

Your placement on Austria's best-known voucher portal

PRICE LIST | 2022

GUTSCHEINE.at



Content

01 Our Network / Portals

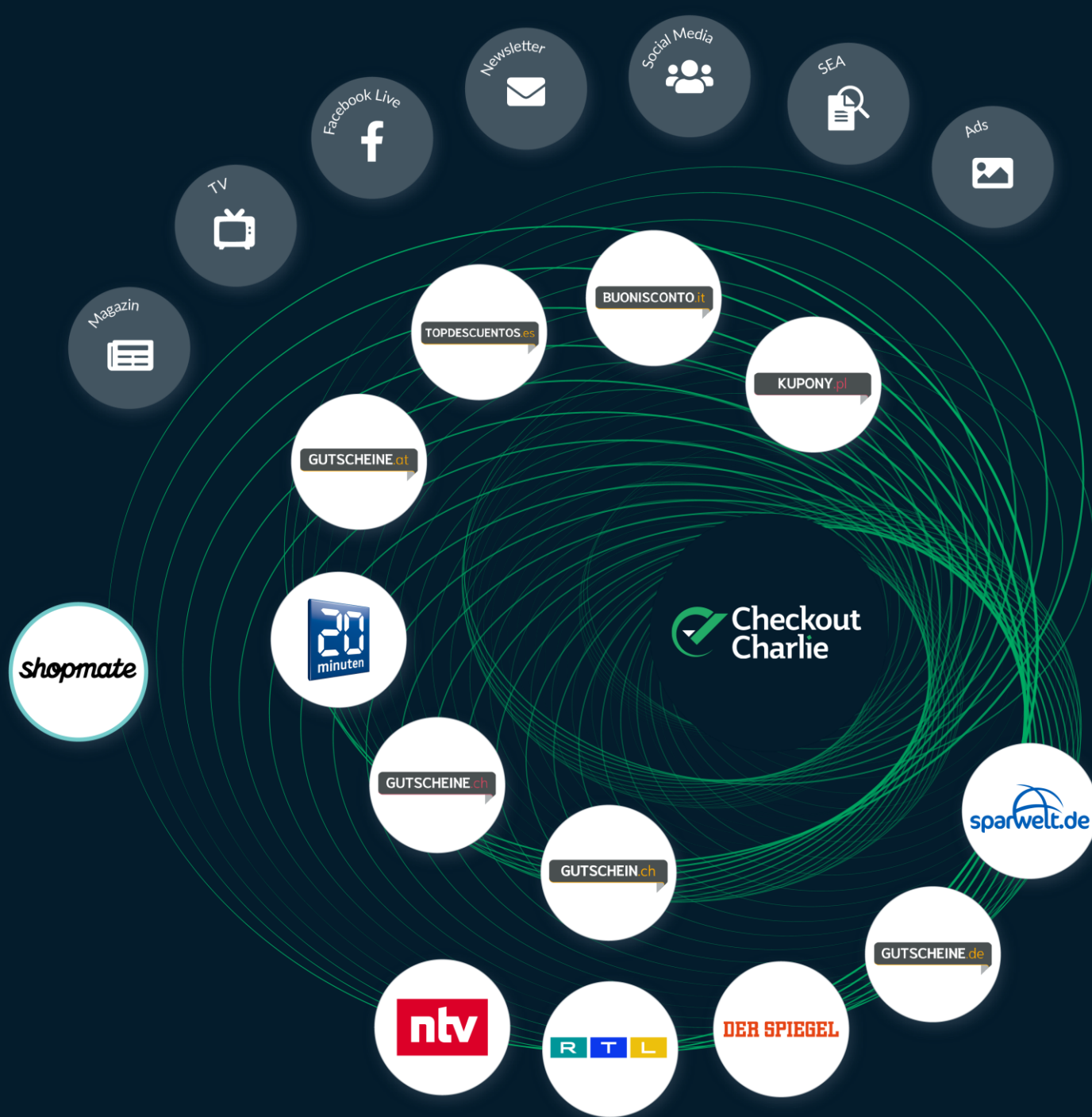
02 Price list 2022

03 Placements

04 Information / Contact

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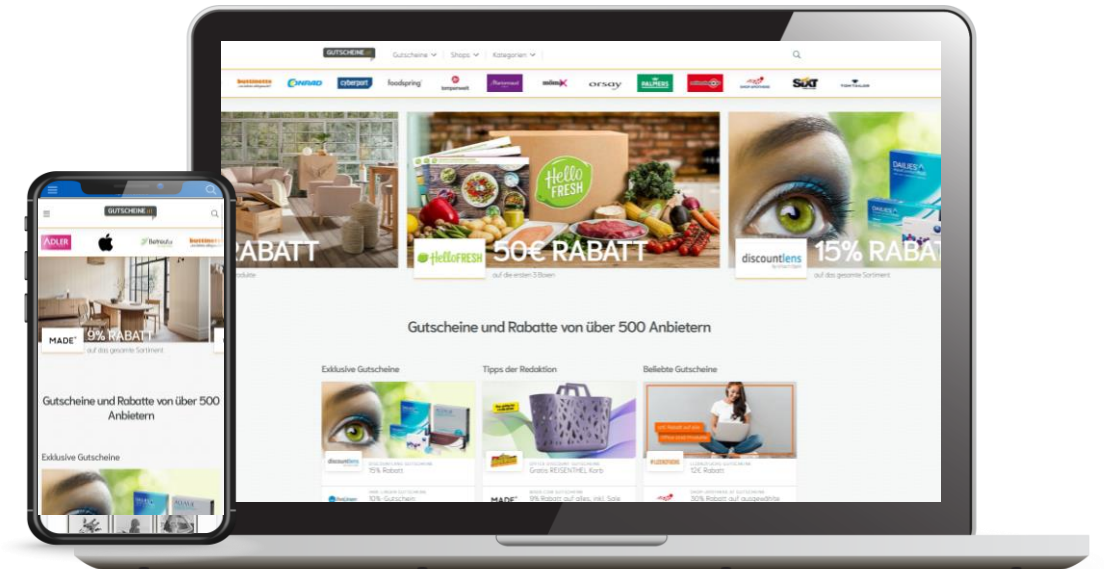
01 Our Network / Portals



Gutscheine.at & oe24.at

FOR MAXIMUM COVERAGE IN AUSTRIA

The portal **GUTSCHEINE.AT** (approx. 100,000 users/month), which has been established on the Austrian market for 7 years, and **oe24.at** (one of the media brands with the widest reach in Austria) are also cooperating in 2022 and offer you additional high-reach placements!





TARGET GROUP OE24.AT

Description

oe24 is an online portal of the media group ÖSTERREICH. With the daily newspaper ÖSTERREICH, the magazines, the online portals of the oe24 network and the TV stations of oe24.tv as well as the radio stations "Radio Ö24" and "Antenne Salzburg", the multimedia house has advanced to become one of the most important players on the Austrian market.

Gender / Age

56,5% male / 43,5% female
54% of users are between 20 and 49 years old

Status

30.6% coverage among the employed / 31.4% among the non-employed

Level of education

34.1% of users have a high school diploma or a university degree

Reach

1,99 Mio. Unique Clients / month (30,3% total reach)

Net household income

38,1% of users have a net household income of 3.000,- € and more/month



02 Price list 2022

Price list 2022

PRICE LIST SINGLE BOOKINGS*

Placement	Running time	Regular price	Black Week	Christmas
Period			11/21 – 11/28/2022	11/29 – 12/25/2022
Slider & Listing <small>(gutscheine.at)</small>	1 week	350,- €	600,- €	450,- €
Top Teaser <small>(gutscheine.at)</small>	1 week	150,- €	300,- €	250,- €
Konsolen-Patronanz <small>(on oe24.at)</small>	1 day	2.000,- €	2.000,- €	2.000,- €
Marketing Banner <small>(on oe24.at)</small>	1 day	4.000,- €	4.000,- €	4.000,- €
Co-Branded Banner <small>(on oe24.at)</small>	1 week	4'999,- €	4'999,- €	4'999,- €

Our reach packages

SAVE YOUR LIGHT- OR PREMIUM PACKAGE – DURATION: 01/01– 11/20/2022*

GUTSCHEINE.AT
7 days
Top Teaser
Homepage

OE24.AT
1 day
Konsolen-Patronanz
(further Info Slide 13)
oe24.at

Light

instead ~~2,150 €~~ **1,900 € ***

GUTSCHEINE.AT
7 days
Slider
Listing
Homepage
Homepage

OE24.AT
7 days
Co-Branded Banner
(further Info Slide 15)
oe24.at
7 days
Marketing Banner
(further Info Slide 14)
oe24.at

Premium

instead ~~9,349 €~~ **8,500 € ***

Our content packages

SAVE YOUR LIGHT- OR PREMIUM PACKAGE – DURATION: 01/01– 11/20/2022*

GUTSCHEINE.AT

7 days	Top Teaser	Homepage
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OE24.AT

28 days	ITC (incl. editorial prepared article (further Info Slide 16))	oe24.at/shopping24
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1 day	Konsolen-Patronanz (further Info Slide 13)	oe24.at
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Light

instead ~~12,150 €~~ **4,000 € ***

GUTSCHEINE.AT

7 days	Slider	Homepage
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7 days	Listing	Homepage
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OE24.AT

28 days	ITC (incl. editorial prepared article (further Info Slide 16))	oe24.at/shopping24
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1 day	Marketing Banner (further Info Slide 14)	oe24.at
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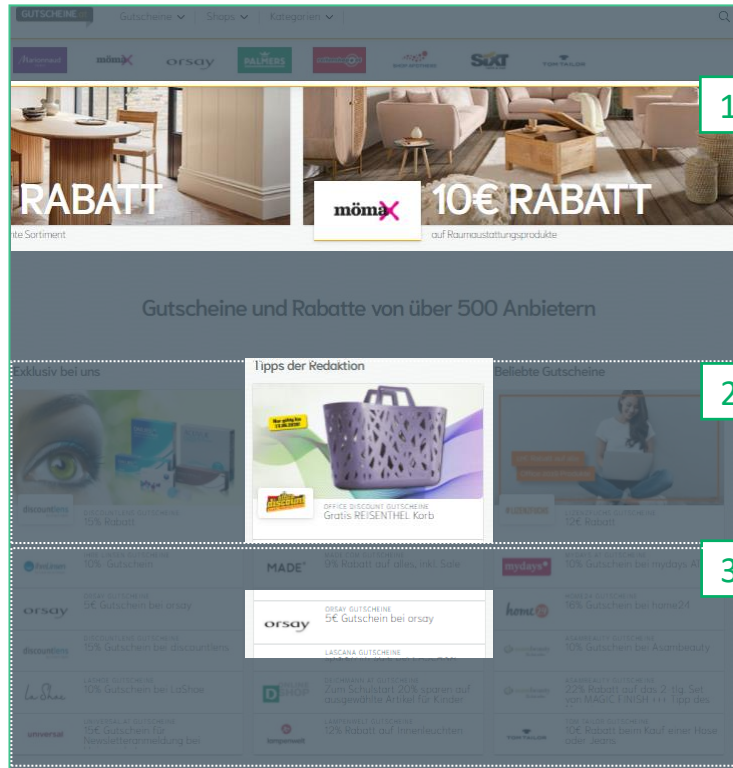
Premium

instead ~~14,350 €~~ **5,000 € ***

03 Placements

Placements – Homepage

STAGING ON GUTSCHEINE.AT



1
Slider
(rolling)

2
Top-3 Teaser

3
Listing



GUTSCHEINE.at

› Slider: One of 4 attention-grabbing slider placements



› Top Teaser: One of 3 central image placements

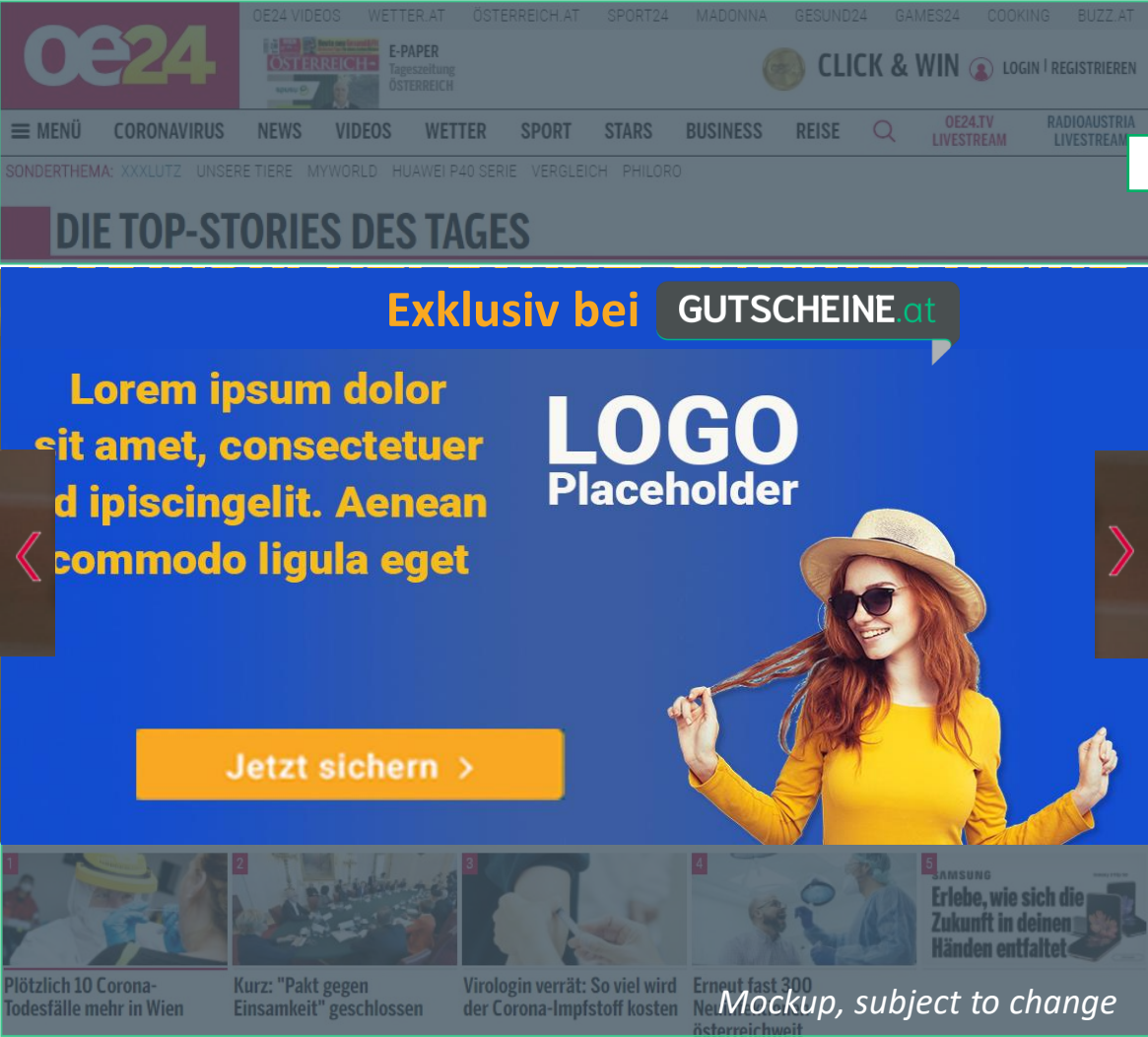
› Listing: The current top offers including logo



Duration of each booking: 1 week

Placements – oe24.at

REACH BOOSTER FOR YOUR SHOP – KONSOLEN PATRONANZ ON OE24.AT



1

Konsolen Patronanz*



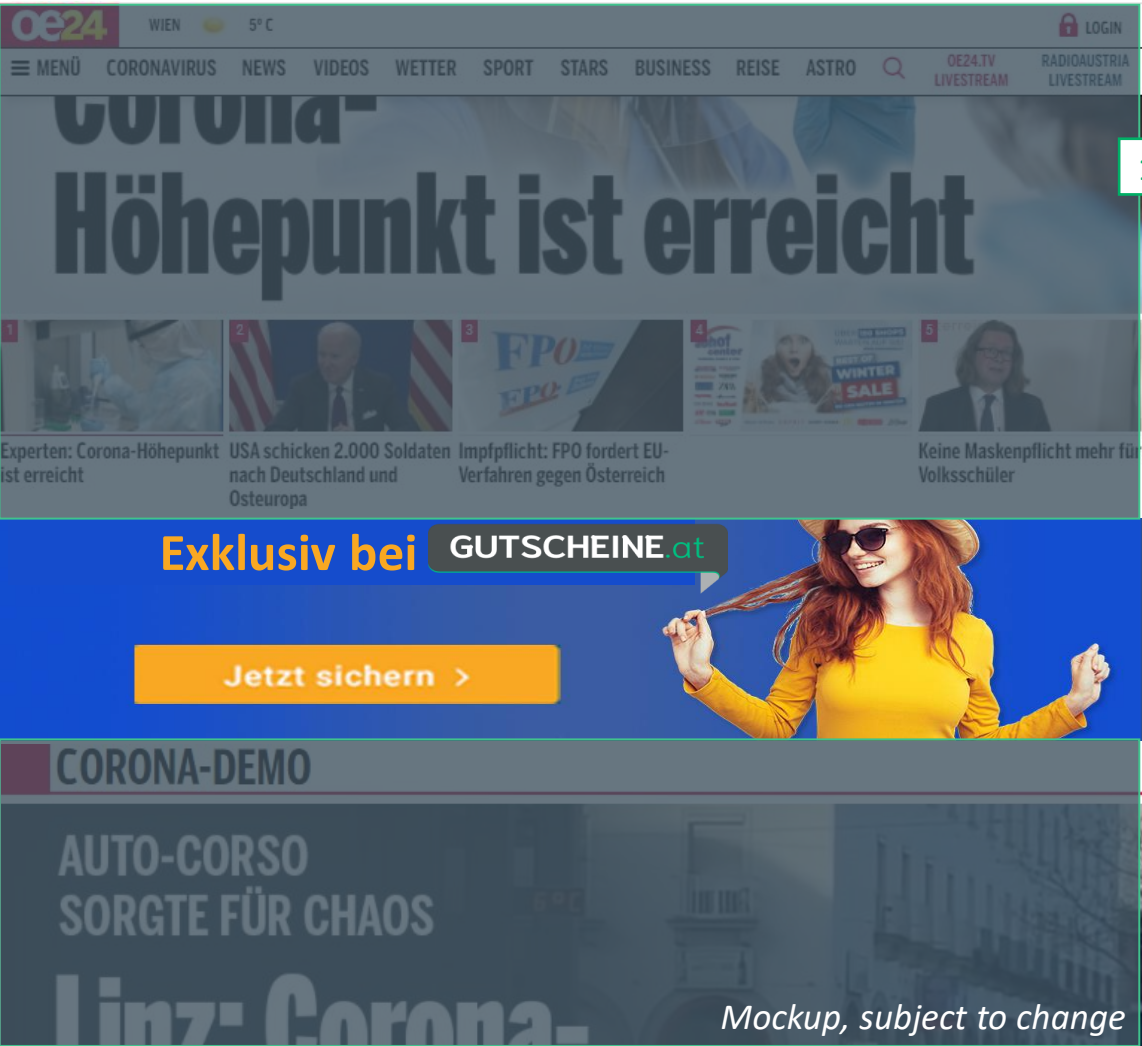
CONDITIONS

Promotion of your campaign on oe24.at (including creation of advertising material) with Gutscheine.at co-branding	
Minimum booking volume	Daily fixed placement for 2,000.- € (instead 9,900.-€)
Running time	1 Day
Reach	approx. 300;000 AI (Desktop & Mobile)
Delivery content	5 Working days before placement
Specifications	Home page slider at „TOP-STORIES DES TAGES“

13 * can only be booked in conjunction with an exclusive voucher campaign, which is only played on Gutscheine.at

Placements – oe24.at

REACH BOOSTER FOR YOUR SHOP MARKETING BANNER ON OE24.AT



1

Marketing Banner*



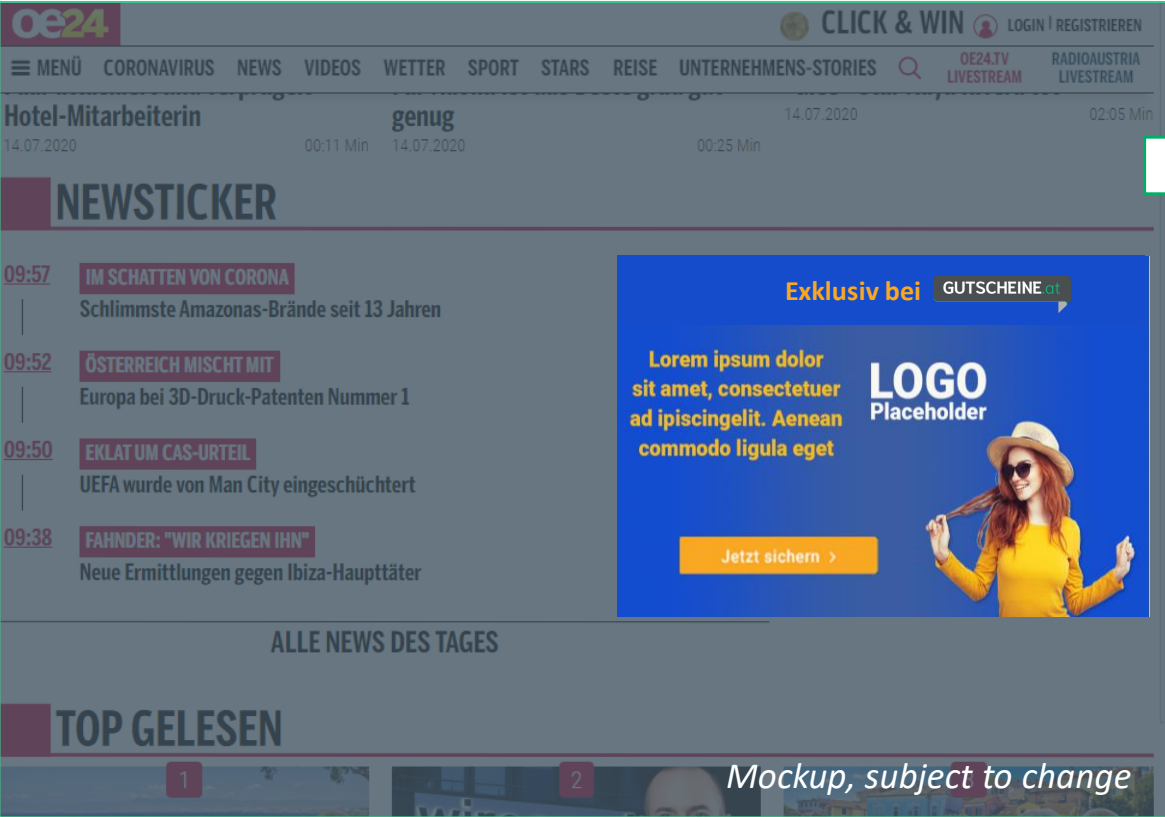
CONDITIONS

Promotion of your campaign on oe24.at (including creation of advertising material) with Gutscheine.at co-branding	
Minimum booking volume	Daily fixed placement for 4,000.- € (instead 19,900.- €)
Running time	1 Day
Reach	approx. 400,000 AI (Desktop & Mobile)
Delivery content	5 Working days before placement
Specifications	24-hour display of desktop & mobile in the absolute top position

14 * can only be booked in conjunction with an exclusive voucher campaign, which is only played on Gutscheine.at

Placements – oe24.at

REACH BOOSTER FOR YOUR SHOP - BANNER ADVERTISING ON OE24.AT



1 Co-Branded Banner Ads*



CONDITIONS

Promotion of your campaign on oe24.at (including banner creation) with Gutscheine.at co-branding

Minimum booking volume 4,999.- € (≧ 10.- € CPM)

Running time 7 Days

Reach Guaranteed reach 500,000 AIs

Delivery content 5 Working days before placement

Specifications a) Halfpage Ad, Billboard
b) no targeting possible

Placements – oe24.at

CONTENT IS KING – IMAGE-TEXT COMBINATION INCL. EDITORIAL EDITED ARTICLE AT OE24.AT/SHOPPING24



1 Image-Text Combination*



2 Editorial edited article*



CONDITIONS

Promotion of your campaign on oe24.at/shopping24 (incl. creation of advertising material) with Gutscheine.at co-branding, as well as the creation of a functional article (oe24 editorial team), which is displayed in the corresponding category on oe24.at

Minimum booking volume

Term placement can only be booked in the corresponding content package (Slide 10)

Running time

28 days

Delivery content

5 Working days before placement




Specifications

All Image-text combinations directly on www.oe24.at/shopping24/ / content articles in the respective category on oe24.at

04 Information / Contact

You wanna 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

- Moodbild 700px x 350px (without text, Logo, CTA)

Konsolen-Patronanz

- Moodbild 960 px x 480 px (without text, Logo, CTA)

Marketing Banner

- Moodbild 960 px x 250 px (without text, Logo, CTA)

Contact

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with 
for 