

# Your placement in Switzerland's largest voucher and deal network

PRICE LIST | 2022

**gutscheine.20min.ch**

by  Checkout Charlie & 20  
minuten

**GUTSCHEIN.ch**

**GUTSCHEINE.ch**

 **Checkout  
Charlie**



# Content

**01** Our Network / Portals

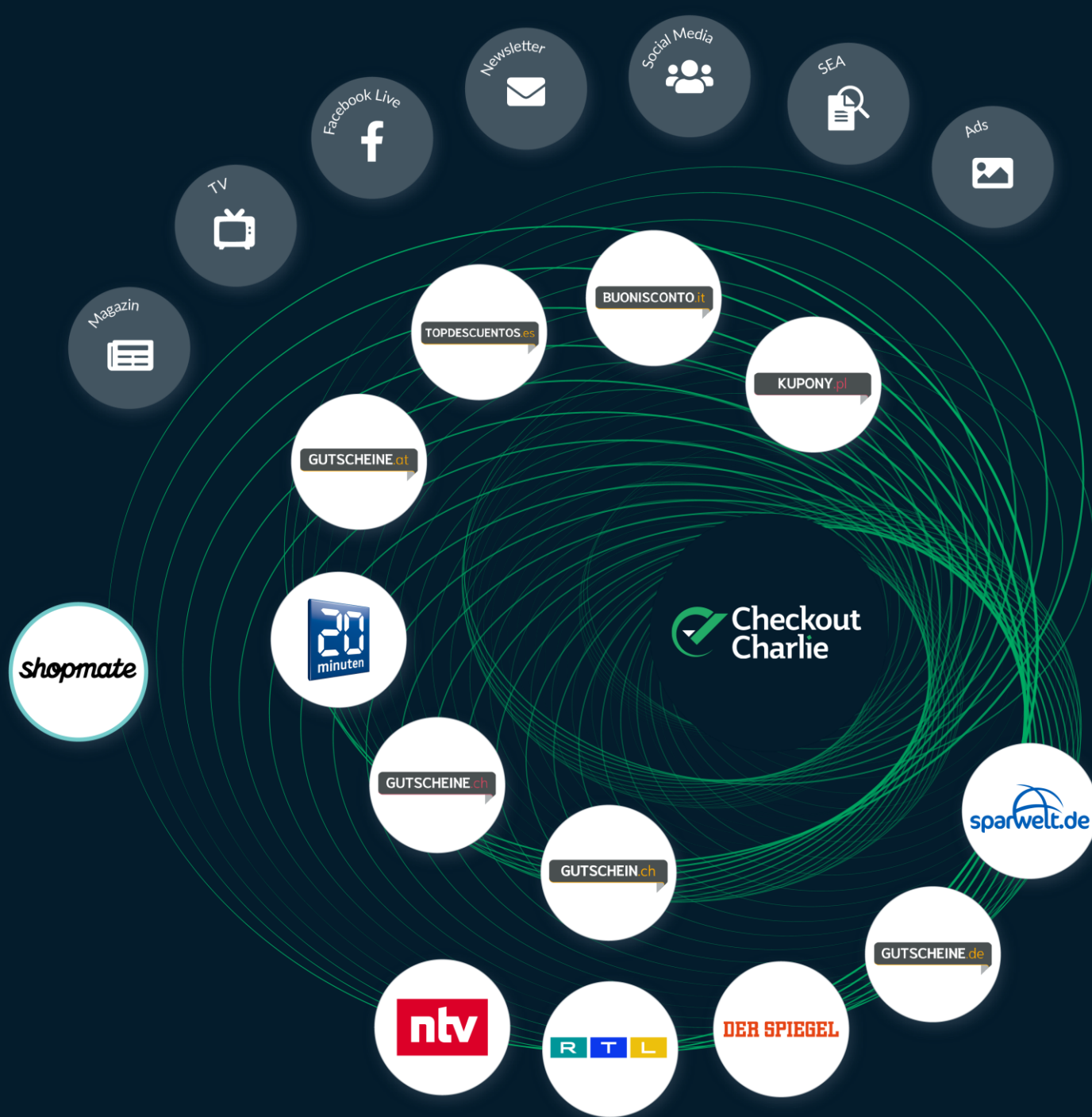
**02** Price list 2022

**03** Placements

**04** Welcome packages

**05** Information / Contact

# 01 Our Network / Portals



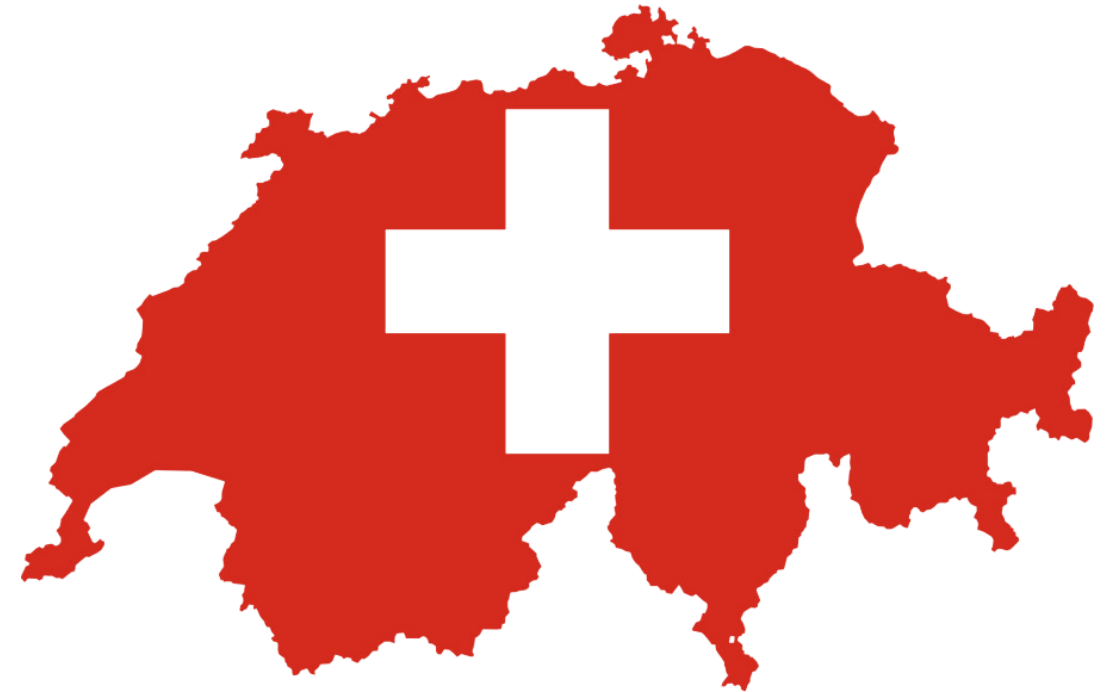


# Checkout Charlie in Switzerland

WE LOVE ONLINE SHOPPING!

Checkout Charlie (formerly SPARWELT) has been a fixture in online shopping for 13 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.



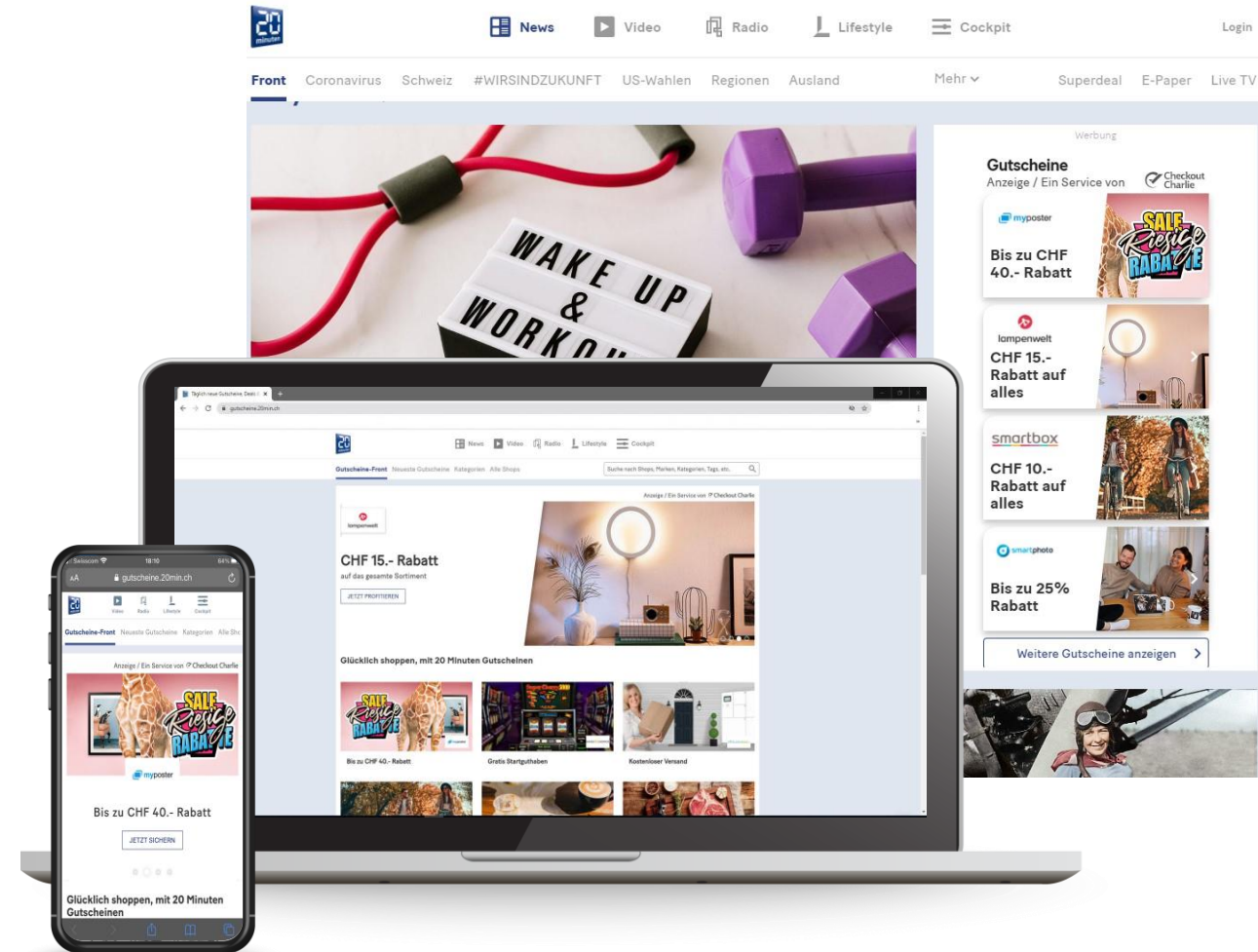
# Media cooperations

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 Checkout Charlie GmbH, offers its shopping-affine users added value under [gutscheine.20min.ch](https://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)

50.1% male / 49.9% female  
74.1% of the Users are between 14 and 54 years old

### Status (D-CH)

71.1% coverage among the employed / 28.8% among non-employed

### Level of education (D-CH)

37.2% of users have a high school diploma or a university degree

### Reach (D-CH)

3,1 Mio. Unique Users / Month (62,5% overall reach)

### Net household income (D-CH)

55,5% of users have a net household income of CHF 4,000 or more per month



# Gutschein.ch & Gutscheine.ch

JOINT MARKETING

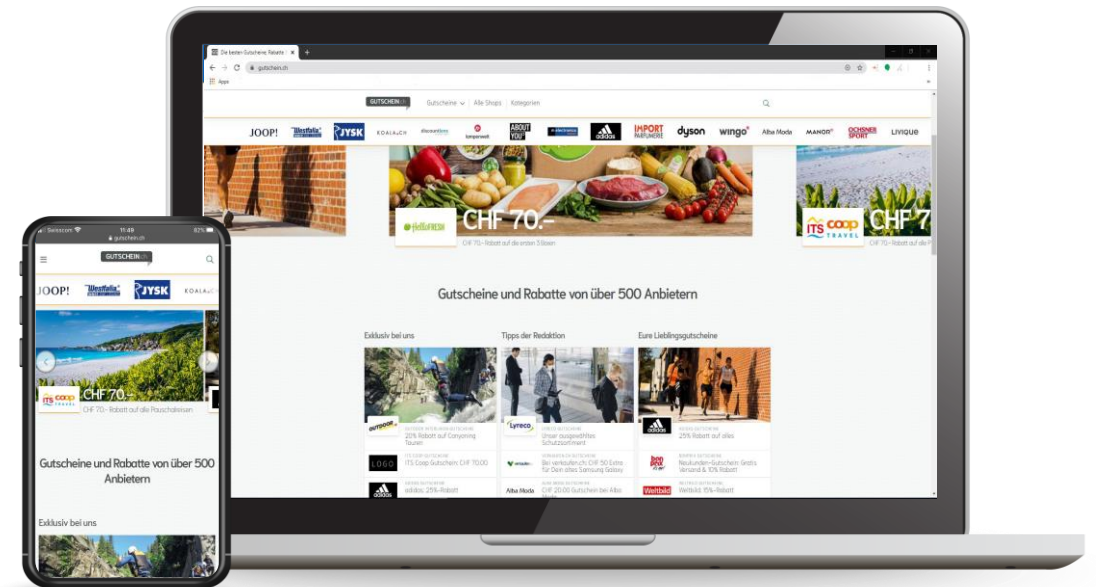
The **GUTSCHEIN.CH & GUTSCHEINE.CH** portals (approx. 100,000 users / month), which have been established on the Swiss market for 7 years, are part of Checkout Charlie and thus all three portals in Switzerland are now marketed from a single source.

One booking = coverage across 3 portals. \*

Relaunch!

GUTSCHEIN.ch

GUTSCHEINE.ch





## 02 Price list 2022

# Back to normal special 2022

PRICE LIST INDIVIDUAL BOOKING\*\*

| Placement                              | Running time                    | Regular price  | Singles Day        | Black Week                        | Christmas special  |
|--|---------------------------------|--|--------------------|-----------------------------------|--------------------|
| Zeitraum                               |                                 |  | 11/07 – 11/13/2022 | 11/21 – 11/28/2022                | 11/29 – 12/25/2022 |
| Slider & Listing<br>(all 3 portals)    | 1 week                          | CHF 750.-  | CHF 800.-          | CHF 2,500.-                       | CHF 1,800.-        |
| Promo-Listing<br>(gutscheine.20min.ch) | 1 week                          | CHF 50.-   | CHF 50.-           | CHF 250.-<br>(Black-Week Listing) | CHF 50.-           |
| Top Teaser<br>(all 3 portals)          | 1 week                          | CHF 200.-  | CHF 250.-          | CHF 650.-                         | CHF 500.-          |
| Newsletter                             | 1 Shipping<br>(50'000 adresses) | CPM: Billboard CHF 17.50 / Top Special CHF 12.- / ECA CHF 7.- / Logo CHF 3.-*<br>CPM: Single-Merchant-Newsletter CHF 30.-* |                    | + 20%                             | + 15%              |
| Widget<br>(on 20min.ch)                | 1 week                          | CHF 500.-  | CHF 550.-          | CHF 1000.-                        | CHF 750.-          |
| Paid Post<br>(on 20min.ch)             | 1 week                          | CHF 15,000.-   | CHF 15,000.-       | CHF 15,000.-                      | CHF 15,000.-       |
| Co-Branded Banner<br>(on 20min.ch)     | 1 week                          | CHF 4,999.-  | CHF 4,999.-        | CHF 4,999.-                       | CHF 4,999.-        |
| Logo in TV-Spot                        | 1 x 2 weeks                     | CHF 4,999.-  | -                  | -                                 | -                  |

• Not valid in the weeks 11/07 – 11/13 & 11/21 – 12/25 (Singles-Day, Black-Week & Christmas special)

10 • \*\*prices always +CPO

# Our reach packages

SAVE YOUR LIGHT- OR PREMIUM PACKAGE – DURATION: 01/01 – 12/31/2022\*

**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 1,575~~

**CHF 1,300 \***

**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 7,749~~

**CHF 7,000 \***

# Black week special 2022

SAVE YOUR LIGHT- OR PREMIUM PACKAGE (INCL. SINGLES-DAY) – DURATION: 11/21 – 11/28/2022\*



## GUTSCHEINE.20MIN.CH

|        |            |            |
|--------|------------|------------|
| 8 days | Top Teaser | Homepage   |
| 1 day  | ECA        | Newsletter |

|        |   |            |                |
|--------|---|------------|----------------|
| 8 days |  | BW-Listing | BW-Landingpage |
|--------|---|------------|----------------|

## GUTSCHEIN.CH & GUTSCHEINE.CH

|        |            |          |
|--------|------------|----------|
| 8 days | Top Teaser | Homepage |
|--------|------------|----------|

Light

~~CHF 1,320~~ CHF 1,200 \*

## GUTSCHEINE.20MIN.CH

|        |            |            |
|--------|------------|------------|
| 8 days | Top Teaser | Homepage   |
| 1 day  | ECA        | Newsletter |

|        |   |            |                |
|--------|---|------------|----------------|
| 8 days |  | BW-Listing | BW-Landingpage |
|--------|---|------------|----------------|

## GUTSCHEIN.CH & GUTSCHEINE.CH

|        |            |          |
|--------|------------|----------|
| 8 days | Top Teaser | Homepage |
|--------|------------|----------|

**+ Singles-Day week from 11/07 – 11/13**

## GUTSCHEINE.20MIN.CH

|        |            |            |
|--------|------------|------------|
| 7 days | Top Teaser | Homepage   |
| 1 day  | ECA        | Newsletter |

## GUTSCHEIN.CH & GUTSCHEINE.CH

|        |            |          |
|--------|------------|----------|
| 7 days | Top Teaser | Homepage |
|--------|------------|----------|

Premium

~~CHF 1,870~~ CHF 1,750 \*



# Christmas special 2022

SAVE YOUR LIGHT-, MEDIUM- ODER PREMIUM PACKAGE – TIME PERIOD: 11/29 – 12/25/22\*

**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 2,952~~ **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

**GUTSCHEIN.CH**  
7 days Slider Homepage  
7 days Listing Homepage

**GUTSCHEINE.CH**  
7 days Slider Homepage  
7 days Listing Homepage

Medium

~~instead CHF 3,240~~ **CHF 2,900\***

**GUTSCHEINE.20MIN.CH**  
14 days Slider Homepage  
14 days Listing Homepage  
1 day Newsletter Billboard

**20MIN.CH**  
14 days Widget 20min.ch  
7 days Co-Branded Banner 20min.ch

**GUTSCHEIN.CH**  
14 days Slider Homepage  
14 days Listing Homepage

**GUTSCHEINE.CH**  
14 days Slider Homepage  
14 days Listing Homepage

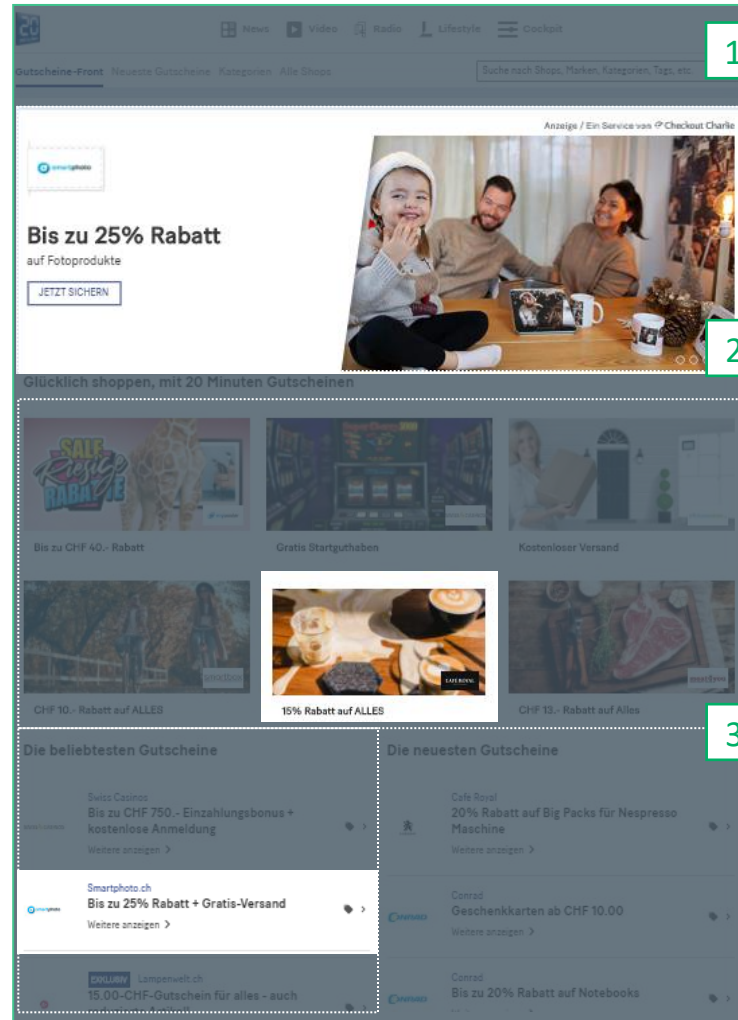
Premium

~~inst. CHF 11,105~~ **CHF 10,000\***

# 03 Placements

# Placements – Homepage

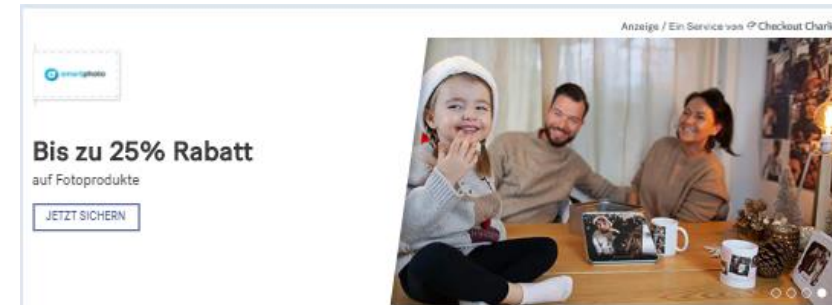
STAGING ON GUTSCHEINE.20MIN.CH



1  
Slider  
(rolling)

2  
Top-3 Teaser

3  
Listing



1



2



3

- › 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 – campaign listing 2022

STAGING ON GUTSCHEINE.20MIN.CH/AKTIONEN

Gutscheine-Front > So gehts: 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 shopst 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

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

1 Listing

1

**EXKLUSIV** adidas

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

Weitere anzeigen >

**20 minuten**

- > „So gahts“ campaign listing at the campaign LP at [gutscheine.20min.ch/aktionen/...](https://gutscheine.20min.ch/aktionen/...)
- > “So gahts” campaign: Awareness campaign about the use of vouchers
- > Seasonal campaign: For various seasonal occasions

Duration of each booking: 1 week

Can only be booked with an effective voucher campaign

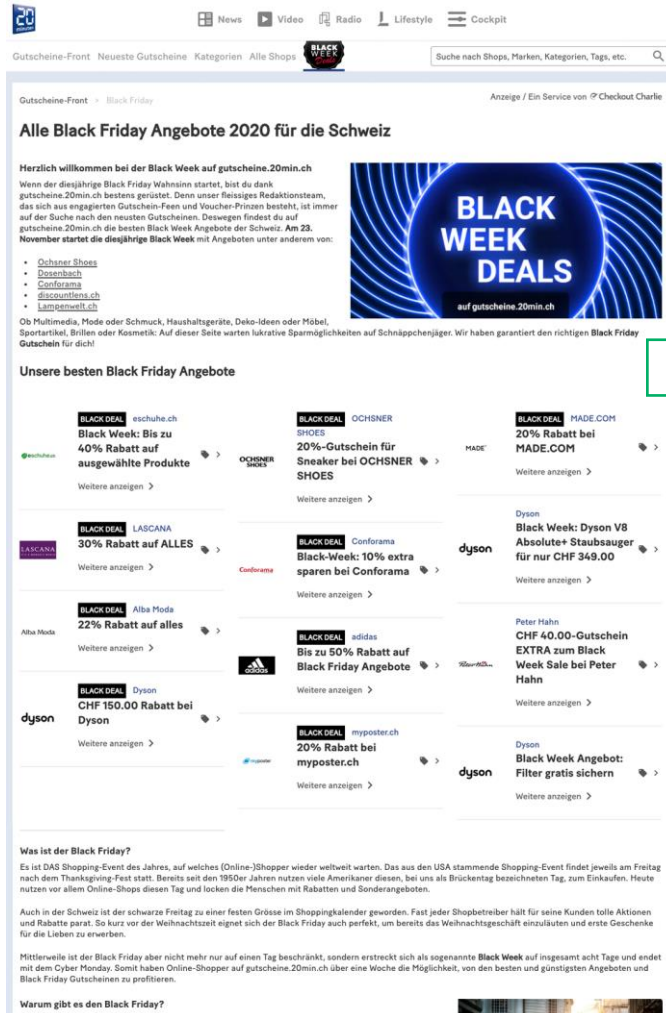


# Placements – Black week listing

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



1



Listing



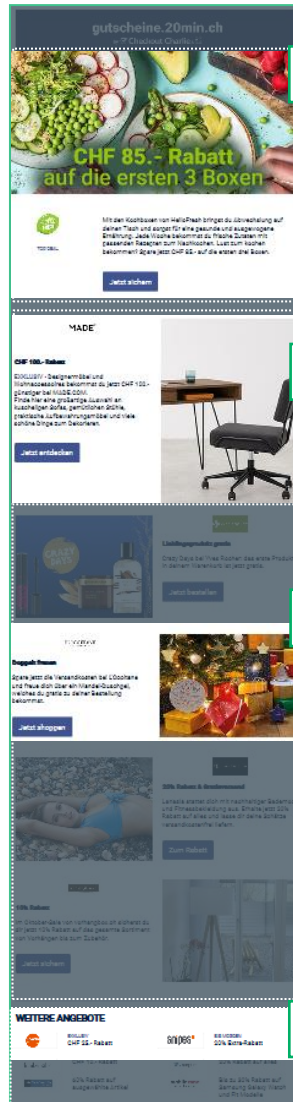
› Black week offer listing on our Black Friday LP at [gutscheine.20min.ch/black-week](https://gutscheine.20min.ch/black-week)

Duration max. 11/21 – 11/28

Price single booking: CHF 250.-

# Placements – Newsletter

GUTSCHEINE.20MIN.CH NEWSLETTER

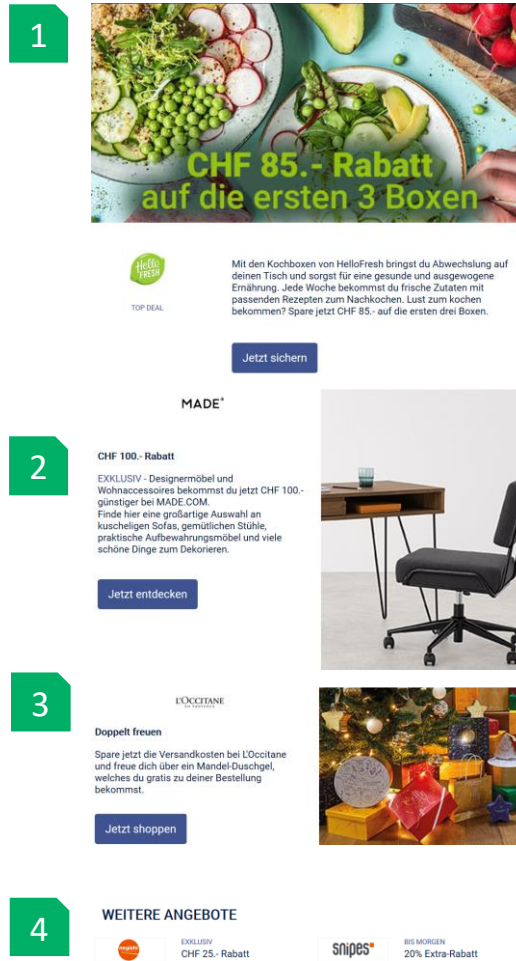


1 Billboard

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

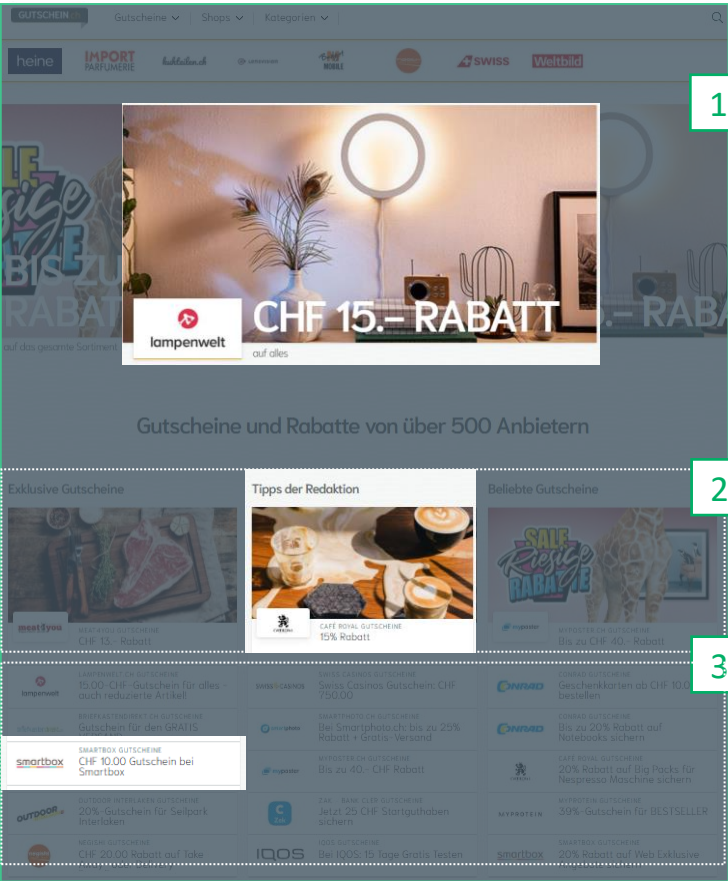
› Logo: Logo placement and promo teaser

**Shipping: Every Sunday**

**Distribution list: 50,000 addresses**

# Placements – Homepage

STAGING ON GUTSCHEIN.CH & GUTSCHEINE.CH



1 Slider (rolling)

2 Top-3 Teaser

3 Listing

1

lampenwelt

CHF 15.- RABATT

auf alles

GUTSCHEIN.ch

GUTSCHEINE.ch

2

Tipps der Redaktion

CAFE ROYAL GUTSCHEINE

15% Rabatt

3

smartbox

SMARTBOX GUTSCHEINE

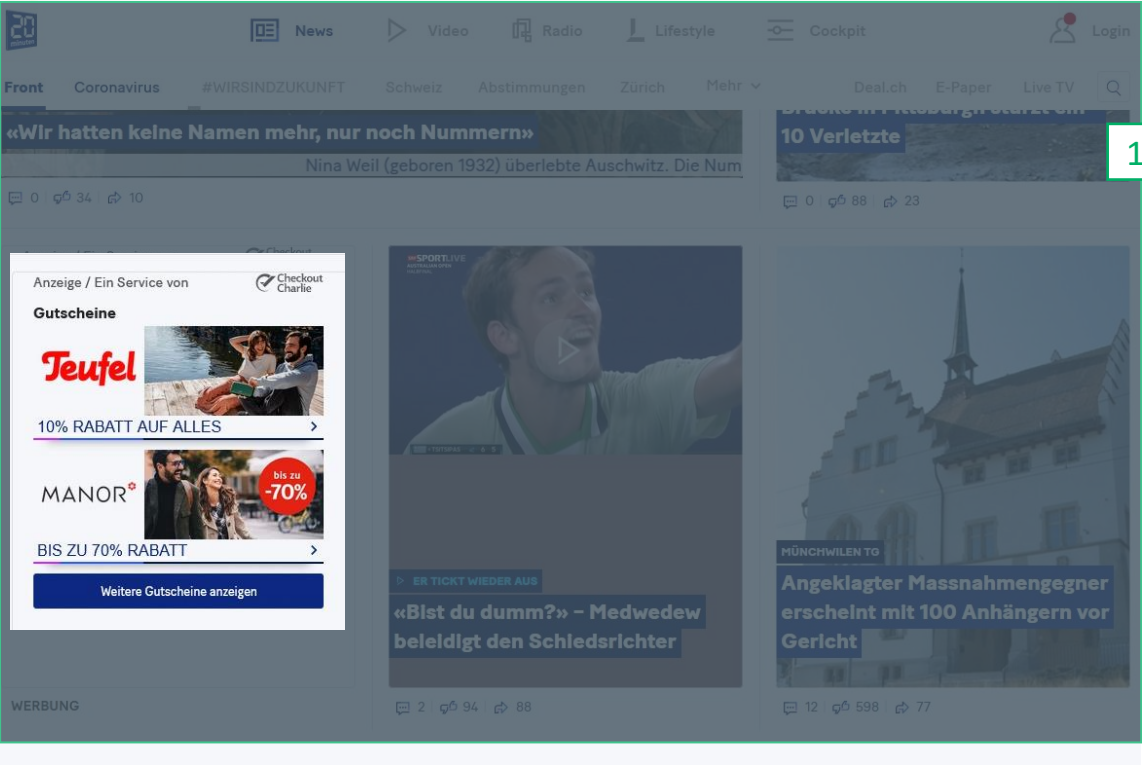
CHF 10.00 Gutschein bei Smartbox

- › 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



Widget



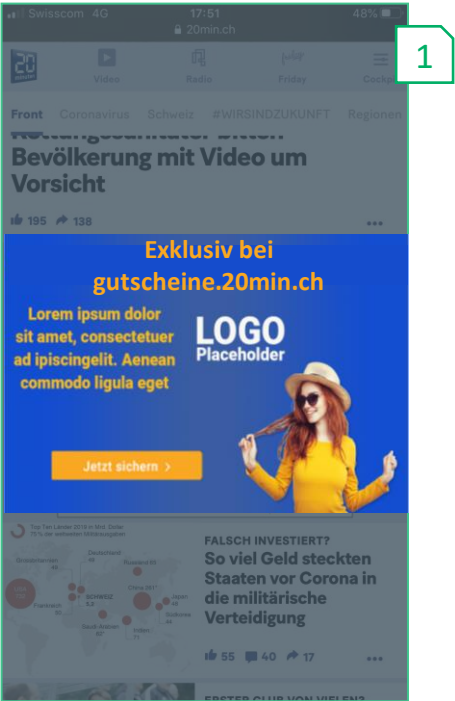
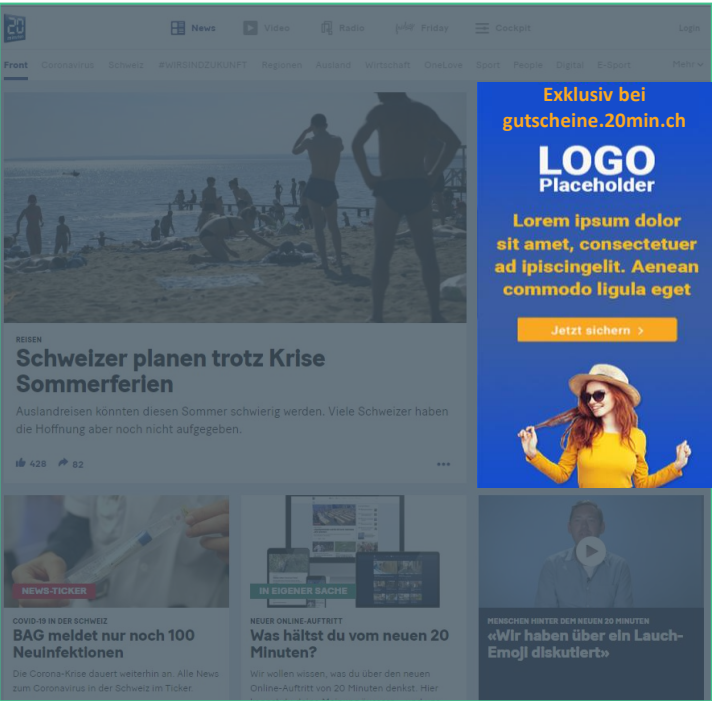
## CONDITIONS

|                        |   |
|------------------------|---|
| Minimum booking volume | CHF 500.- (normal price)*               |
| Period of validity     | Mo. 00:00 o'clock bis Su. 23:59 o'clock |
| Reach                  | 500'000 AIs / period of validity        |
| Price per slot         | CHF 500.-                               |
| Delivery content       | 5 working days before placement         |
| Specs                  | ROS                                     |



# 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

## 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](https://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 ratings, 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

REGIONAL LEAD SWITZERLAND & AUSTRIA



## **Philipp Rössel**

Regional Lead Switzerland & Austria

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Made  
with   
for 