



Media Kit 2024



Content

03 | MEDIA KIT 2024
Our company

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Our campaigns

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Our placements

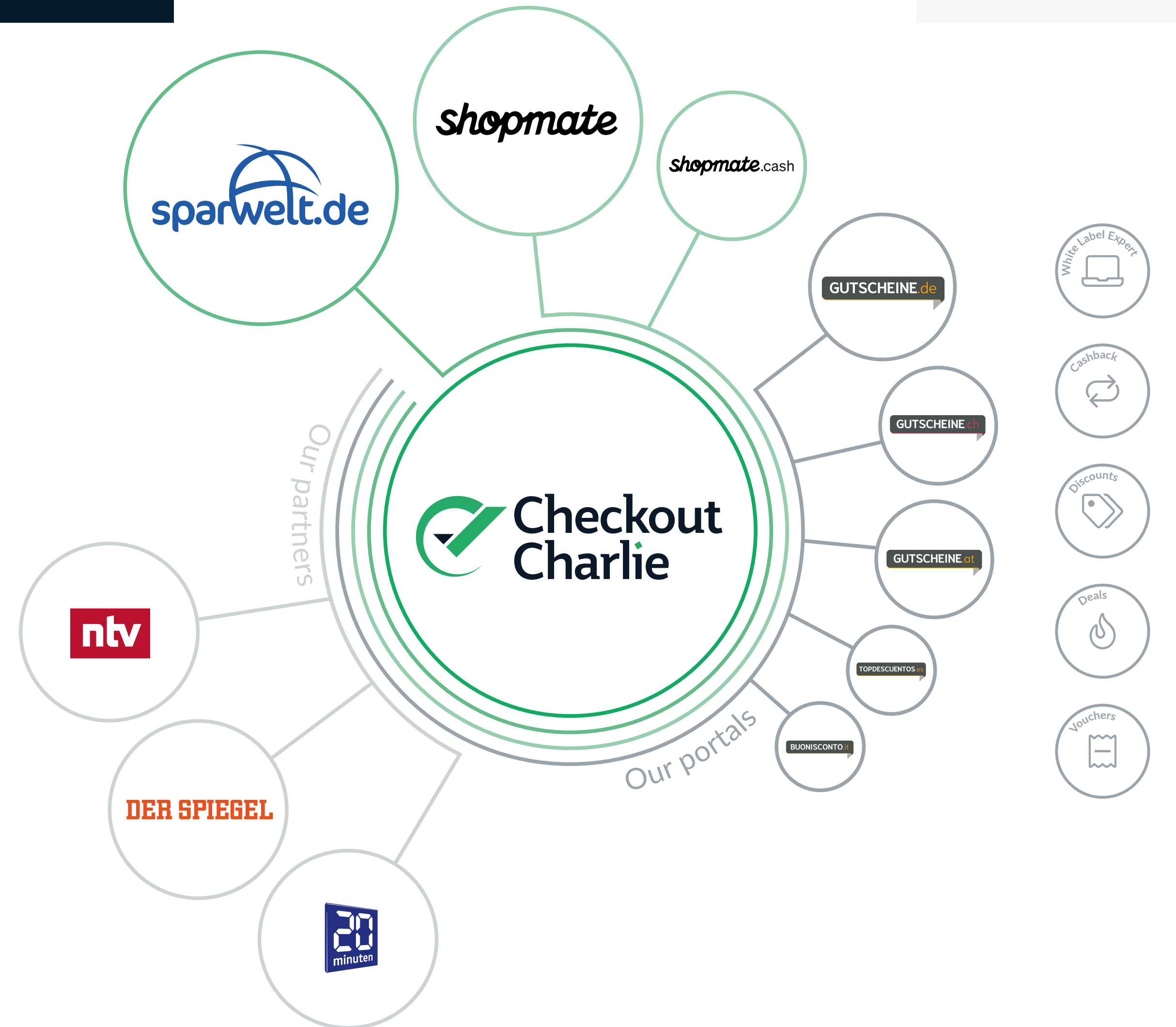
42 | MEDIA KIT 2024
Your contacts



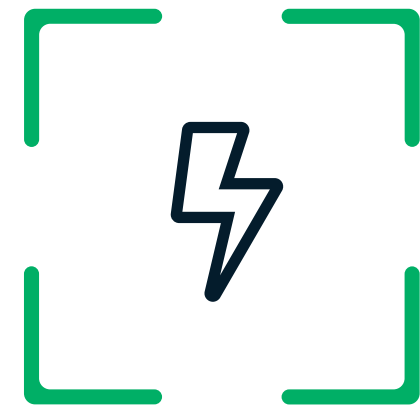
Standing still is completely alien to us

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



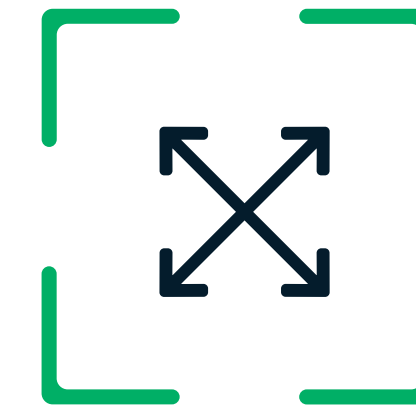
Transactional environment

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



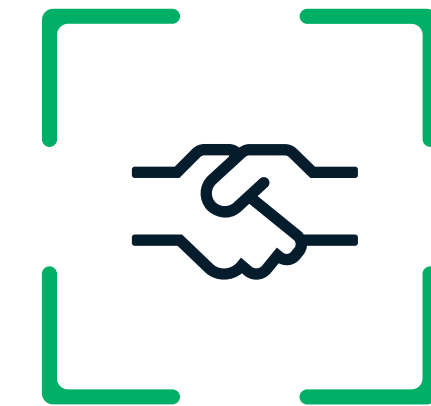
Diversity

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

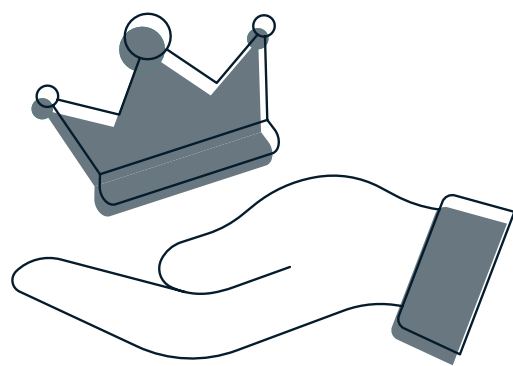
15 years on the market

59 employees + 5 office dogs

5 countries



More than 10.000 active partnerships



More than 2.3 million million conducted transactions (2022)

On average 300-800% uplift in turnover through SEA-release in combination with exclusive promo code or deal



More than 174 million € conducted external sales

(plus conclusion of contracts / continuing obligations, 2022)

More than 200.000 followers on Social Media (Facebook, Instagram, YouTube, TikTok)

14% engagement rate on social media channels (average 2022)

More than 5.4 million million shopping-savvy users per month

20,5 million € TV volume in 2022 (BMV)

On average 53% uplift in turnover through campaign integration (2022)

1,3 million newsletter subscribers

12.000 newsletter subscriptions per month (monthly average in 2022)

Average 42% newsletter open rate

More than 65.000 promo codes & deals (2022)

2:50-4:06 minutes dwell time per article

20 highlight campaigns per year

Our Partners

DER SPIEGEL

RTL

ntv

20 minuten

Our Portals

sparwelt.de

shopmate

shopmate.cash

GUTSCHEINE.de

GUTSCHEINE.at

GUTSCHEIN.ch

TOPDESCUENTOS.es

BUONISCONTO.it



Campaign Plan 2024 | Part 1

Jan

Feb

Mar

Apr

May

Jun

DURATION CAMPAIGN

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

11.12. - 31.03.	Travel Campaign: Early Bird	█																									
02.01. - 04.02.	New Years Resolutions	█																									
08.01. - 03.03.	Winter Sale	█																									
22.01. - 14.02.	Valentine's Day				█																						
29.01. - 24.03.	Finances, Insurances, Mobile & Energy Contracts							█																			
26.02. - 01.04.	Easter								█																		
04.03. - 21.04.	Deals for Everyday Life										█																
11.03. - 28.04.	Spiegel Advertorial: Luxury Spring Fashion											█															
25.03. - 12.05.	Spiegel Advertorial: Travel Dreams												█														
02.04. - 09.06.	Home & Living Spring: Home, Garden, Tech & Entertainment														█												
15.04. - 12.05.	Mother's Day															█											
06.05. - 30.06.	Summer Looks																		█								
13.05. - 31.08.	Garden, Barbeque & Gourmet																			█							
20.05. - 15.09.	Outdoor Season: Festivals, Camping & Outdoor Activities																				█						
27.05. - 29.09.	Travel Campaign: Last Minute																						█				
27.05. - 30.06.	shopmate Shopping Days																						█				

Q1

Q2

Campaign Plan 2024 | Part 2

Jul | **Aug** | **Sept** | **Oct** | **Nov** | **Dec**

DURATION **CAMPAIGN**

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



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.



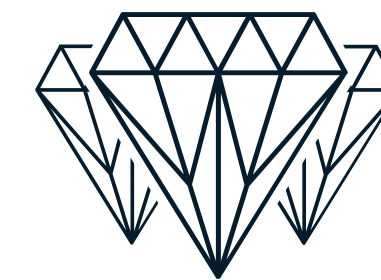
Silver

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.



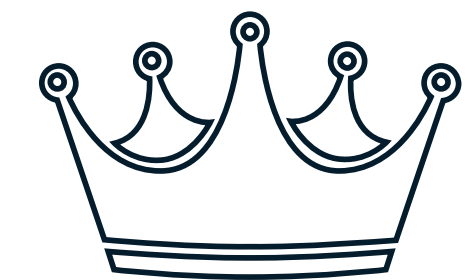
Gold

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.

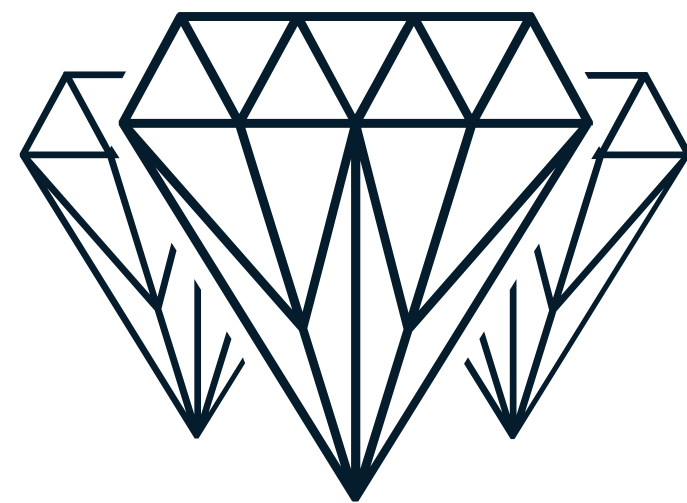


Royal Blue

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

* plus 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, 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 homepage
- 1 Day Gutscheine.de Teaser voucher homepage
- 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 homepage
- 1 Day Spiegel.de Listing voucher homepage

€ 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 Teaser voucher homepage
- 7 Days ntv.de Listing voucher homepage
- 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 Teaser voucher homepage
- 1 x SW-Newsletter** Listing
(segm. 600,000 recip.)
- 2 x GS-Newsletter** Listing
(segm. 100,000 recip.)

~~€ 16,000~~ € 8,500*

* plus CPO / VAT

** SW-Newsletter = Sparwelt.de-Newsletter
GS-Newsletter = Gutscheine.de-Newsletter

«Branding» package

Single Merchant + Placements

1 x	Sparwelt.de	Advertorial*** (Premium)
3 Days	Sparwelt.de	Slider homepage
7 Days	Sparwelt.de	Slider category page
1 x	Sparwelt.de	Facebook Post
1 x	Sparwelt.de	Facebook Ad
1 x	SW-Newsletter**	Top Special
7 Days	SW-Specials	Gutschein Spotlight Placement

€ 10,800*

Multiple Merchants + Placements

1 x	Sparwelt.de	Advertorial*** (Premium, Multi-Advertiser)
2 Days	Sparwelt.de	Slider homepage
2 Days	Sparwelt.de	Slider category page
1 x	Sparwelt.de	Facebook Post
1 x	SW-Newsletter**	Top Special
7 Days	SW-Specials	Gutschein Spotlight Placement

€ 5,400*

* plus CPO / VAT

** SW-Newsletter = Sparwelt.de-Newsletter

*** Duration: 4 weeks in the Travel Hub and for unlimited time in the magazine

«Content» package

1 x	ntv.de	Advertorial (Premium) magazine
3 Days	ntv.de	Slider voucher homepage
1 x	ntv.de	Teasering (run over site)
1 x	Spiegel.de	Advertorial (Premium) magazine
2 Days	Spiegel.de	Highlight-Teaser voucher homepage
8 Days	Spiegel.de	Teaser voucher homepage
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*

* plus 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 or Spiegel.de	Slider voucher homepage
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 request

* plus 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*

* plus CPO / VAT

Pimp your deal with shopmate-coupons

Your adjustments

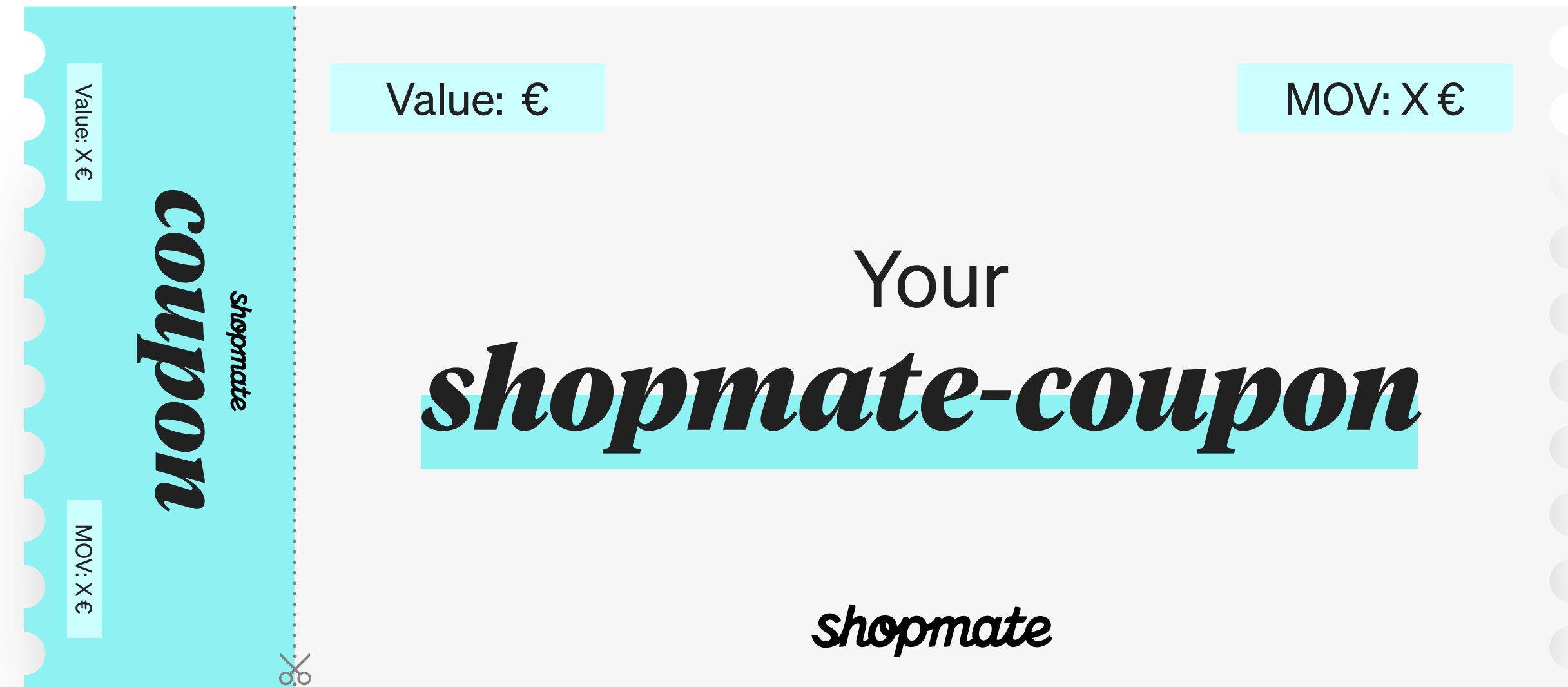
- Set the value
- Define the minimum order value
- Limit the quantity

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).

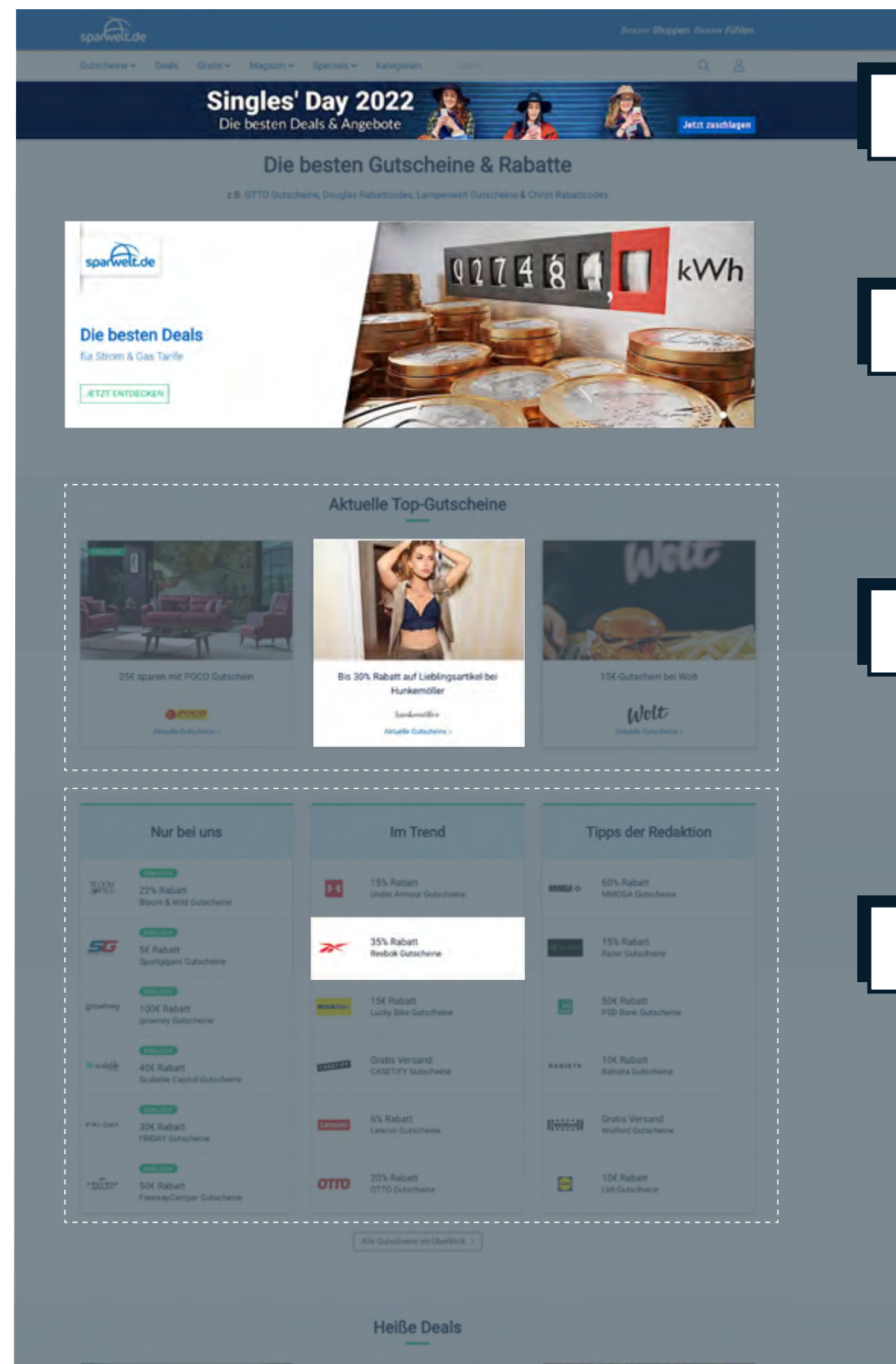


18 | Our placements

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

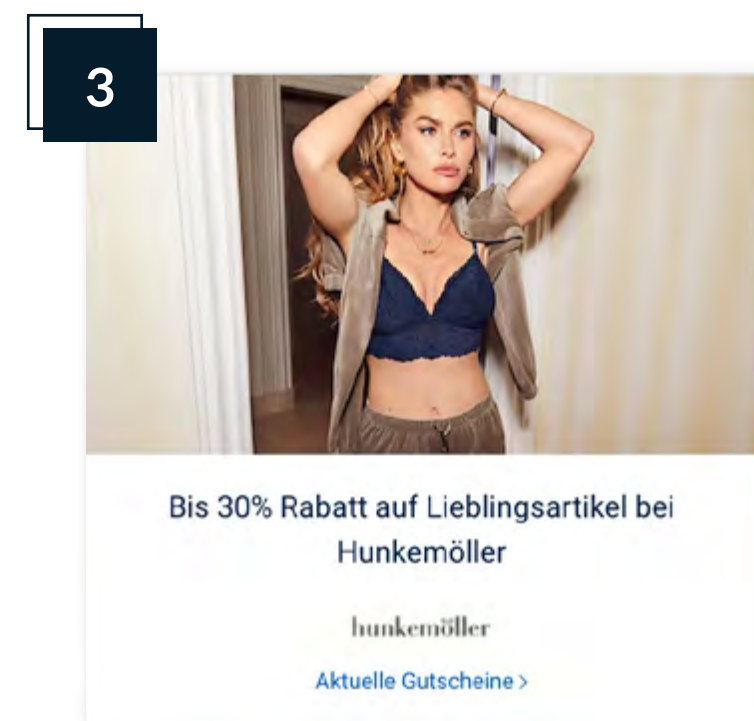
4 Listing



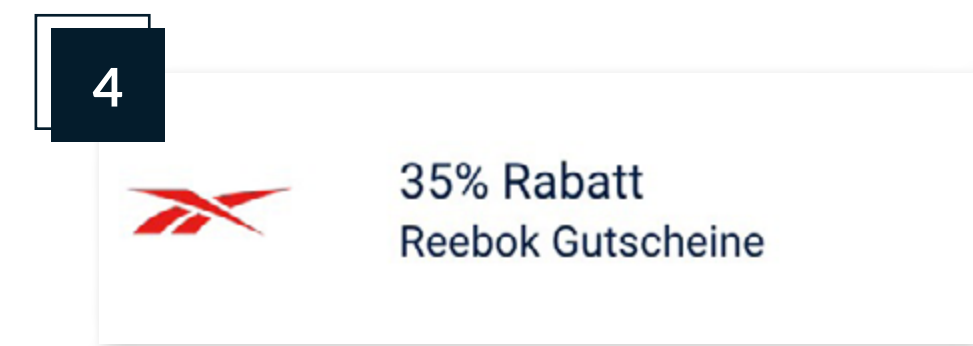
1



2

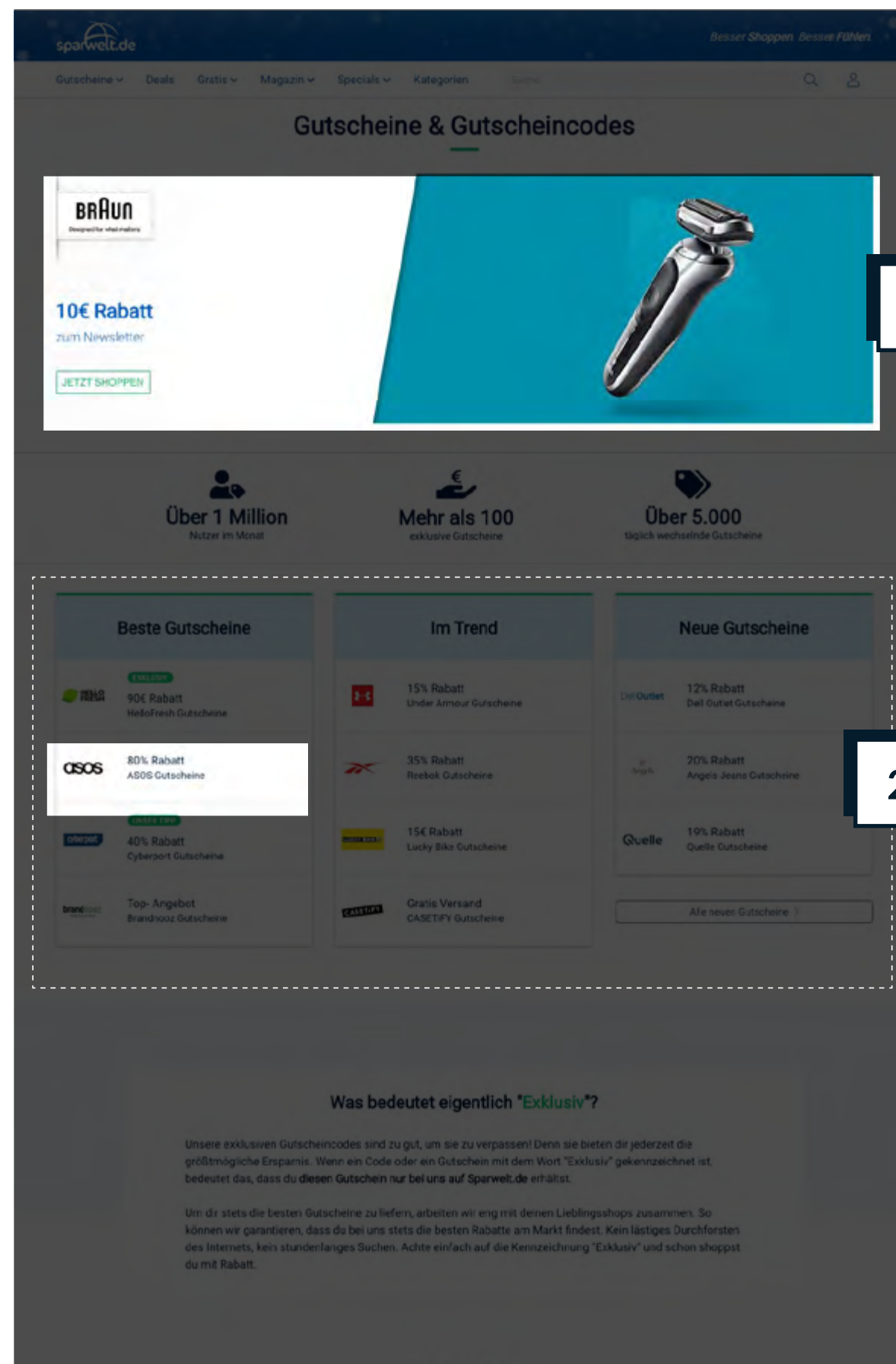


3



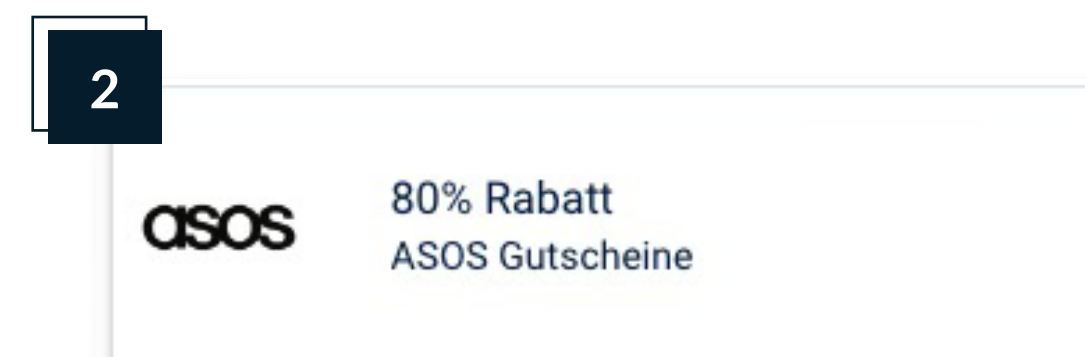
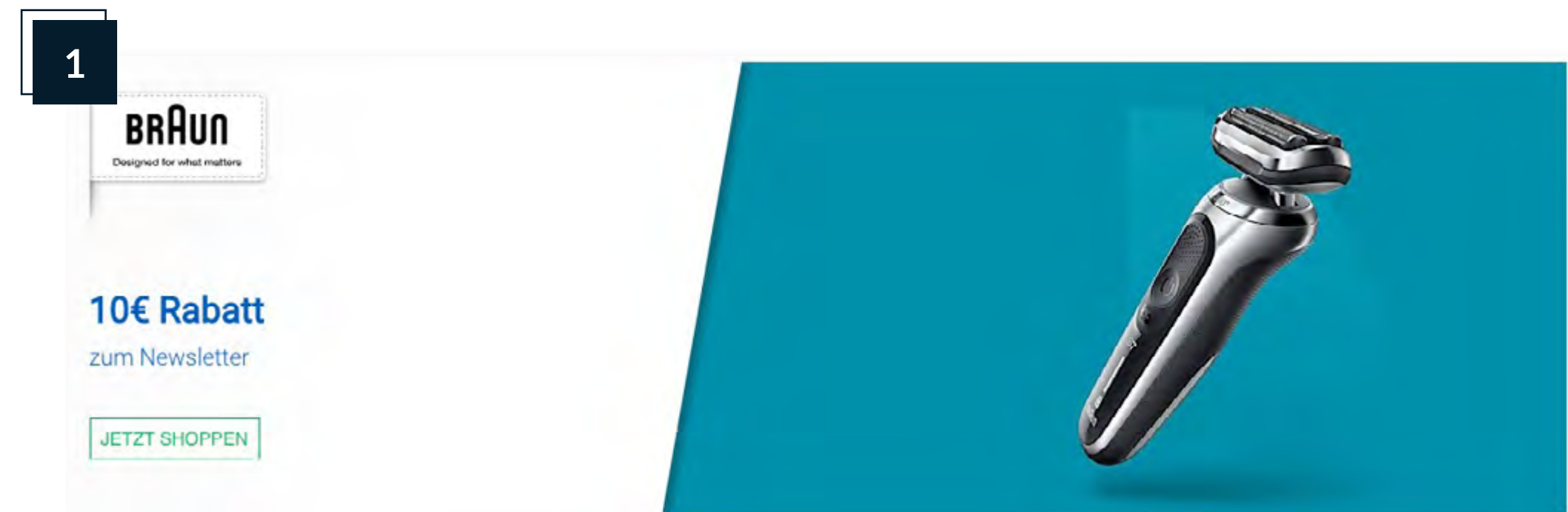
4

Sparwelt.de | Voucher Homepage

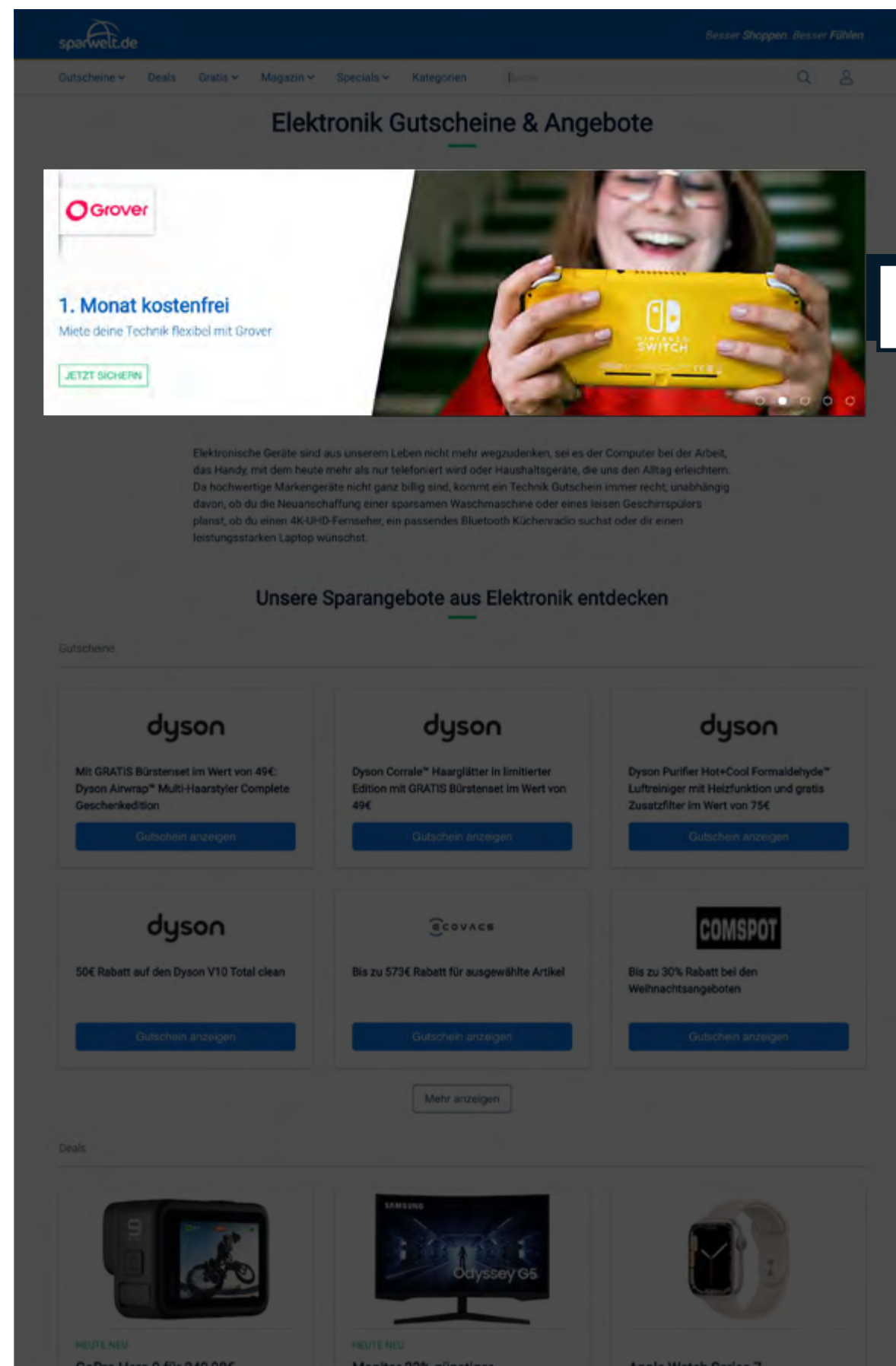


1 Slider (scrolling)

2 Listing



Sparwelt.de | Category Page



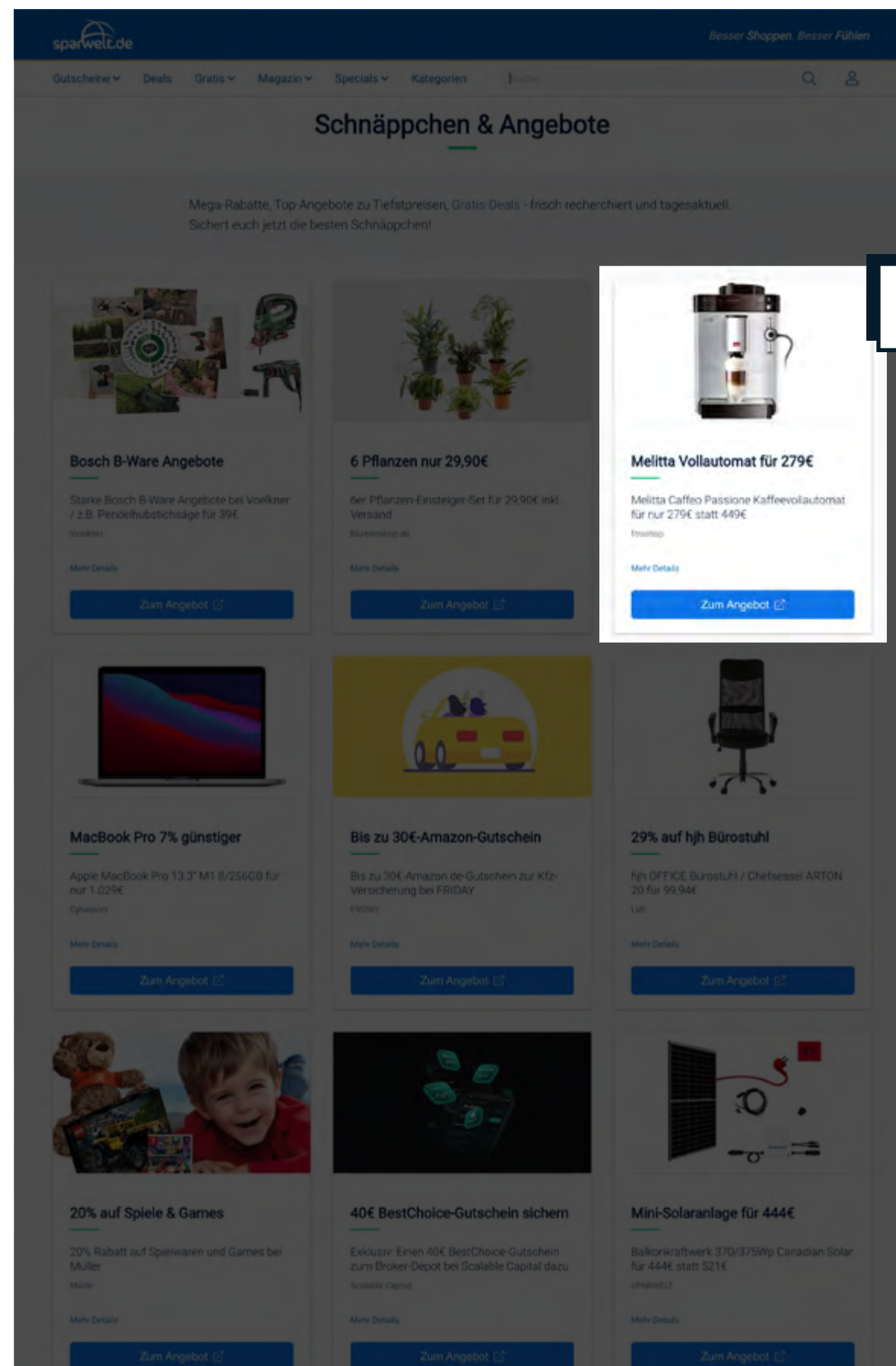
1 Slider (scrolling)



Available categories

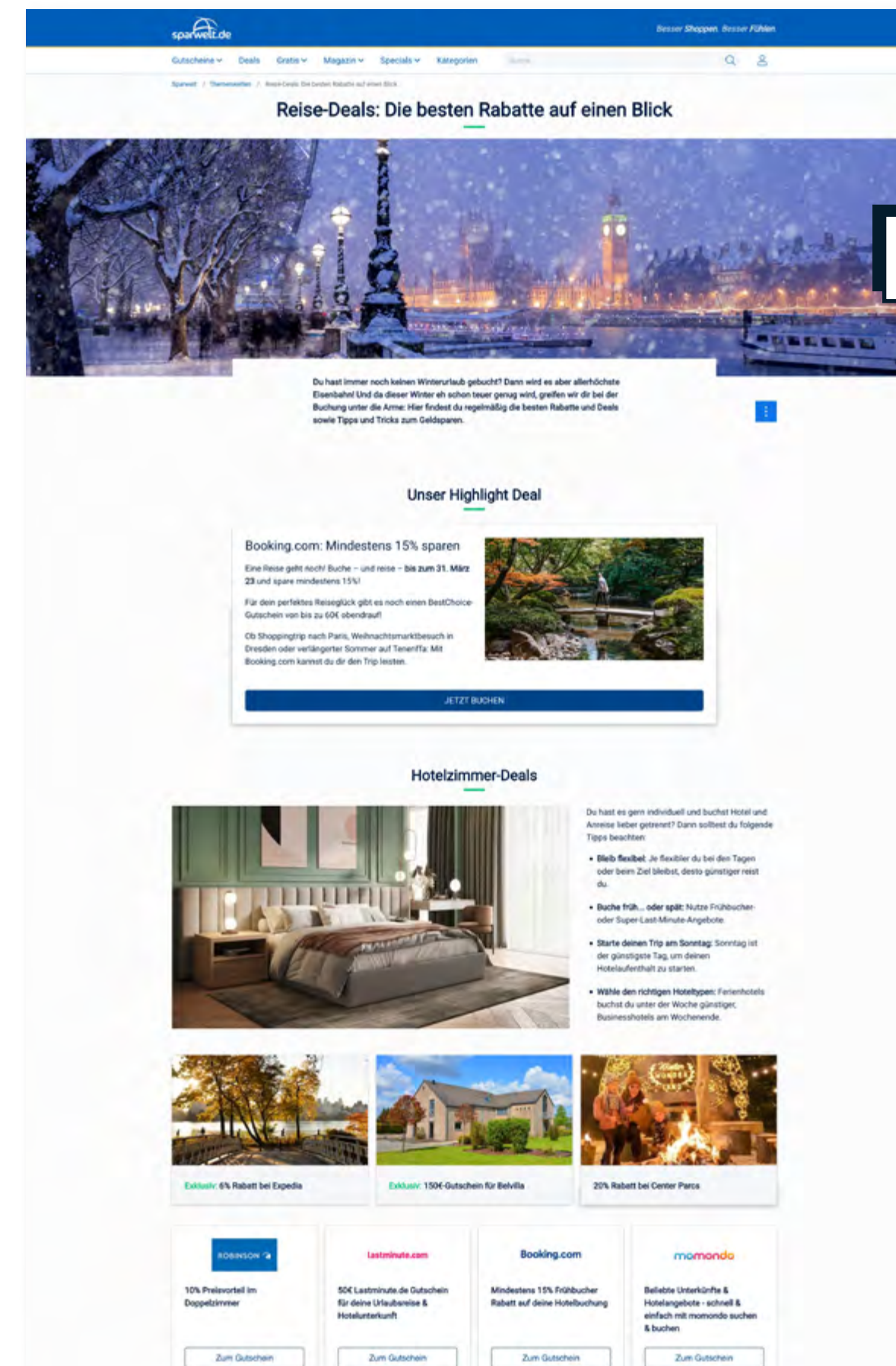
- Fashion & accessories
- Electronics
- Babies, children & toys
- Travel & vacations
- House & home
- Perfume & cosmetics
- Food & drink
- Flowers & gifts
- Pharmacy & drugstore
- Financial
- Photo & stationary
- Motor industry
- Love & relationships
- Media & entertainment
- Online department stores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

Sparwelt.de | Deals



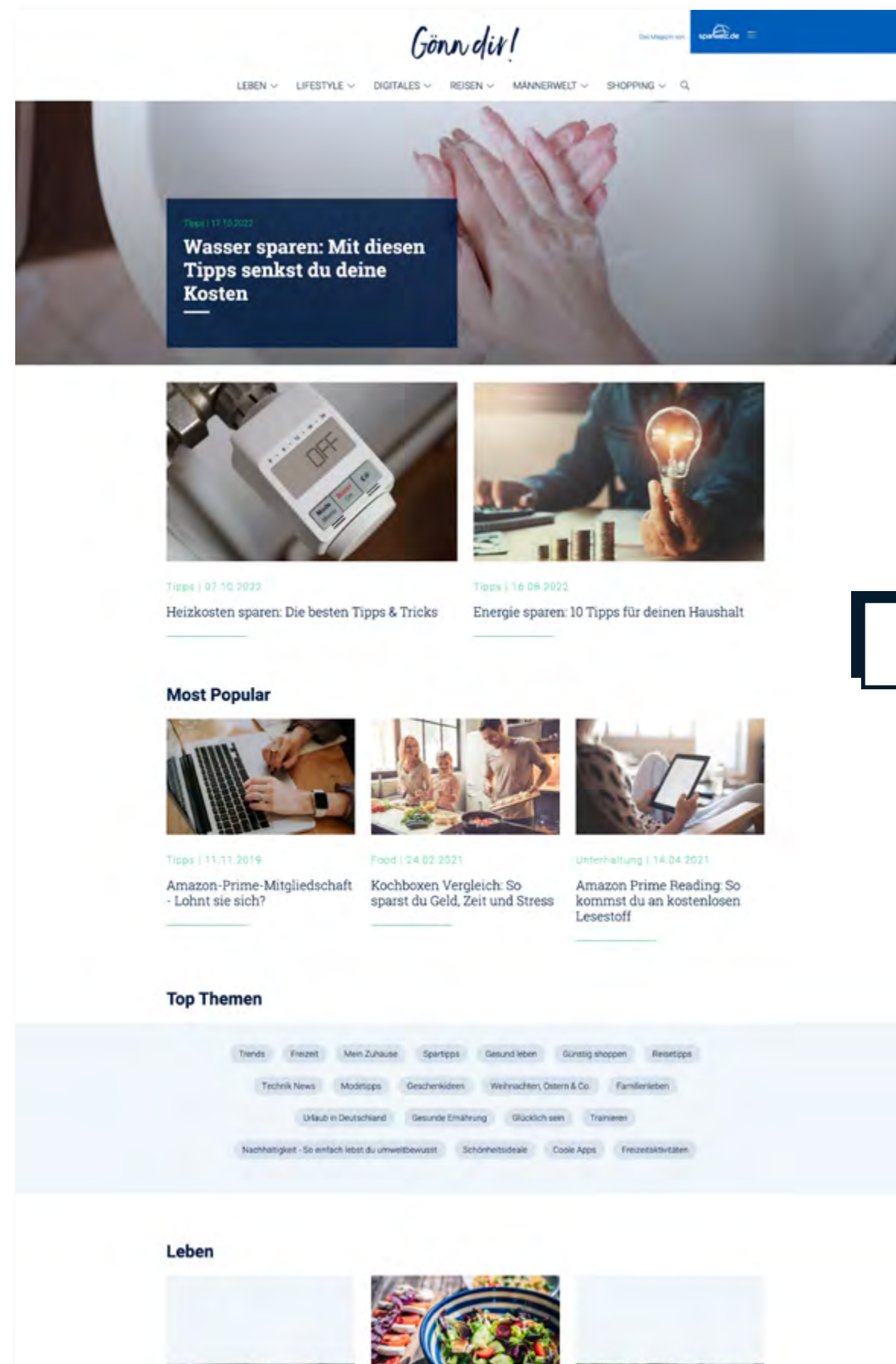
1 Homepage teaser with link to article on bargain buy

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

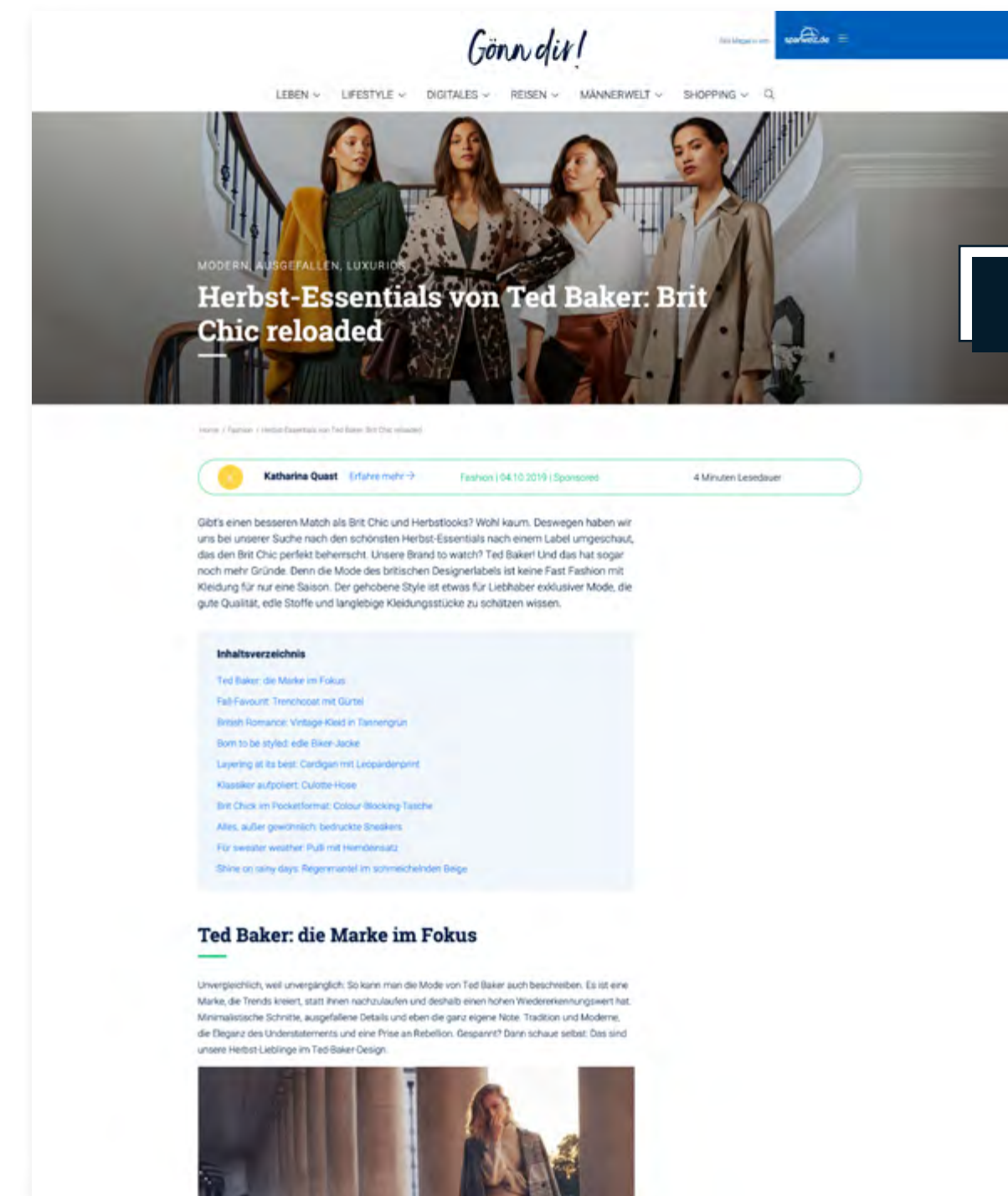


2 Example Advertorial Deal

Sparwelt.de | Gönn Dir! – Magazin



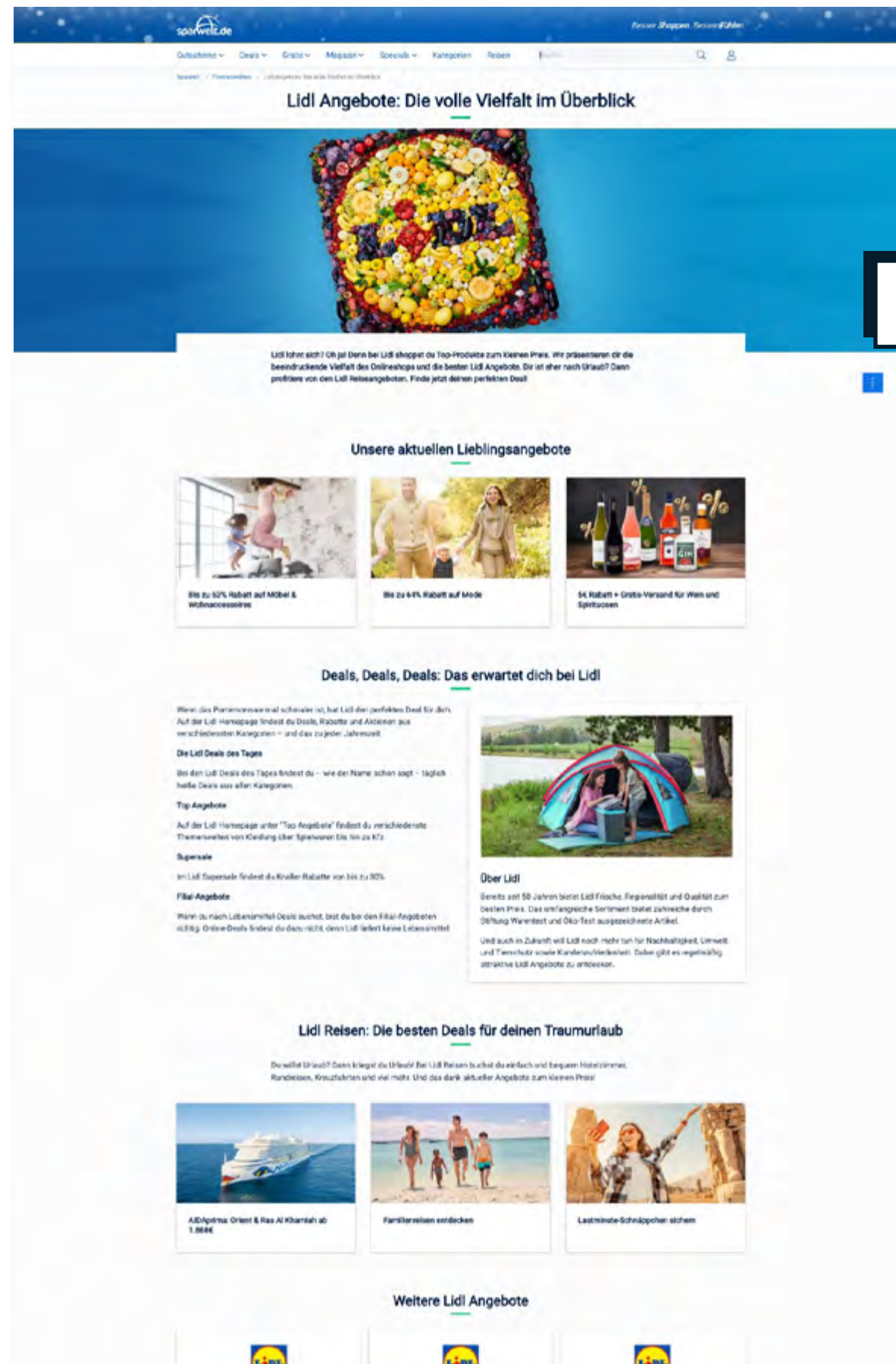
1 Teaser to advertorial on magazine homepage



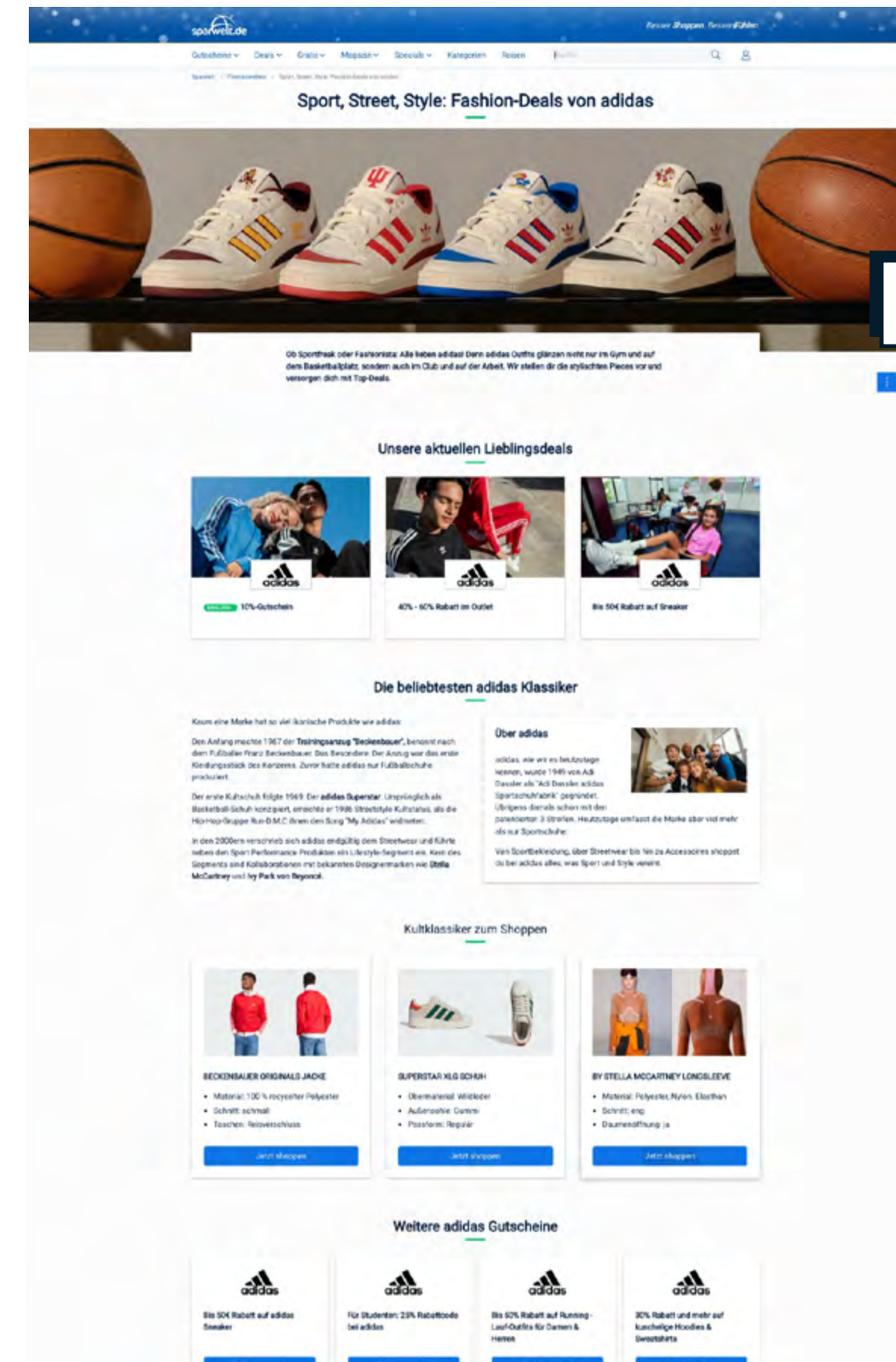
2 Advertorial Premium

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

Sparwelt.de | Personal Content Landingpage

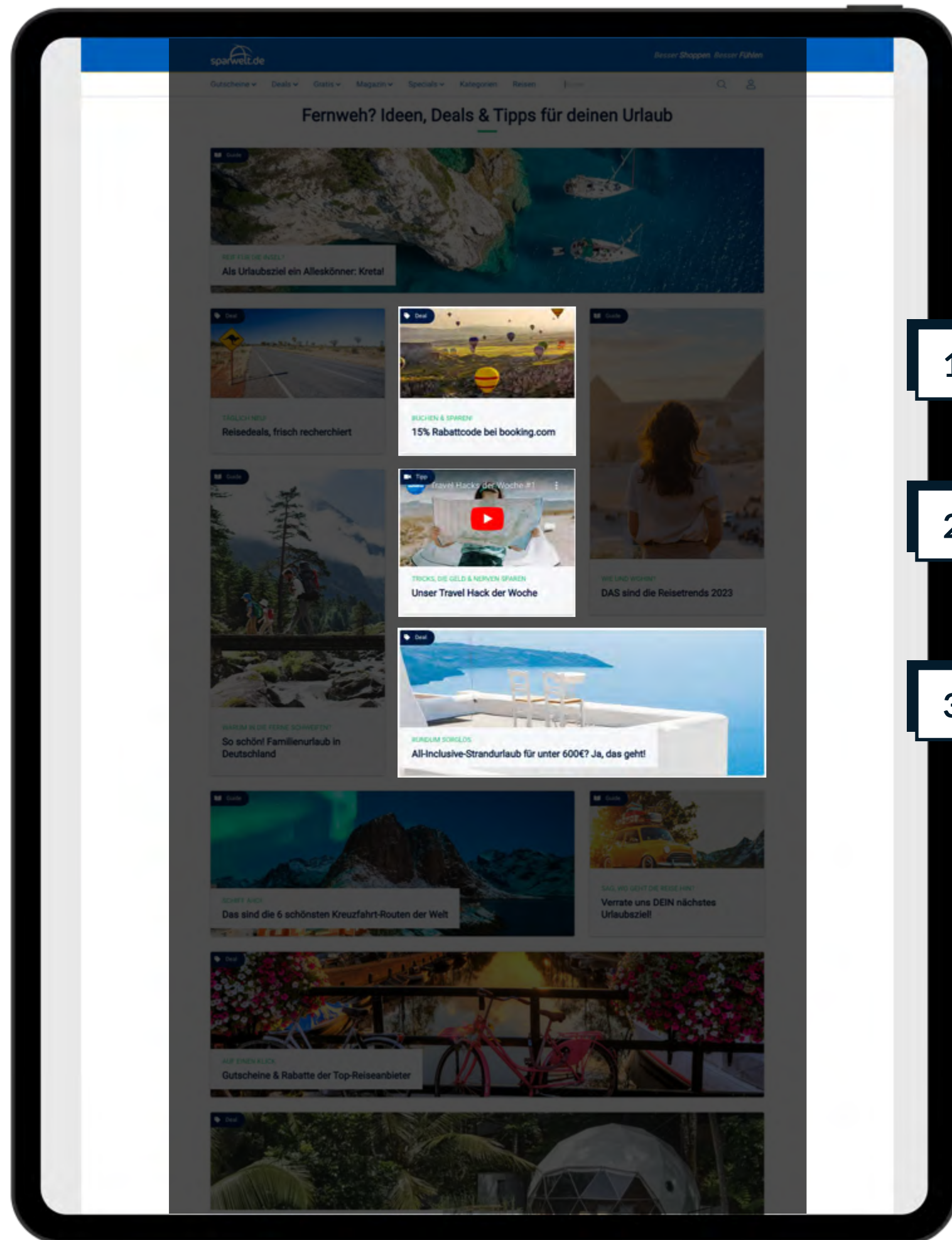


1 Landingpage Example



2 Landingpage Example

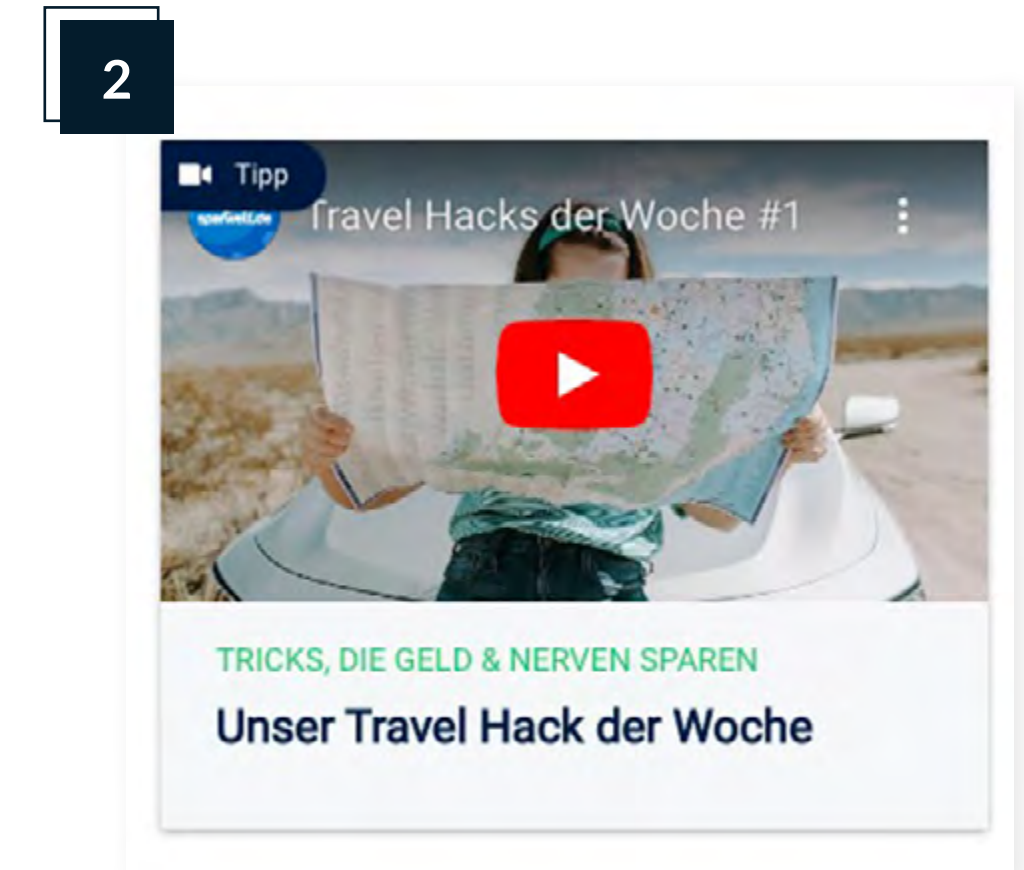
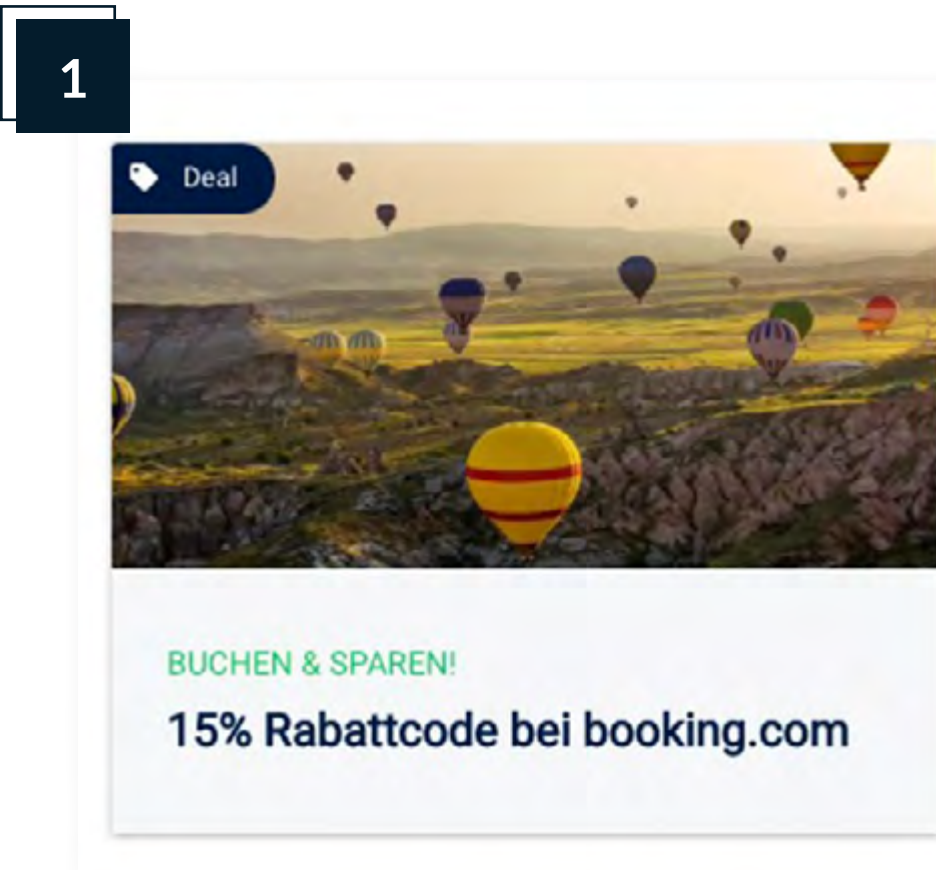
Sparwelt.de | Travel World



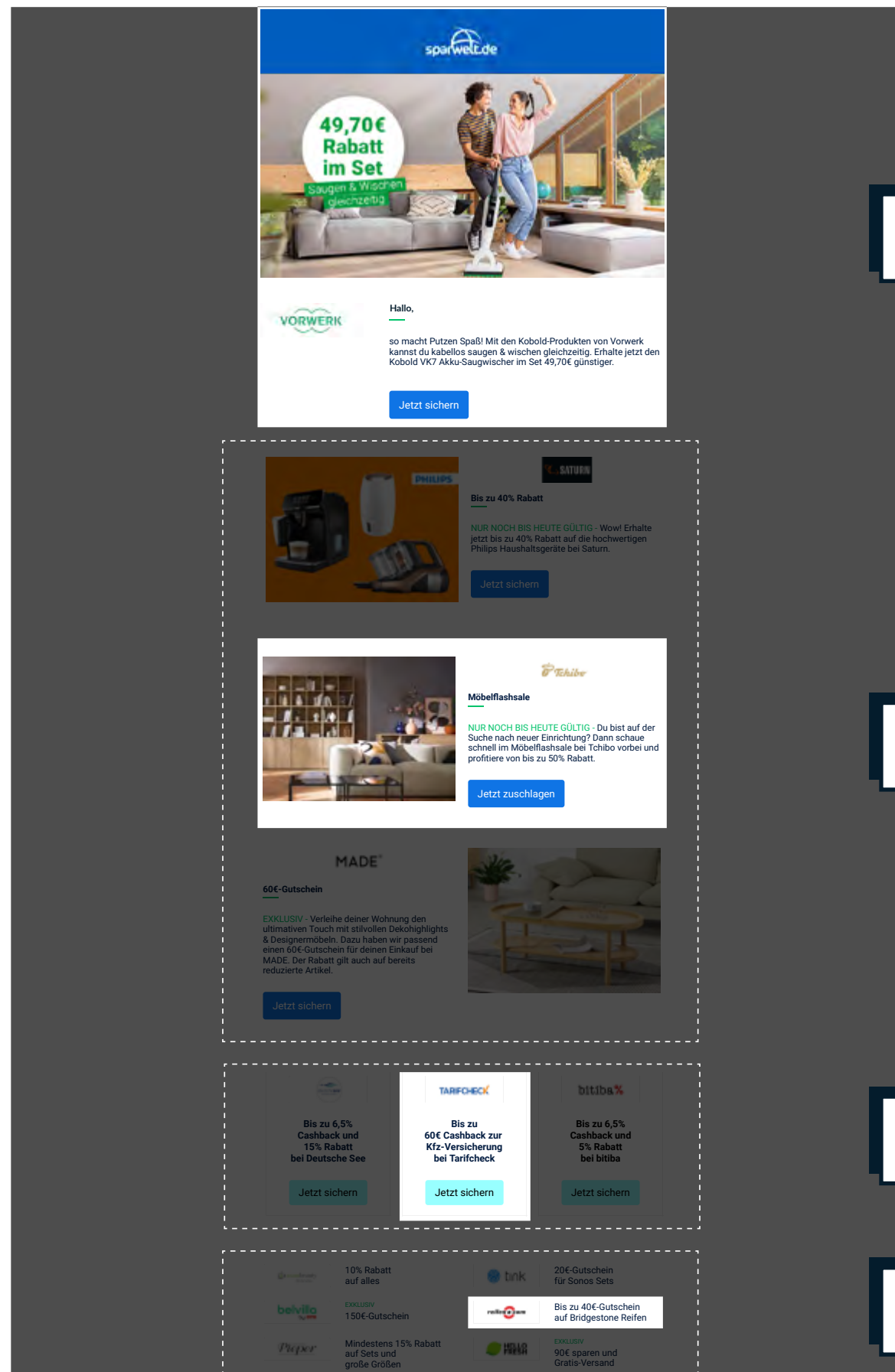
1 Spotlight Placement

2 Video Placement

3 Advertorial



Sparwelt.de | Newsletter



1 Billboard

2 Exposed Content Ad

3 shopmate Deal placement

4 Listing

1

sparwelt.de

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!

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Zum Angebot

Social Media | Sparwelt

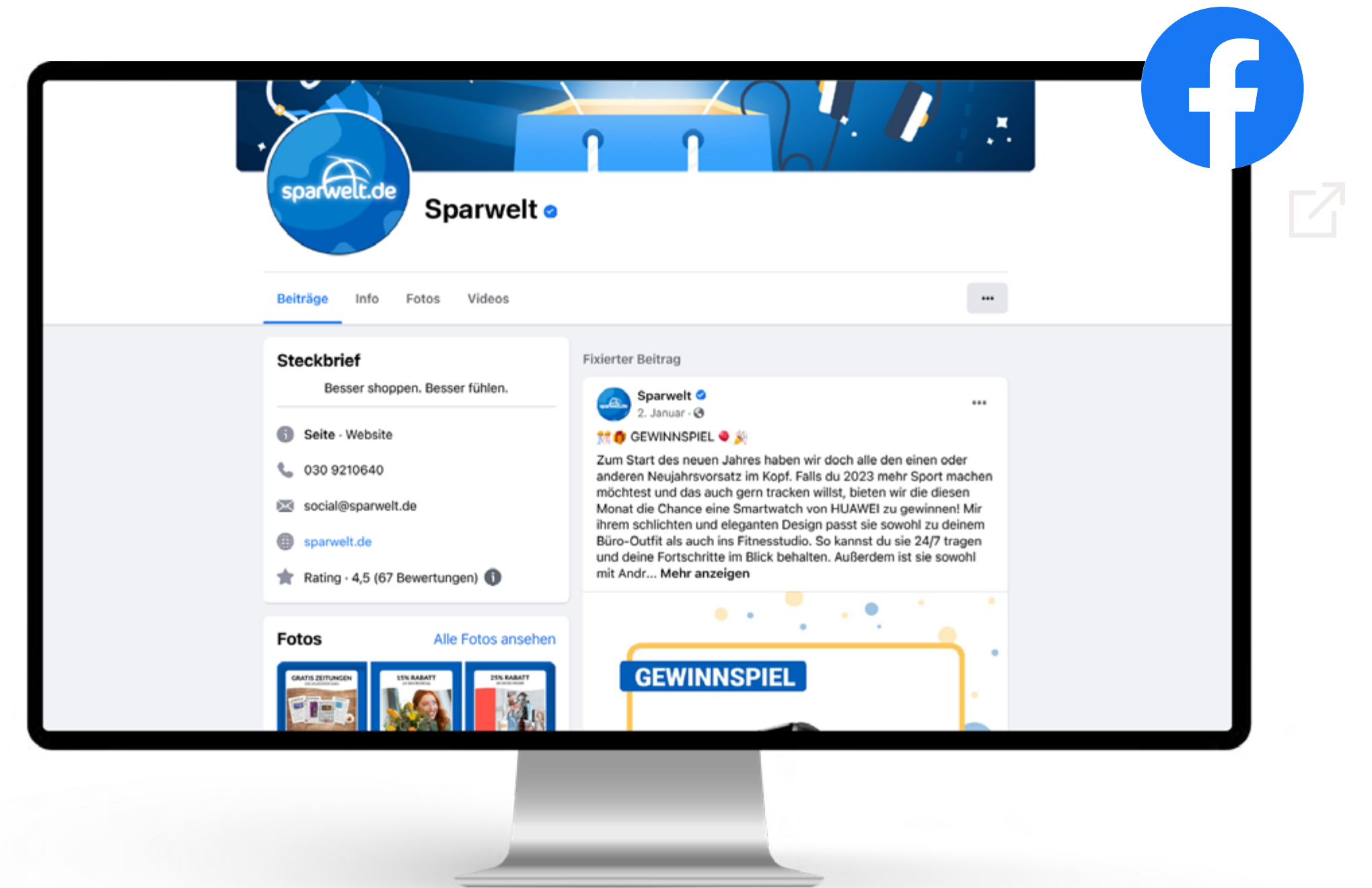
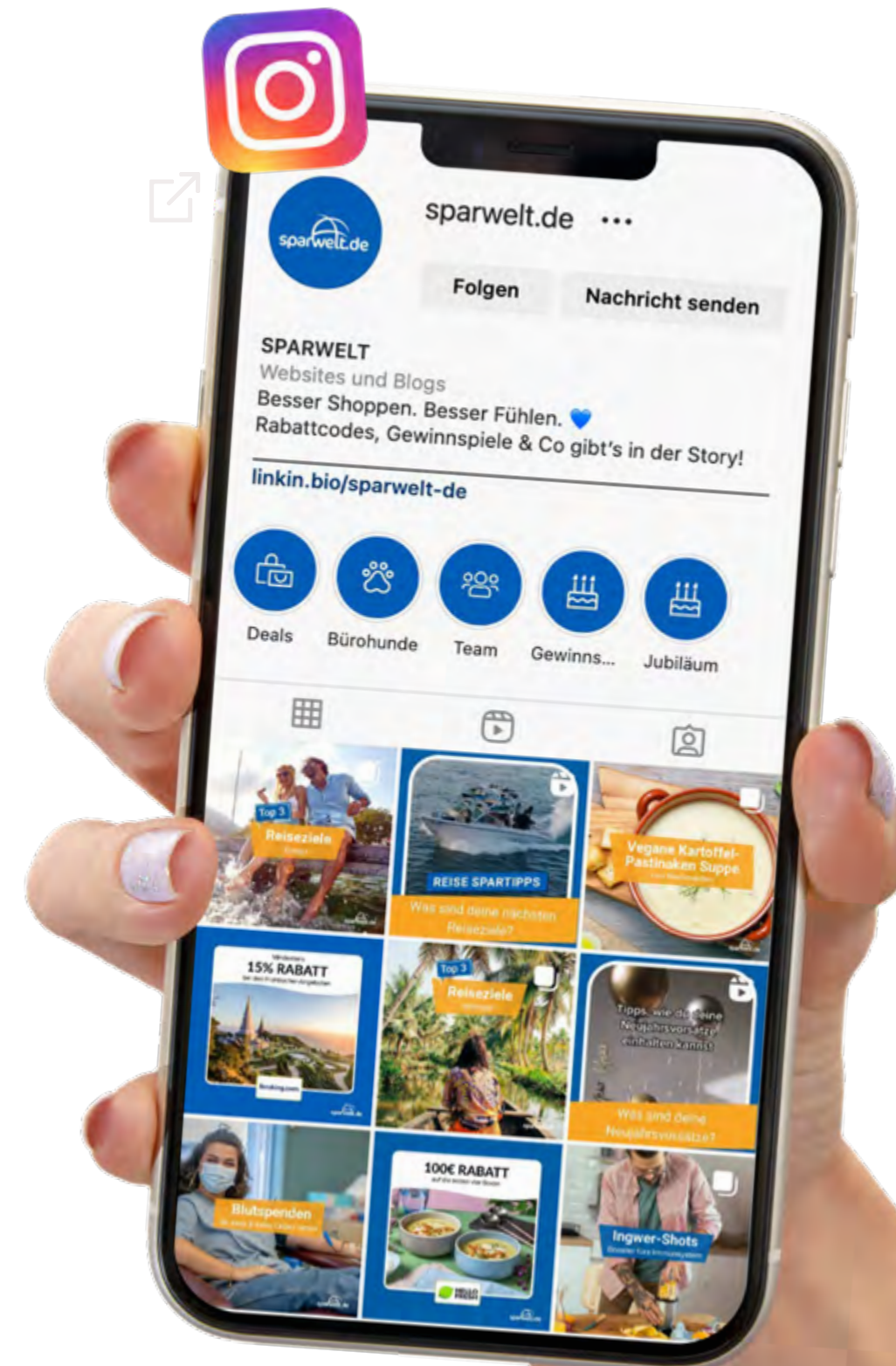
Promote your products, brand and coupon codes to a shopping-savvy target group.

Over the years we created a trustful relationship with our social media community via Facebook, Instagram & Youtube where we reach approx. 190.000 Followers.

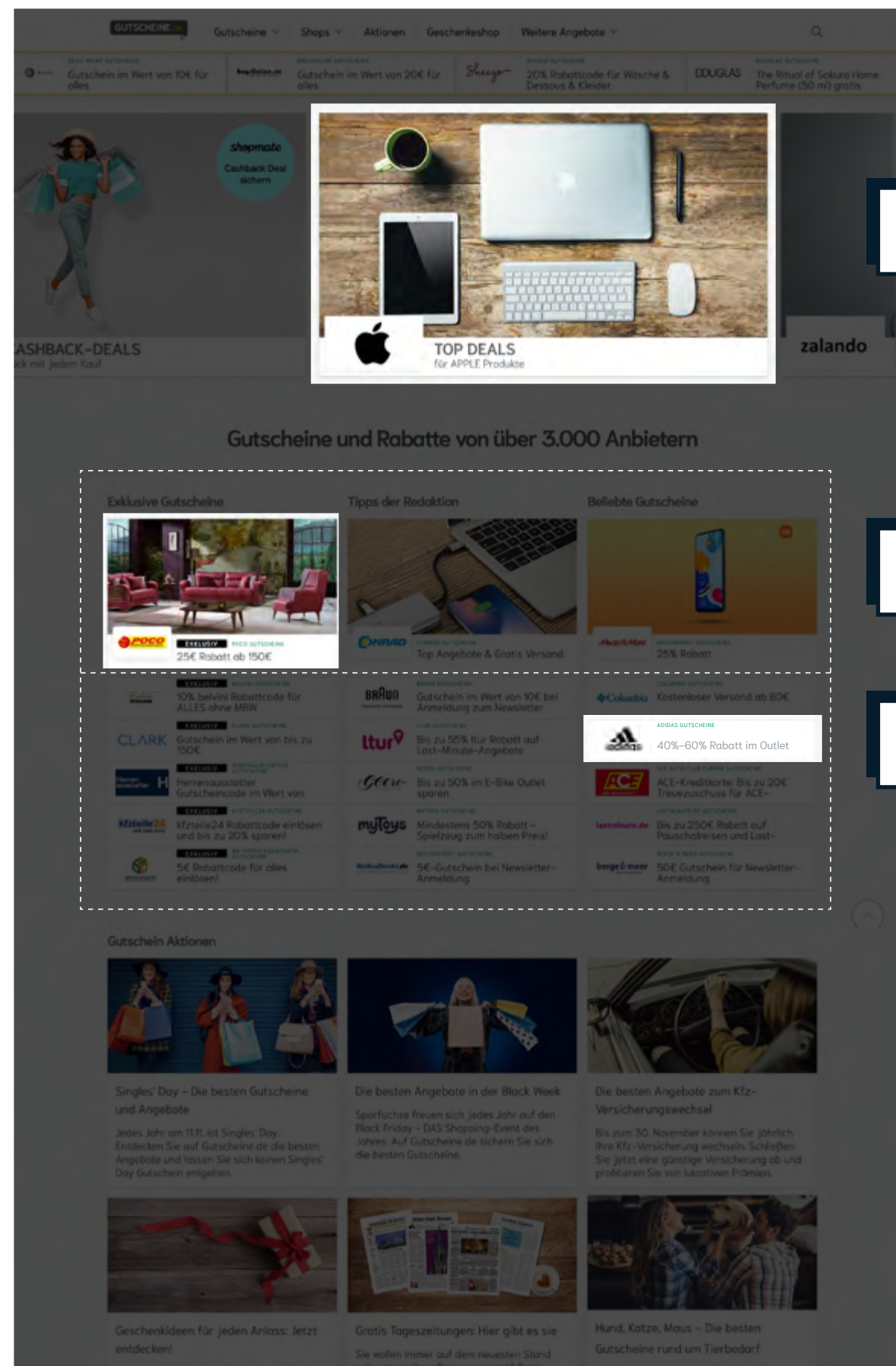
Providing the best deals and offers, exclusive discount codes and saving hacks is our mission. We invite you to be part of it!

<https://www.instagram.com/sparwelt.de/>

<https://www.facebook.com/sparwelt>



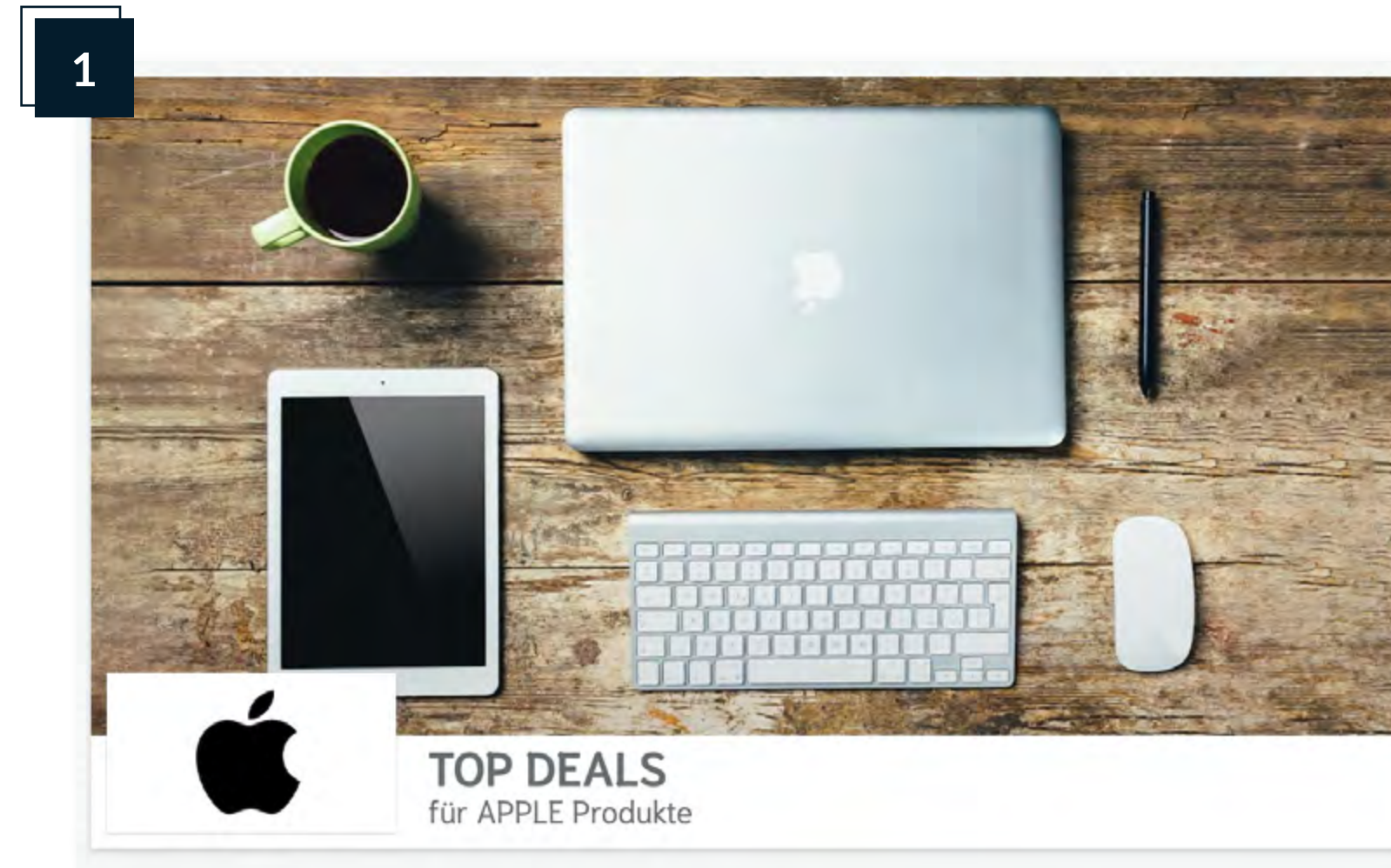
Gutscheine.de | Homepage



1 Slider (Scrolling)

2 Teaser Top-Listing

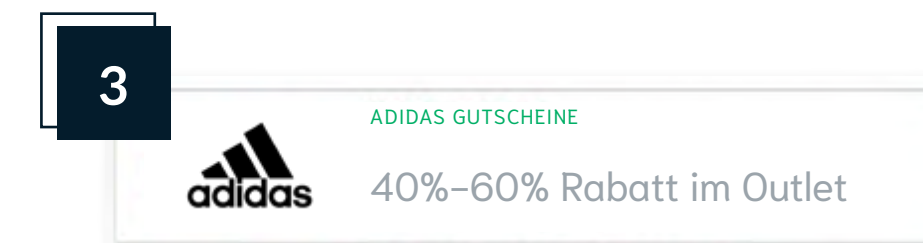
3 Listing



1

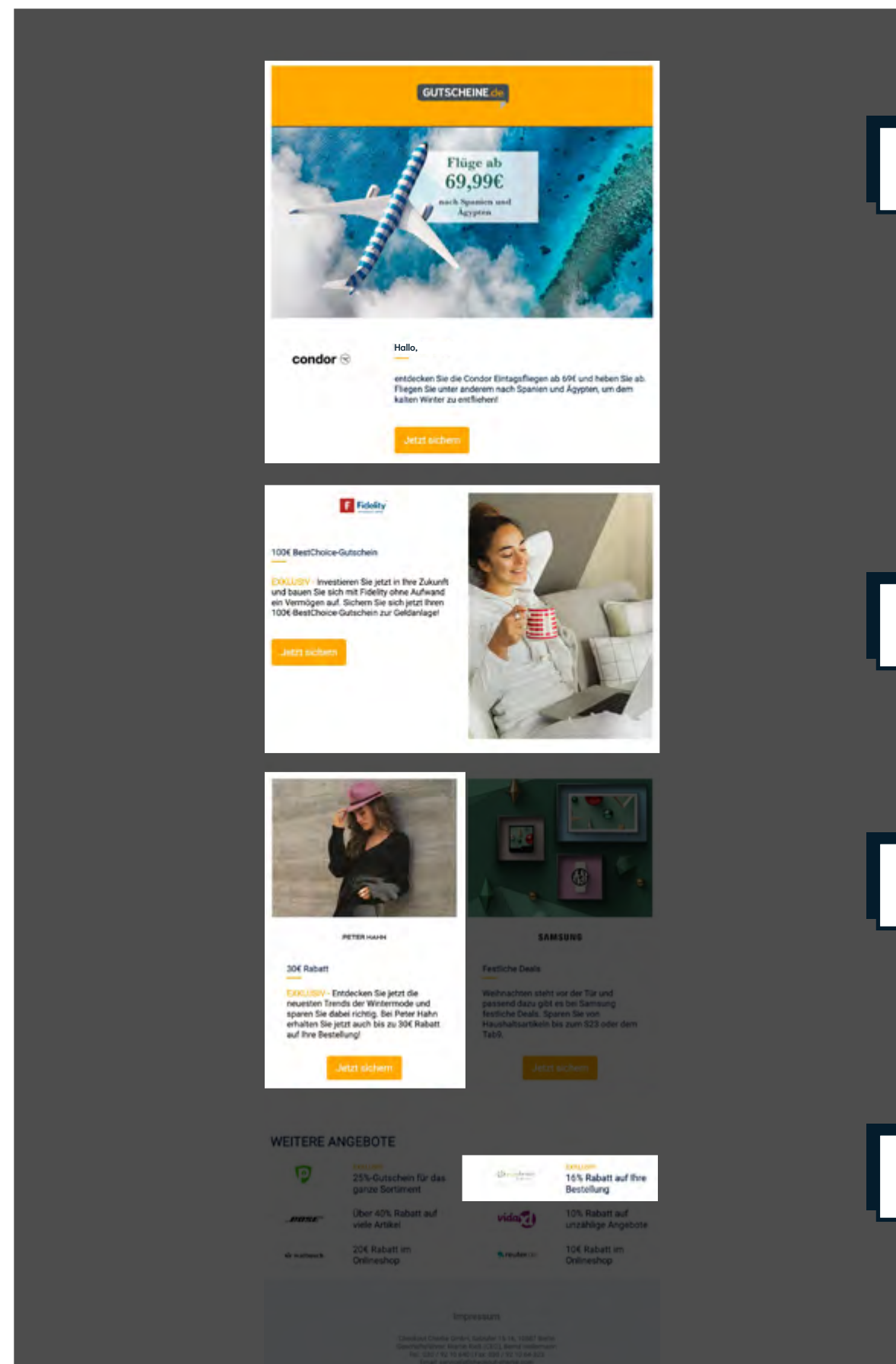


2



3

Gutscheine.de | Newsletter

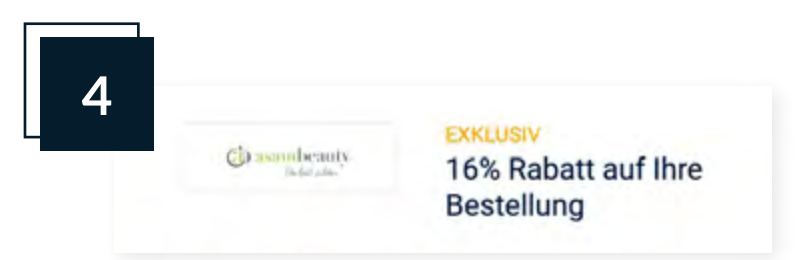
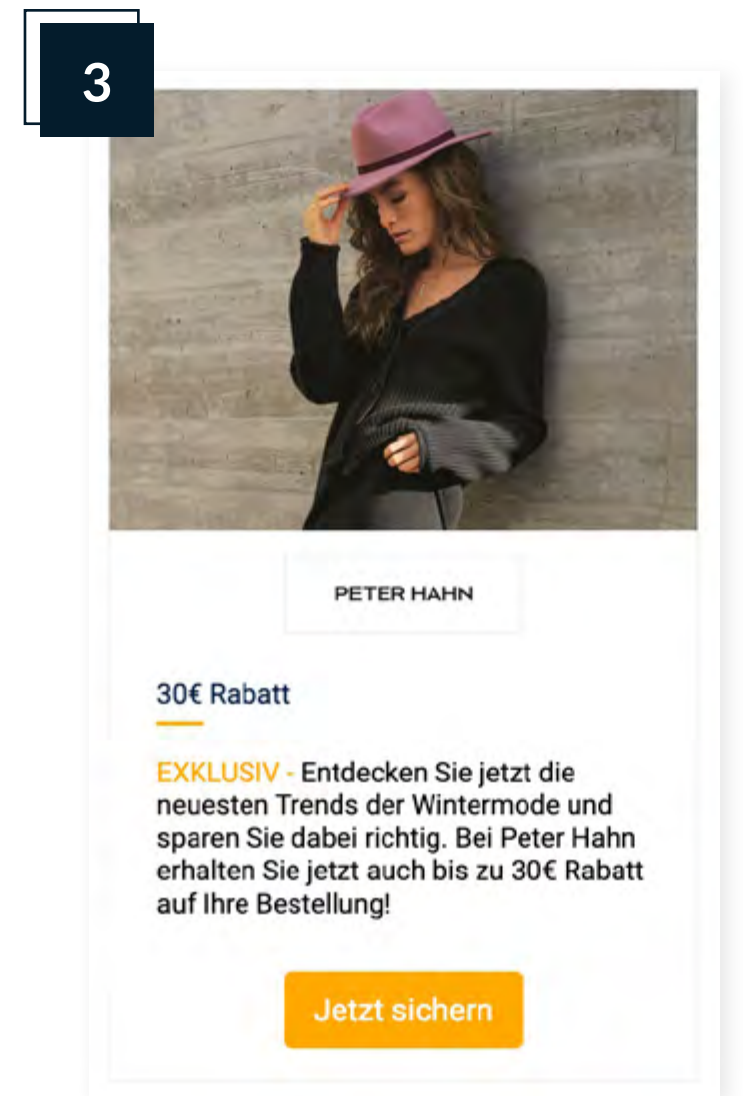
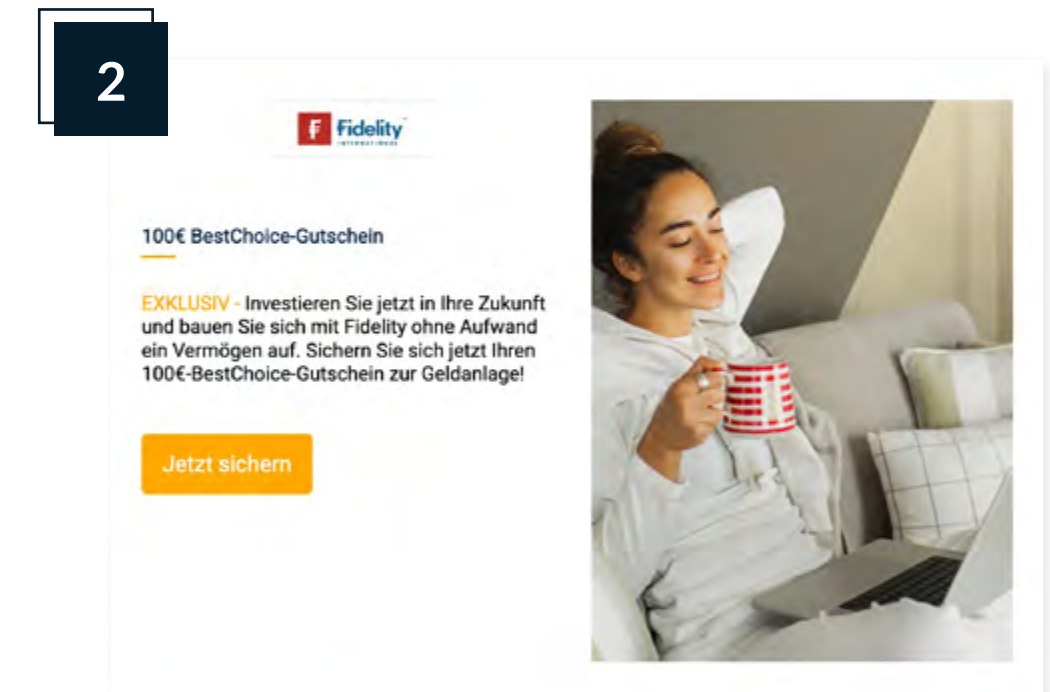
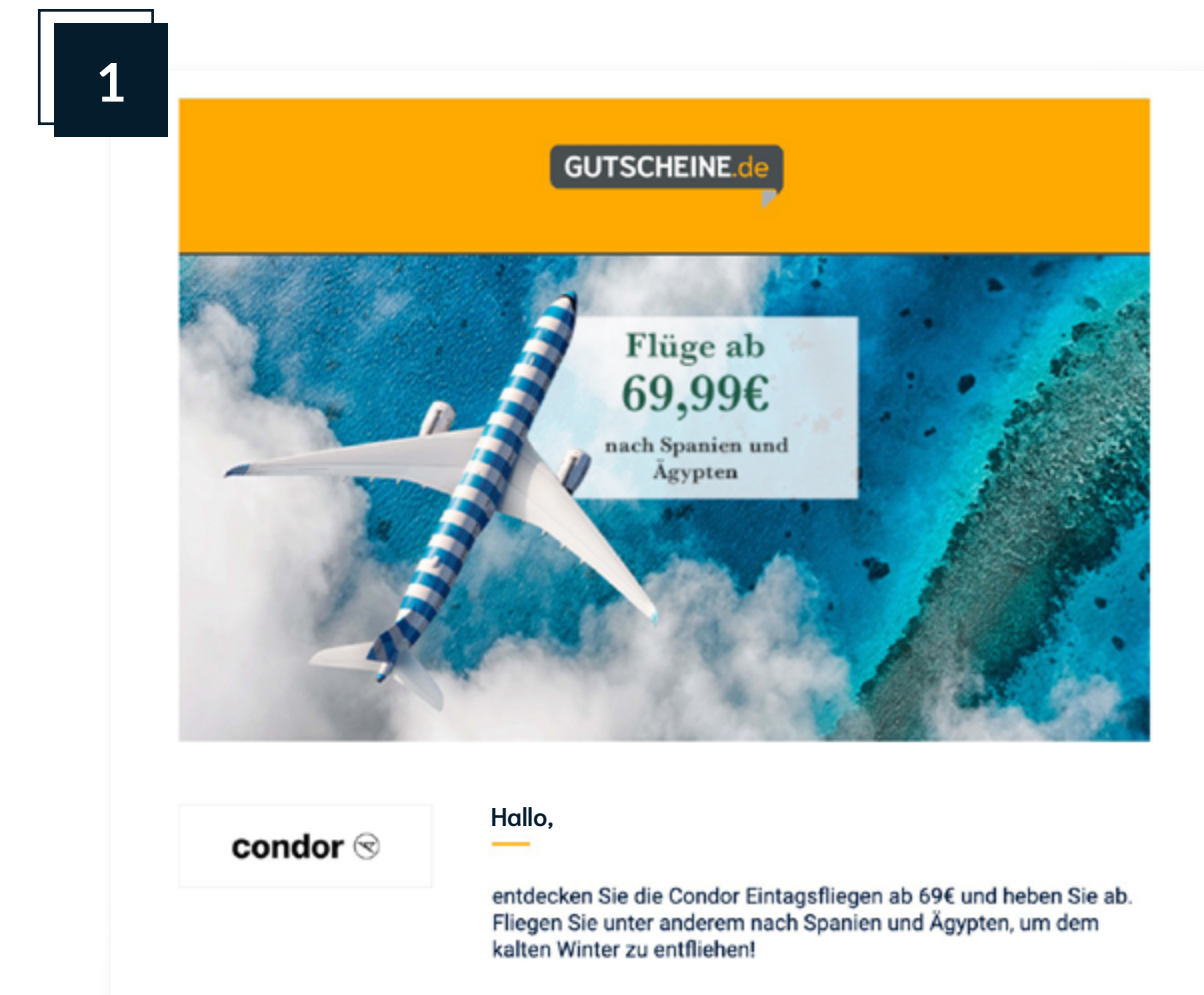


1 **Billboard**

2 **Top Special**

3 **Exposed Content Ad**

4 **Listing**



Every Sunday / Recipients: approx. 116,000

Gutscheine.de | Newsletter – Standalone

GUTSCHEINE.de

15% GUTSCHEIN für XPS- und Alienware-Laptops & PCs

Hallo,

brandaktuelle Technologie, megastarke Performance: Mit den angesagten **XPS-Laptops von DELL** bleiben Sie technisch auf dem neuesten Stand und genießen im Alltag **100% Leistung** beim Surfen und Arbeiten am Laptop.

Ihr Vorteil: Mit unserem **15%-Gutschein** für XPS-Laptops sparen Sie nicht nur auf Ihr neues Highlight, sondern erhalten eine **kostenlose Lieferung on top** - selbst der Rückversand ist gratis!

Das Wichtigste im Überblick:

- ✓ Neueste Technologie für effizientes Arbeiten
- ✓ Reaktionsschnelle Performance
- ✓ Windows 11 vorinstalliert
- ✓ Unvergleichliche Dell-Designs
- ✓ Große Auswahl für jeden Bedarf
- ✓ 15%-Gutschein für Ihren Einkauf & Gratis-Versand

[>>> Zum Gutschein](#)

15% Rabatt auf Alienware-Laptops

Erhalten Sie 15% Rabatt auf die besten Gaming Laptops & Desktop-PCs für mehr Power bei PC- und Online-Spielen.

[15% Rabatt sichern](#)

15% Rabatt auf XPS Laptops

Für gehobene Ansprüche im Alltag: Nutzen Sie den 15% Rabatt auf XPS-Laptops mit brilliantem Display und Mega-Performance.

[15% Gutschein sichern](#)

Impressum

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 Tel.: 030 / 92 11 640 | Fax: 030 / 92 11 64 523
 Email: service[at]checkout-charlie.com
 Werktage: 10:15 Uhr und 13:15 Uhr
 St-Nr.: 37/481/21379, USt-IdNr.: DE 261418271, Handelsregister: HR Berlin Charlottenburg 115346 B

Abmelden | Datenschutz
 Anregungen und Hinweise nehmen wir jederzeit unter service[at]checkout-charlie.com entgegen.

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



Hallo,

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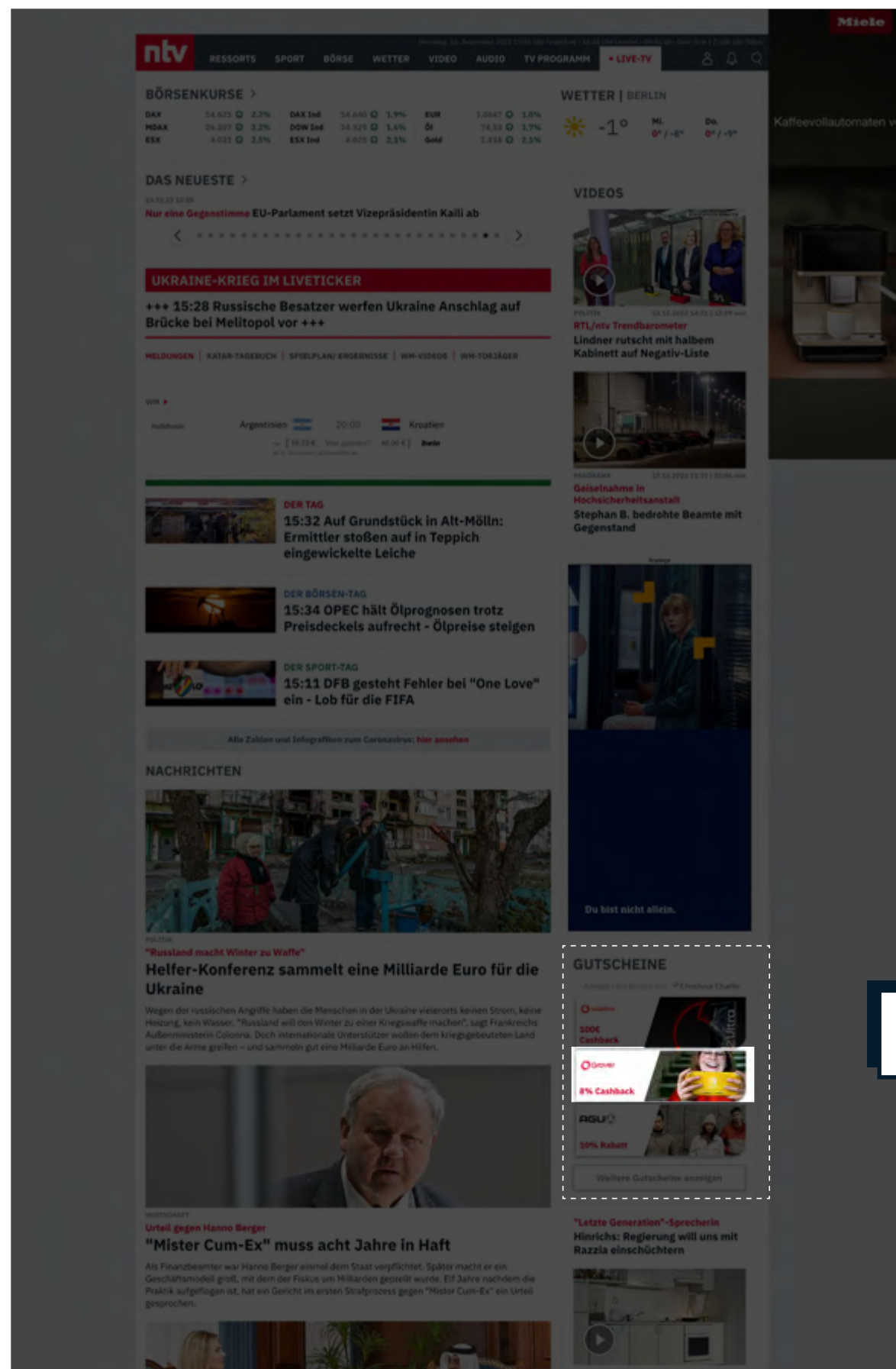
[15% Rabatt sichern](#)

15% Rabatt auf XPS Laptops

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[15% Gutschein sichern](#)

n-tv.de | Homepage



1

Sidebar Widget
run over site
35 Mio per month
8,1 Mio. Pls per week

1



8% Cashback



Available categories

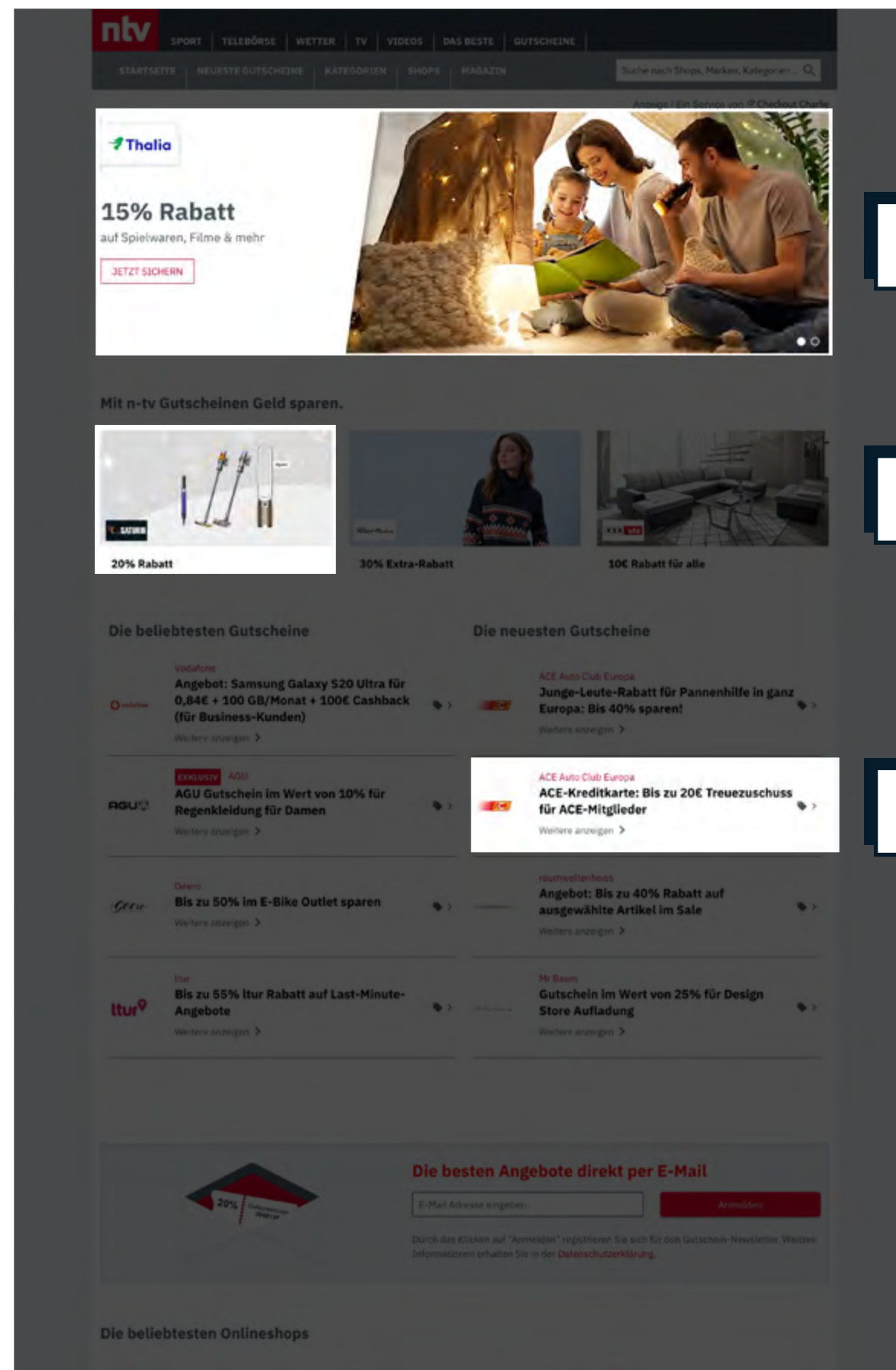
- Sport
- Entertainment TV
- Books
- Music
- Audio books
- Love and family
- Health
- Travel
- Living
- Food
- Technology
- Cars

Digital Reach

1.161,00 Mio.
Page Impressions

225,99 Mio.
Visits

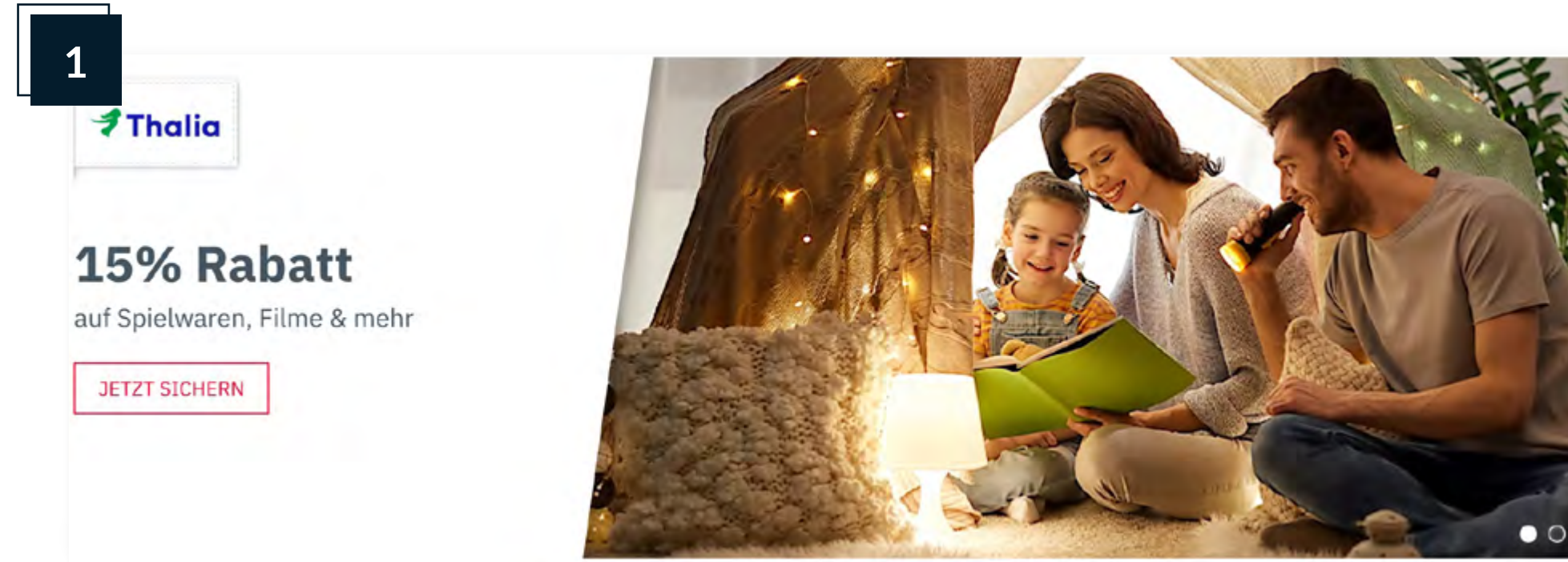
n-tv.de | Voucher Homepage



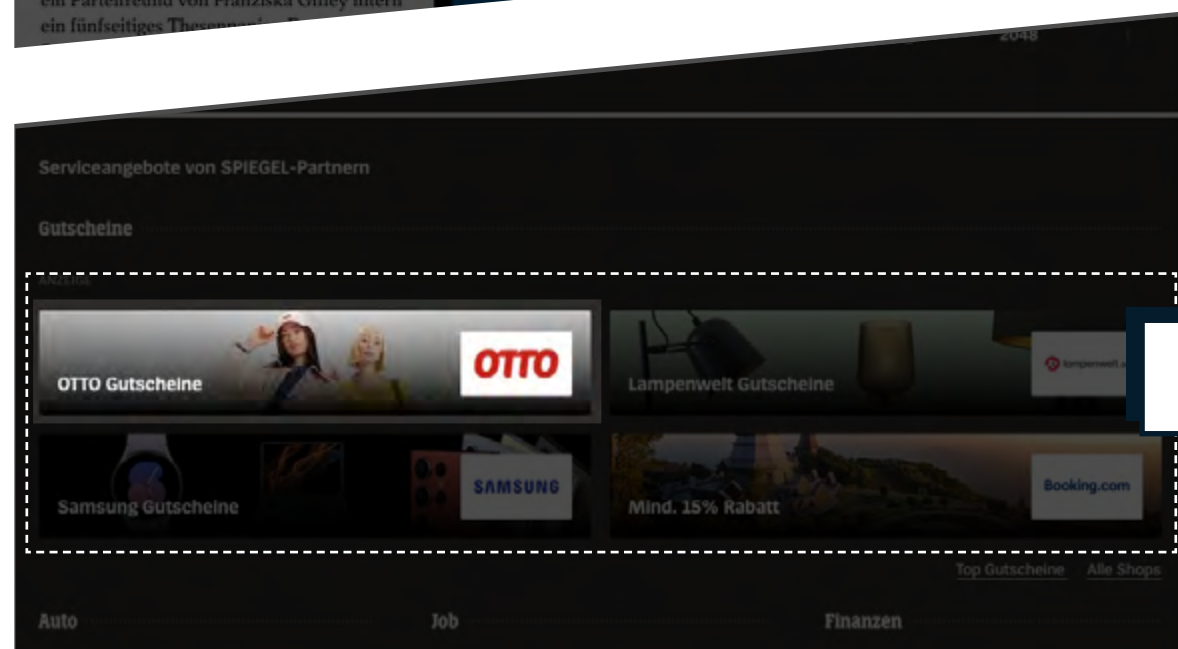
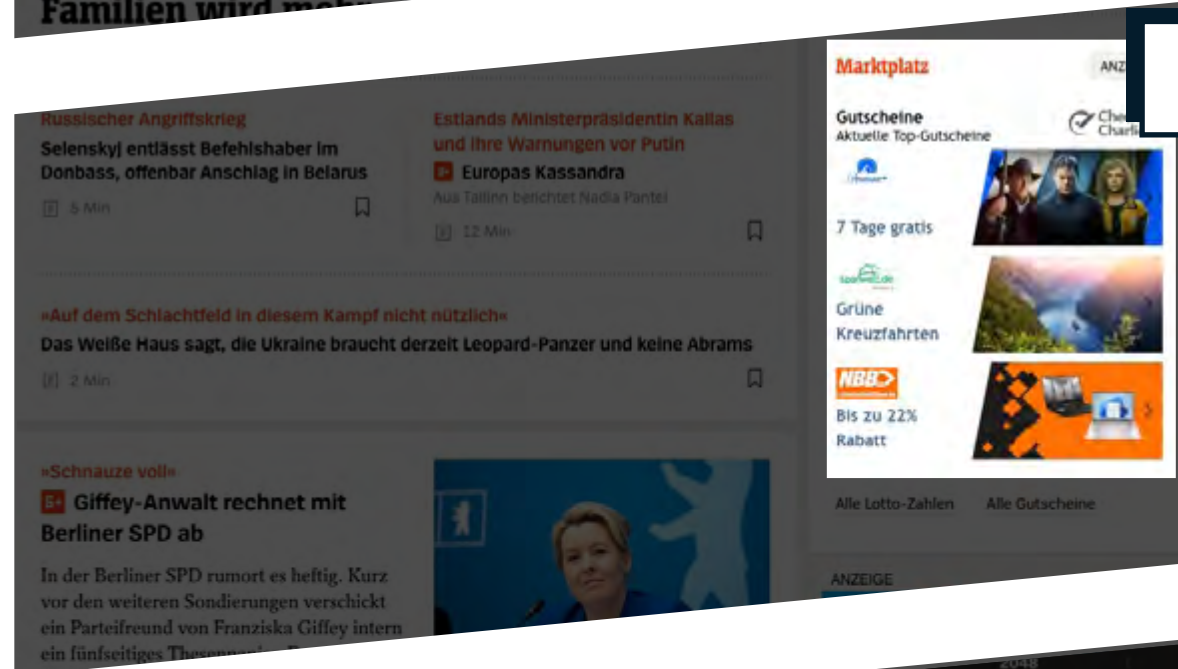
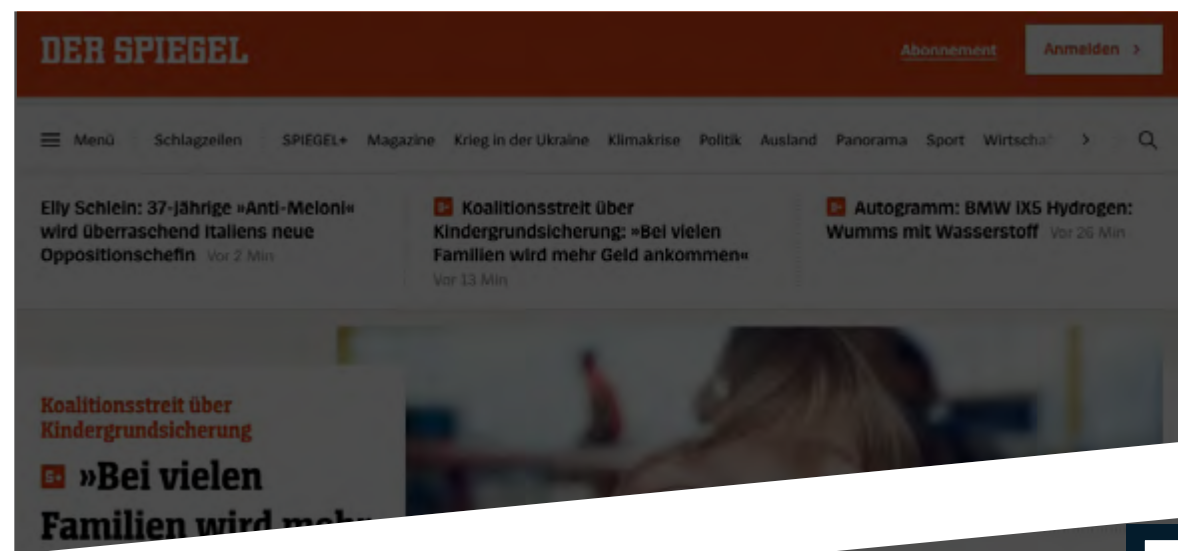
1 Slider (scrolling)

2 Teaser

3 Listing



Spiegel | Homepage



1

Sidebar Widget
or Deal of the Day

2

Floor-Ad



Sidebar Widget
4,2 Mio AI daily

Deal of the Day
Tuesday

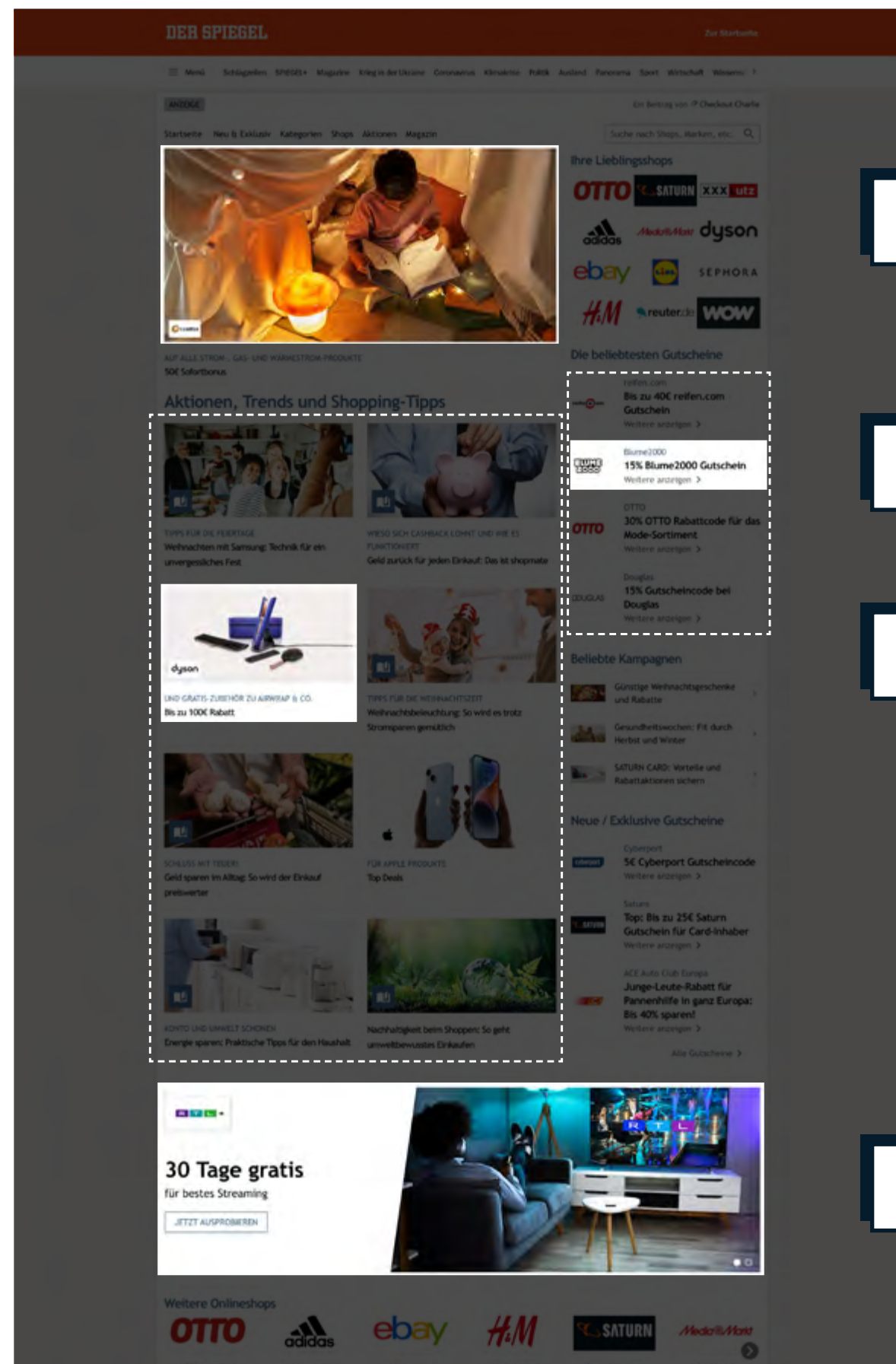
Digital Reach

19,54 Mio.
Unique User

473,15 Mio.
Page Impressions

166,40 Mio.
Visits

Spiegel | Voucher Homepage

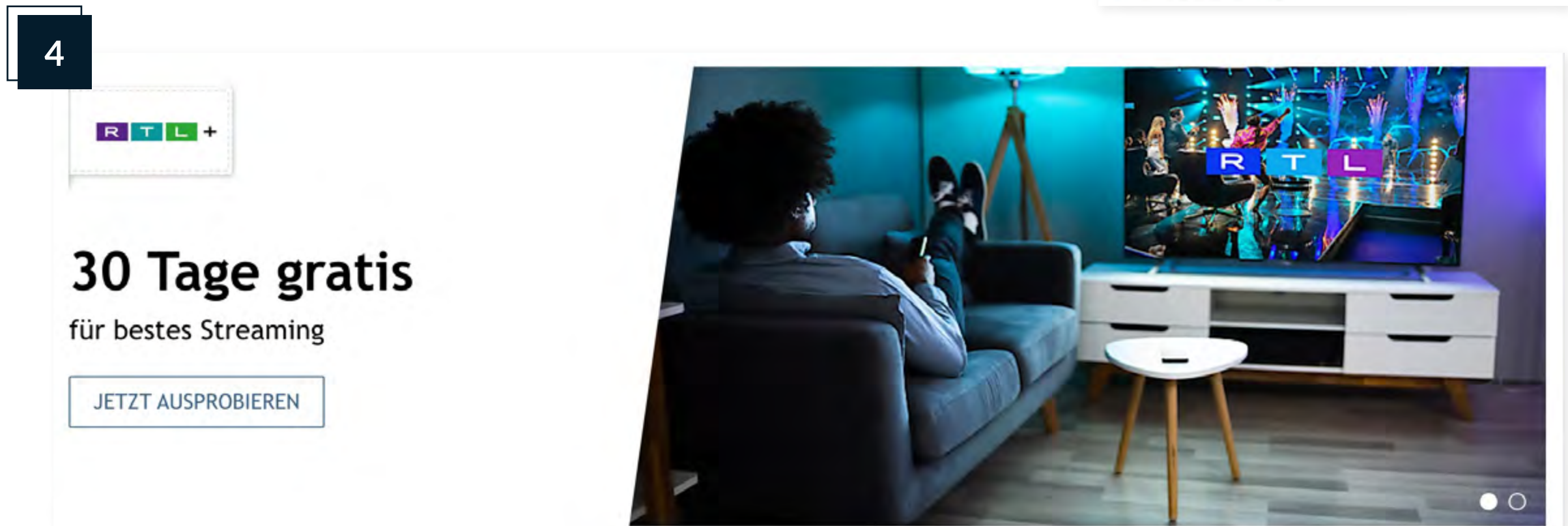


1 Highlight-Teaser

2 Listing

3 Teaser

4 Slider (scrolling)



2

Blume2000
15% Blume2000 Gutschein
Weitere anzeigen >

3

dyson

UND GRATIS-ZUBEHÖR ZU AIRWRAP & CO.
Bis zu 100€ Rabatt

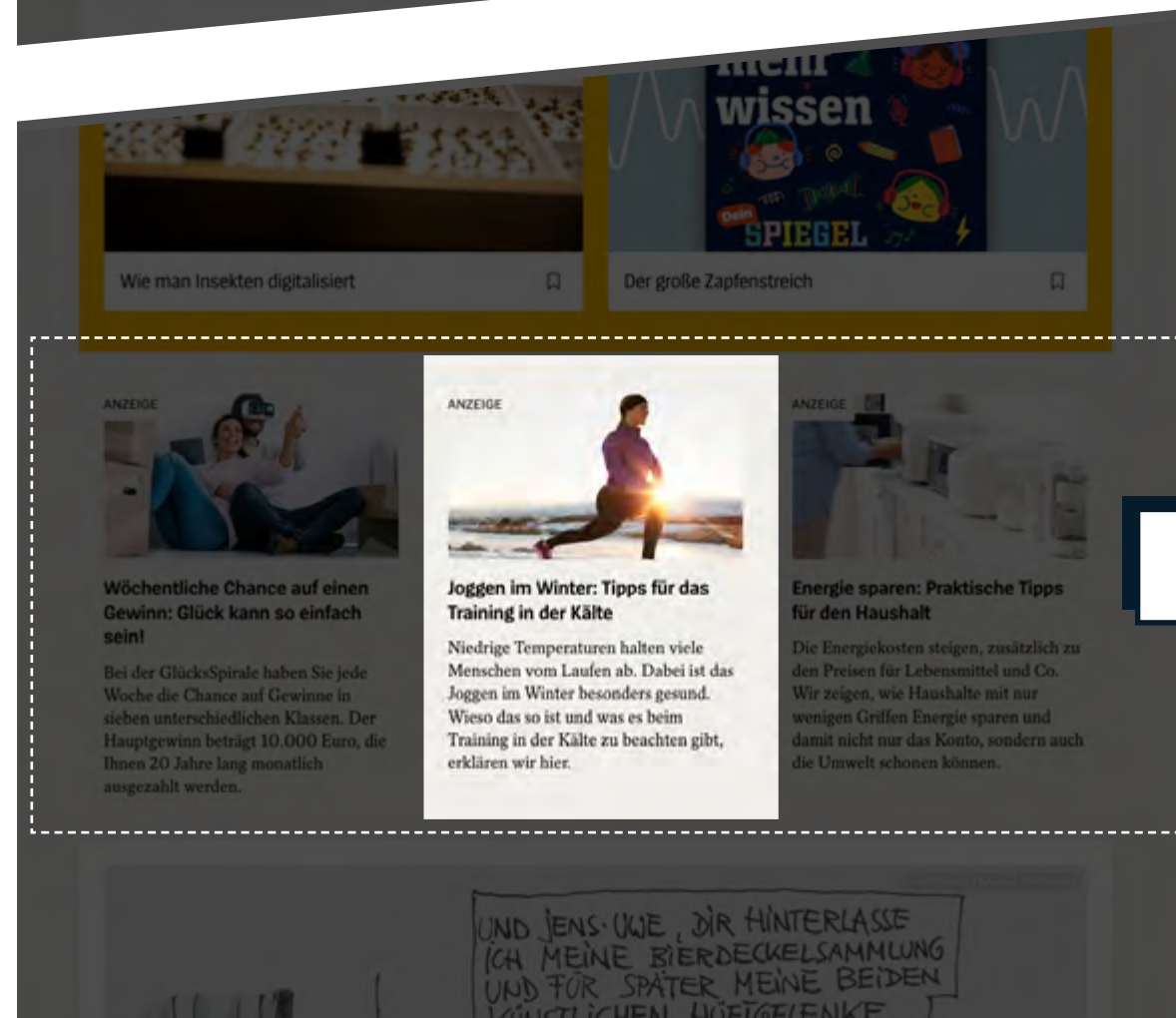
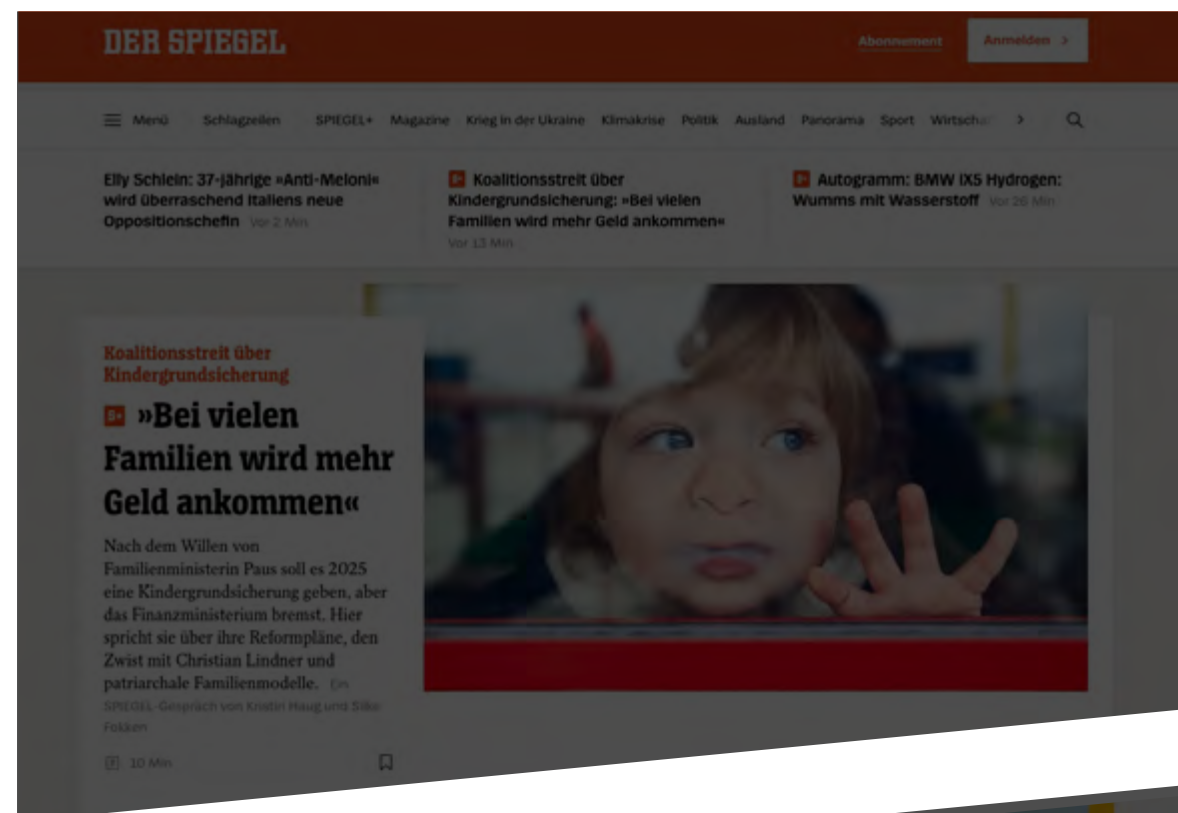
4

RTL+

30 Tage gratis
für bestes Streaming

JETZT AUSPROBIEREN

Spiegel | Magazine «FAIRshoppt»



1

ANZEIGE



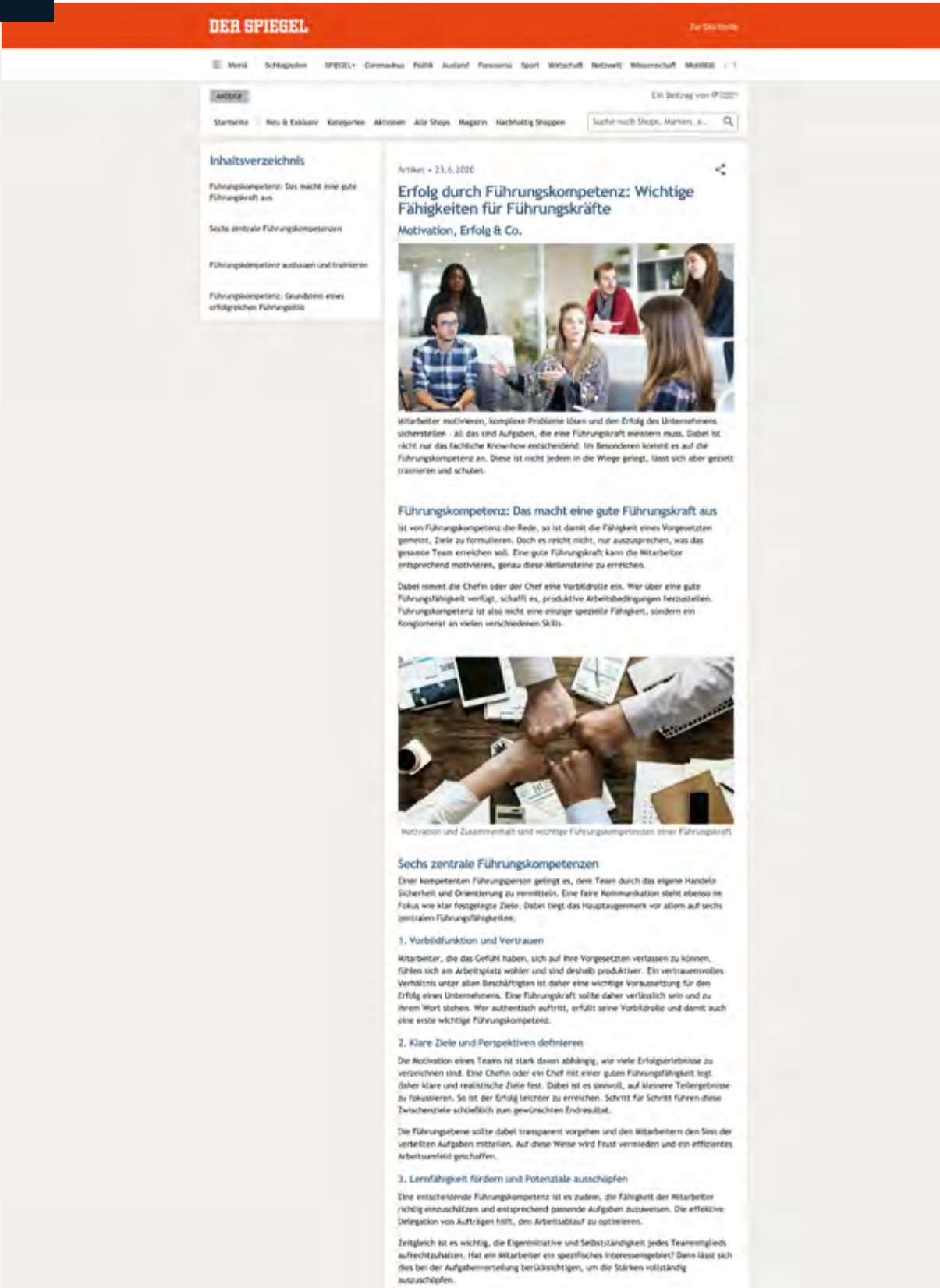
Joggen im Winter: Tipps für das Training in der Kälte

Niedrige Temperaturen halten viele Menschen vom Laufen ab. Dabei ist das Joggen im Winter besonders gesund. Wieso das so ist und was es beim Training in der Kälte zu beachten gibt, erklären wir hier.

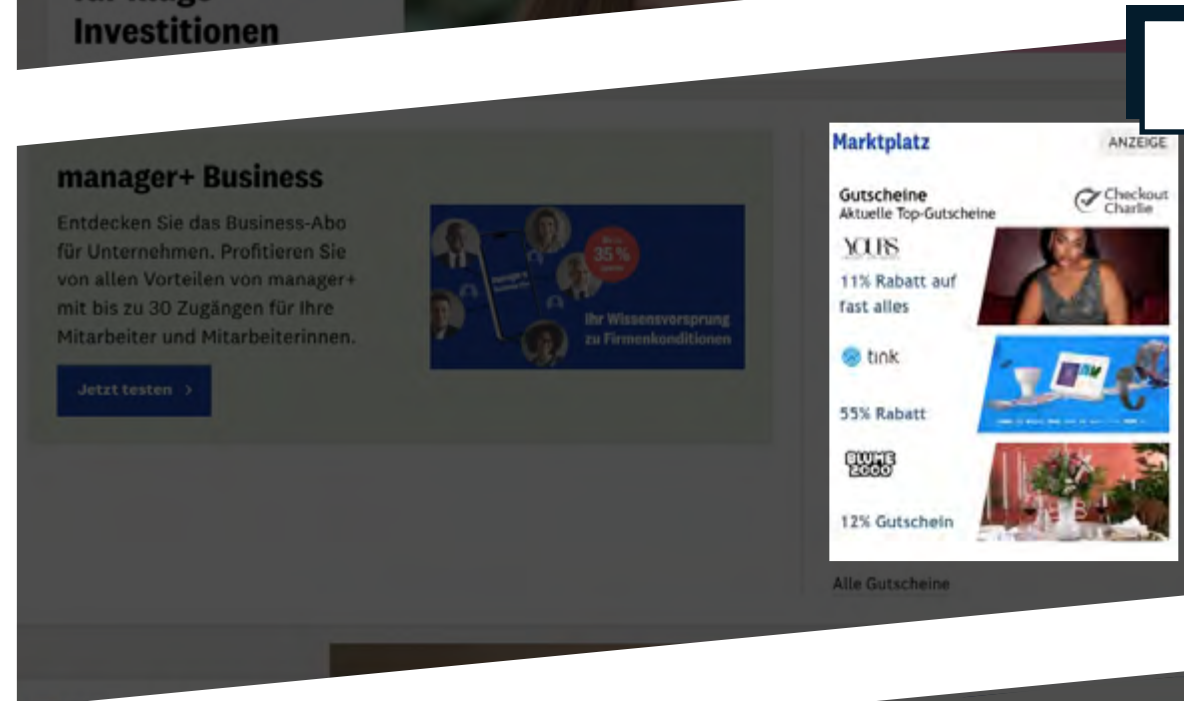
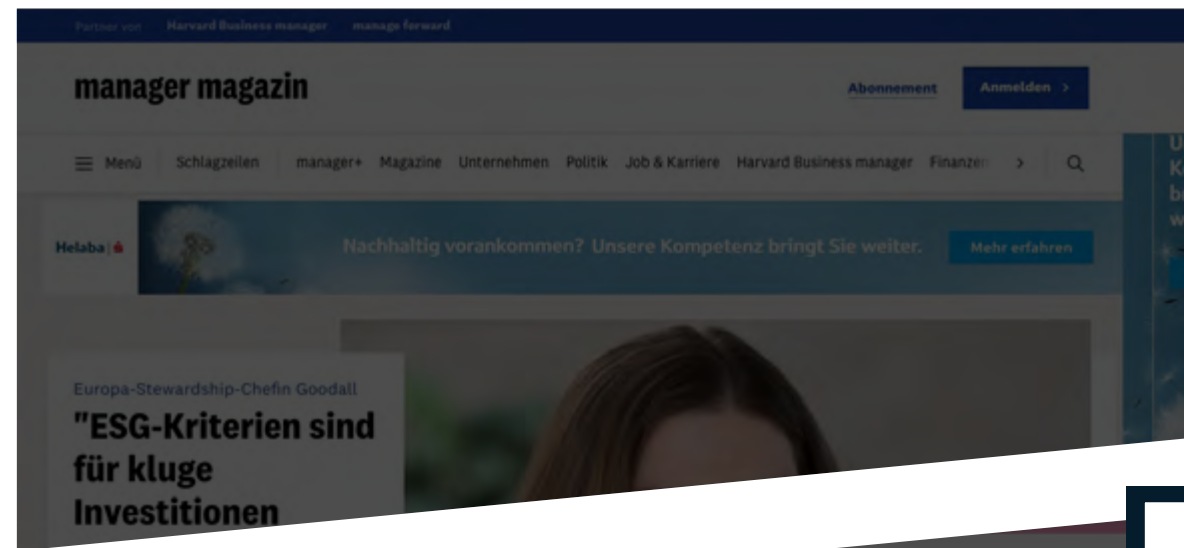
1 Teaser
Approx. 4,8 Mio ad impressions per week

2

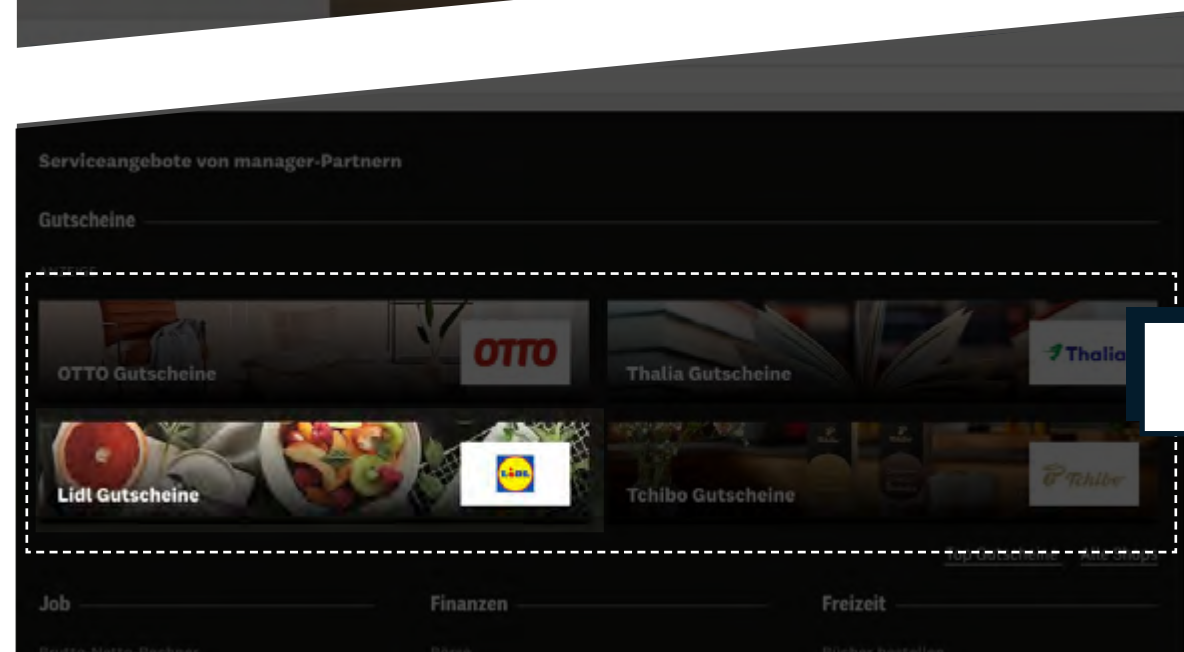
Advertorial Premium



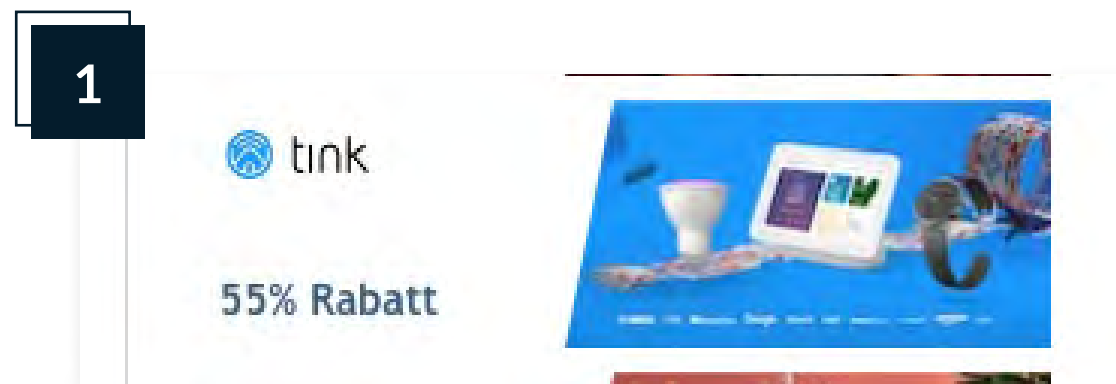
Manager Magazine | Homepage



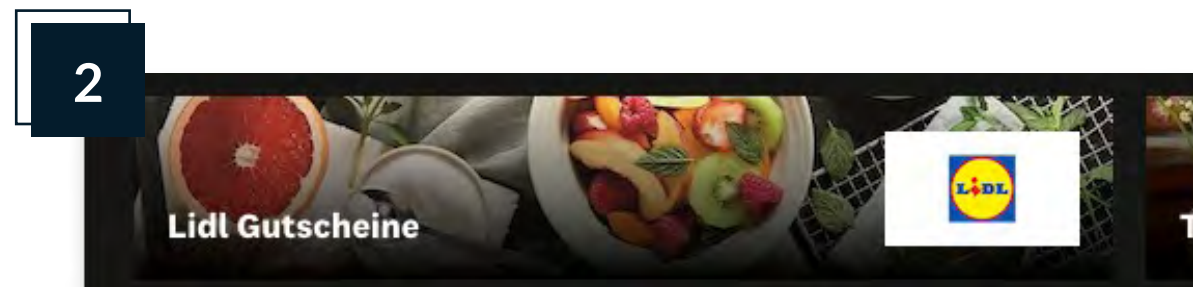
1 Sidebar Widget



2 Floor-Ad



Sidebar Widget



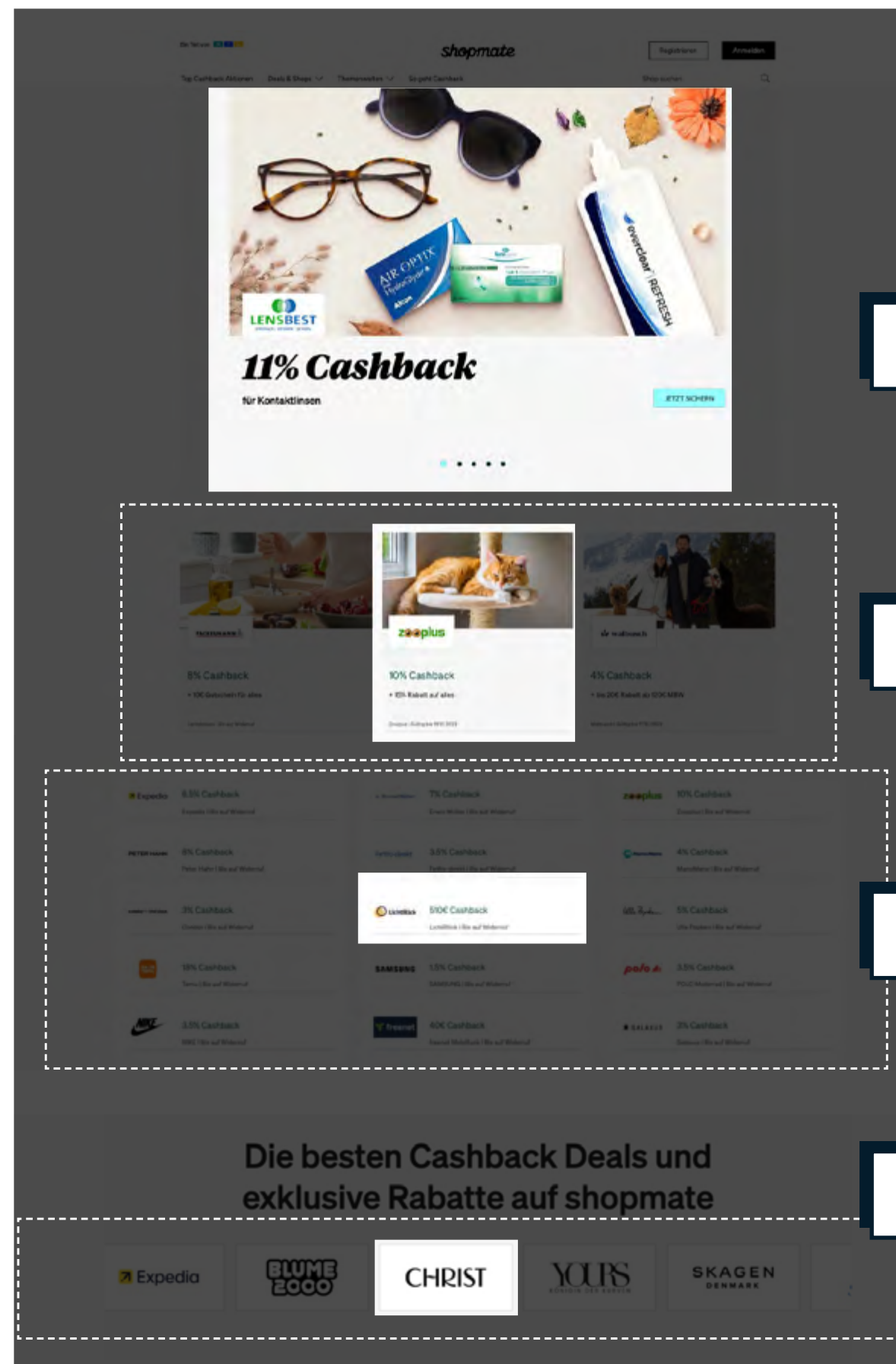
Digital Reach

3,34 Mio.
Unique User

9,17 Mio.
Page Impressions

6,13 Mio.
Visits

shopmate.de | Homepage



1 Slider (scrolling)

2 Card Listing

3 Listing

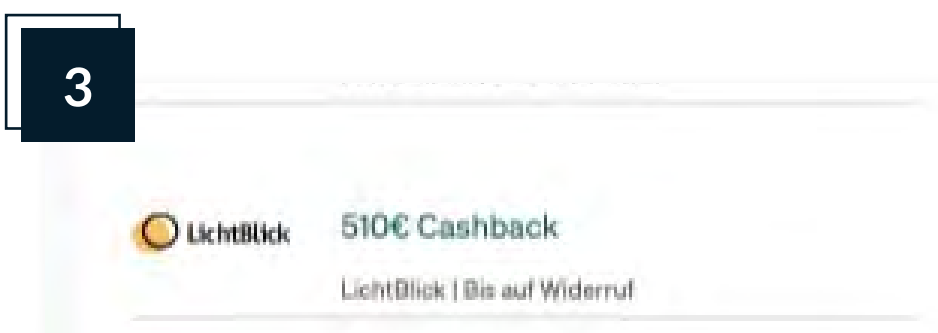
4 Branding



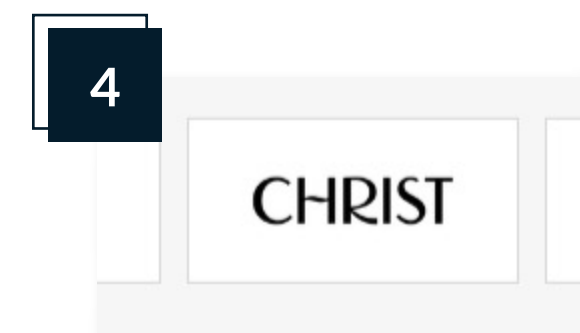
1



2

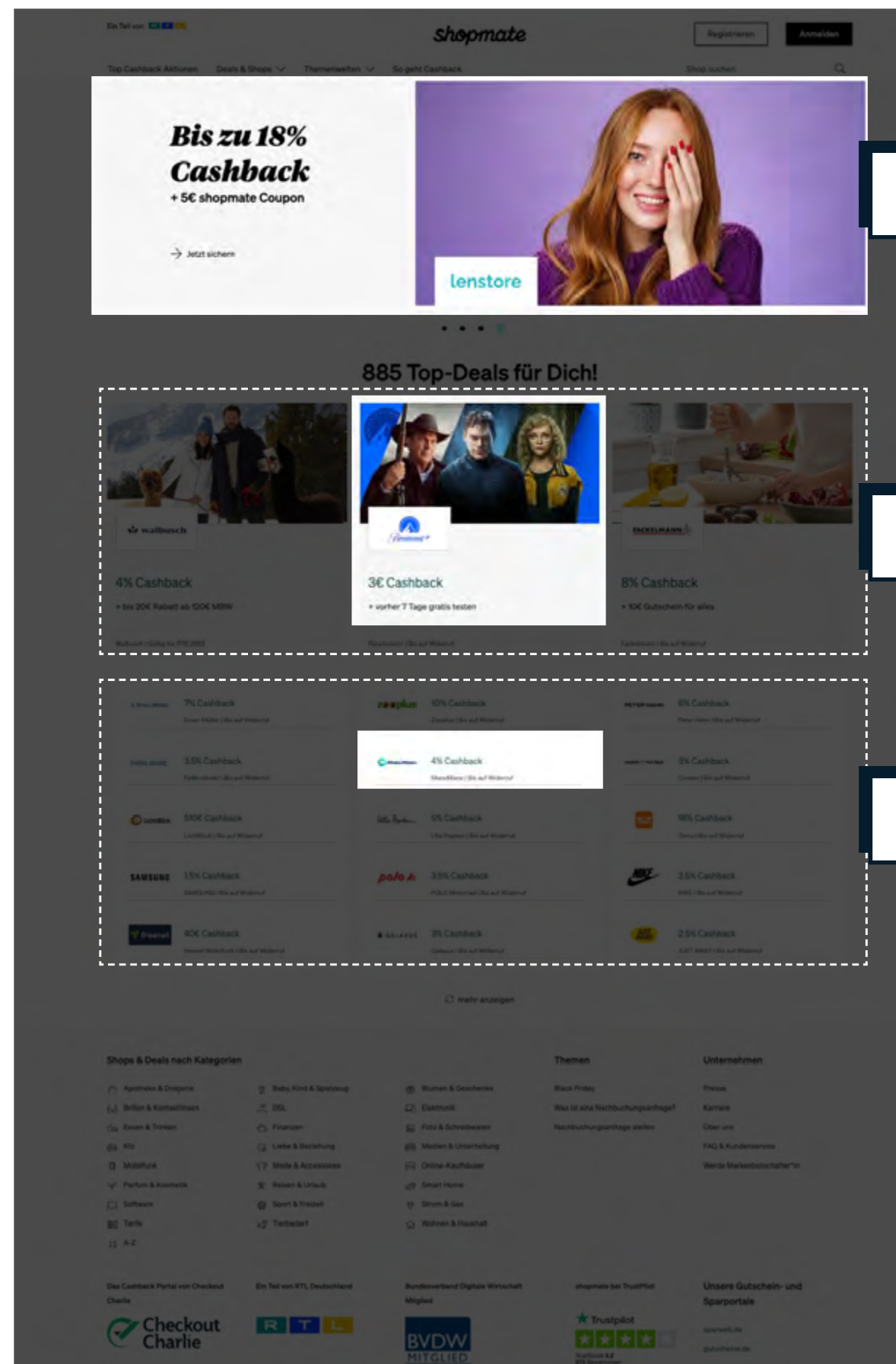


3



4

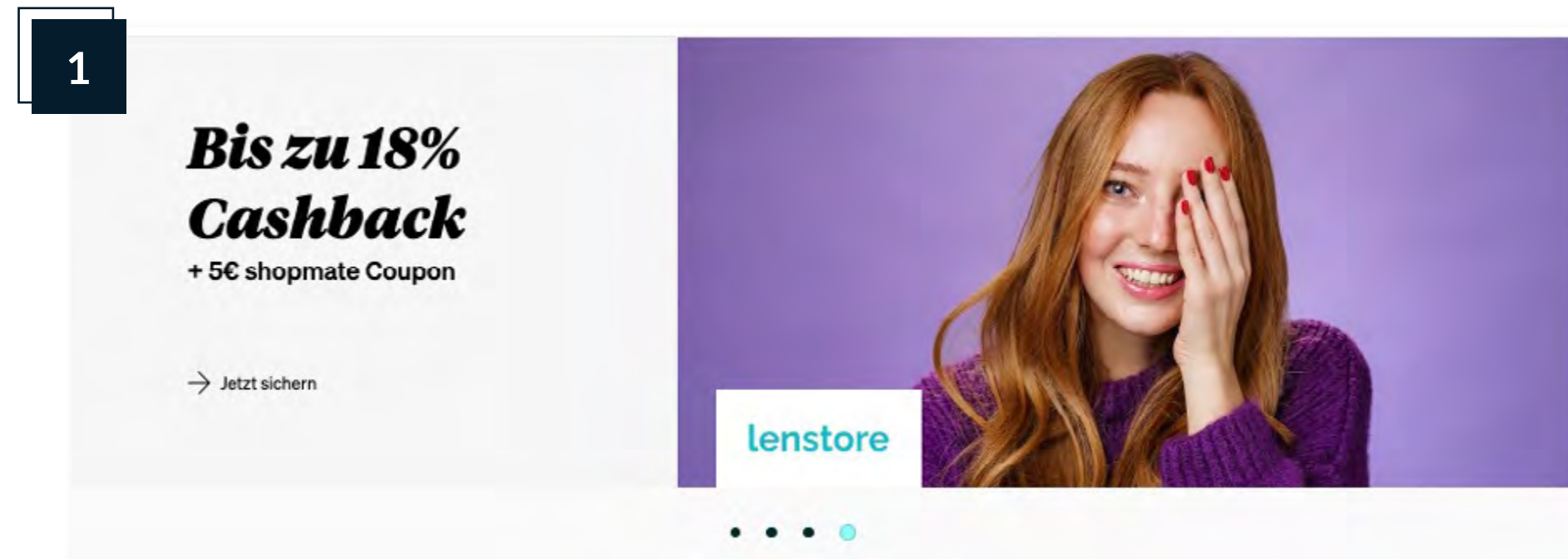
shopmate.de | Advertiser Deal Overview



1 Slider (scrolling)

2 Teaser

3 Listing



1

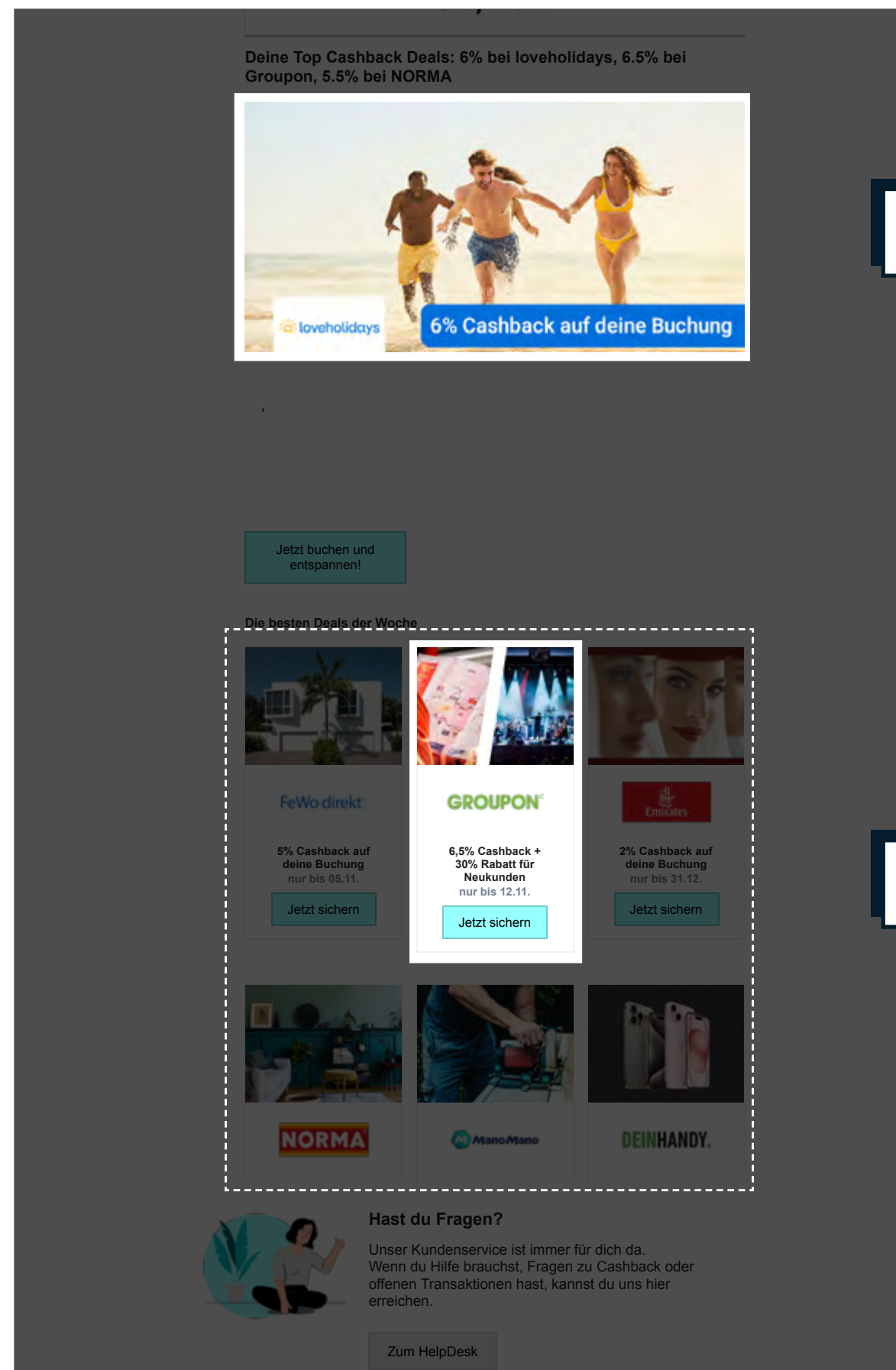


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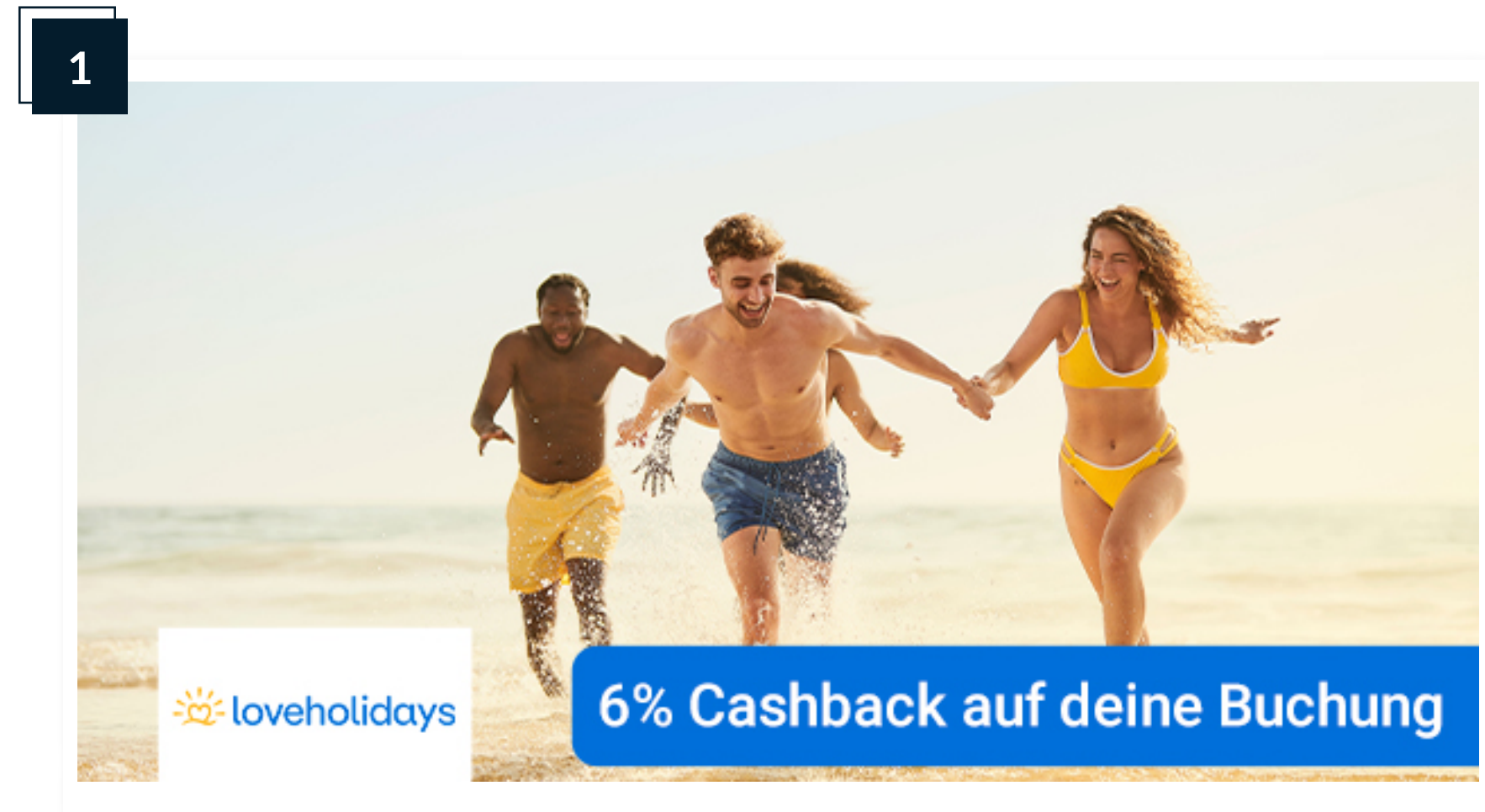
3

shopmate.de | Newsletter



1 Billboard

1 Placement



Social Media | shopmate

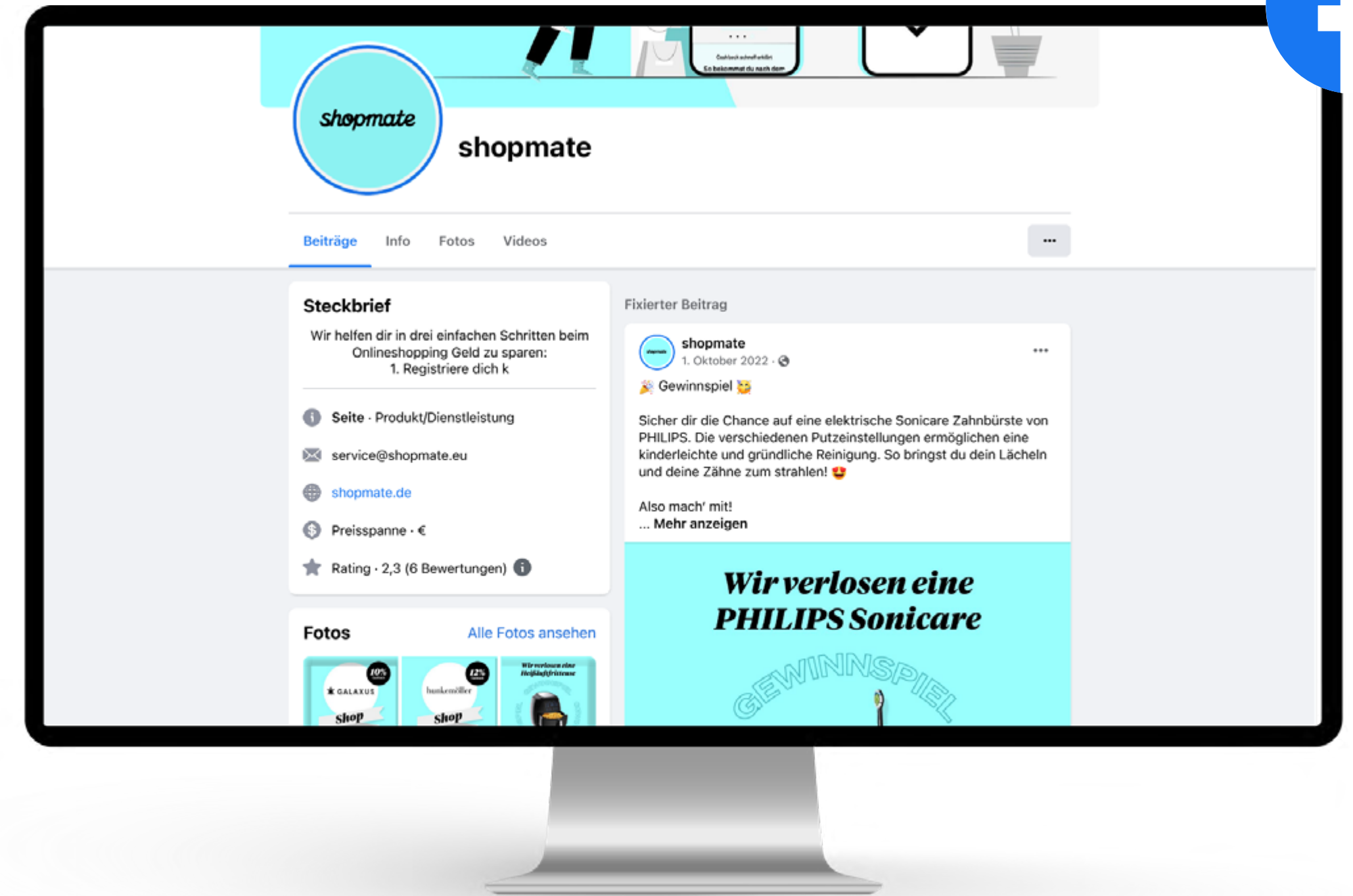
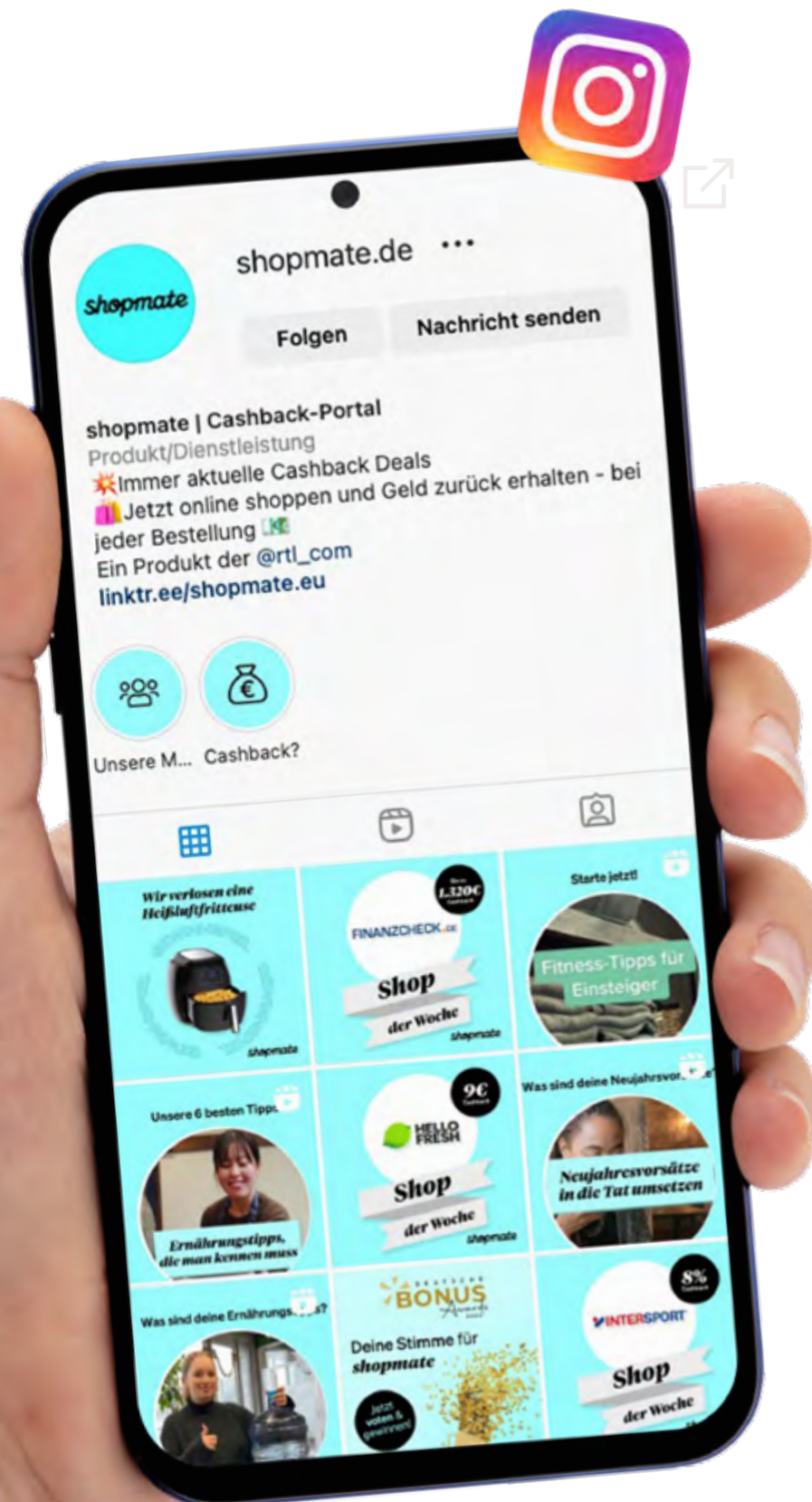
Educational content around Cashback, the best deals & offers and our favorite brands.

Our shopmate Instagram & Facebook Accounts are making sure, our followers don't miss out on any of our top deals and shop collections for special occasions.

Put your deal & brand into the spotlight!

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42 | Your contacts

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Food & Beverages, Pet Supplies,
Online Stores



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Models, Media & Entertainment,
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