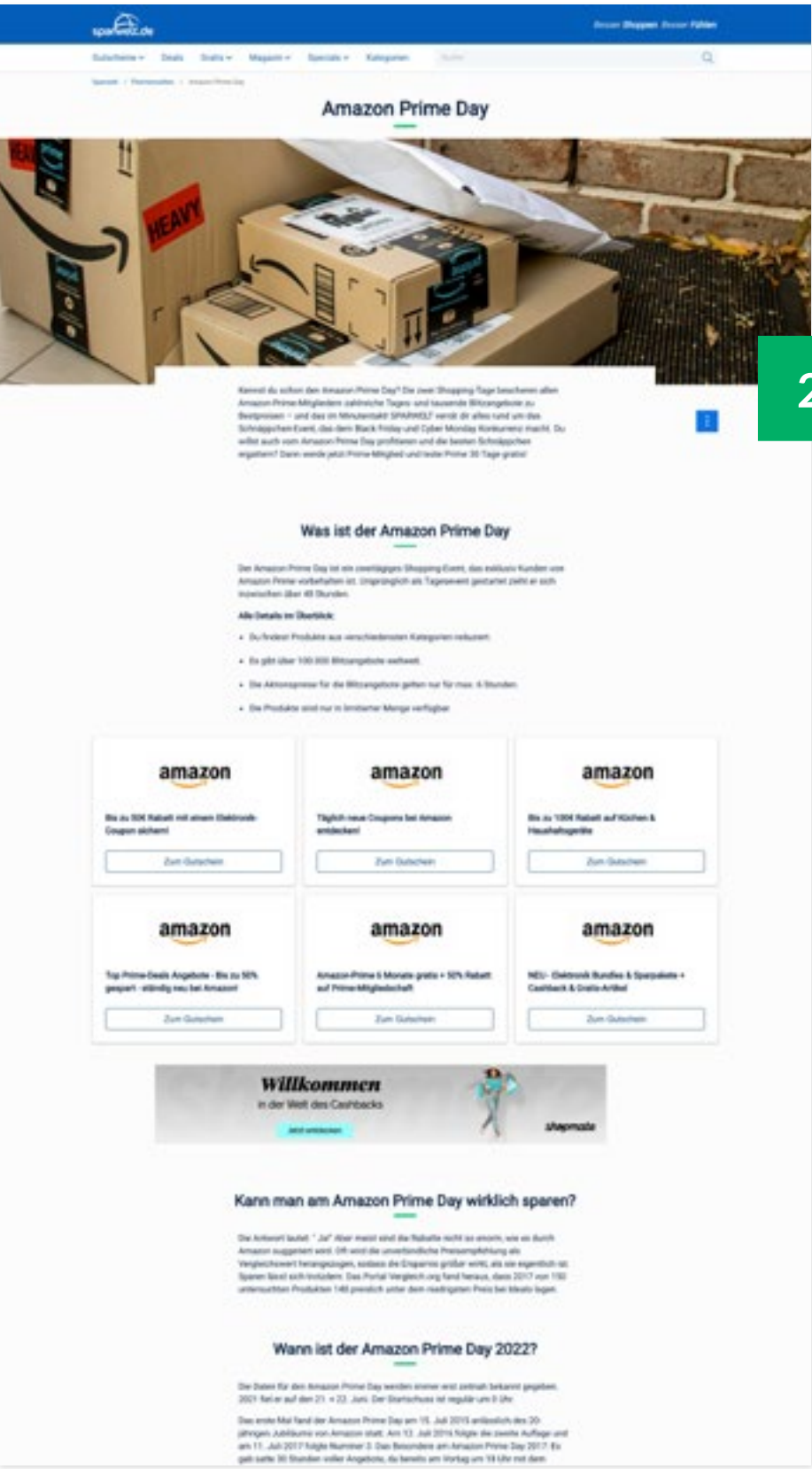


2 Advertorial Premium

Sparwelt.de | Personal Content Landingpage

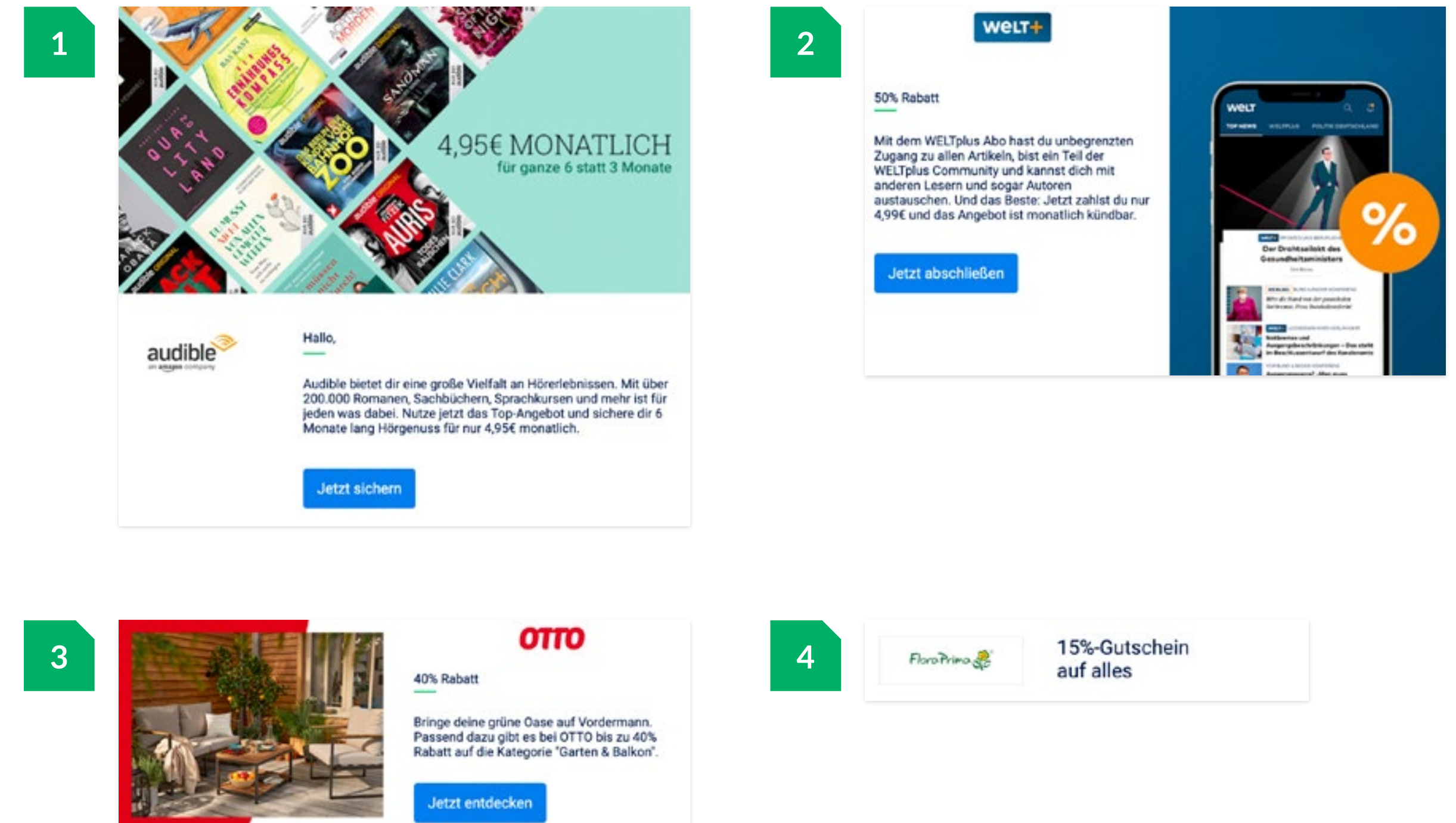
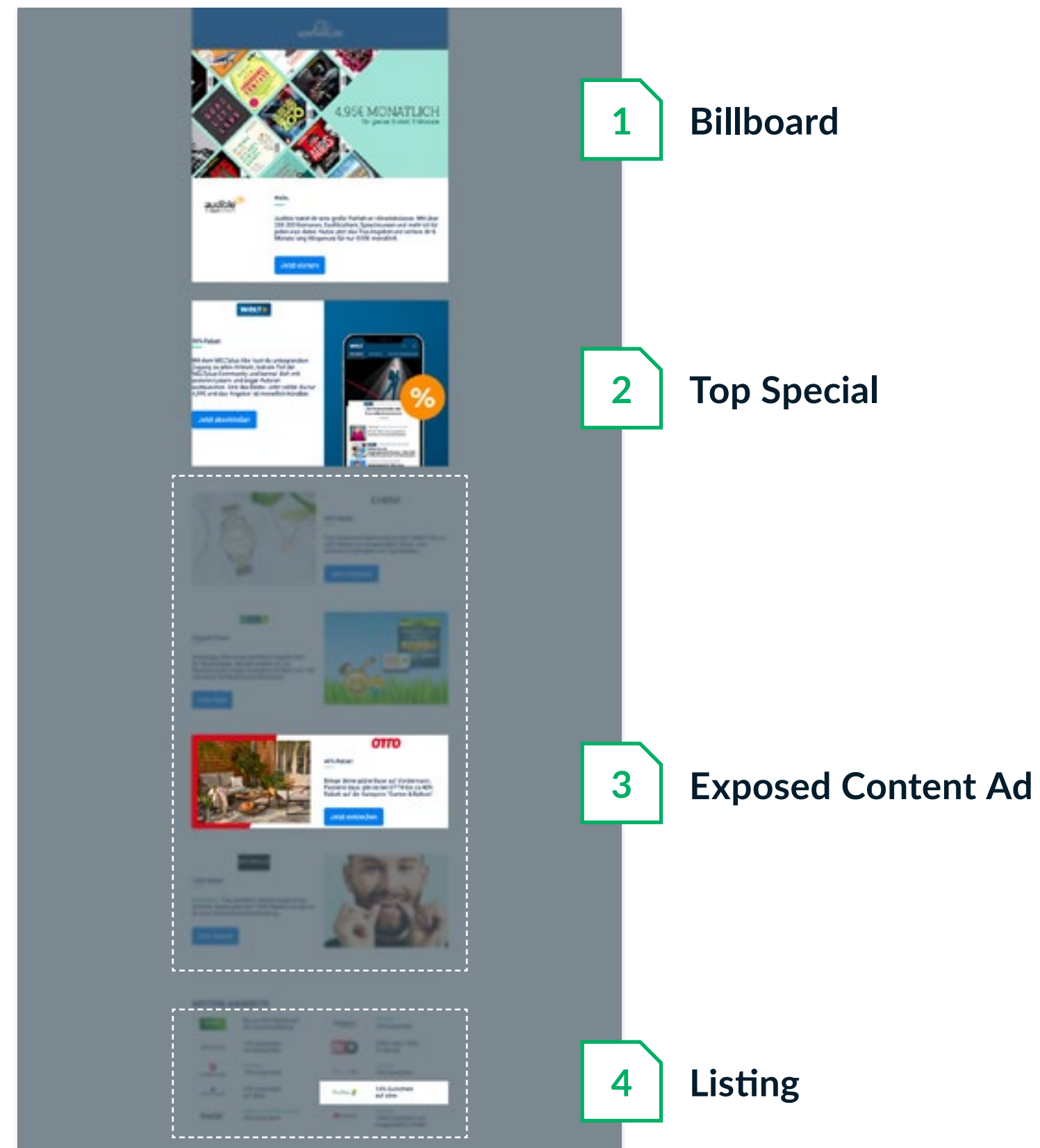


1 Landingpage Example



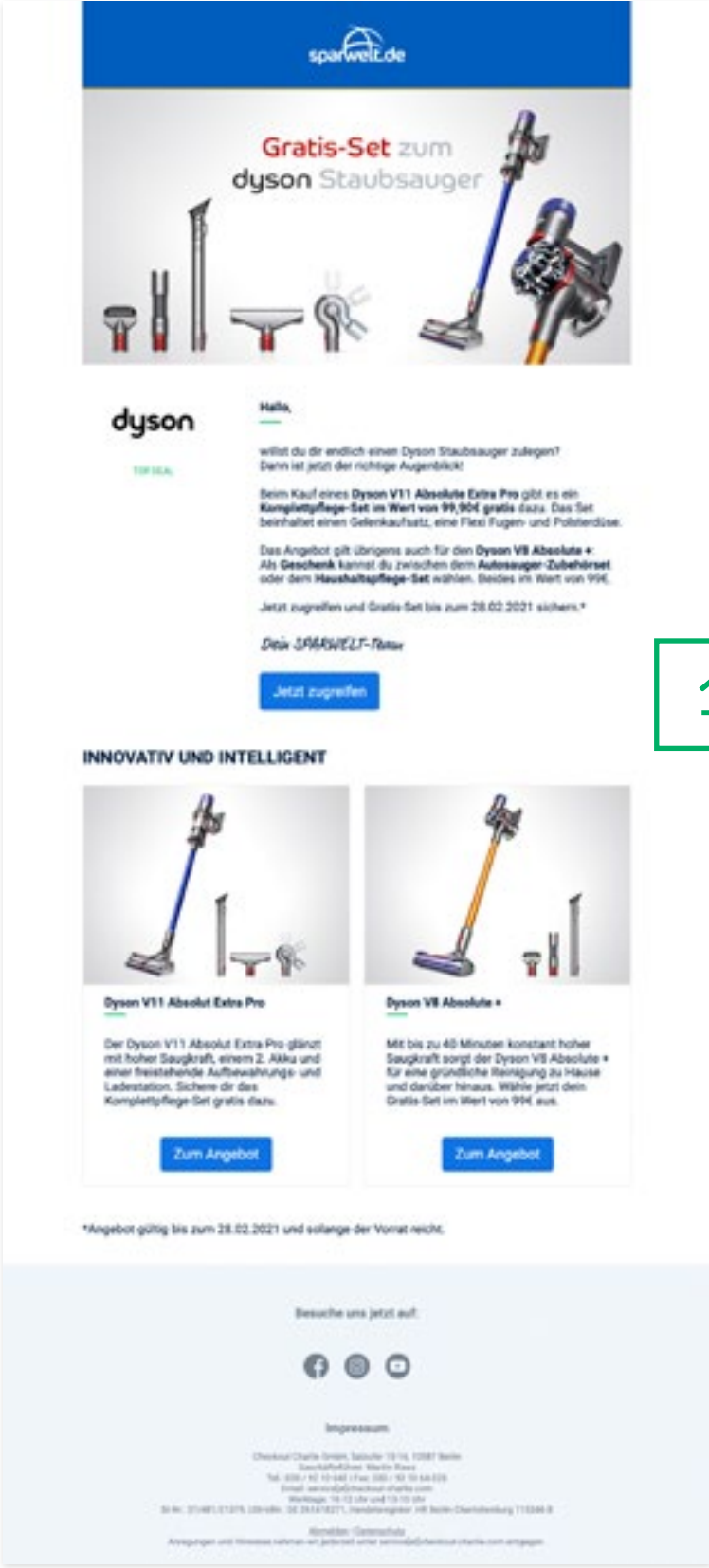
2 Landingpage Example

Sparwelt.de | Newsletter

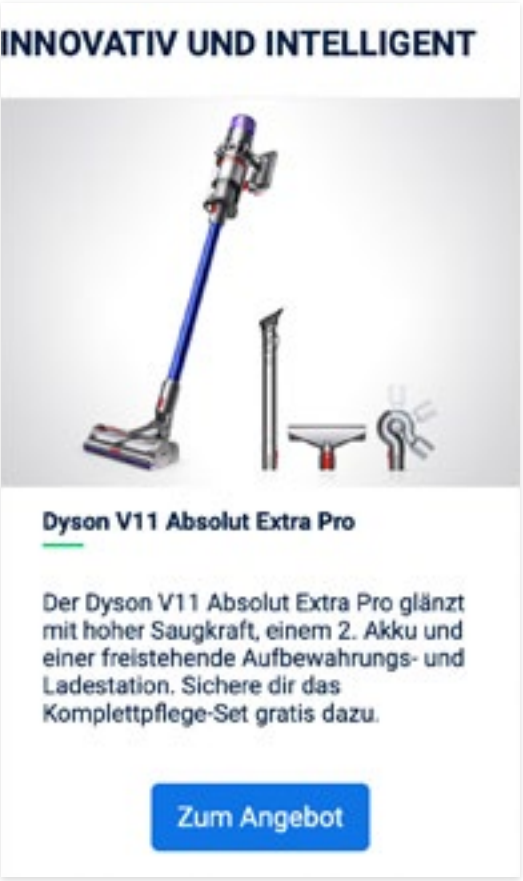
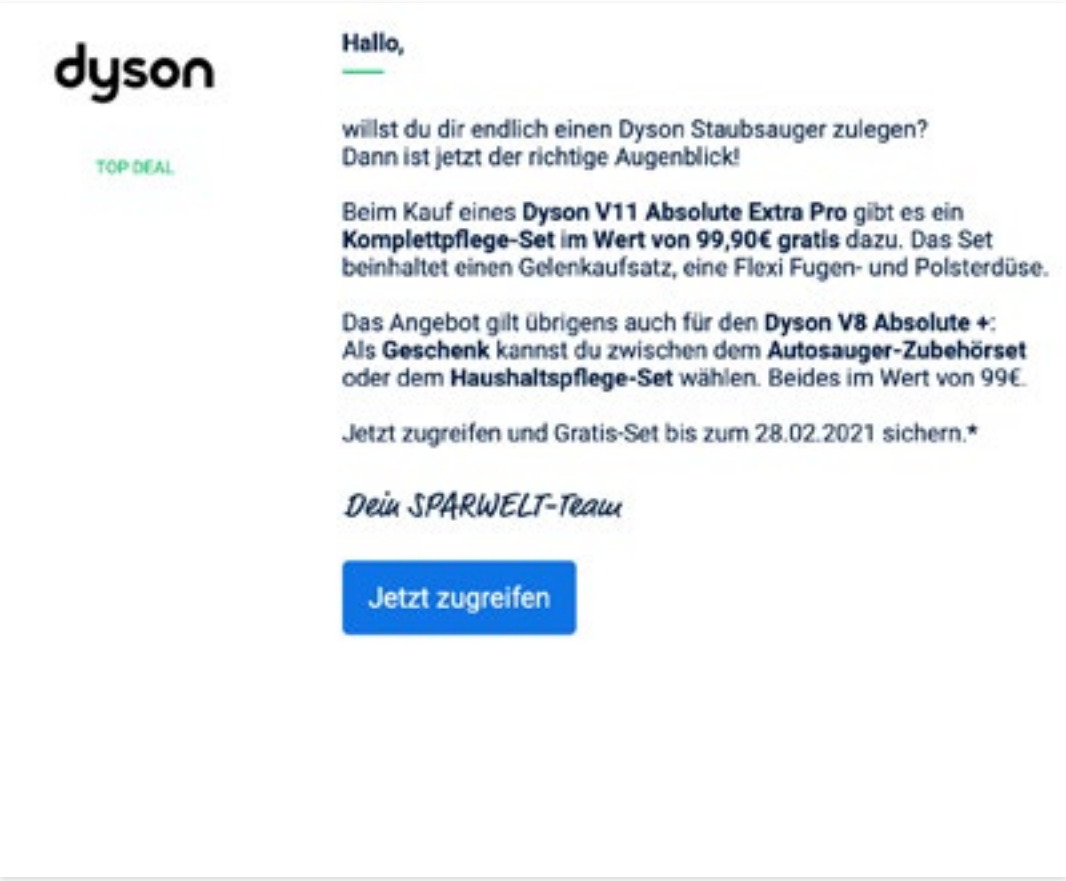


Every Tues. & Sun. / Recipients: min. 600,000

Sparwelt.de | Newsletter – Standalone



1 Standalone
Recipients: approx. 250,000



Gutscheine.de | Homepage



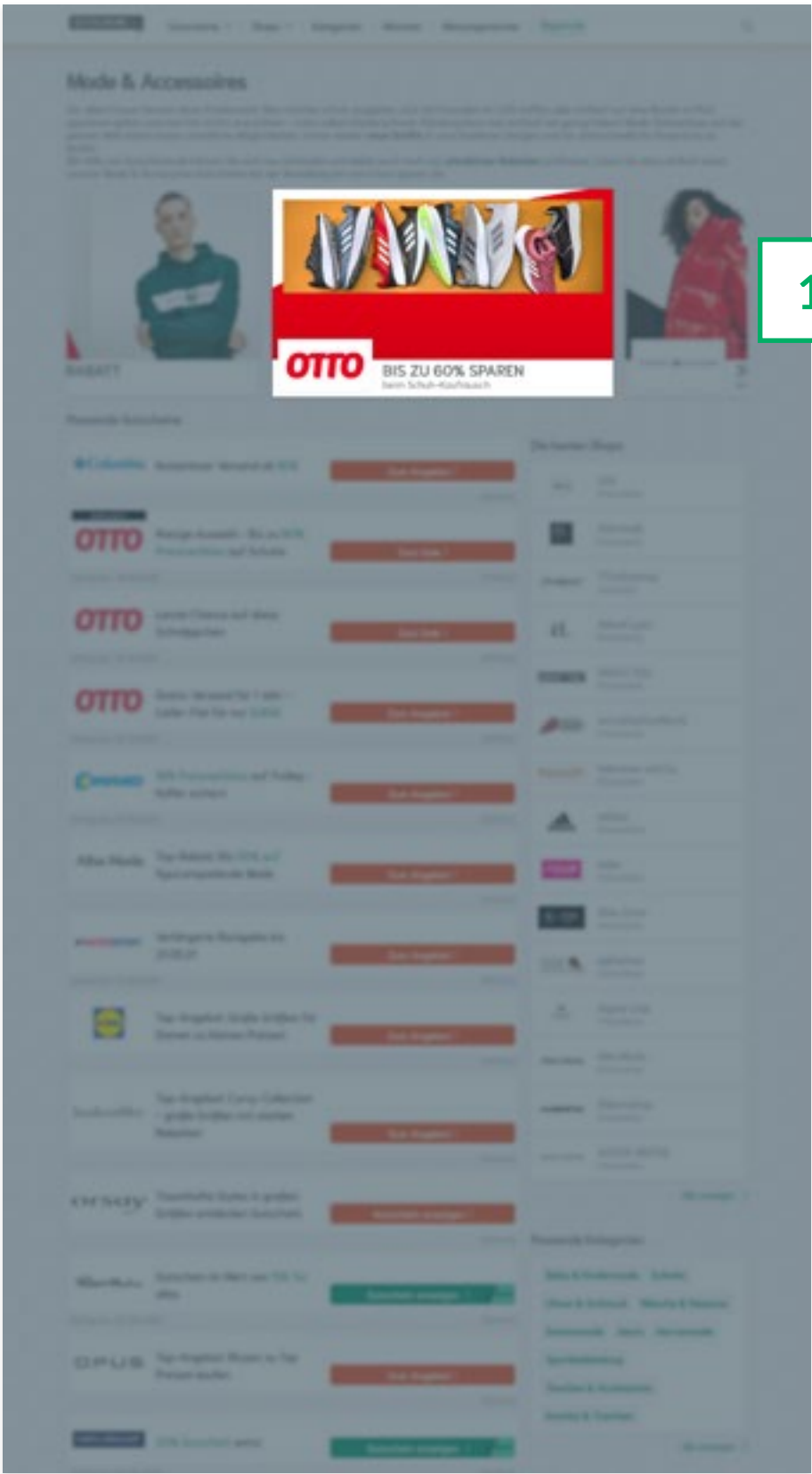
1 Slider
(scrolling)

2 Teaser Top-Listing

3 Listing



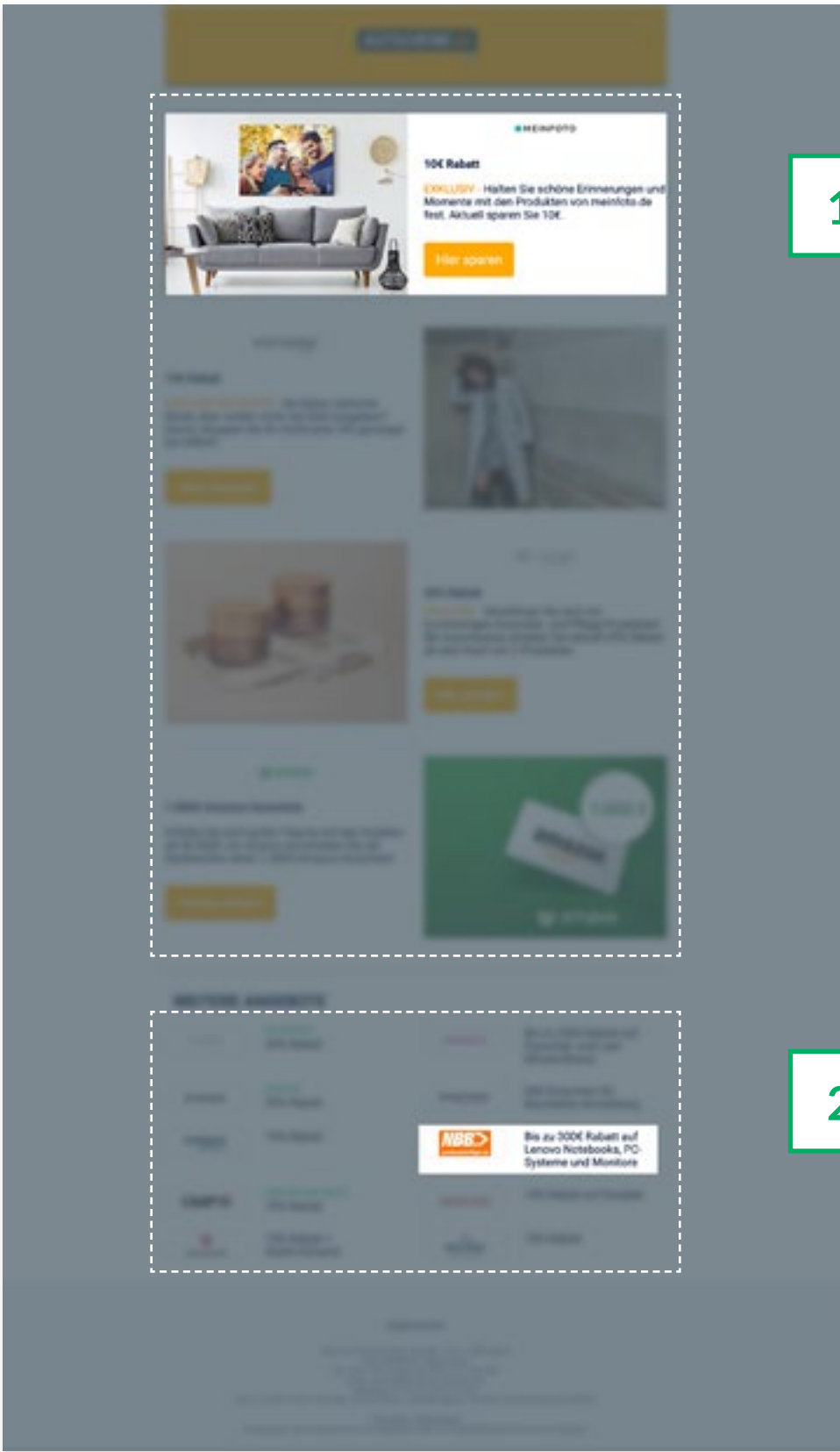
Gutscheine.de | Category page



1 Slider (scrolling)



Gutscheine.de | Newsletter



1 Exposed Content Ad

2 Listing



Every Sunday / Recipients: approx. 100,000

Gutscheine.de | Newsletter – Standalone

Das neue
SAMSUNG GALAXY S21

SATURN

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: 29,90€

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 Charlie GmbH, Saturn 19-16, 10887 10115 Berlin
Geschäftsführer: Martin Rode
Tel. 030 / 10 10 640 / Fax: 030 / 10 10 64 023
Email: service@checkoutcharlie.de
Wohltage: 10-12 Uhr und 19-19 Uhr
St.Nr.: 0148121076, USt-IdNr.: DE 261420771, Handelsregister: HR Berlin Charlottenburg 115346 B

Kontakt | Datenschutz

Angebote und Hinweise können bei jeder Zeit unter service@checkoutcharlie.de eingesehen werden.

1 Standalone
Recipients: approx. 100,000

Das neue
SAMSUNG GALAXY S21

SATURN

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

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: 29,90€

Jetzt sichern

Samsung Trio

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

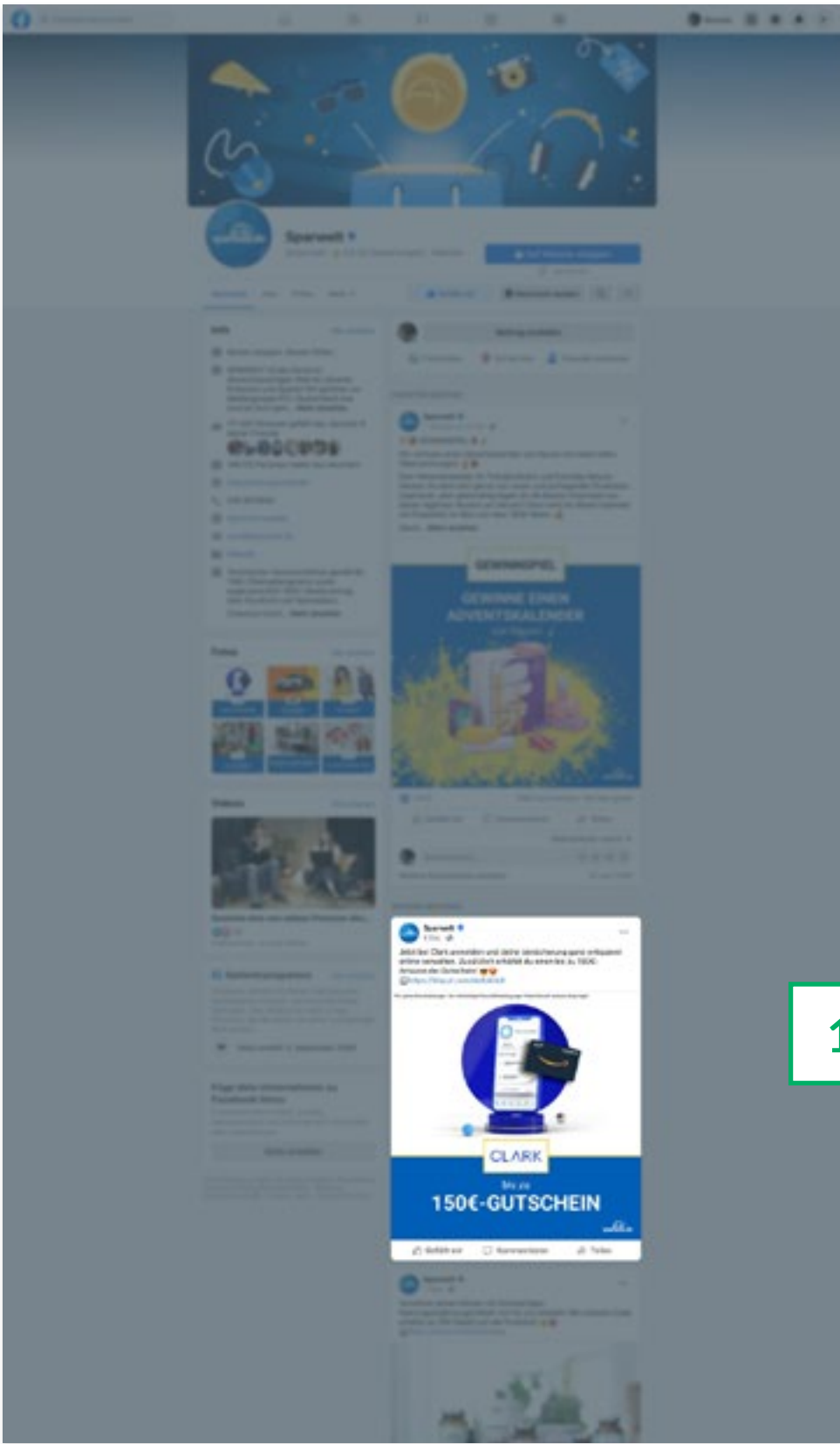
UVP: 99,90€

Jetzt sichern

Page 34 // Last update: 2022-02

Checkout Charlie

Social Media | Facebook Post & Facebook Ad

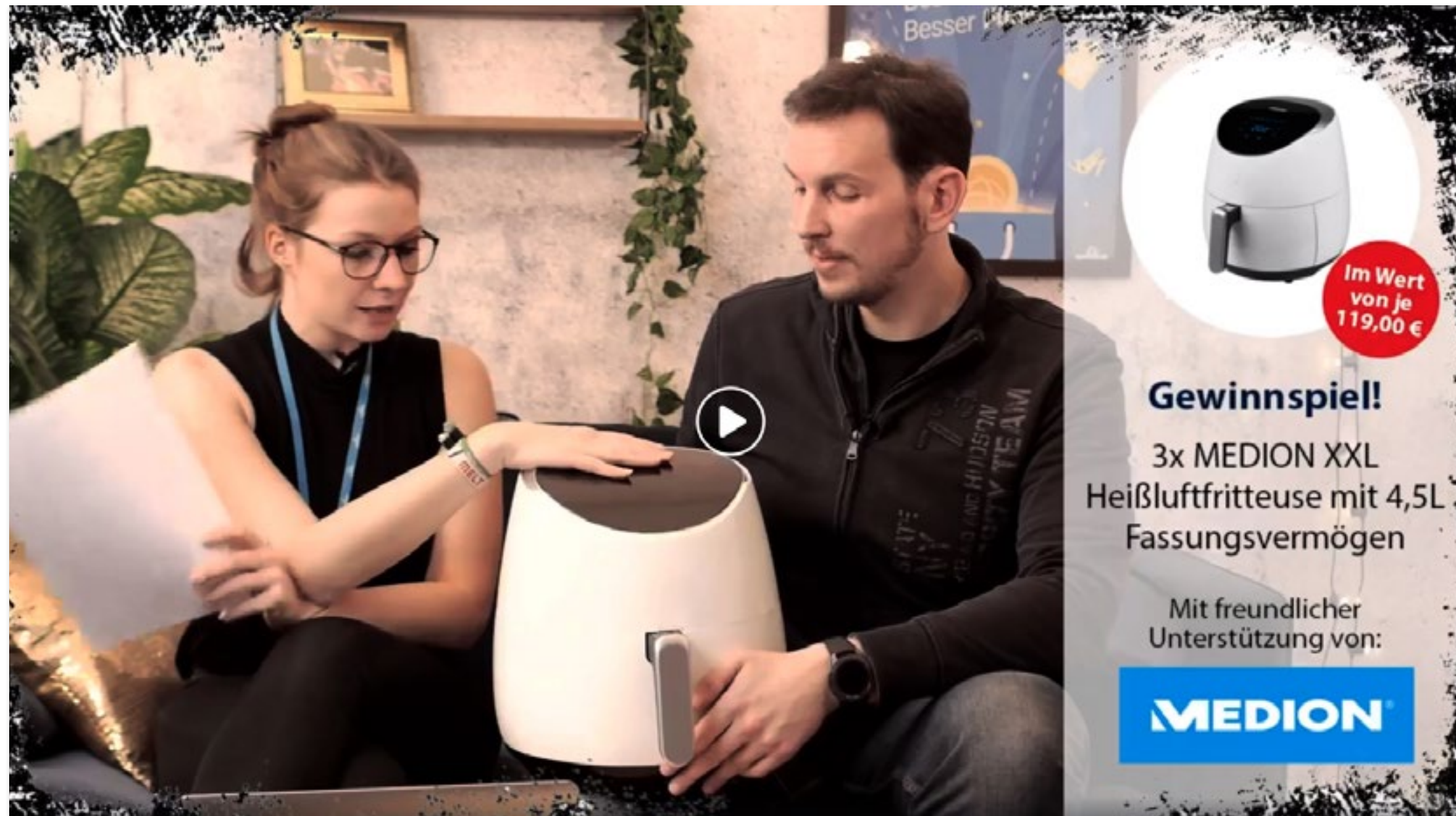


1 Post
Maximum organic reach of approx. 170,000 recipients



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!

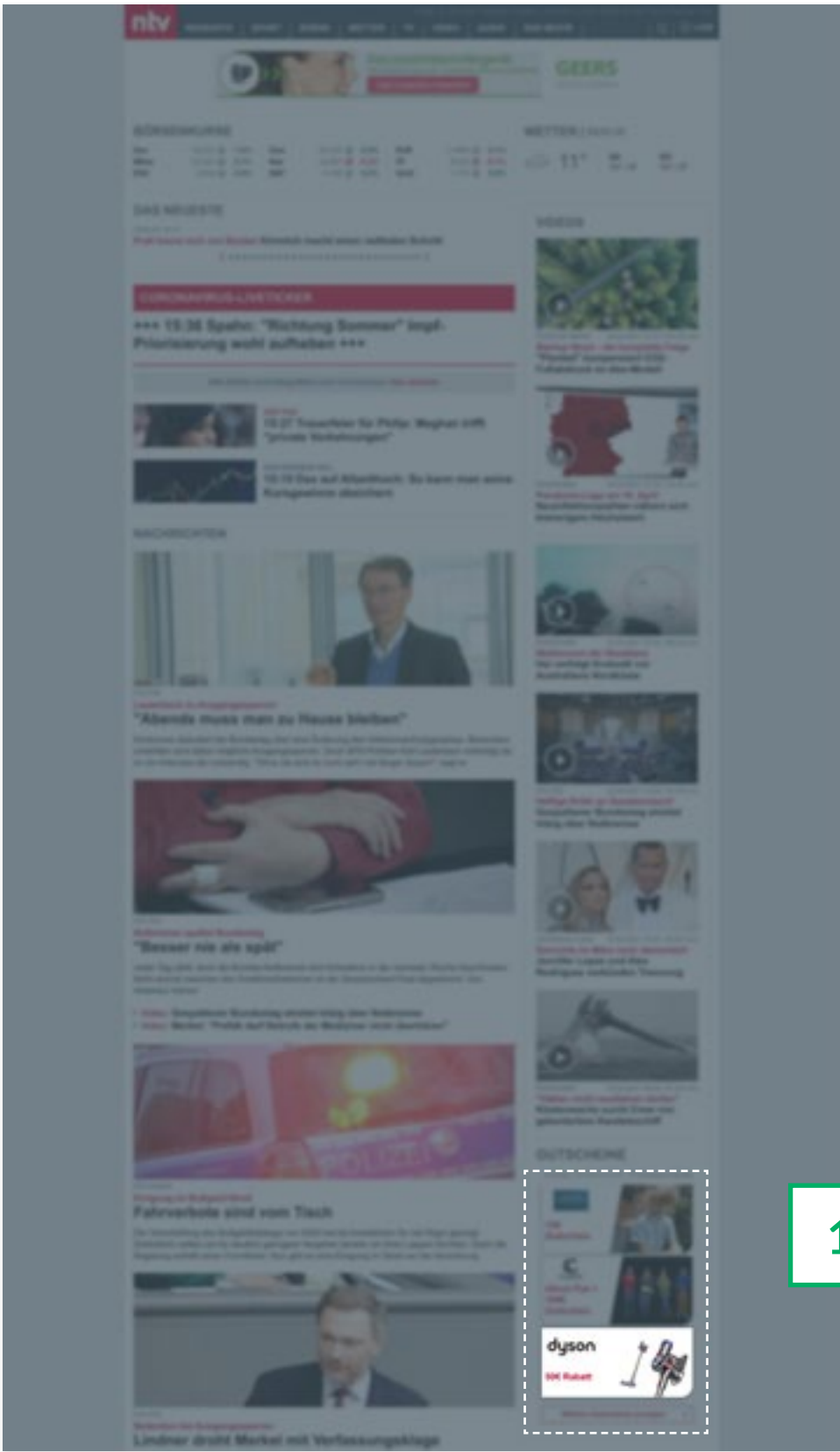
Facebook Live will ensure that your brand stays in tune with the latest developments and close to young, modern consumers. The 30-minute broadcast is hosted by our charming Checkout Charlie colleagues. Products are presented and subsequently given away. A campaign can also be placed upon consultation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



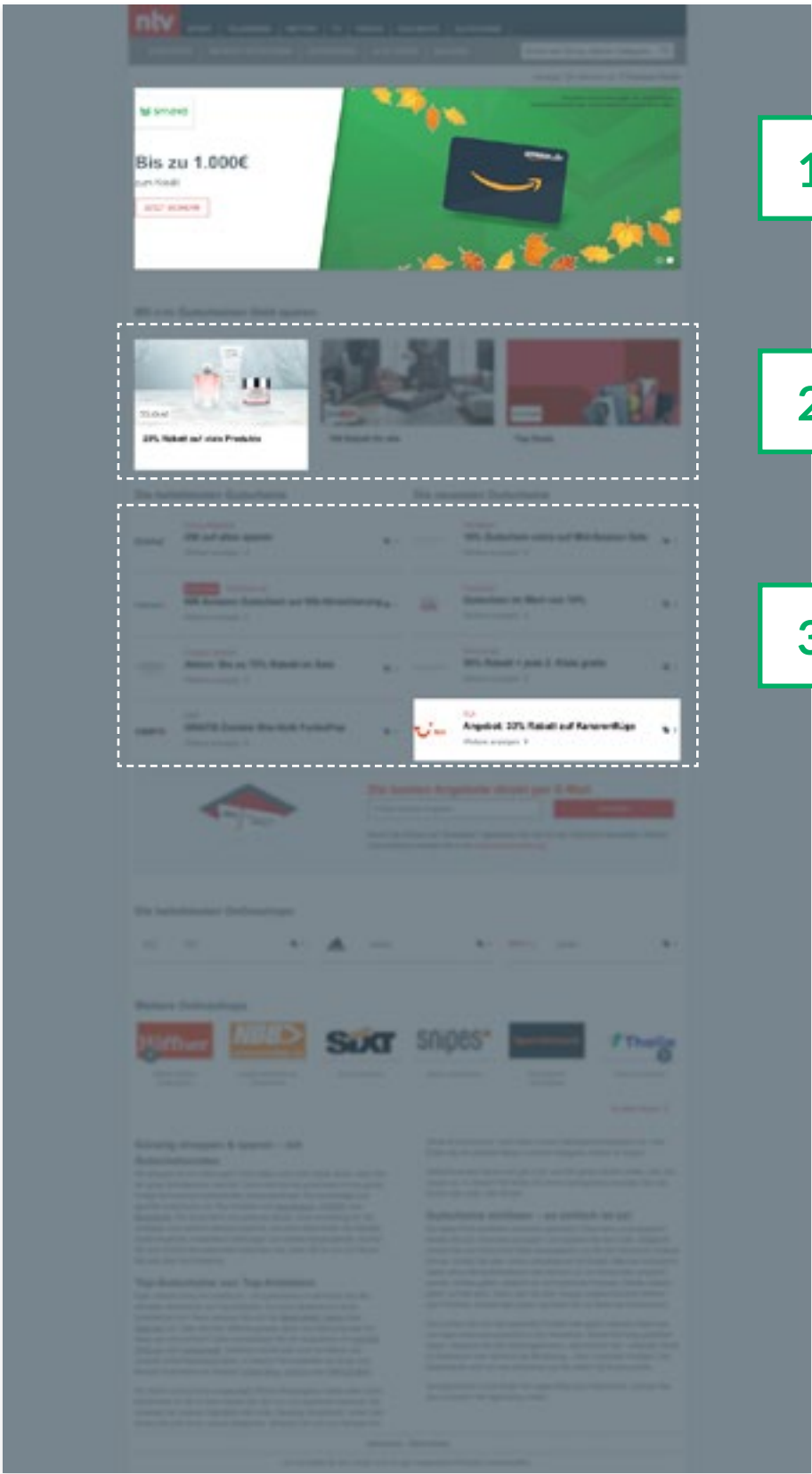
1 Sidebar Widget
run over site
3.4 Mio. Pl



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



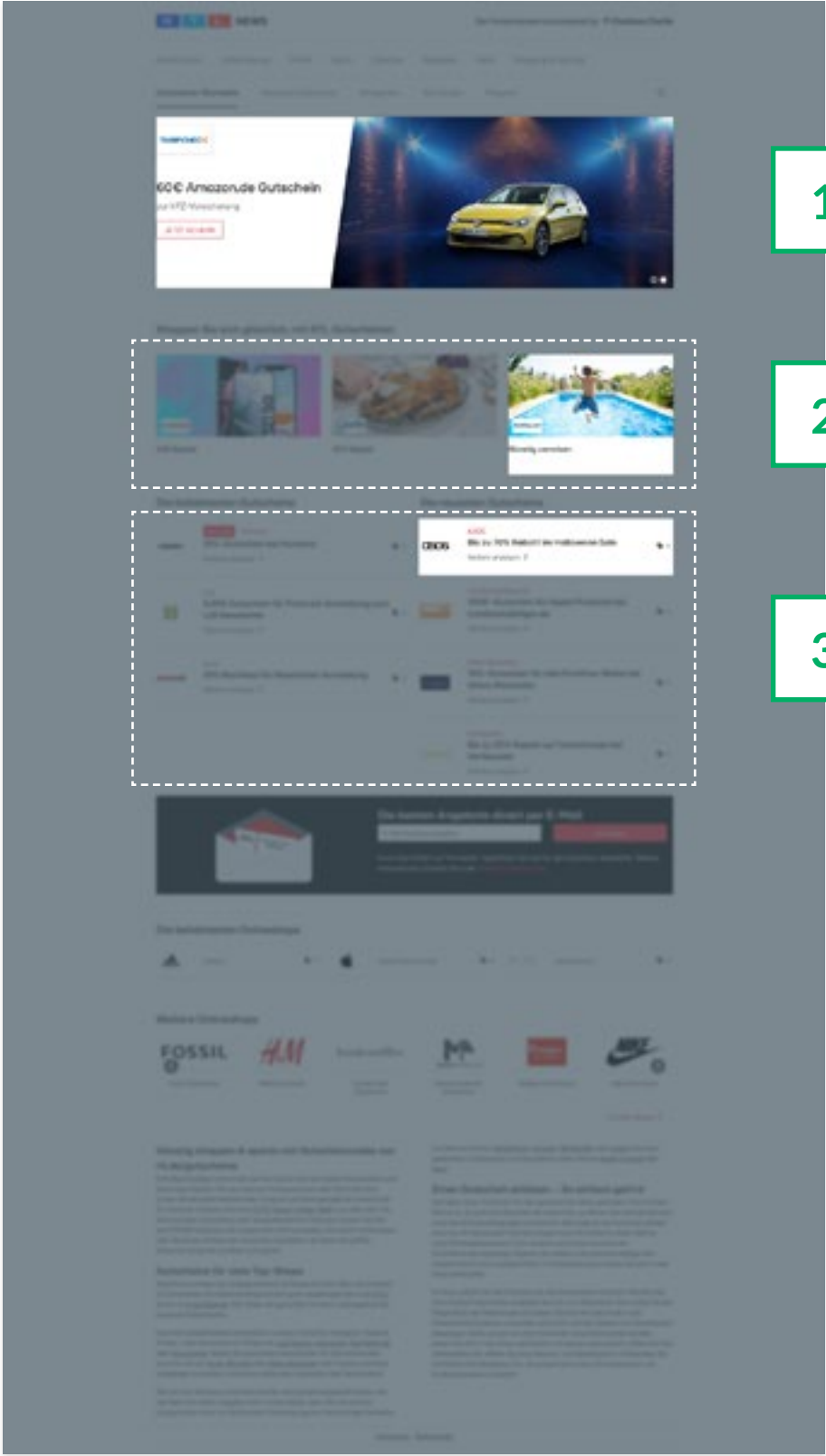


Homepage of ntv Spar-Magazine with advertorial teaser



Advertorial Premium

RTL.de | Voucher page



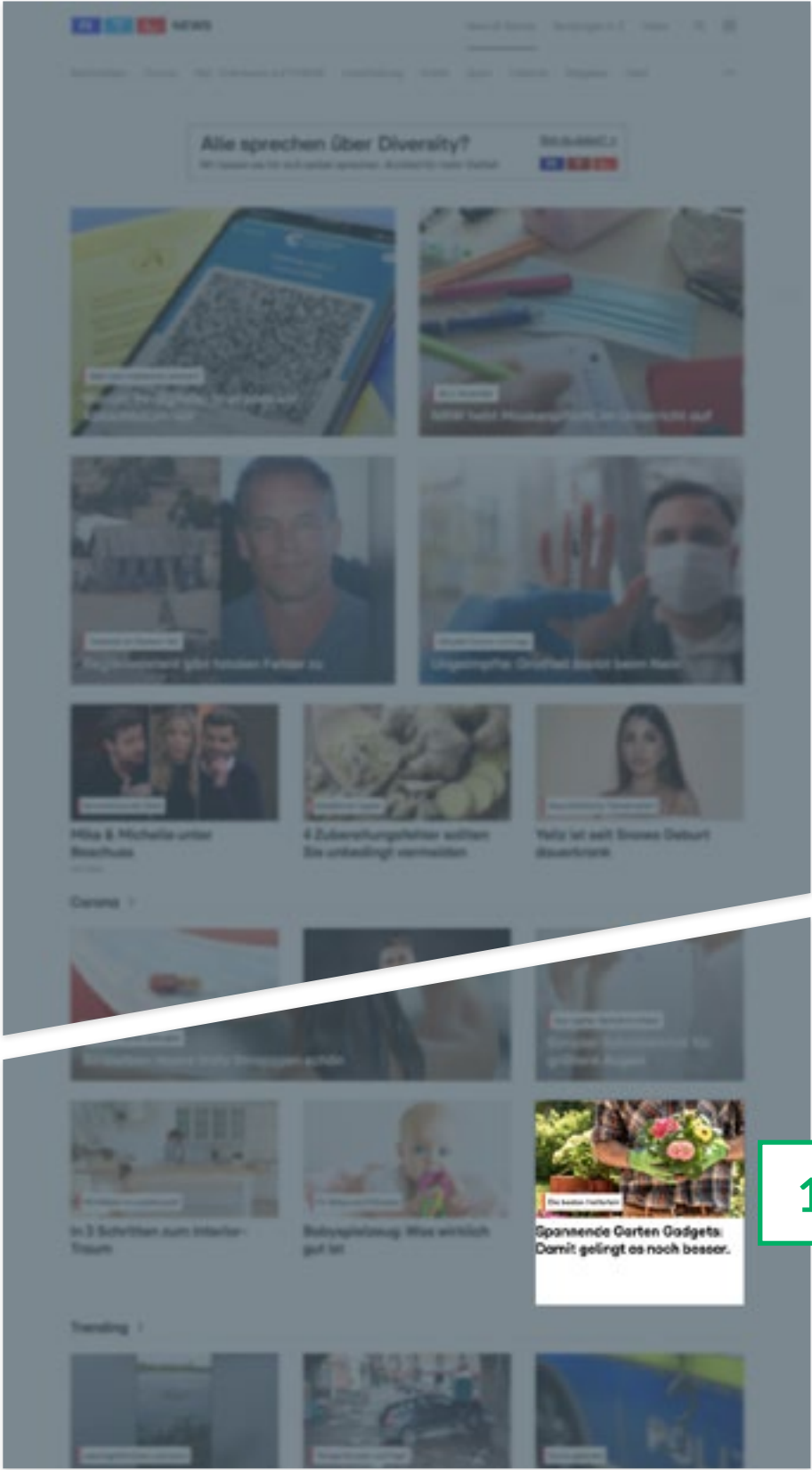
1 Slider (scrolling)

2 Teaser

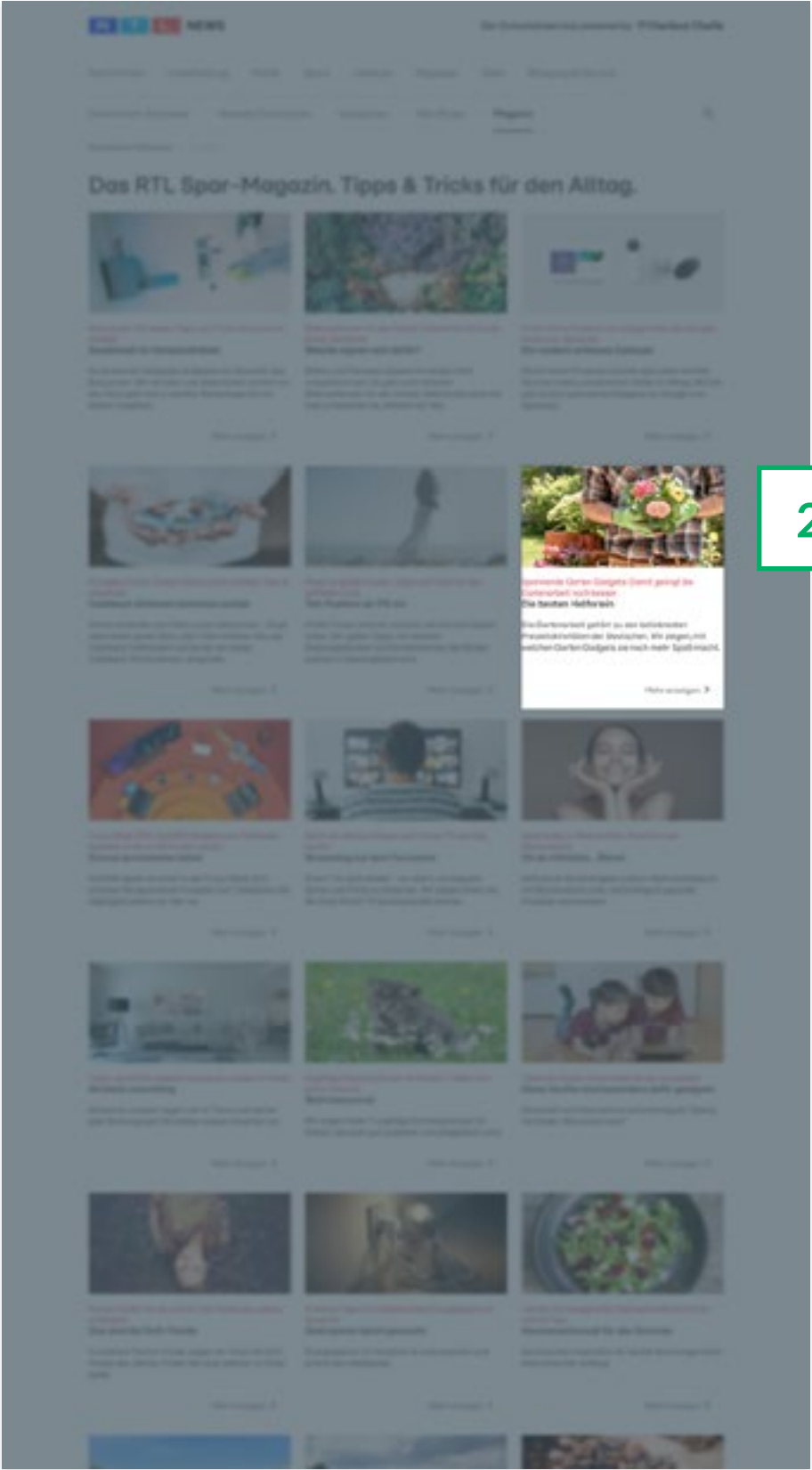
3 Listing



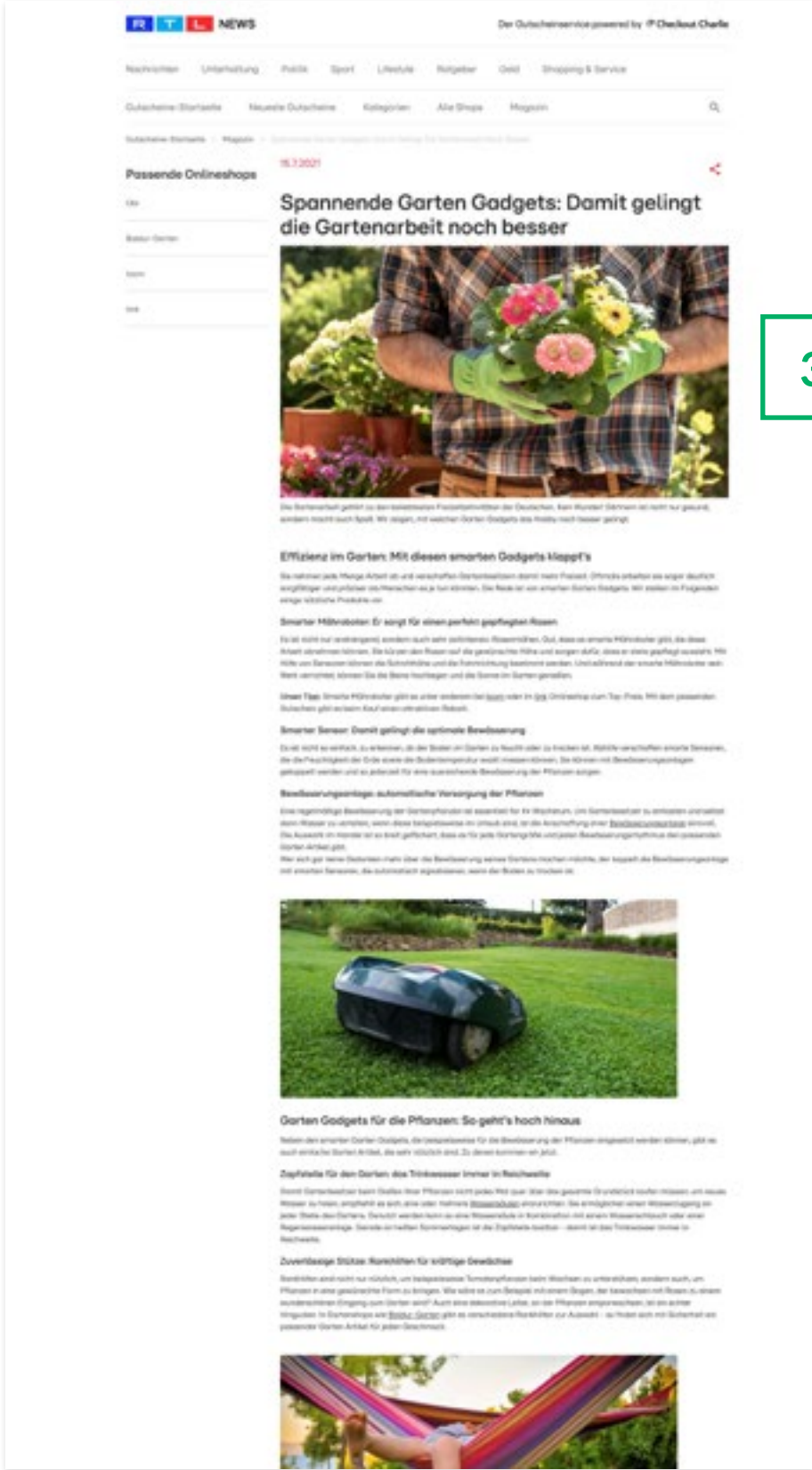
RTL.de | Spar-Magazine



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

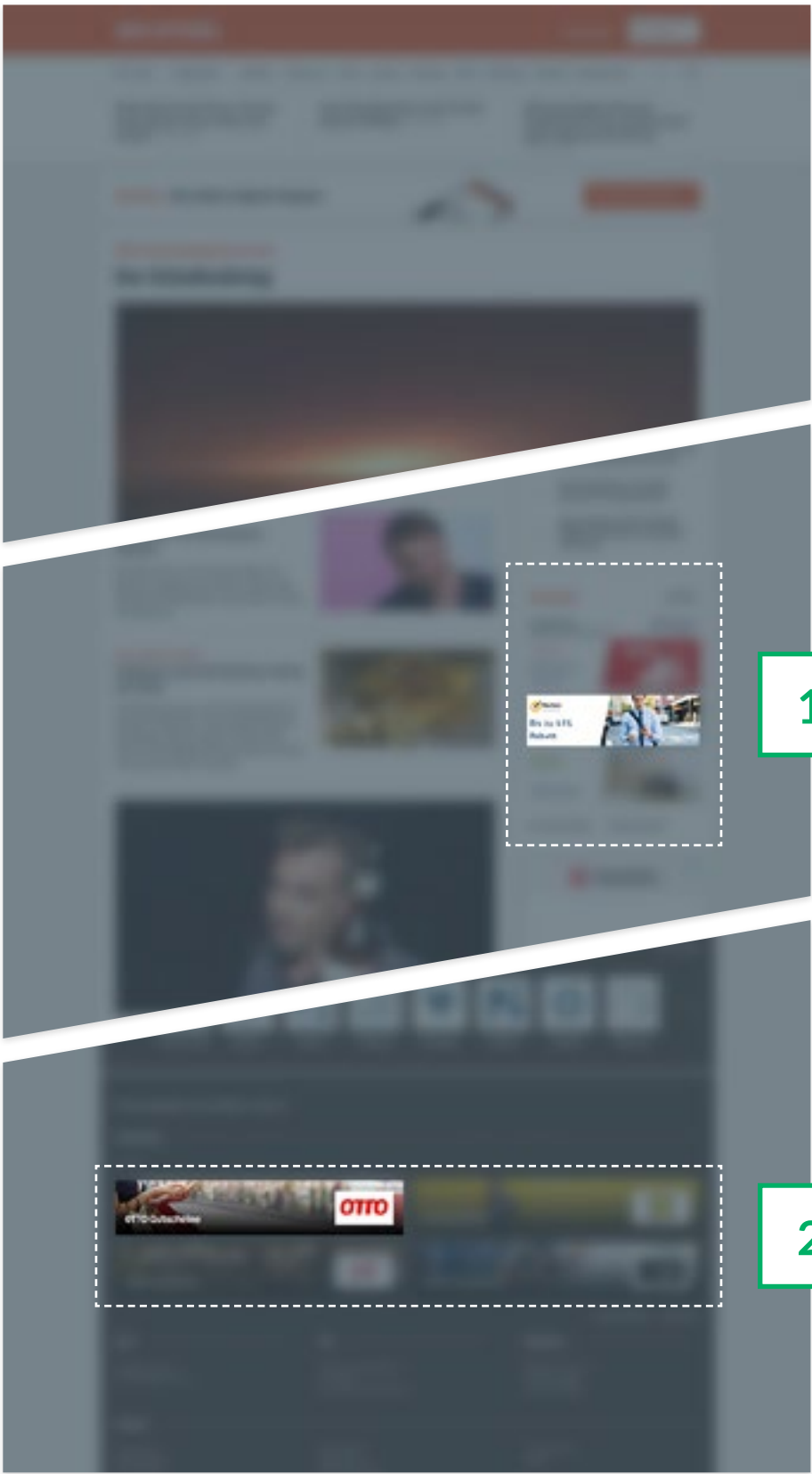


Teaser



Advertorial
Premium

Spiegel.de | Homepage



1 Marketplace widget or Deal of the Day

2 Floor-Ad

1

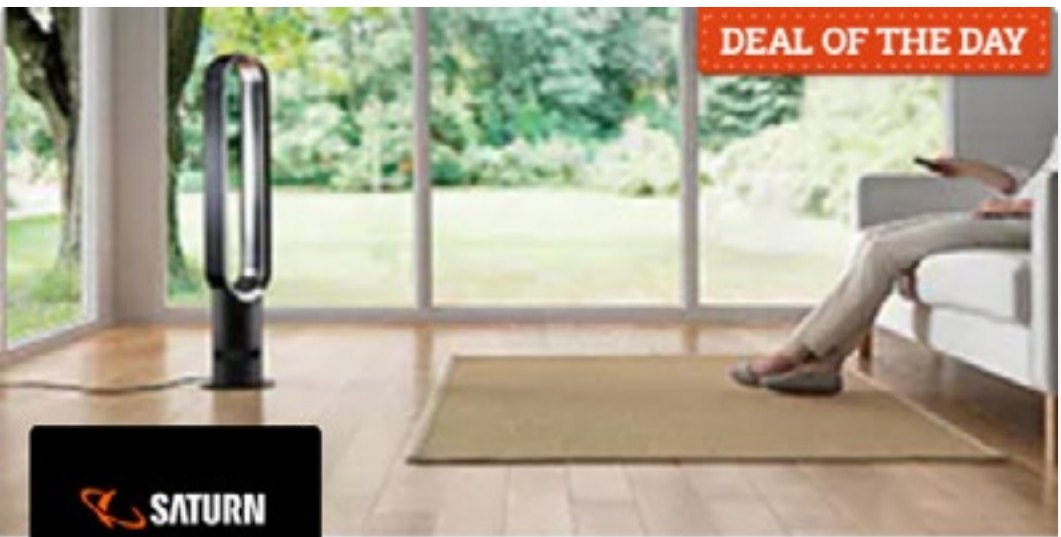


Bis zu 61%
Rabatt



Marktplatz Widget
5.4 Mio PI

1



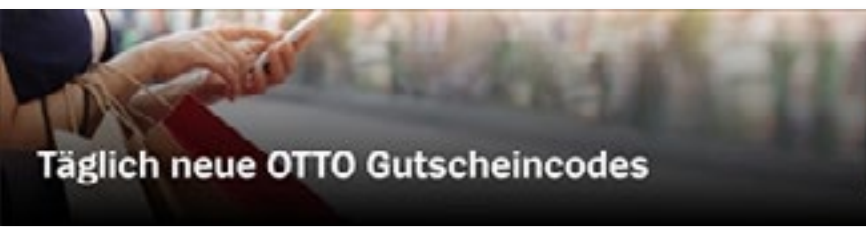
DEAL OF THE DAY

 **Über 100€ Rabatt**

Deal anzeigen

Deal of the Day
Tuesday

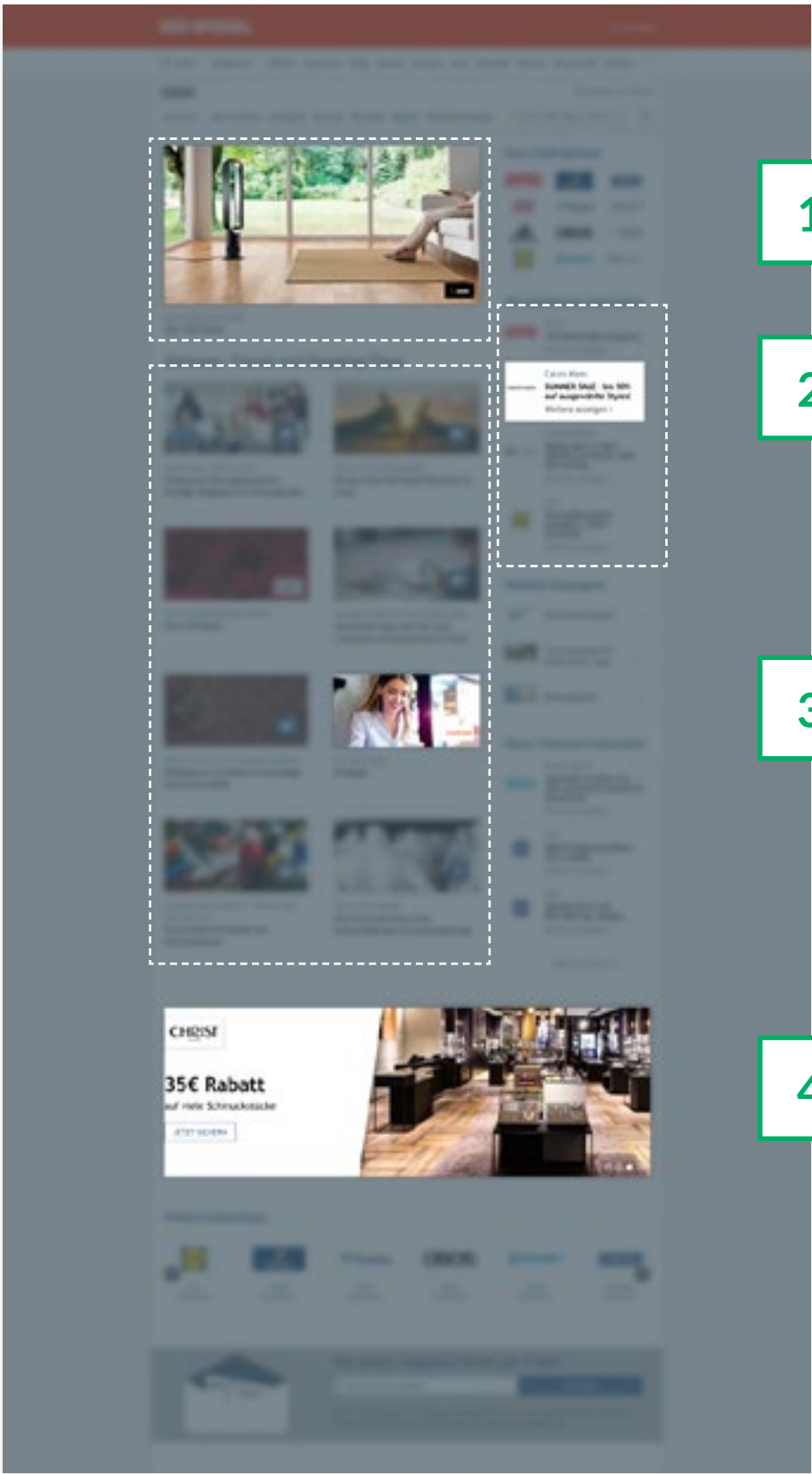
2



Täglich neue OTTO Gutscheincodes



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

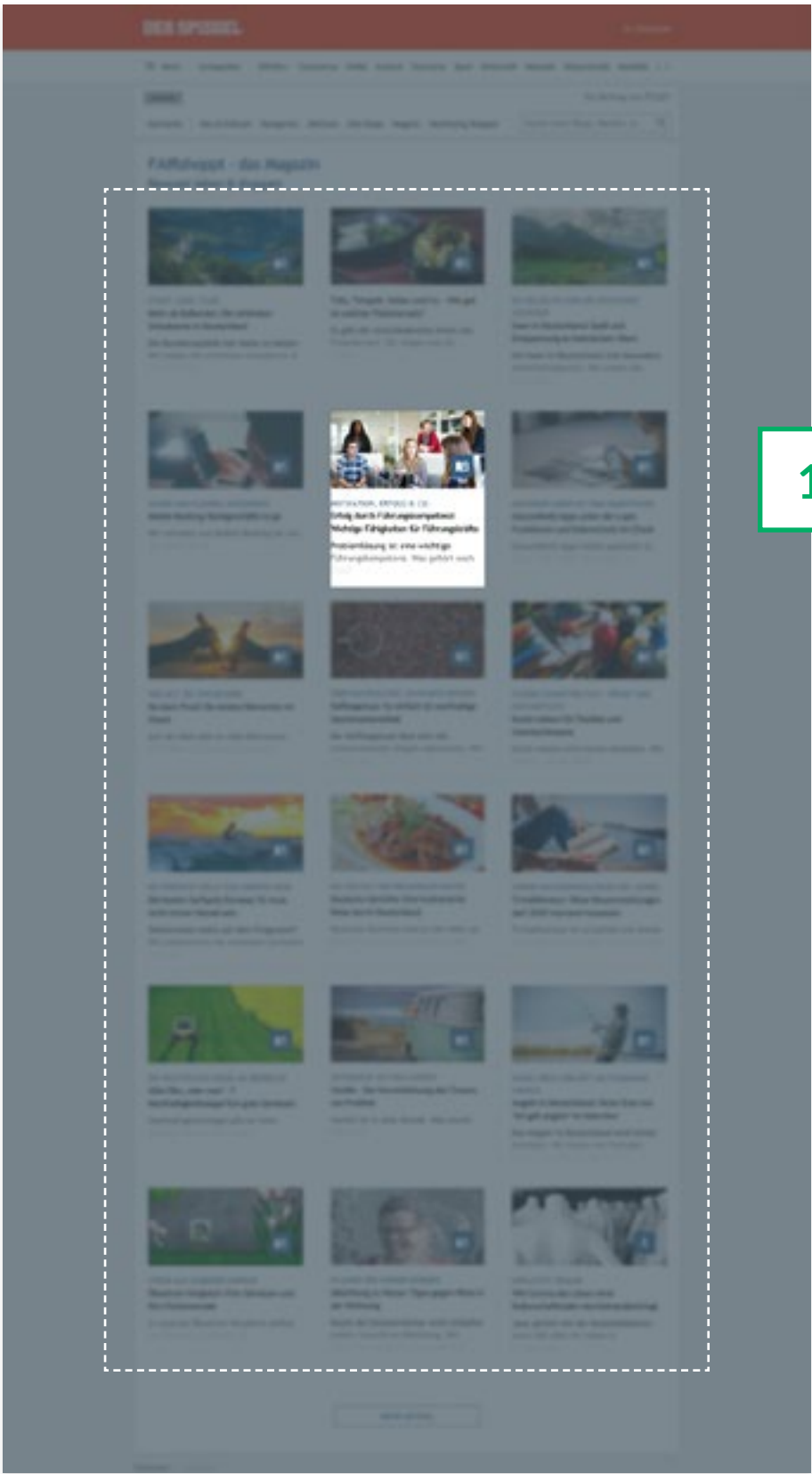
35€ Rabatt

auf viele Schmuckstücke

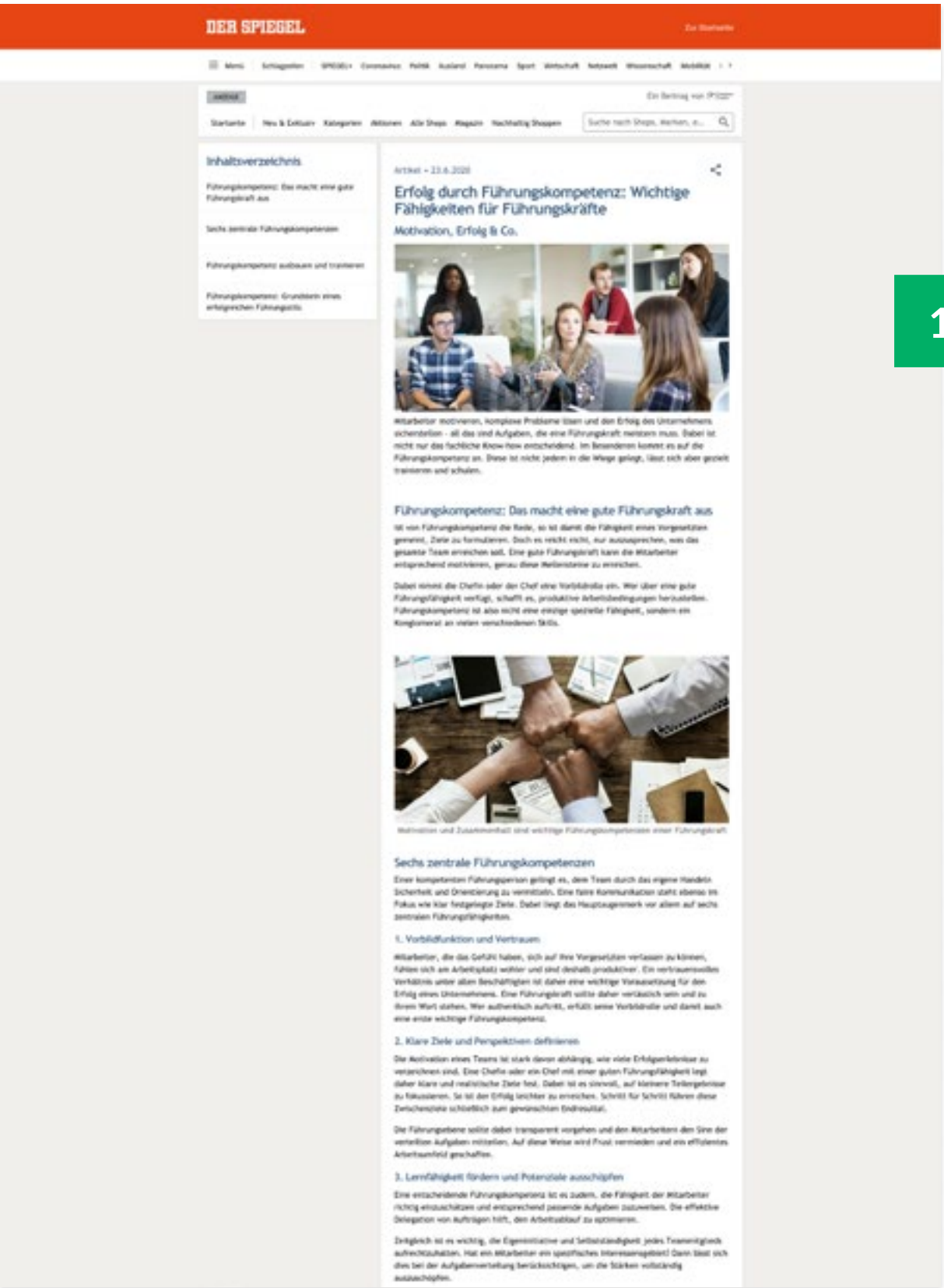
JETZT SICHERN



Spiegel.de | Magazine «FAIRshoppt»

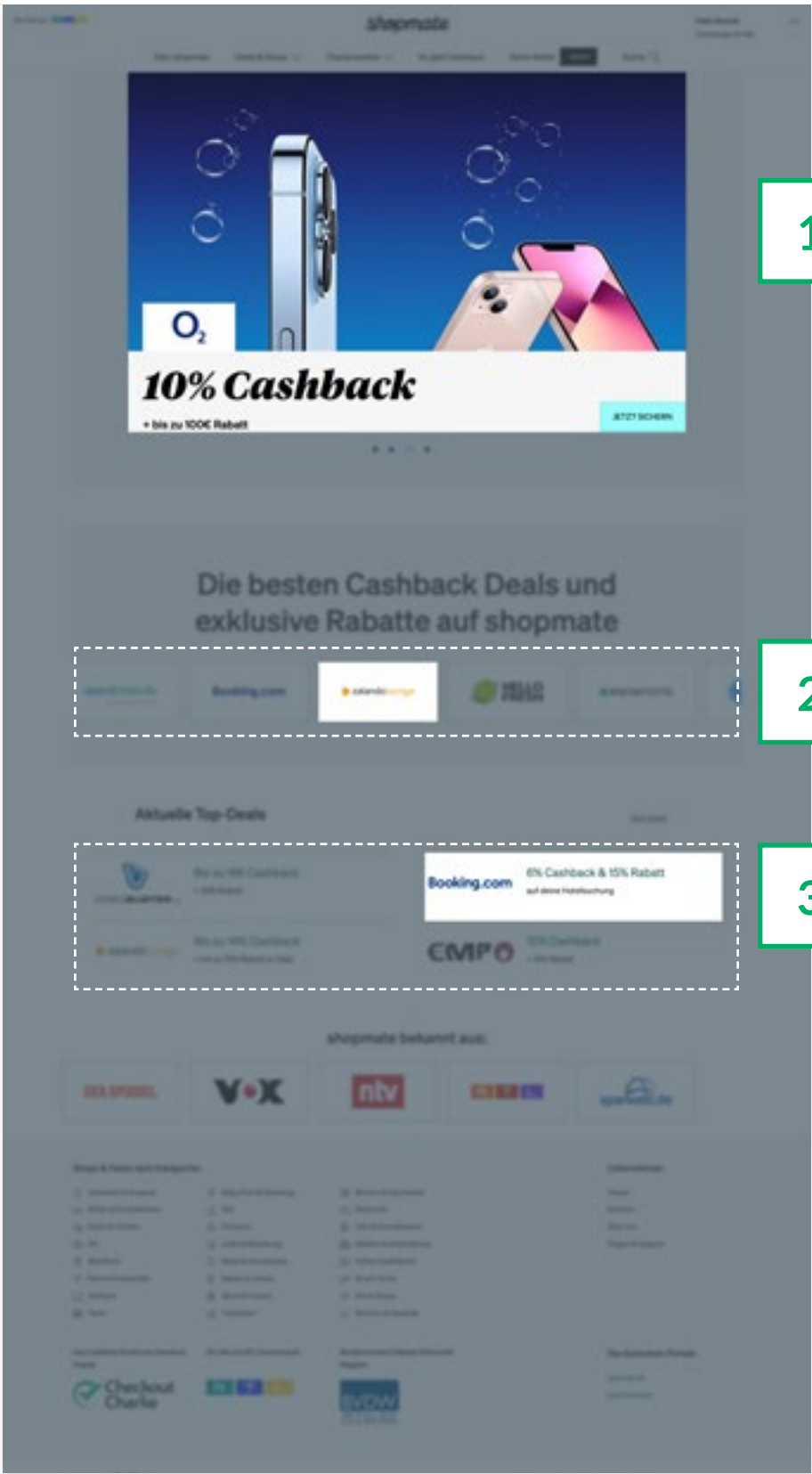


1 Homepage [spiegel.de](https://www.spiegel.de) magazine FAIRshoppt with article teaser



1 Advertorial Premium

shopmate.de | Homepage



1 Slider
(scrolling)

2 Branding

3 Listing

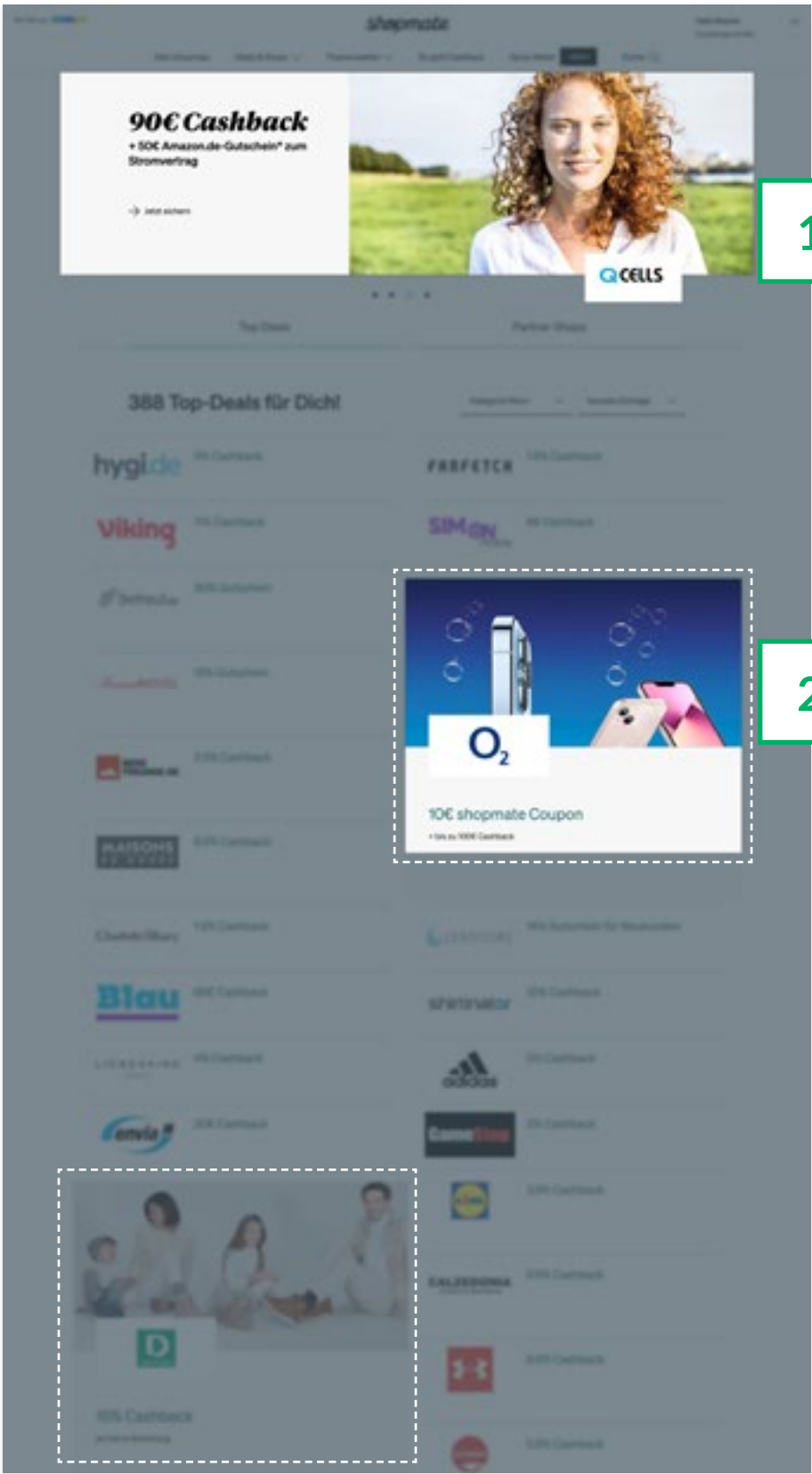


2



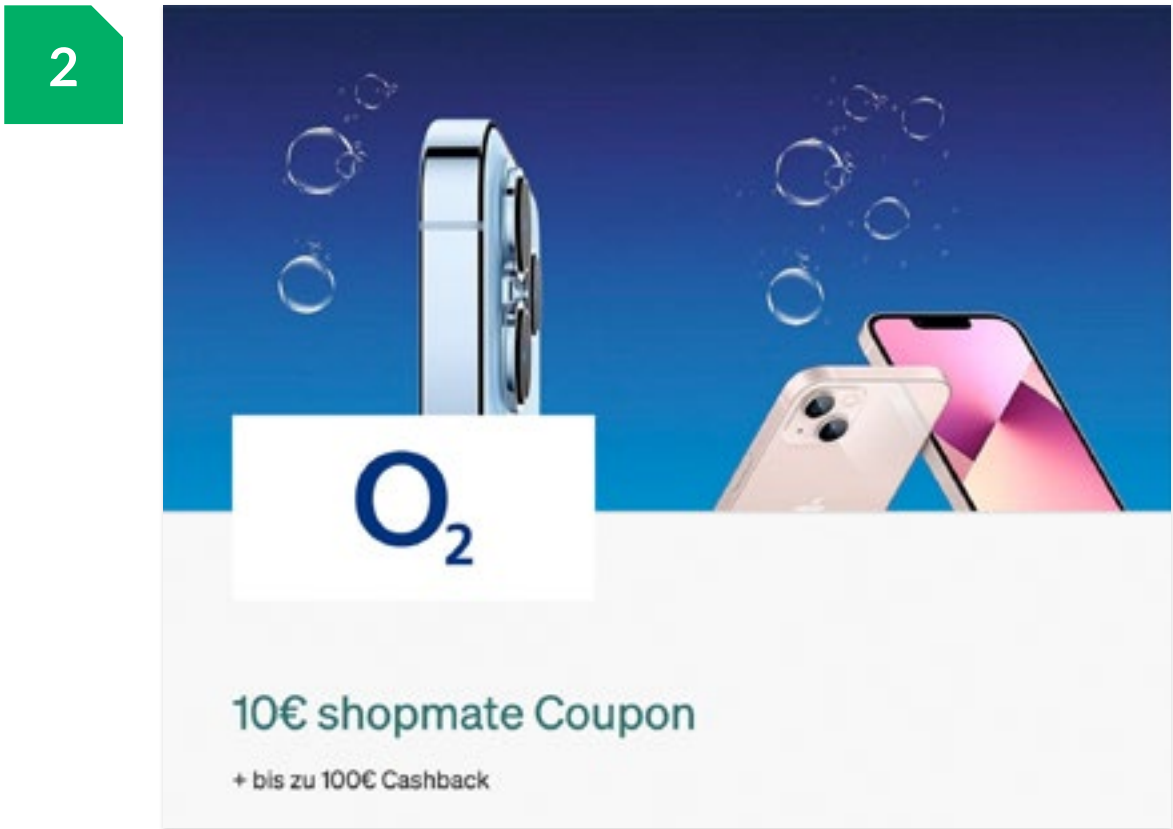
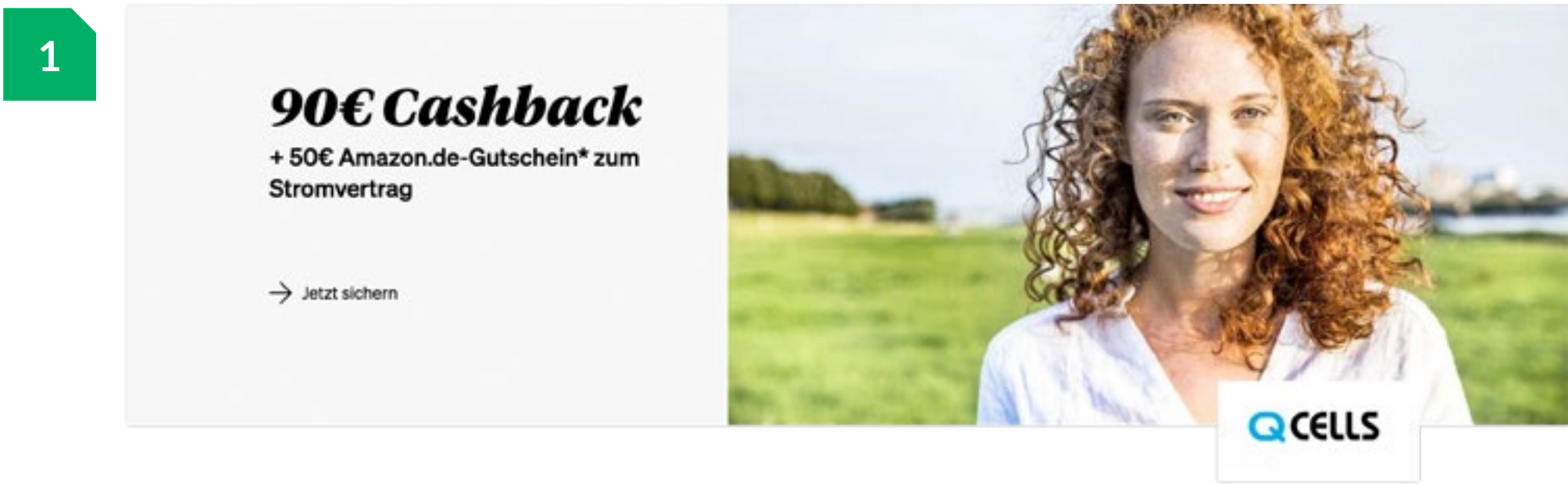
3

shopmate.de | Advertiser Deal Overview

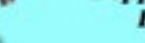


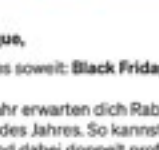
1 Slider (scrolling)

2 Teaser



shopmate | Newsletter





Doppelt sparen zur Black Week

Hallo Monique,
morgen ist es soweit: **Black Friday!**

Wie jedes Jahr erwarten dich Rabatte, Aktionen und Deals sowie die besten Gutscheine des Jahres. So kannst du dich jetzt um deine Weihnachtsgeschenke kümmern und dabei doppelt profitieren.

Nutze während der gesamten Black Week **Cashback auf deine Deals** und erhalte **Geld zurück bei jeder Bestellung.**

Cashback aktivieren und los shoppen!

[Deals entdecken](#)

Unsere Highlights zur Black Week



CYBERPORT

Cyberport - 3,5% Cashback & 10€ shopmate Coupon

[Jetzt sparen](#)



CHRIST

Christ - 20% Cashback

[Jetzt sparen](#)



MAISONS DU MONDE

Maisons du Monde - 12% Cashback & 25€ shopmate Coupon

[Jetzt sparen](#)



BLUME 2000

Blume2000 - 16% Cashback

[Jetzt sparen](#)

1 Placement

A collection of gold jewelry is displayed on a white background. At the top right is a gold-colored metal bracelet. Below it is a gold-colored necklace with a pendant that appears to be a small, ornate figure. To the left of the necklace is a gold-colored chain. At the bottom is a gold-colored chain with a small, ornate pendant. The jewelry is arranged in a slightly overlapping manner.



48 | 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

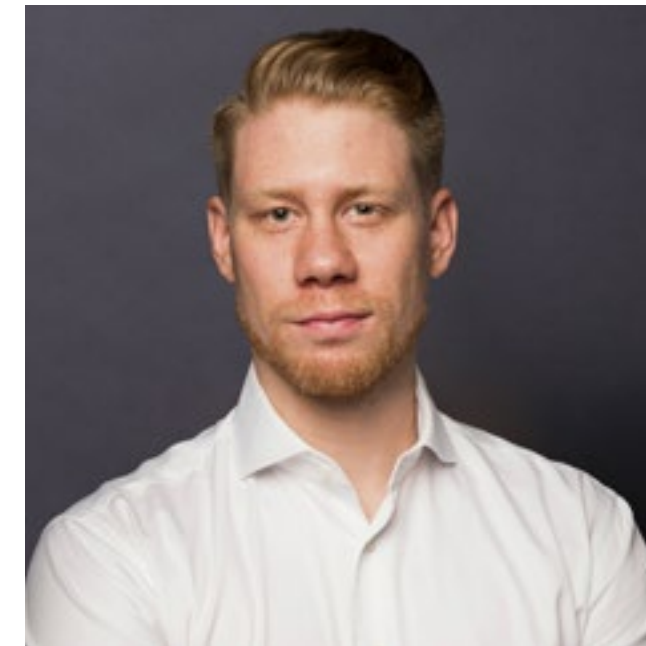


Agencies & Networks

Anna Bockelkamp

Head of Key Account & Partner Management

Tel. +49 151. 44 05 96-43
anna.bockelkamp@checkout-charlie.com



Electronics, Living & Household, Food & Beverages, Pet Supplies, Online Stores

Janosch Stoebe

Senior Key Account Manager

Tel. +49 151. 44 05 96-39
janosch.stoebe@checkout-charlie.com



Tariffs, Finance, Free Deals, Subscriptions Models, Media & Entertainment, Automobile, Opticians, Competitions

Julian Wenzel

Senior Key Account Manager

Tel. +49 151. 44 05 96-46
julian.wenzel@checkout-charlie.com



Vacation & Travel, Pharmacies & Drugstores, Baby & Child, Perfume & Cosmetics, Flowers & Gifts, Love & Relationship, Photo & Stationary

Jasmin Faisst

Key Account Manager

Tel. +49 151. 44 05 96-37
jasmin.faisst@checkout-charlie.com

Your match for the German market



Fashion & Accessories, Sports & Leisure

Giulia Gelsomini

Key Account Manager

Tel. +49 151. 44 05 96-51
giulia.gelsomini@checkout-charlie.com



New Customers & Account Management

Tim Brosinsky

Key Account Manager Special Products

Tel. +49 151. 44 05 96-48
tim.brosinsky@checkout-charlie.com

Your match for the international markets



Switzerland & Austria

Philipp Rössel

Regional Lead Switzerland & Austria

Tel. +41 79.405 32 56
philipp.roessel@checkout-charlie.com



Checkout Charlie GmbH

Salzufer 15-16

10587 Berlin

www.checkout-charlie.com

Made
with ♥
in Berlin + Zürich