

Your placement on Austria's best-known voucher portal

PRICE LIST | 2023

GUTSCHEINE.at

INCLUDING TOP SPECIAL PLACEMENTS ON



Content

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A large green decorative shape with a dashed white outline, resembling a stylized bracket or a large 'C' shape, is positioned on the right side of the page. It has a rounded top and a jagged, organic bottom edge.

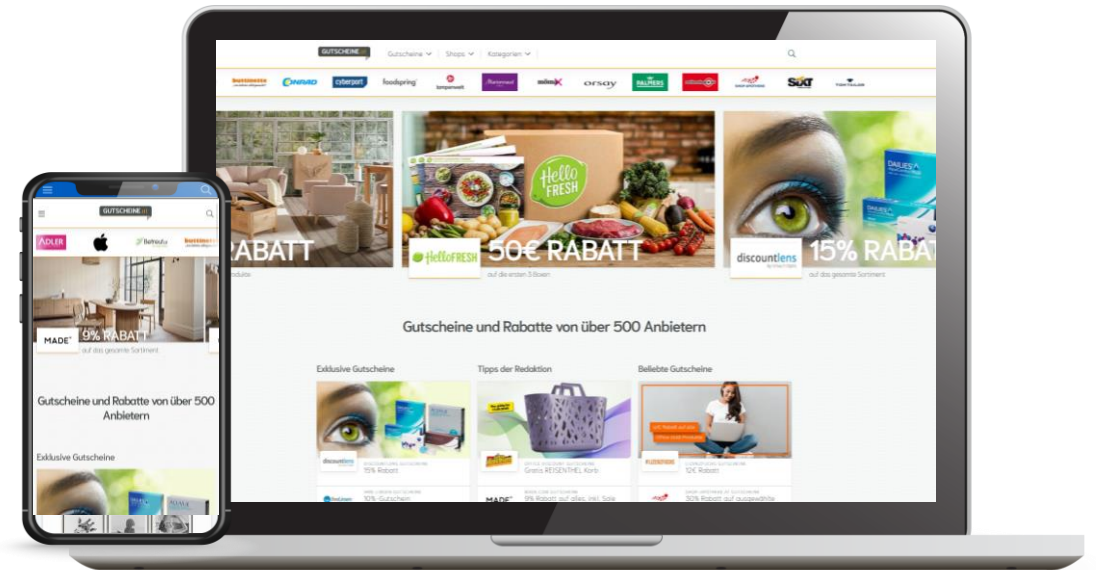
01 Our Network / Portals



Gutscheine.at & oe24.at

FOR MAXIMUM COVERAGE IN AUSTRIA

The portal **GUTSCHEINE.AT** (approx. 100,000 users/month), which has already been established on the Austrian market for 8 years, and **oe24.at** (one of the media brands with the highest reach in Austria) will also cooperate in 2023 and offer you additional high-reach placement packages!





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

32,9% reach male / 33,4% reach female
52% of users are under 49 years old

Status

34.5% coverage among the employed / 27.4% among the non-employed

Level of education

34% of users have a high school diploma or a university degree

Reach

TOTAL: 2,33 Mio. Unique user / month (33,1% net reach)
MOBILE: 1,81 Mio. Unique user / month (25,8% net reach)

Net household income

45% of users have a net household income of 3.000,- € and more/month



02 Price list 2023

Price list 2023

PRICE LIST SINGLE BOOKINGS*

Placement	Running time	Regular price	Black Week	Christmas
Period			11/20 – 11/27/2023	11/28 – 12/24/2023
Slider & Listing <small>(gutscheine.at)</small>	1 week	350,- €	600,- €	450,- €
Top Teaser <small>(gutscheine.at)</small>	1 week	150,- €	300,- €	250,- €
oe24 reach package I <small>(auf oe24.at)</small>	3 days	2.500,- €		
oe24 reach package II <small>(auf oe24.at)</small>	1 week	4.000,- €		
oe24 reach package III <small>(auf oe24.at)</small>	1 week	7'000,- €		

Our reach packages

SAVE YOUR LIGHT-, MEDIUM- OR PREMIUM PACKAGE – DURATION: 01/01– 12/31/2023*

Light

GUTSCHEINE.AT
7 Days Top Teaser Homepage

OE24.AT
1 Day Konsolen-Patronanz oe24.at
(add. info Slide 12) Homepage

1 Day Marketing-Banner oe24.at
(add. info Slide 13) Homepage

3 Days Marketing-Banner 1 Subportal**
Homepage

2.500€*

Total ad value: 32.500,- € gross
Total ad print: app. 600.000 AI's

Medium

GUTSCHEINE.AT
7 Days Slider Homepage

OE24.AT
2 Days Konsolen-Patronanz oe24.at
(add. info Slide 12) Homepage

2 Days Marketing-Banner oe24.at
(add. info Slide 13) Homepage

7 Days Marketing-Banner 1 Subportal**
Homepage

4.000€*

Total ad value: 66.900,- € gross
Total ad print: app. 1,5 Mio. AI's

Premium

GUTSCHEINE.AT
7 Days Slider Homepage

OE24.AT
2 Days Konsolen-Patronanz oe24.at
(add. info Slide 12) Homepage

2 Days Marketing-Banner oe24.at
(add. info Slide 13) Homepage

7 Days Marketing-Banner 1 Subportal**
Homepage

7 Days Co-Branded Banner oe24.at
(add. info Slide 14)

7.000€*

Total ad value: 91.900,- € gross
Total ad print: app. 2 Mio. AI's

*Prices always +CPO

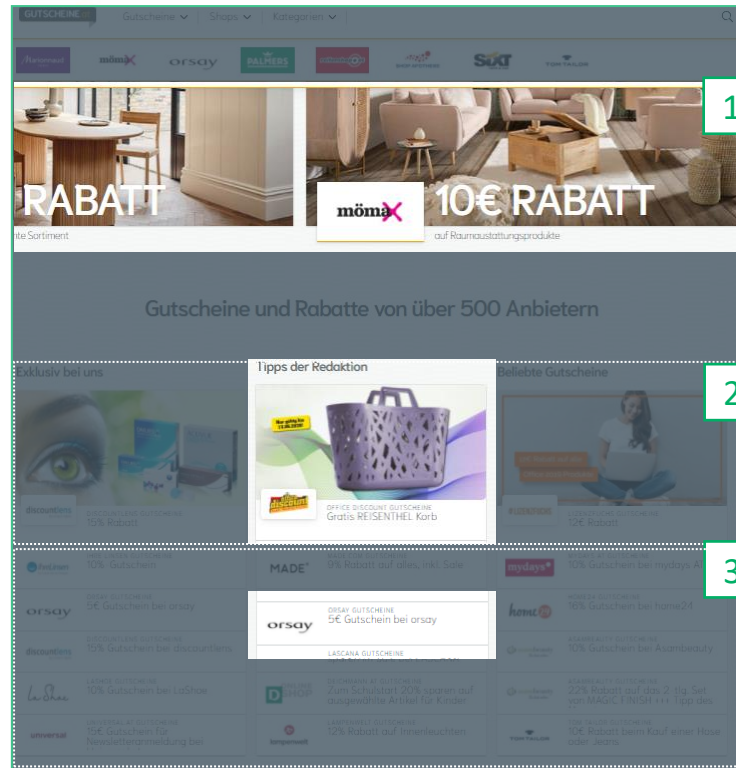
**Subportals oe24.at: <https://www.wetter.at/>; <https://www.oe24.at/businesslive>; <https://www.oe24.at/sport>; <https://madonna.oe24.at/>; <https://www.gesund24.at/>

Price list oe24.at: [oe24 Werbung](#)

03 Placements

Placements – Homepage

STAGING ON GUTSCHEINE.AT



1 Slider (rolling)

2 Top-3 Teaser

3 Listing

1



2



3



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

oe24

OE24 VIDEOS WETTER.AT ÖSTERREICH.AT SPORT24 MADONNA GESUND24 GAMES24 COOKING BUZZ.AT

E-PAPER Tageszeitung ÖSTERREICH

CLICK & WIN LOGIN | REGISTRIEREN

MENÜ CORONAVIRUS NEWS VIDEOS WETTER SPORT STARS BUSINESS REISE OE24.TV LIVESTREAM RADIOAUSTRIA LIVESTREAM

SONDERTHEMA: XXXLUTZ UNSERE TIERE MYWORLD HUAWAI P40 SERIE VERGLEICH PHILORO

DIE TOP-STORIES DES TAGES

Exklusiv bei **GUTSCHEINE.at**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget congue eget.

LOGO Placeholder

Jetzt sichern >

1

2

3

4

5

Plötzlich 10 Corona-Todesfälle mehr in Wien

Kurz: "Pakt gegen Einsamkeit" geschlossen

Virologin verrät: So viel wird der Corona-Impfstoff kosten

Erneut fast 300 Neinfizierte in Österreichweit

SAMSUNG Erlebe, wie sich die Zukunft in deinen Händen entfaltet

Mockup, subject to change



1

Konsolen Patronanz*

CONDITIONS

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

Minimum booking volume Only bookable via one of the three reach packages

Running time Min. 1 Day

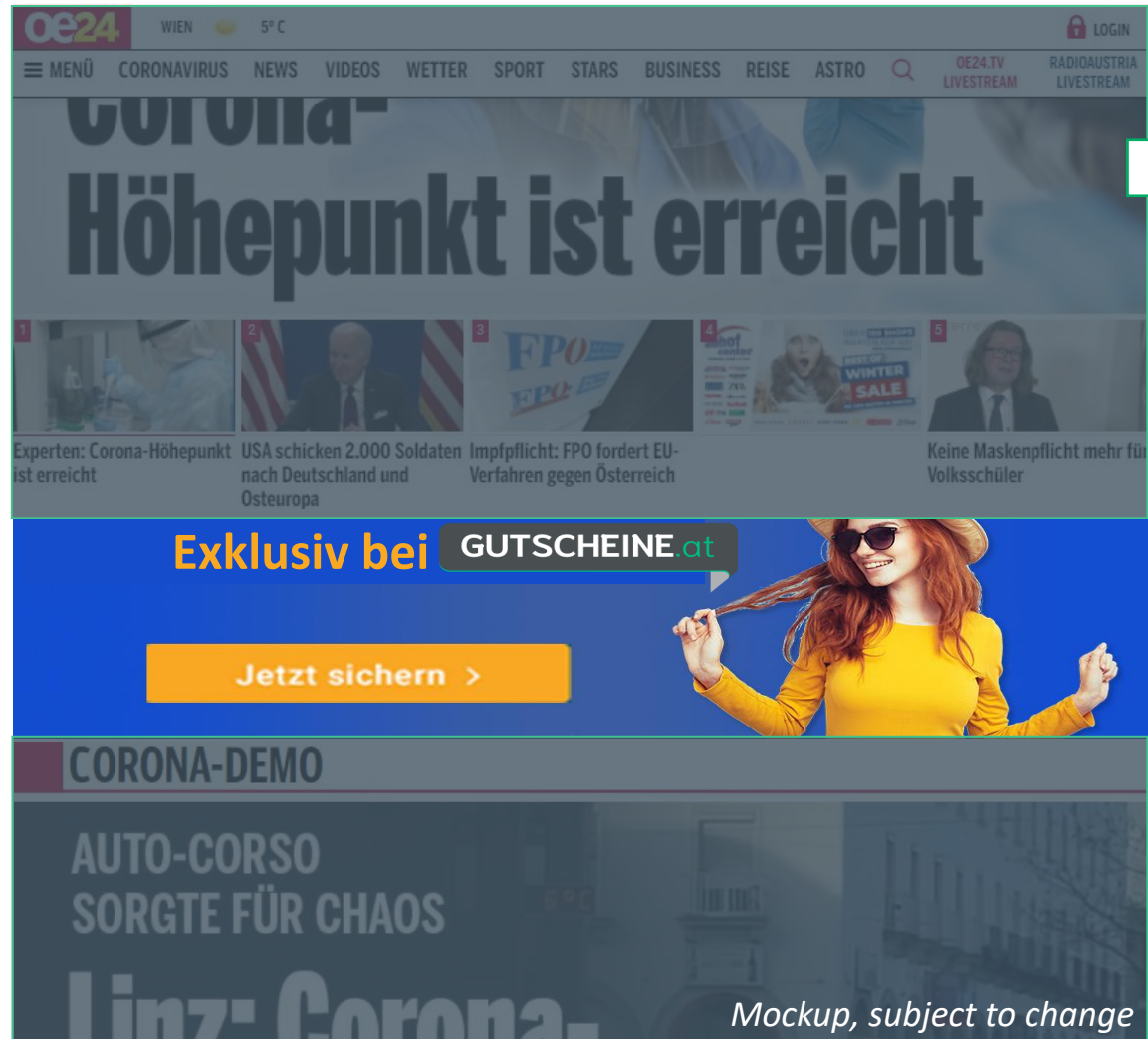
Reach approx. 300;000 AI (Desktop & Mobile)

Delivery content 5 Working days before placement

Specifications Home page slider at „TOP-STORIES DES TAGES“

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 Only bookable via one of the three reach packages

Running time Min. 1 Day

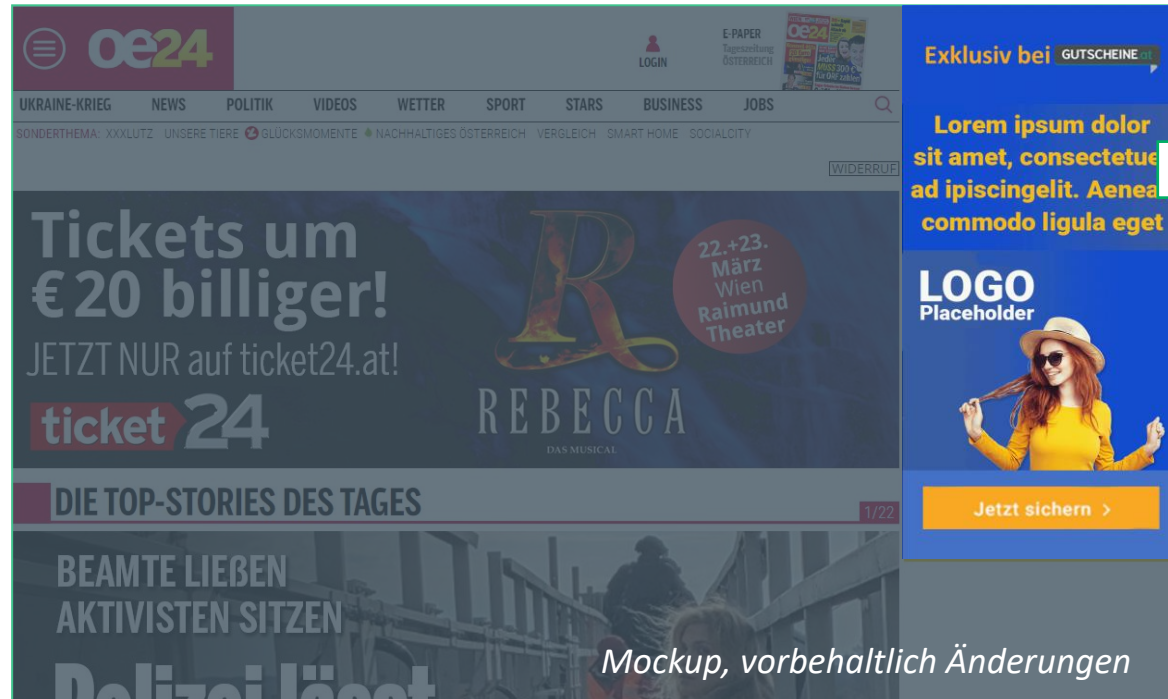
Reach approx. 400,000 AI (Desktop & Mobile)

Delivery content 5 Working days before placement

Specifications 24-hour display of desktop & mobile in the absolute top position

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 Can only be booked via reach package III

Running time 7 Days

Reach Guaranteed reach 500,000 AIs




Delivery content 5 Working days before placement

Specifications
a) Halfpage Ad
b) no targeting possible

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 | **gutscheine.at**

- Mood picture 700px x 350px (without: Text, Logo, CTA)

Konsolen-Patronanz | **oe24.at**

- Picture 960 px x 480 px (with Text, Logo, CTA)

Marketing-Banner | **oe24.at**

- Picture 960 px x 250 px (with Text, Logo, CTA)

Co-Branded-Banner (HPA) | **oe24.at**

- Picture 300 px x 600 px (with Text, Logo, CTA)

Contact

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with 
for 