



# Media Kit 2023



# Content

03 | MEDIA KIT 2023  
Our company

06 | MEDIA KIT 2023  
Our campaigns

09 | MEDIA KIT 2023  
Our packages

19 | MEDIA KIT 2023  
Our placements

43 | MEDIA KIT 2023  
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



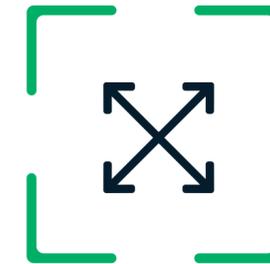
## Transactional environment

Through our portals and marketing channels, we reach users who love to shop and we can position you perfectly to reach your target group.



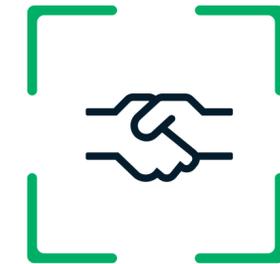
## Diversity

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 Mio.**  
newsletter recipients



**Up to 450% Uplift**  
through campaign integration



**More than 25.000**  
checked discount vouchers & deals



**10.000 Shops**  
in DACH



**More than 40.000**  
creatives per year



**Min. 19**  
seasonal campaigns



**200.000**  
Social Media Followers



**25 Mio.**  
contacts per spot  
(average TV reach)

# Plan your campaign in 2023 | Part 1

Jan

Feb

Mar

Apr

May

Jun

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

**DURATION CAMPAIGN**

27.12. - 02.04. **Travel Campaign: Early Booking**

05.01. - 22.03. **Finances & Insurances**

09.01. - 28.02. **Winter Sales**

23.01. - 14.02. **Valentine's Day (14.02.)**

20.03. - 10.04. **Easter (09.04.)**

27.03. - 07.05. **Home & Garden: Ready for Spring**

17.04. - 21.05. **Technics & Entertainment**

24.04. - 14.05. **Mother's Day (14.05.)**

15.05. - 11.06. **Fashion & Beauty: Summer Looks**

22.05. - 03.09. **Travel Campaign: Last Minute Booking**

12.06 - 23.07. **Summer Sales**

Q1  
Q2

# Plan your campaign in 2023 | Part 2

Jul

Aug

Sept

Oct

Nov

Dec

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

**DURATION CAMPAIGN**

22.05. - 03.09. **Travel Campaign: Last Minute Booking**



12.06. - 23.07. **Summer Sales**



04.09. - 08.10. **Fashion & Beauty: Autumn Styles**



18.09. - 15.10. **Home & Living: Cozy in Autumn**



02.10. - 30.11. **Rates & Insurances**



09.10. - 31.10. **Technics & Entertainment**



16.10. - 12.11. **Fit & healthy in Autumn**



30.10. - 19.11. **Singles Day & Pre-Black Week (11.11.)**



20.11. - 27.11. **Black Week (24.11.)**



28.11. - 26.12. **Christmas (24.12.)**



Q3

Q4

## 8 | 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? Then the Silver Package is the best match for you. On top we will include an additional partner side.



## Gold

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



## Triple Diamond

Take the whole German market and reach the highest presence and attention across all our German platforms.

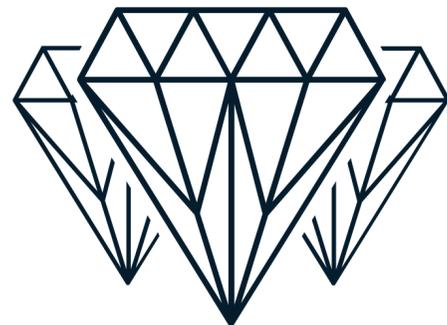


## Royal Blue

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\*

# Our Packages

Let's talk about your individual requests and packages!

## One Day

- 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\*

## One week

- 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.)

~~€ 5,700~~ € 4,230\*

## One month

- 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.)

~~€ 16,000~~ € 8,500\*

\* 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 <sup>***</sup> )
■ 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 <sup>**</sup>	Standalone (segm. 100,000 recip.)
■ 1 x	SW-Newsletter <sup>**</sup>	Billboard (segm. 600,000 recip.)
■ 1 x	SW-Facebook <sup>**</sup>	Ads

price on application

\* incl. CPO / VAT  
 \*\* SW-Newsletter = Sparwelt.de-Newsletter  
 SW-Facebook = Sparwelt.de-Facebook  
 \*\*\* Gross Media Volume

# «shopmate» packages

## Bronze

- 1 Day shopmate Slider homepage
- 3 Days shopmate Teaser advertiser overview
- shopmate Listing shop page

~~€ 800~~ € 600\*

## Silver

- 3 Days shopmate Slider homepage
- 2 Days shopmate Teaser advertiser overview
- 1 x shopmate Exposed Content Ad Newsletter
- shopmate Listing shop page

~~€ 1,600~~ € 1,200\*

## Gold

- 7 Days shopmate Slider homepage
- 30 Days shopmate Listing homepage
- 2 x shopmate Exposed Content Ad Newsletter
- shopmate Listing shop page

~~€ 2,700~~ € 1,999\*

\* 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	<b>3%</b>
from € 10,000	<b>5%</b>
from € 20,000	<b>8%</b>
from € 35,000	<b>10%</b>
from € 55,000	<b>13%</b>
from € 75,000	<b>15%</b>
from € 100,000	<b>20%</b>

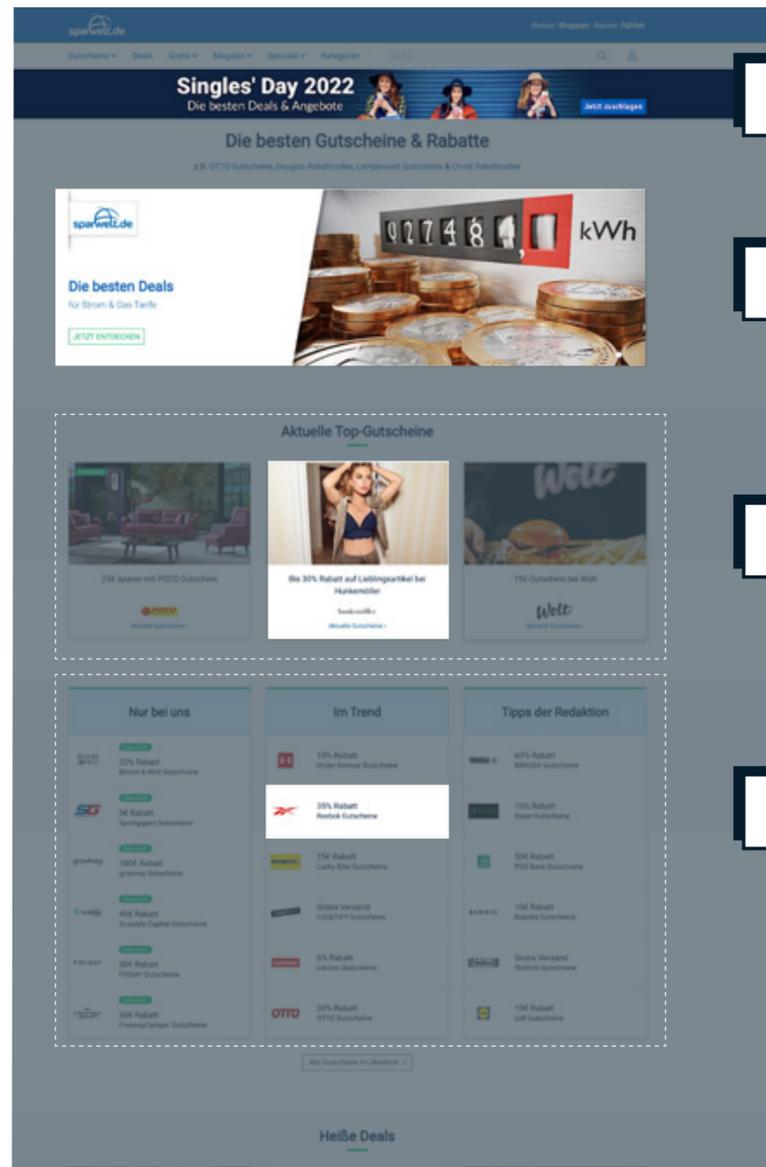
\* The discount applies on the pricelist (before VAT).

19

## 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

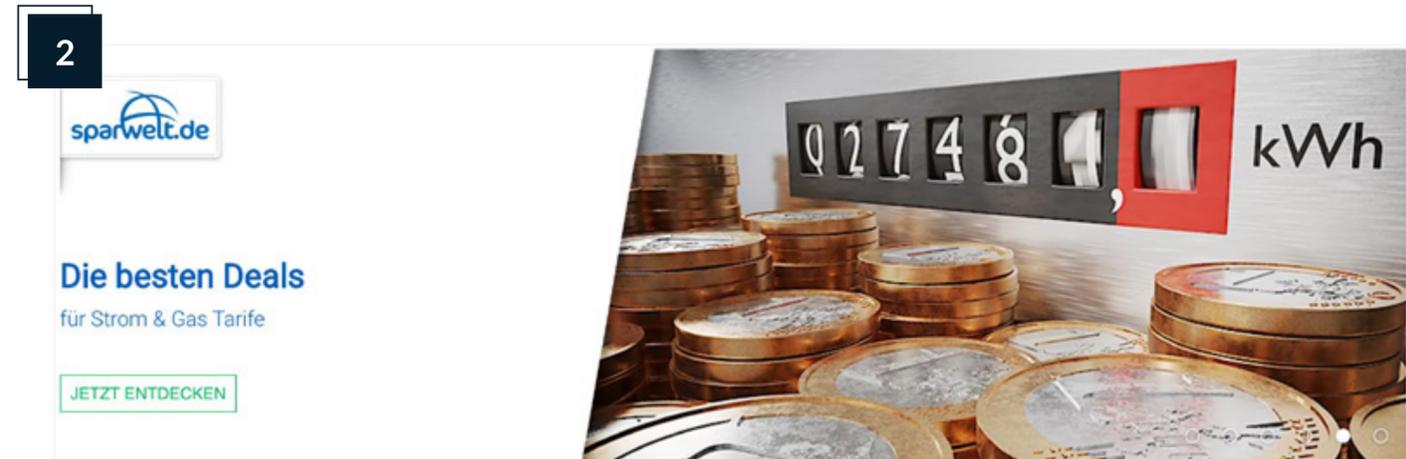
2 Slider (scrolling)

3 Teaser

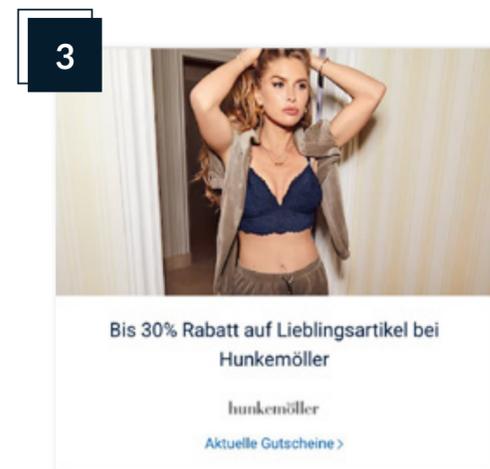
4 Listing



1



2

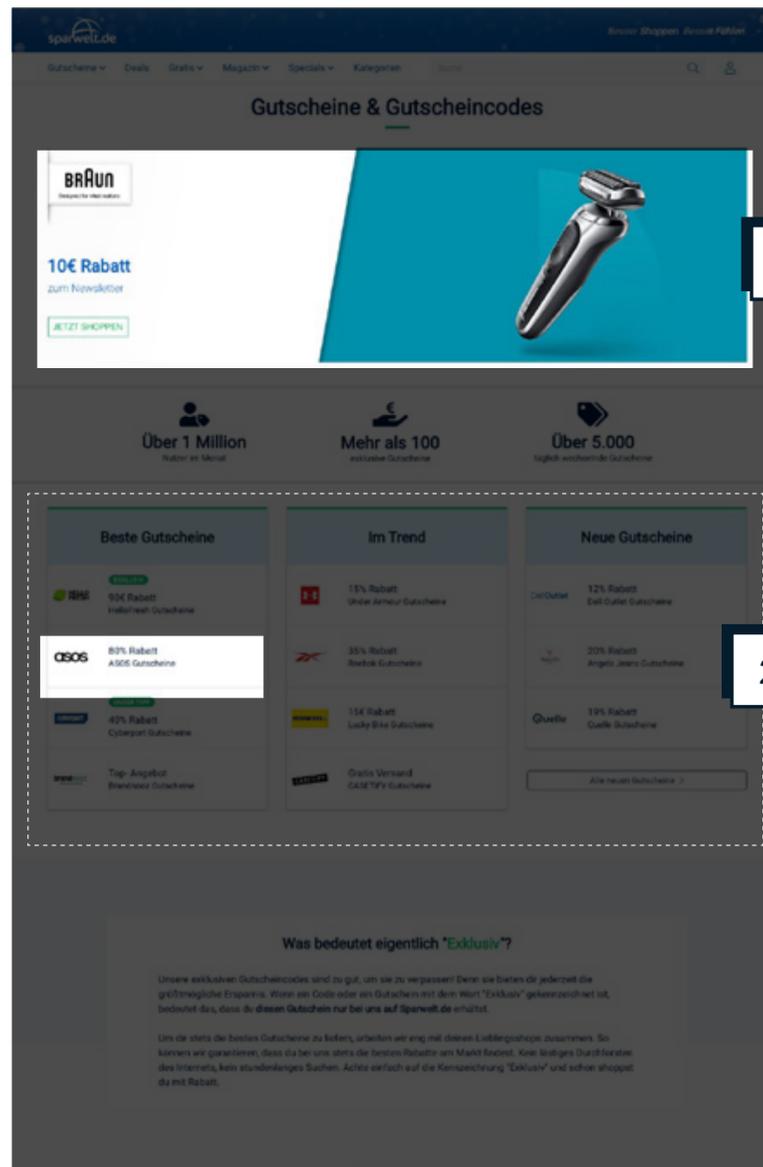


3



4

# Sparwelt.de | Voucher Page



1 Slider (scrolling)

2 Listing

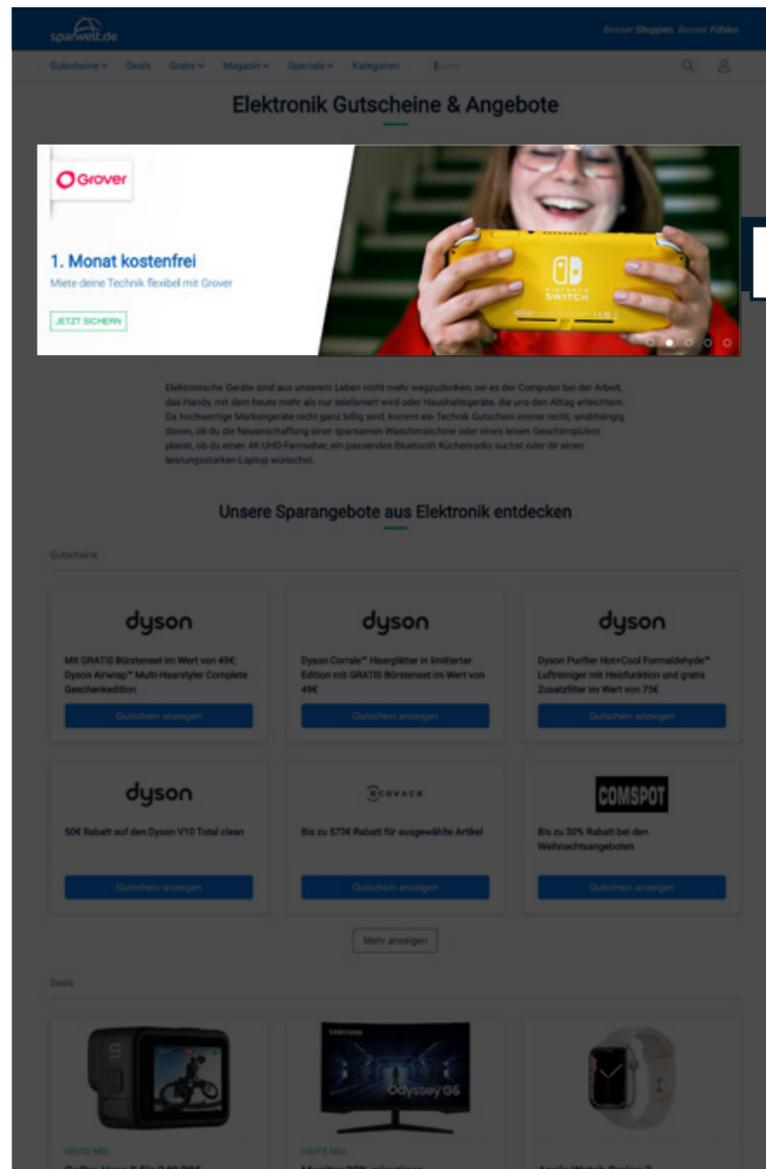


1

2



# Sparwelt.de | Category Page



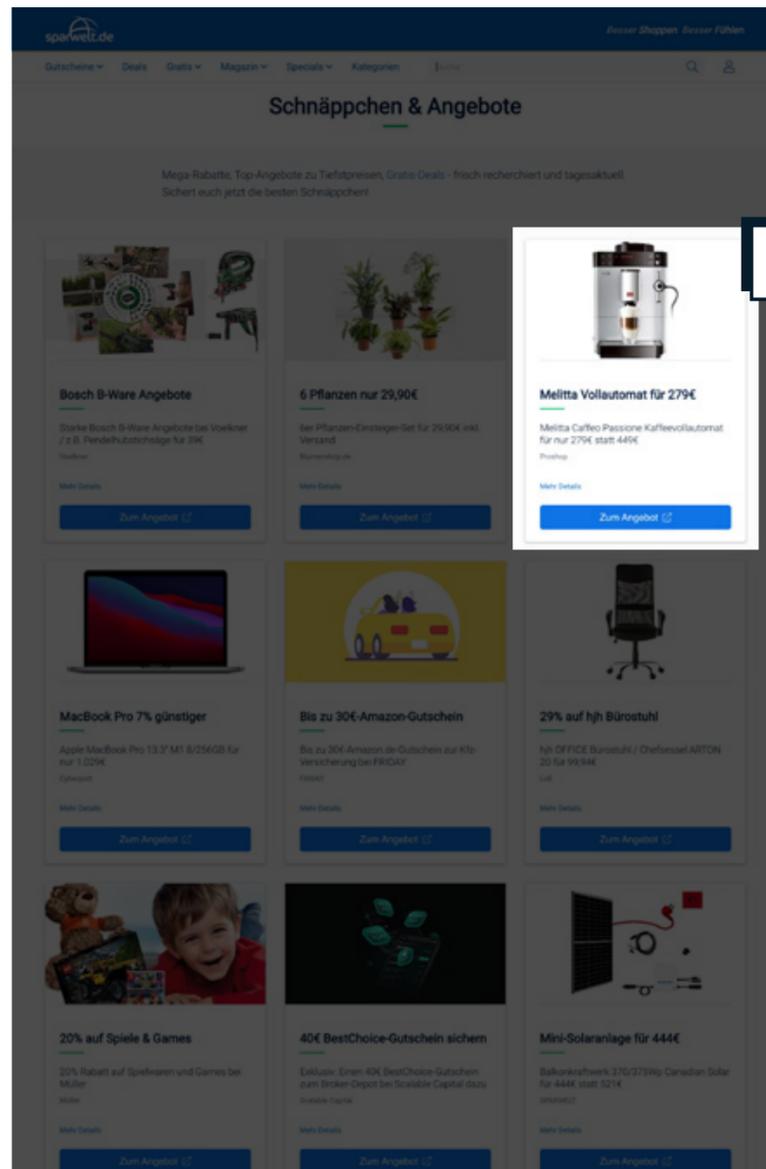
1 Slider (scrolling)



### Available categories:

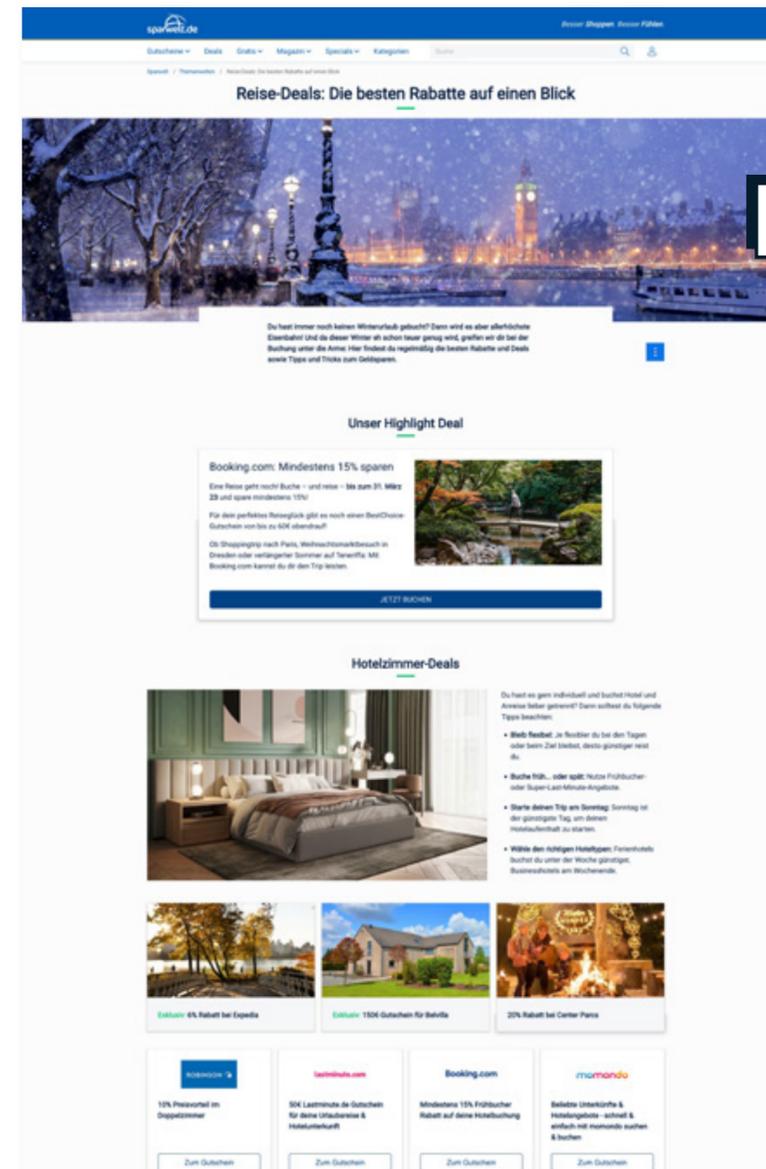
- Fashion & accessories
- Electronics
- Babies, children & toys
- Travel & vacations
- House & home
- Perfume & cosmetics
- Food & drink
- Flowers & gifts
- Pharmacy & drugstore
- Financial
- Photo & stationary
- Motor industry
- Love & relationships
- Media & entertainment
- Online department stores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

# Sparwelt.de | Deals



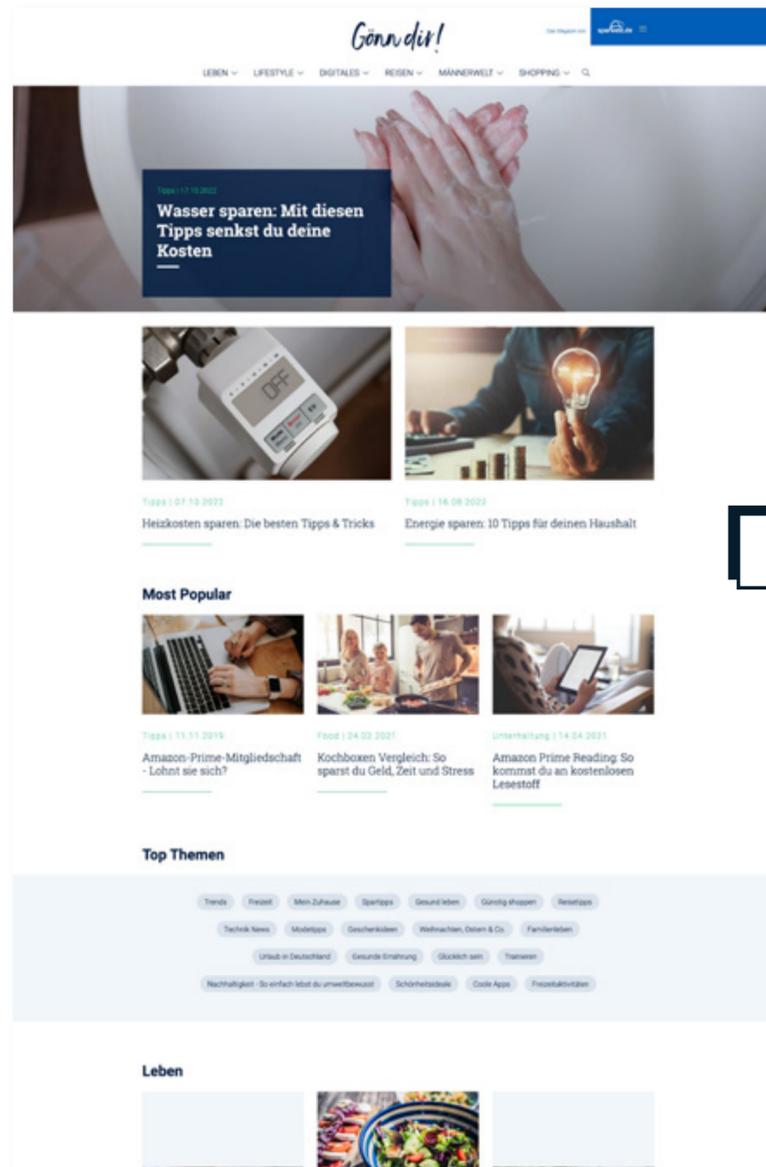
**1** Homepage teaser with link to article on bargain buy

All bargains appear in a stream on the homepage and also sometimes in the corresponding category. Pushing articles up can also be added.

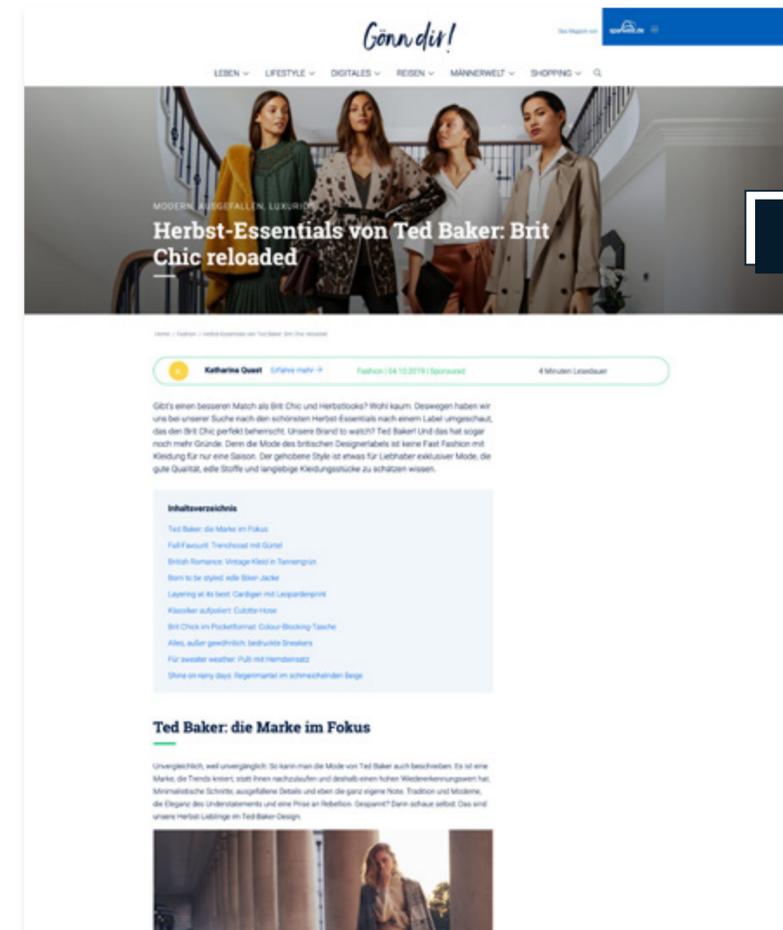


**2** Example Advertorial Deal

# Sparwelt.de | Gönn Dir! – Magazin



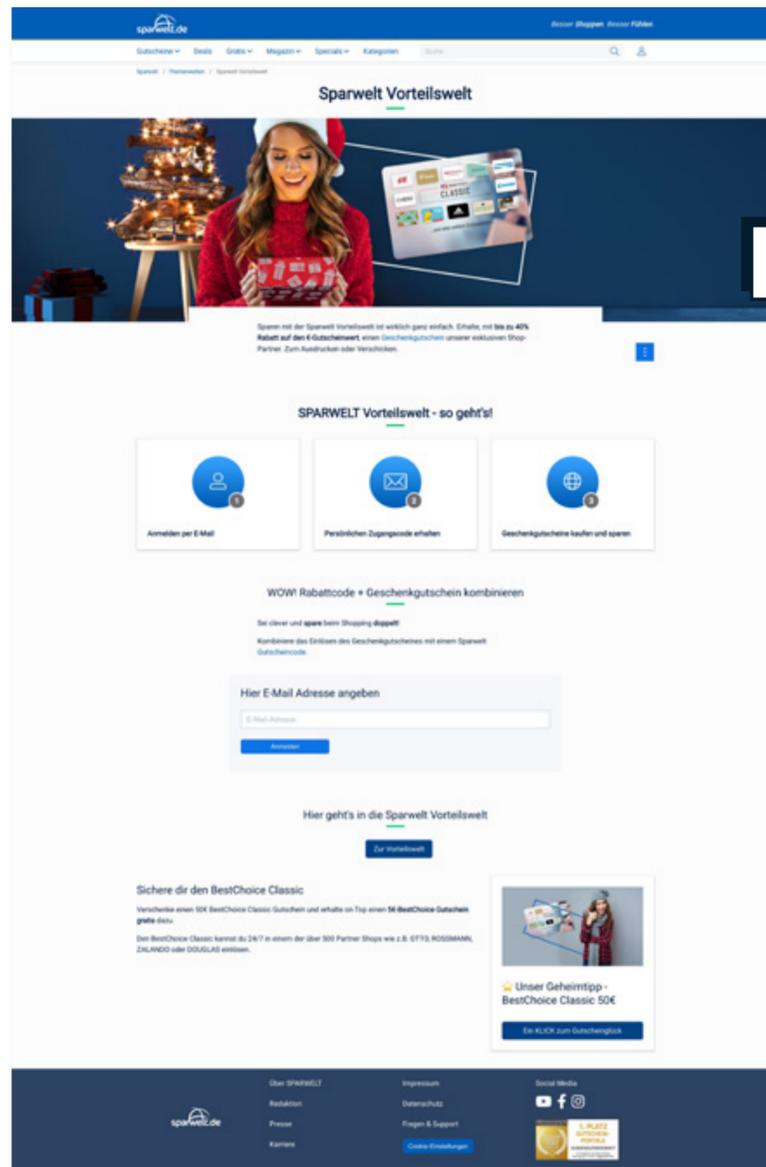
1 Teaser to advertorial on magazine homepage



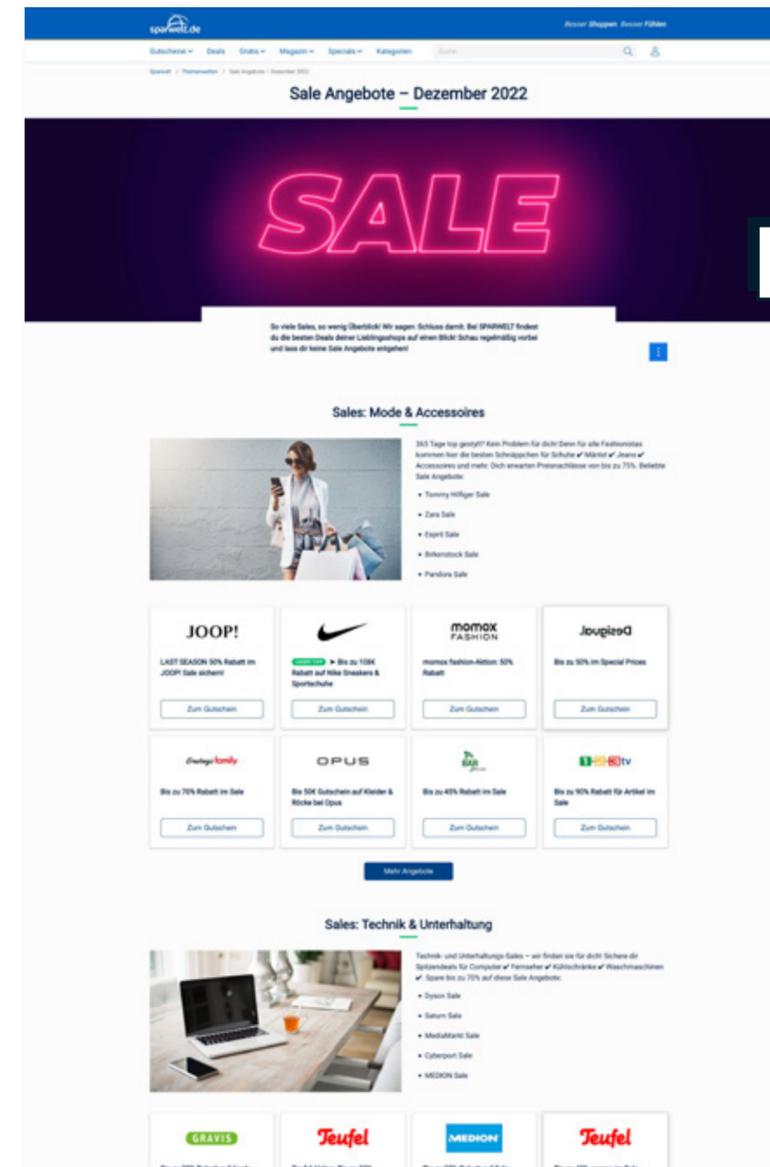
2 Advertorial Premium

Our Sparwelt.de magazine was recently relaunched under the new brand 'Gönn Dir!' and provides the best tips & tricks for our users in all areas of living.

# Sparwelt.de | Personal Content Landingpage

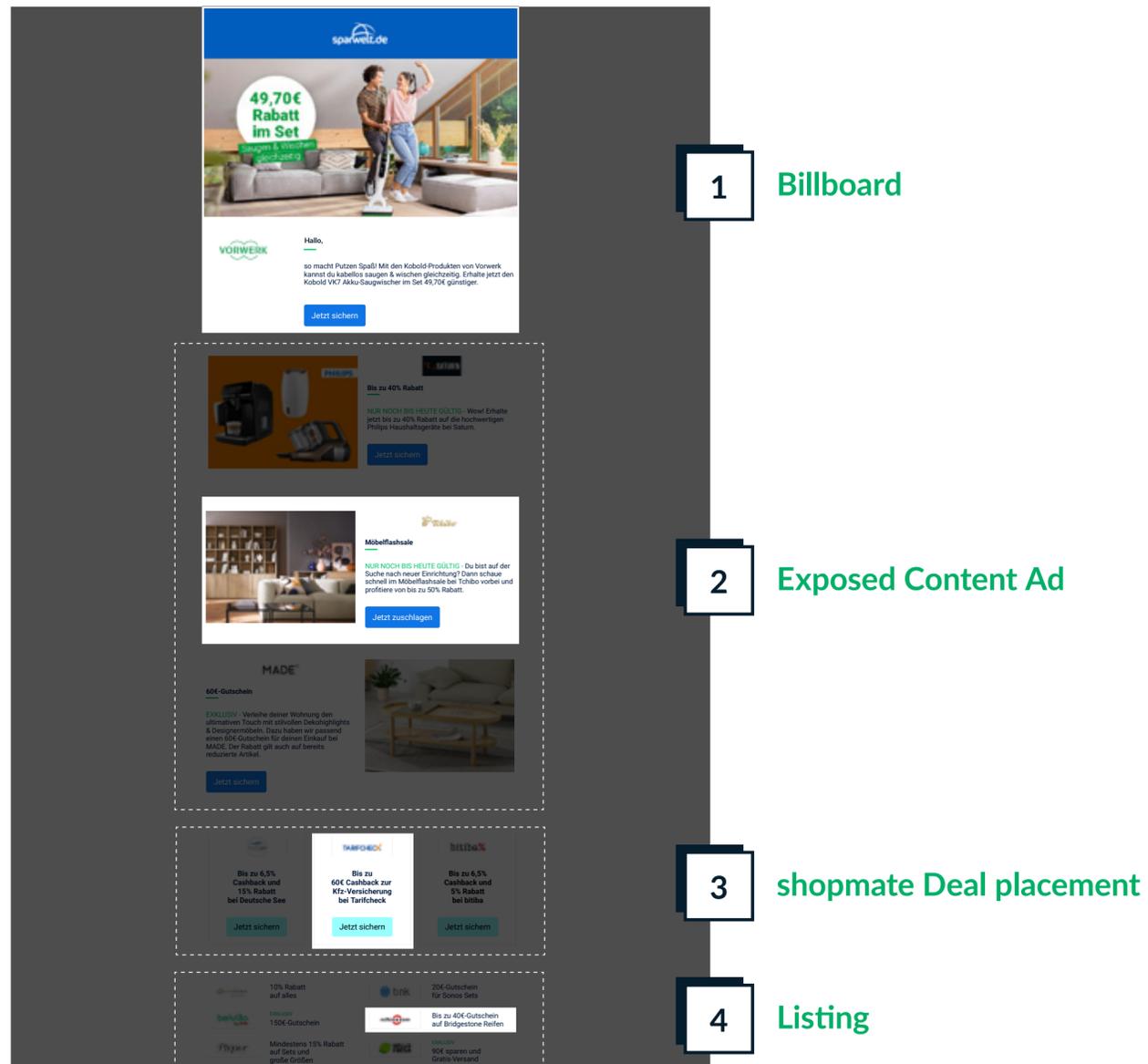


1 Landingpage Example



2 Landingpage Example

# Sparwelt.de | Newsletter



**1**

**49,70€ Rabatt im Set**  
Saugen & Wischen gleichzeitig

**VORWERK**

Hallo,  
so macht Putzen Spaß! Mit den Kobold-Produkten von Vorwerk kannst du kabellos saugen & wischen gleichzeitig. Erhalte jetzt den Kobold VK7 Akku-Saugwischer im Set 49,70€ günstiger.

[Jetzt sichern](#)

**2**

**Tchibo**

**Möbelflashsale**

**NUR NOCH BIS HEUTE GÜLTIG** - Du bist auf der Suche nach neuer Einrichtung? Dann schau schnell im Möbelflashsale bei Tchibo vorbei und profitiere von bis zu 50% Rabatt.

[Jetzt zuschlagen](#)

**3**

**TARIFCHECK**

Bis zu 60€ Cashback zur Kfz-Versicherung bei Tarifcheck

[Jetzt sichern](#)

**4**

**reifen.com**

Bis zu 40€-Gutschein auf Bridgestone Reifen

Every Tues. & Sun. / Recipients: min. 620,000

# Sparwelt.de | Newsletter – Standalone

1 Standalone  
Recipients: approx. 250,000



dyson

Hallo,

willst du dir endlich einen Dyson Staubsauger zulegen?  
Dann ist jetzt der richtige Augenblick!

Beim Kauf eines **Dyson V11 Absolute Extra Pro** gibt es ein **Komplettpflege-Set** im Wert von **99,90€** gratis dazu. Das Set beinhaltet einen Gelenkaufsatz, eine Flexi Fugen- und Polsterdüse.

Das Angebot gilt übrigens auch für den **Dyson V8 Absolute +**: Als **Geschenk** kannst du zwischen dem **Autosauger-Zubehörset** oder dem **Haushaltspflege-Set** wählen. Beides im Wert von 99€.

Jetzt zugreifen und Gratis-Set bis zum 28.02.2021 sichern.\*

Dein SPARWELT-Team

Jetzt zugreifen

## INNOVATIV UND INTELLIGENT



Dyson V11 Absolut Extra Pro

Der Dyson V11 Absolut Extra Pro glänzt mit hoher Saugkraft, einem 2. Akku und einer freistehende Aufbewahrungs- und Ladestation. Sichere dir das Komplettpflege-Set gratis dazu.

Zum Angebot



Dyson V8 Absolute +

Mit bis zu 40 Minuten konstant hoher Saugkraft sorgt der Dyson V8 Absolute + für eine gründliche Reinigung zu Hause und darüber hinaus. Wähle jetzt dein Gratis-Set im Wert von 99€ aus.

Zum Angebot



dyson

Hallo,

willst du dir endlich einen Dyson Staubsauger zulegen?  
Dann ist jetzt der richtige Augenblick!

Beim Kauf eines **Dyson V11 Absolute Extra Pro** gibt es ein **Komplettpflege-Set** im Wert von **99,90€** gratis dazu. Das Set beinhaltet einen Gelenkaufsatz, eine Flexi Fugen- und Polsterdüse.

Das Angebot gilt übrigens auch für den **Dyson V8 Absolute +**: Als **Geschenk** kannst du zwischen dem **Autosauger-Zubehörset** oder dem **Haushaltspflege-Set** wählen. Beides im Wert von 99€.

Jetzt zugreifen und Gratis-Set bis zum 28.02.2021 sichern.\*

Dein SPARWELT-Team

Jetzt zugreifen

## INNOVATIV UND INTELLIGENT



Dyson V11 Absolut Extra Pro

Der Dyson V11 Absolut Extra Pro glänzt mit hoher Saugkraft, einem 2. Akku und einer freistehende Aufbewahrungs- und Ladestation. Sichere dir das Komplettpflege-Set gratis dazu.

Zum Angebot

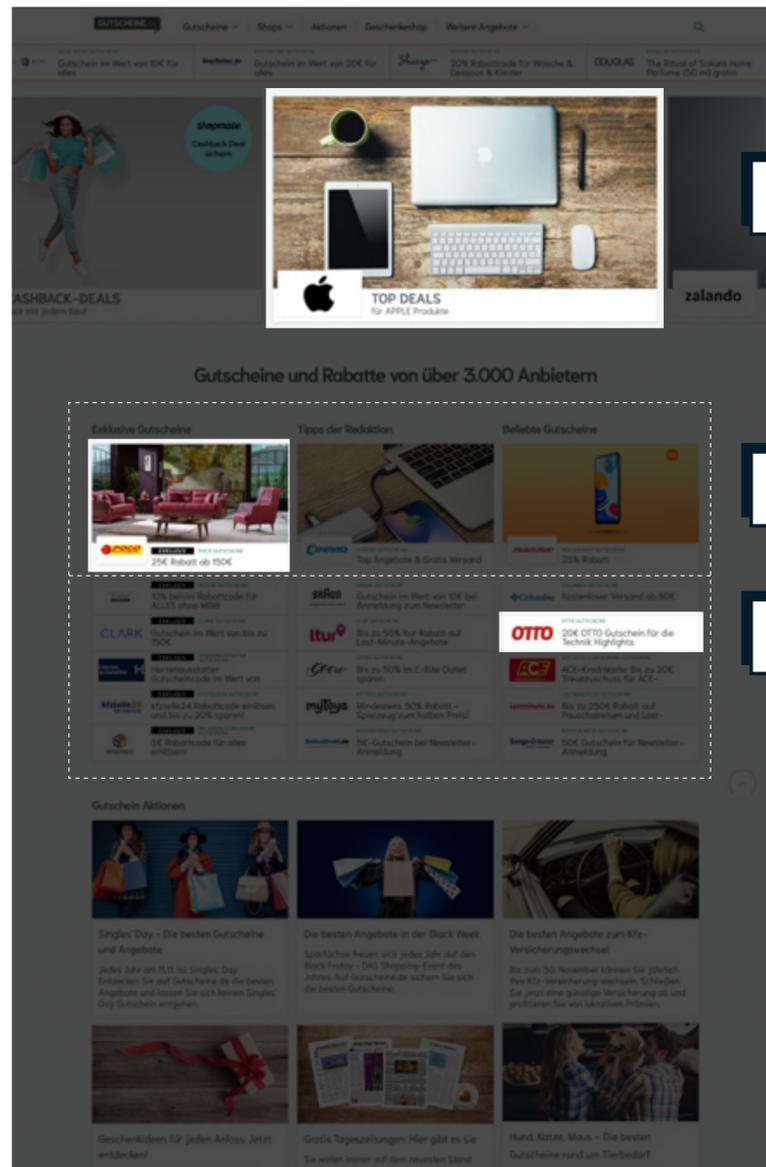


Dyson V8 Absolute +

Mit bis zu 40 Minuten konstant hoher Saugkraft sorgt der Dyson V8 Absolute + für eine gründliche Reinigung zu Hause und darüber hinaus. Wähle jetzt dein Gratis-Set im Wert von 99€ aus.

Zum Angebot

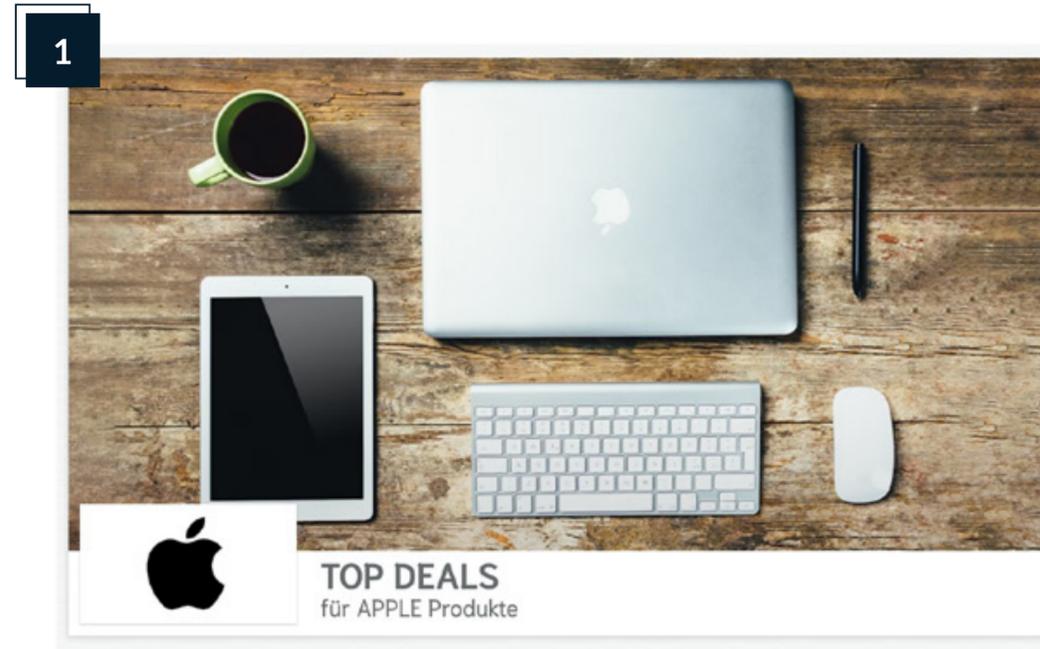
# Gutscheine.de | Homepage



1 Slider (Scrolling)

2 Teaser Top-Listing

3 Listing



1

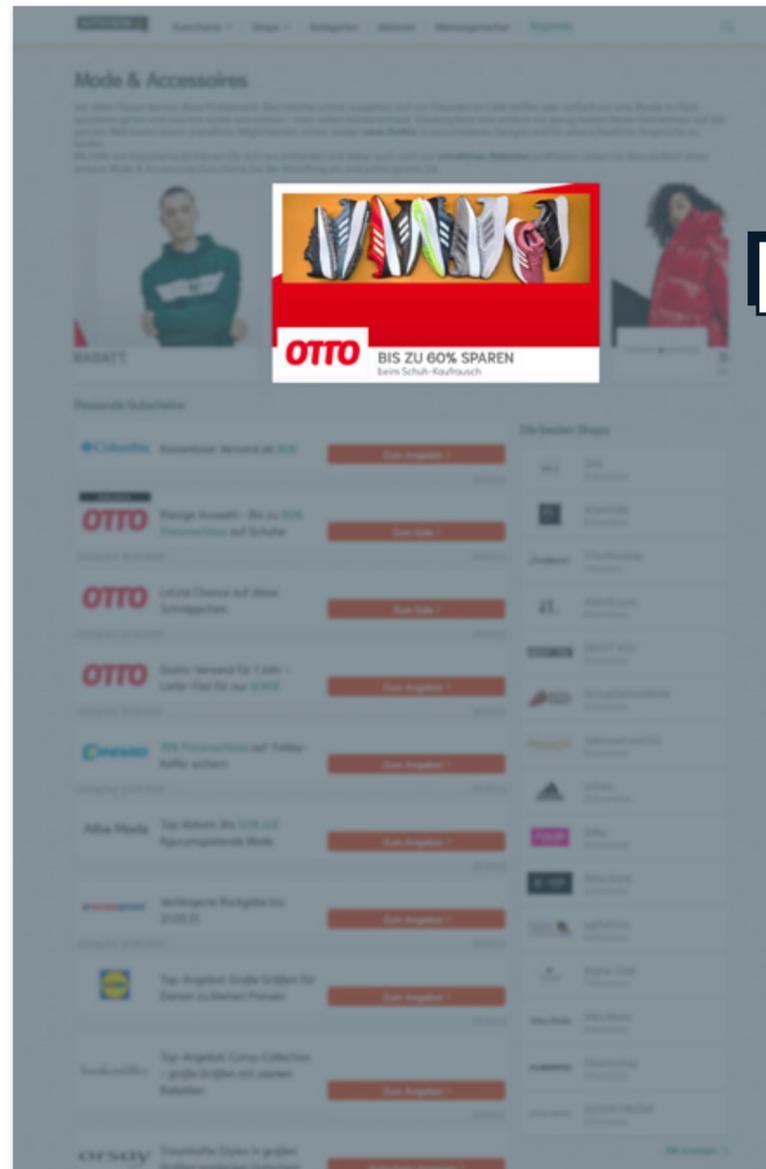


2



3

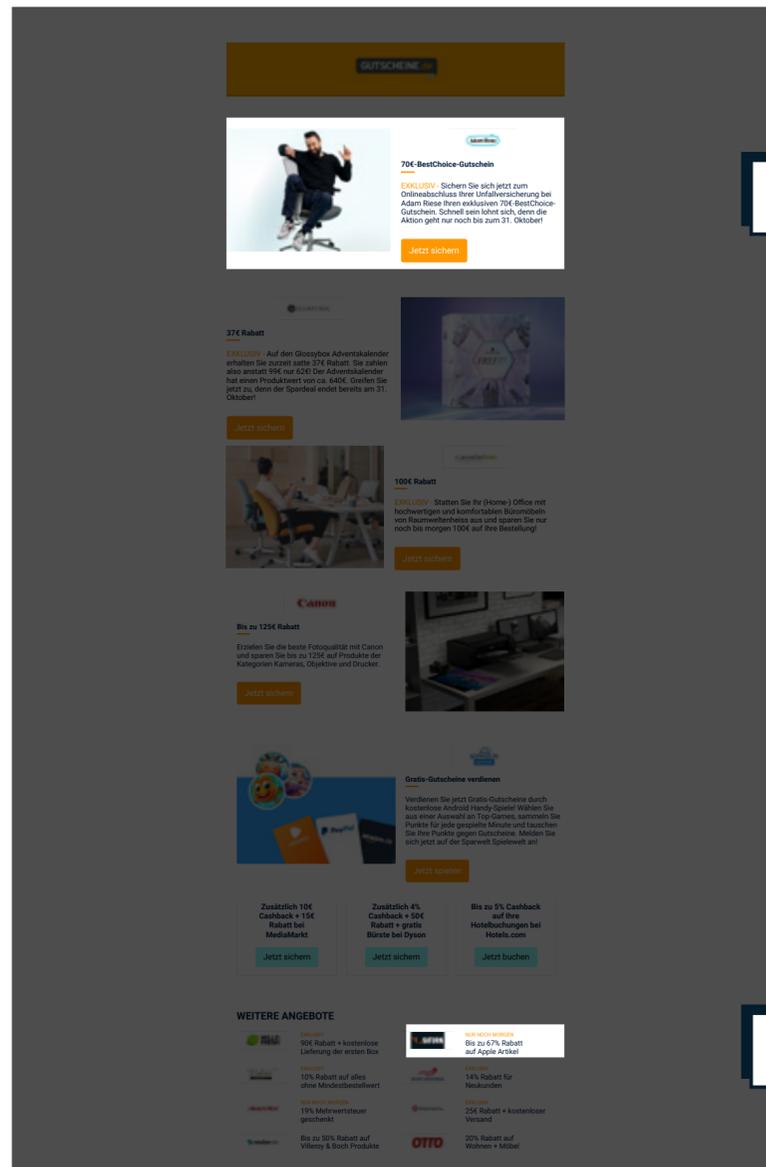
# Gutscheine.de | Category Page



1 Slider (scrolling)



# Gutscheine.de | Newsletter



1 Exposed Content Ad

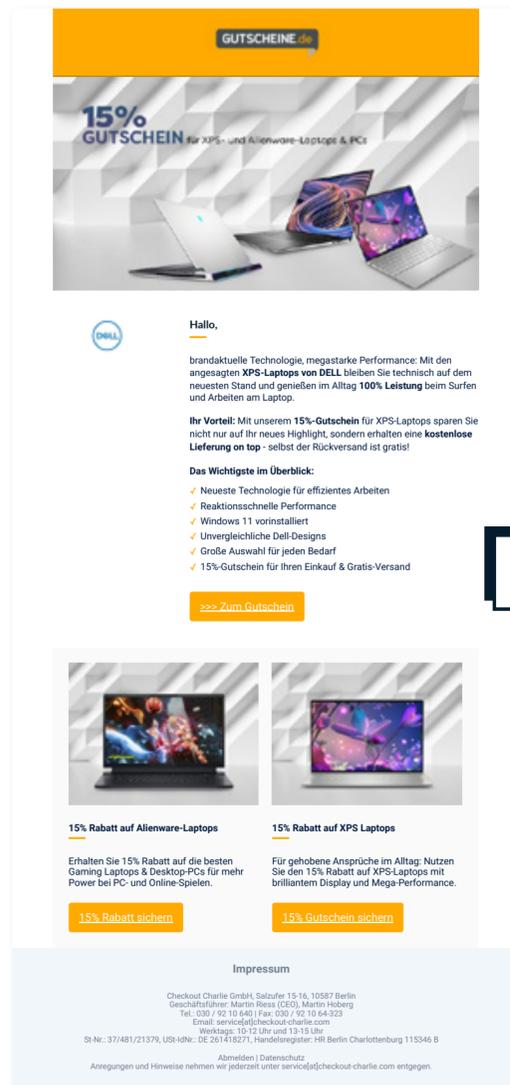
2 Listing

1

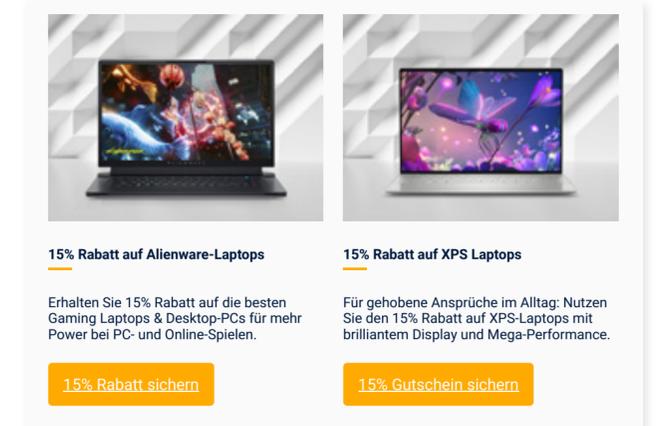
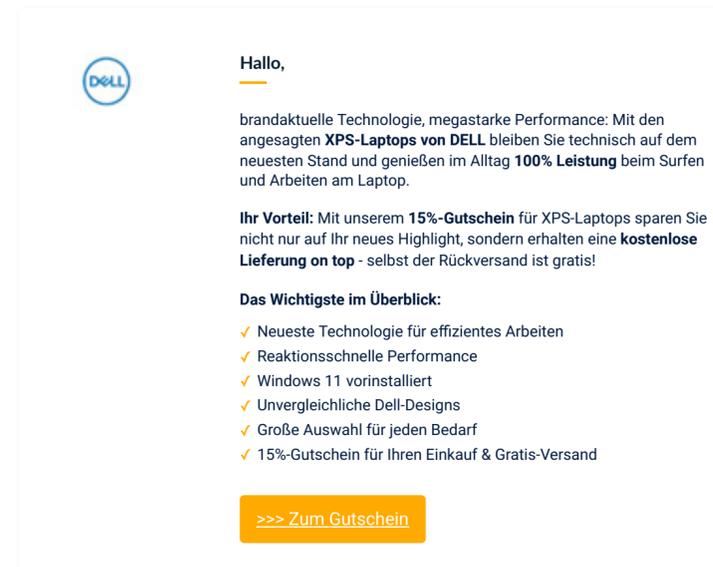
2

Every Sunday / Recipients: approx. 116,000

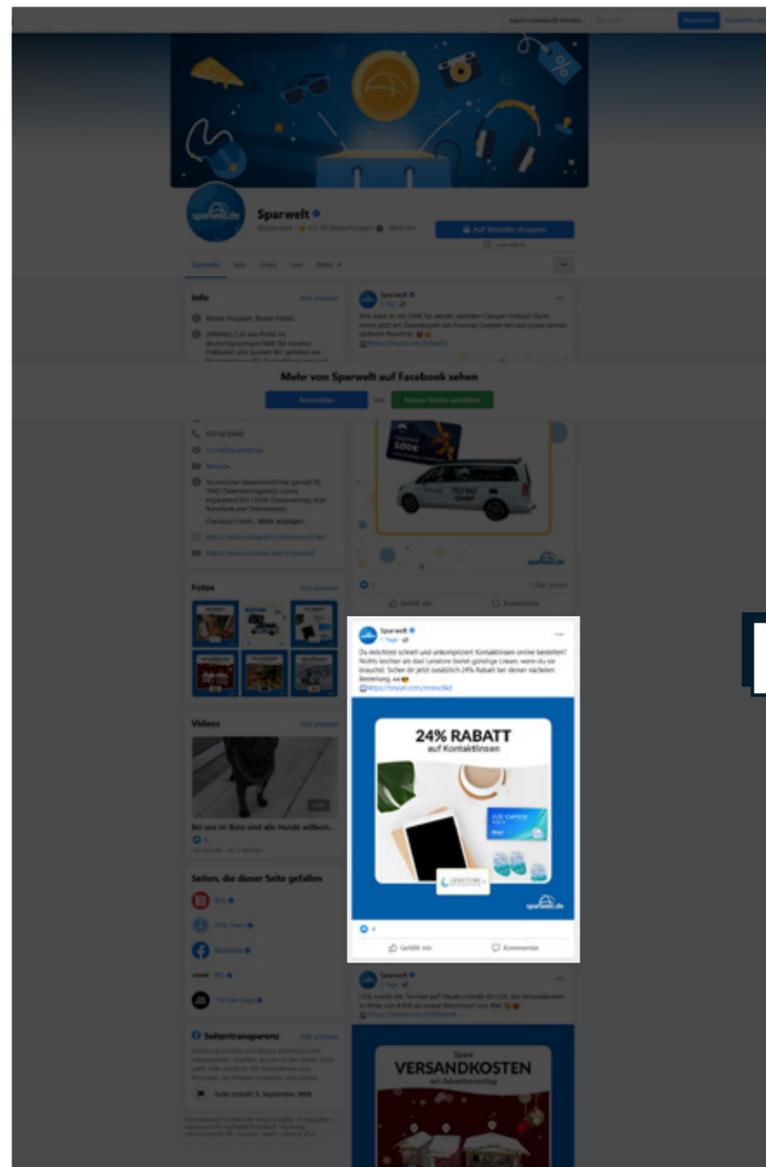
# Gutscheine.de | Newsletter – Standalone



**1** Standalone  
Recipients: approx. 116,000



# Social Media | Facebook Post & Facebook Ad



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



**Ad**  
Paid reach with increased number of recipients

# Social Media | Facebook Live



Mit freundlicher Unterstützung von:  
 GLOSSYBOX

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.

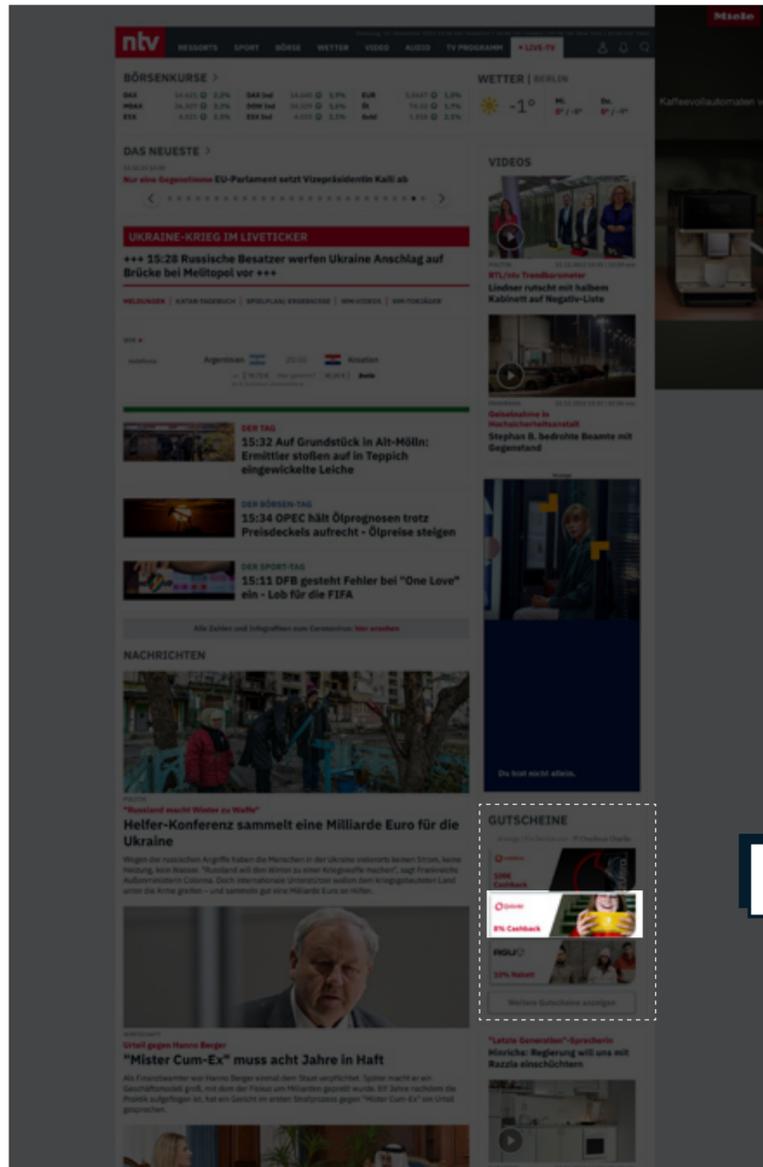
The 30-minute broadcast is hosted by our charming Checkout Charlie colleagues. Products are presented and subsequently given away. A campaign can also be placed upon consultation with us.

## Case Study:

### Facebook Live broadcast from the merchant Medion

- 68,182 people reached
- 30,105 video views
- 2,280 interactions

# n-tv.de | Homepage



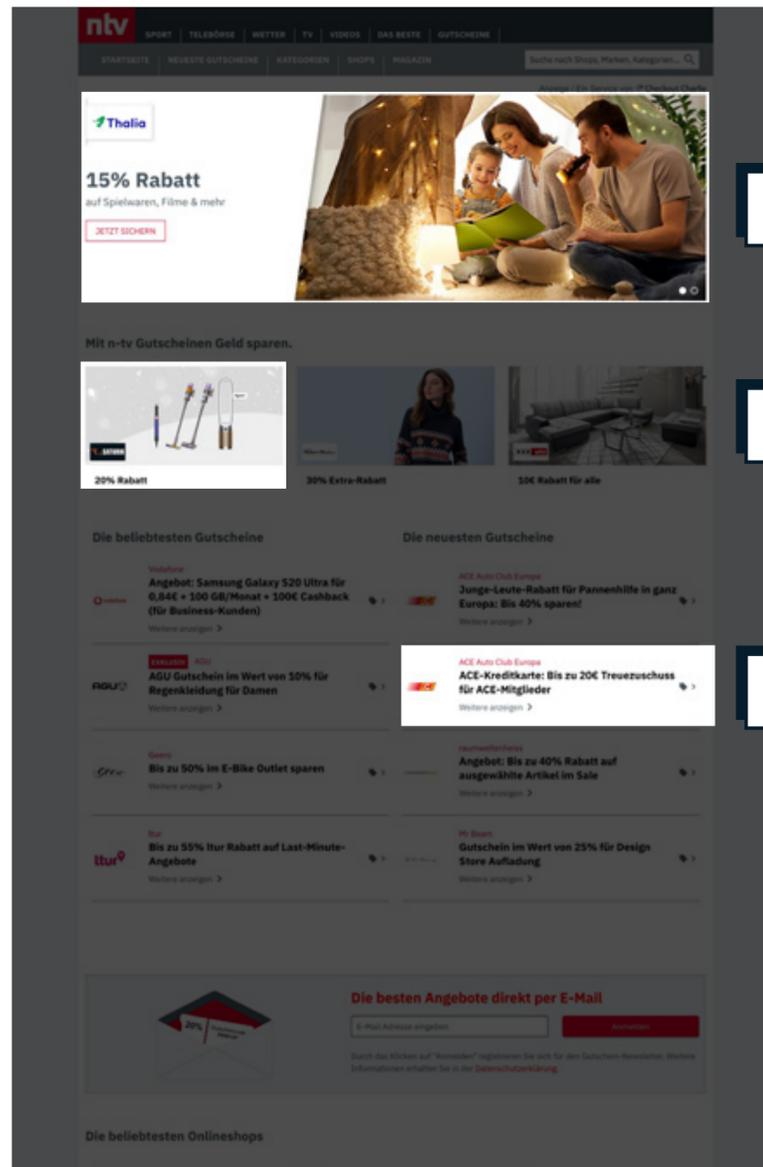
1 Sidebar Widget  
run over site  
3.4 Mio. PI



### Available categories:

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

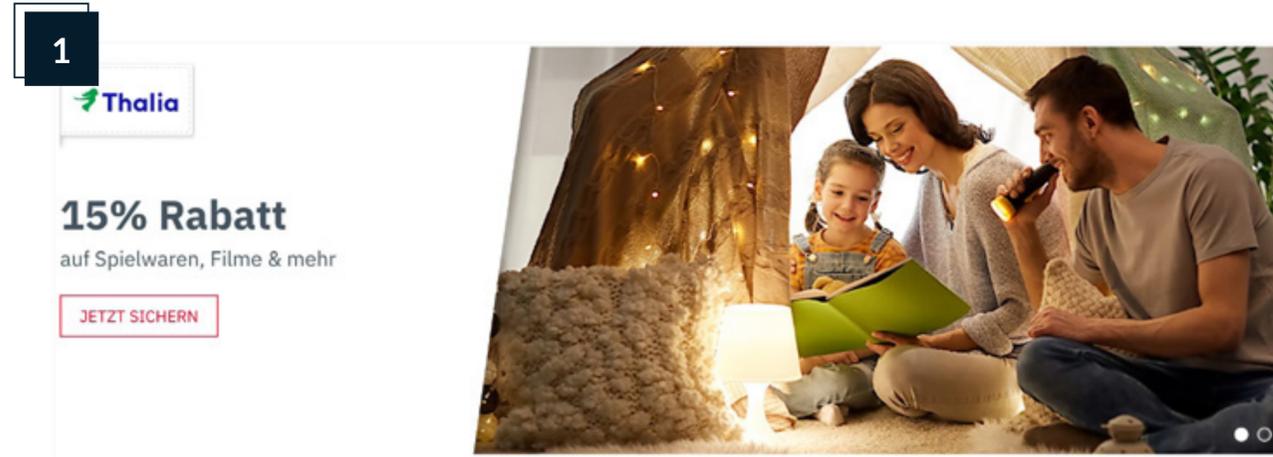
# n-tv.de | Voucher page



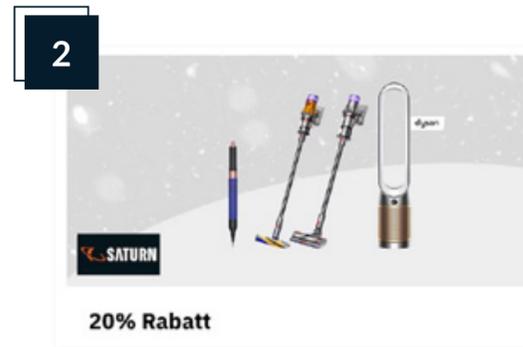
1 Slider (scrolling)

2 Teaser

3 Listing



1

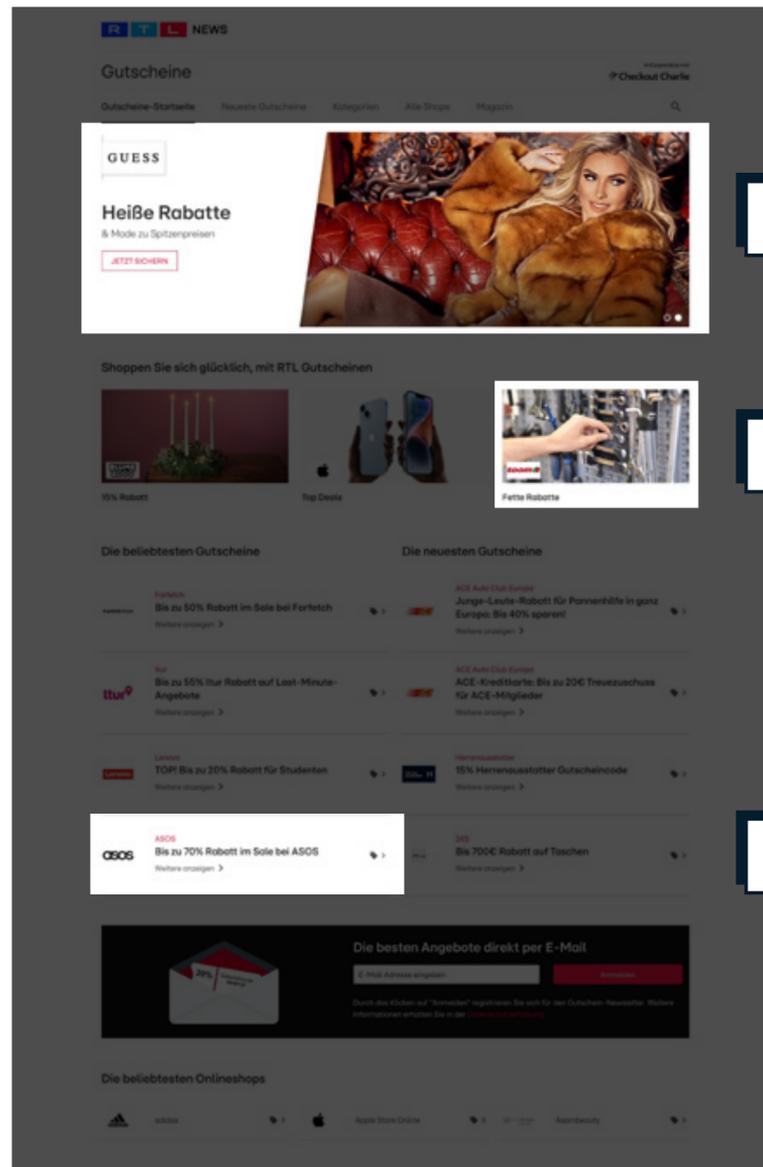


2



3

# RTL.de | Voucher page



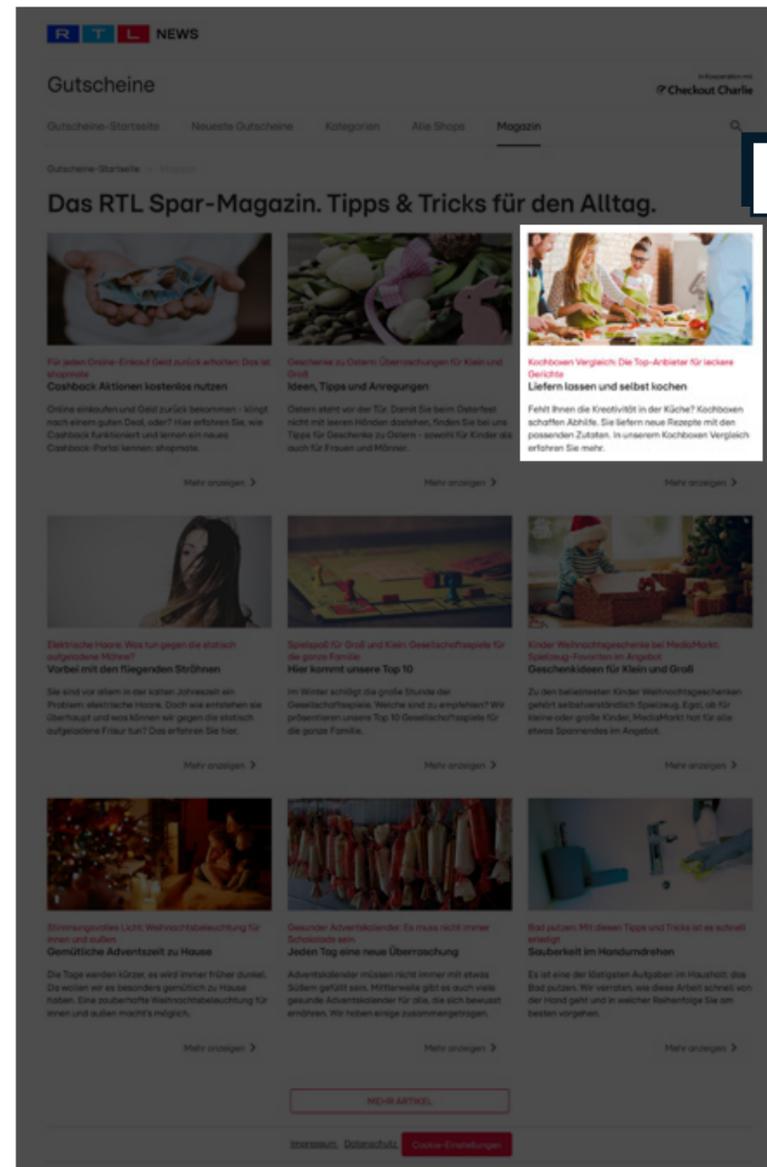
1 Slider (scrolling)

2 Teaser

3 Listing



# RTL.de | Spar-Magazin

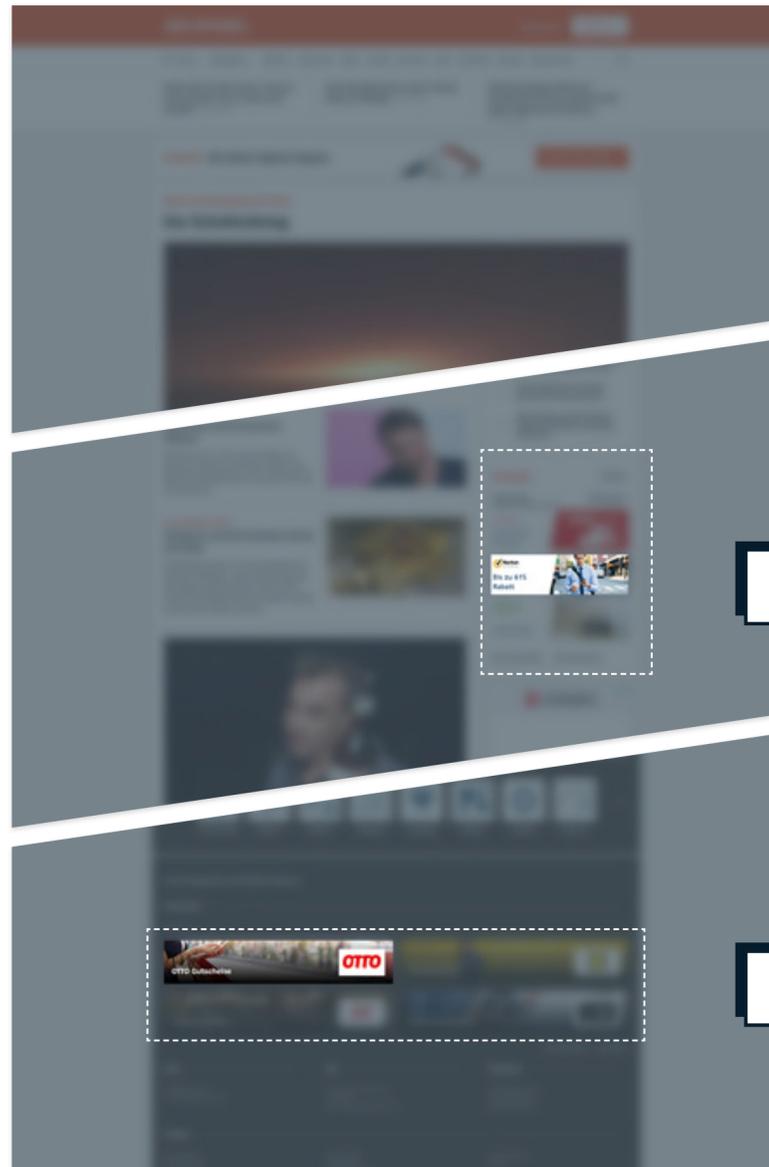


1 Teaser



2 Advertorial Premium

# Spiegel | Homepage



1 Sidebar Widget

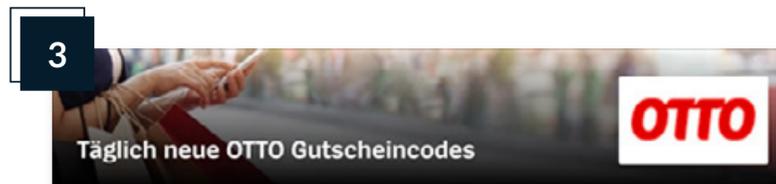
1 Floor-Ad



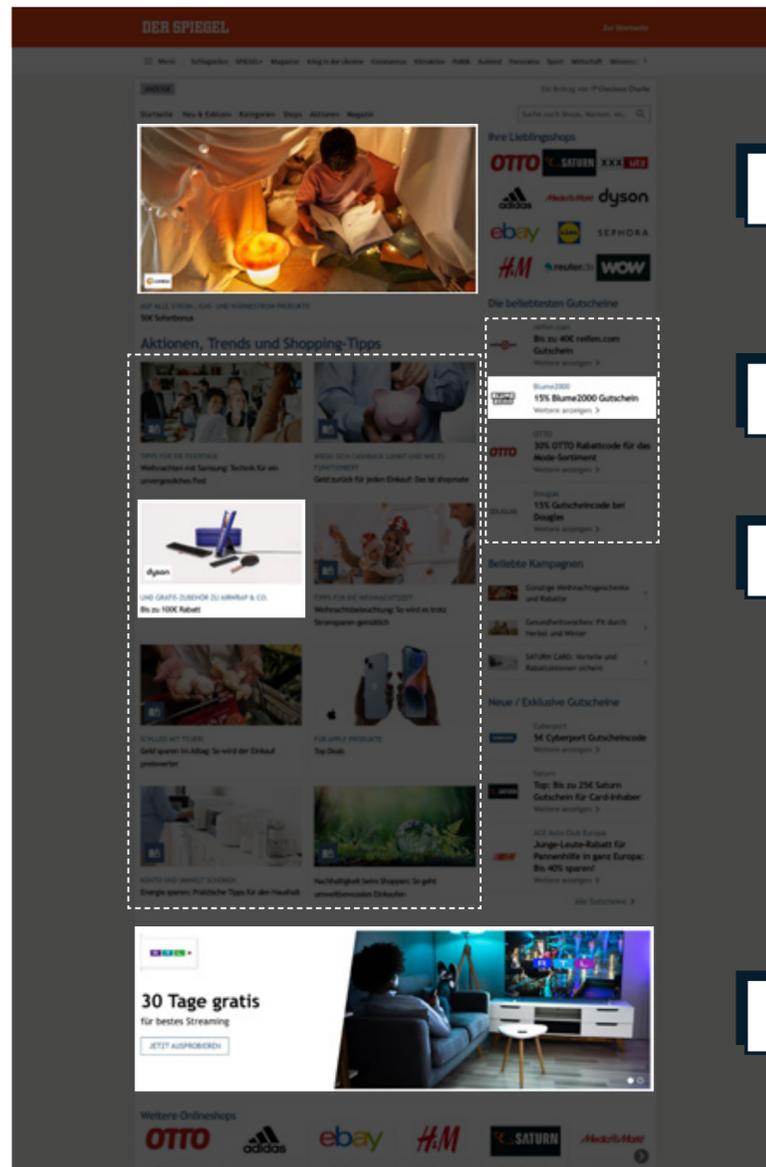
Sidebar Widget  
5.4 Mio Pl



Deal of the Day  
Tuesday



# Spiegel | Voucher page



1 Highlight-Teaser

2 Listing

3 Teaser

4 Slider (scrolling)



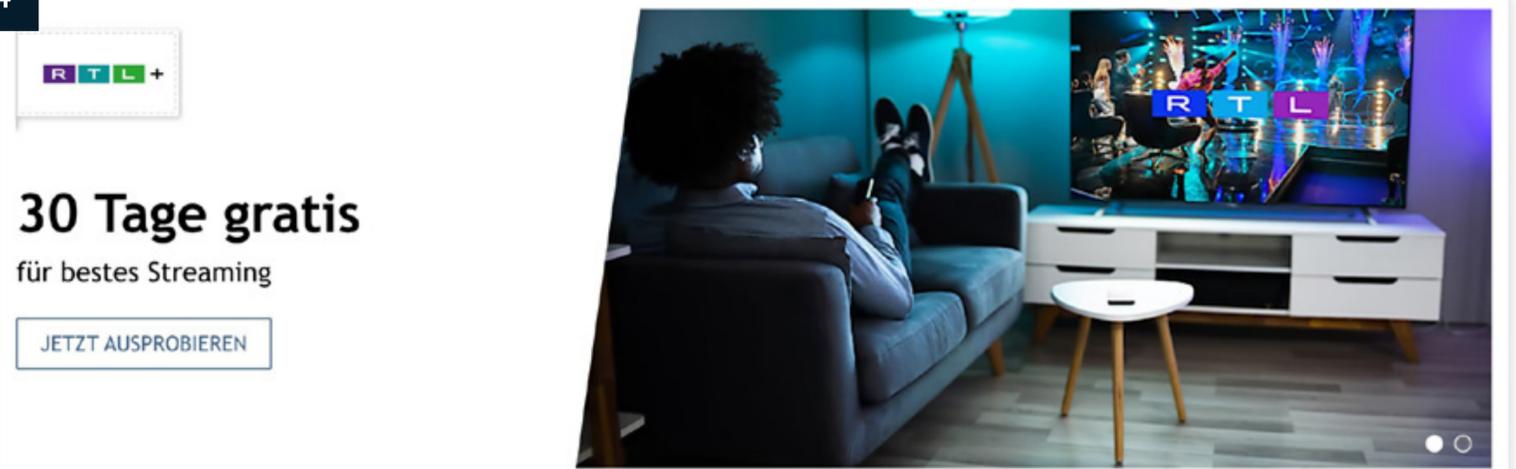
1



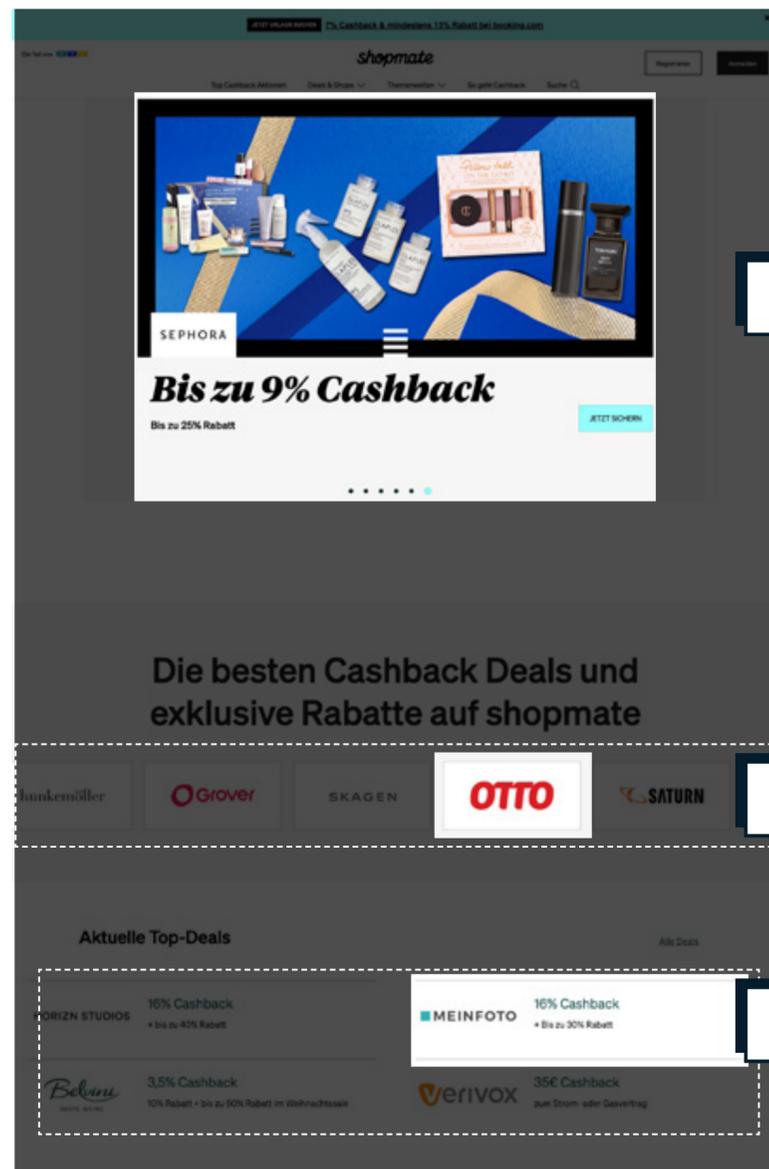
3



4



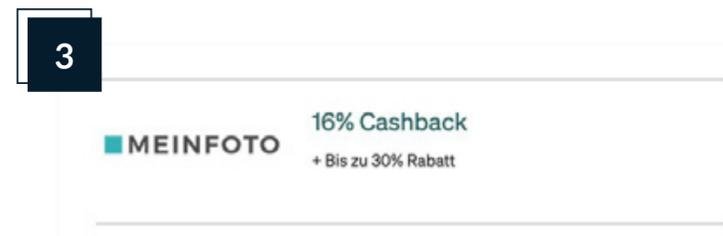
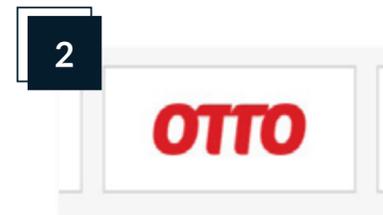
# shopmate.de | Homepage



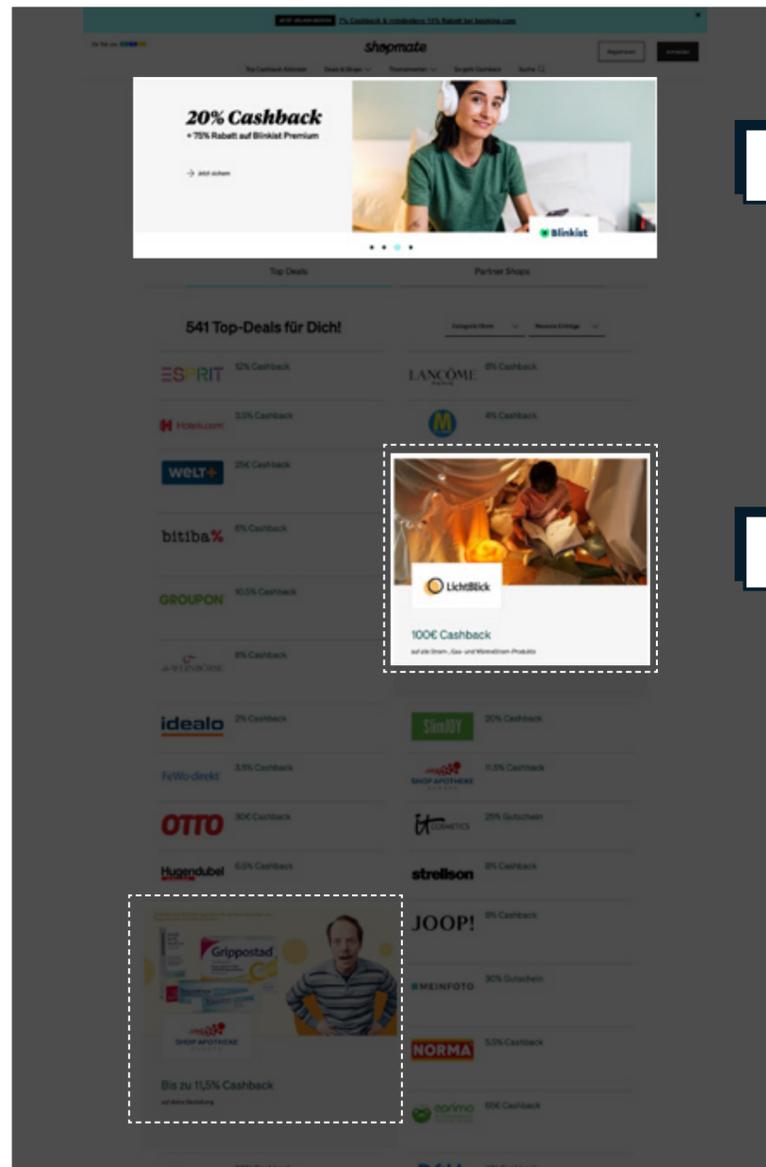
1 Slider (scrolling)

2 Branding

3 Listing

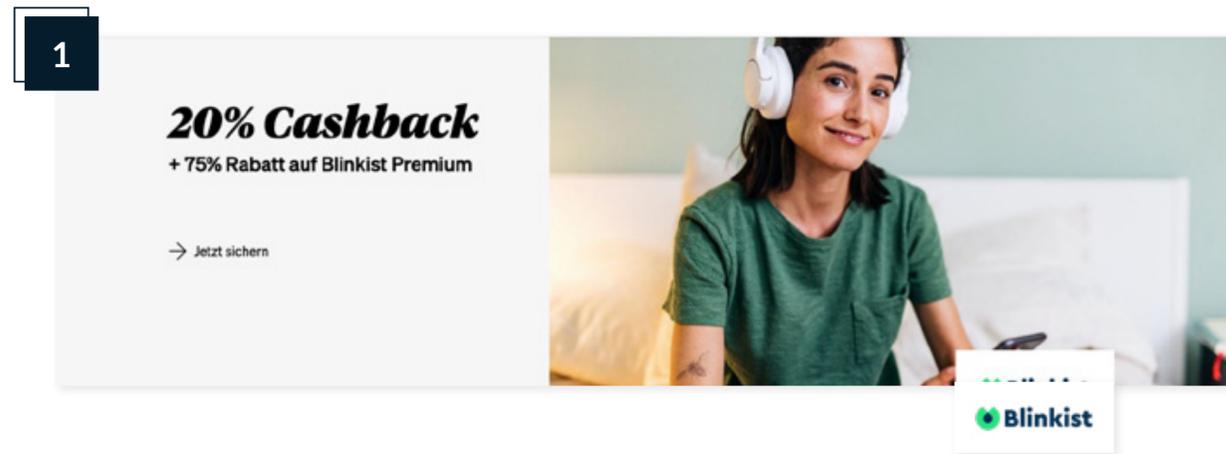


# shopmate.de | Advertiser Deal Overview

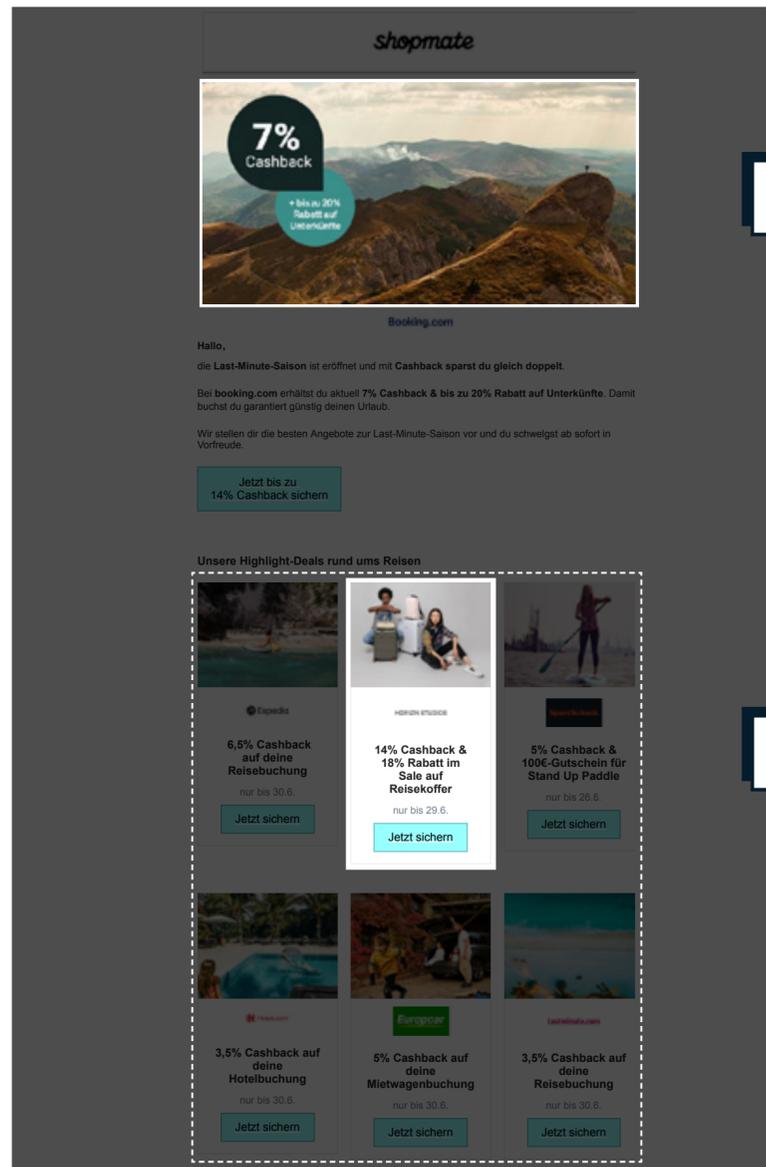


1 Slider (scrolling)

2 Teaser

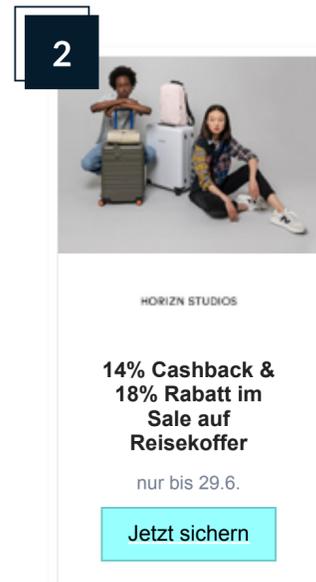


# shopmate.de | Newsletter



1 Billboard

1 Placement



## 43 | 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, Subscription 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, Photo & Stationery, Love & Relationship, Flowers & Gifts

### Jameel Mahmoud

Key Account Manager

Tel. +49 151. 44 05 96-37  
jameel.mahmoud@checkout-charlie.com

## New Customers & Account Management

### Tim Brosinsky

Senior Key Account Manager Special Products

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

## Fashion & Accessories, Sports & Leisure

### Anton Kramer

Key Account Manager

Tel. +49 151. 44 05 96-49  
anton.kramer@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](http://www.checkout-charlie.com)

Made  
with ♥  
in Berlin + Zürich

