



Media Kit 2025



Content

01 COMPANY

02 CAMPAIGNS

03 PORTALS

04 PACKAGES

05 PLACEMENTS

06 CONTACTS



01 | Our company

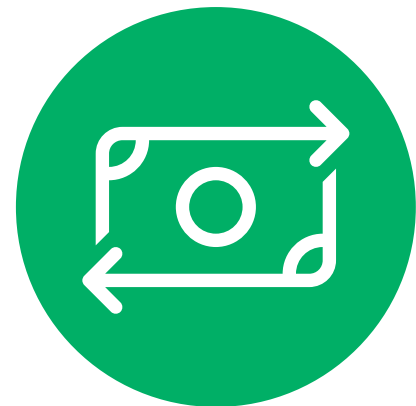
The content & performance marketing powerhouse

Checkout Charlie is the company behind a large number of consumer, saving and cashback portals. We combine reach, content and quality on our own portals such as Sparwelt.de, Gutscheine.de and shopmate as well as on voucher portals of large media brands such as n-tv in DE and 20minuten and NZZ in CH.

Displaying offers of thousands of online shops to diverse and matching customer groups, we serve as the ideal interface between consumers and merchants.



Why Checkout Charlie?



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. With different portals we reach young people, families and best agers alike, making saving money while shopping easily accessible and fun for everybody.



Marketing mix & tailor-made offers

Our strong editorial team and deep SEA & performance expertise enable us to create impactful strategies. We deliver tailor-made campaigns and promotions that perfectly match the needs of our partners.



Full service & experts

We have gained reputation & experience in the affiliate world over the past 16 years. Your contact person is an expert for your business niche and provides you with the best solution for your brand at any time.

Factsheet

ENGAGED AUDIENCES



>600,000
segmented target group
per newsletter sent
average targeting:
 500,000
 100,000



>200,000
social media followers
across platforms
   



13.8%
average engagement
rate on social media

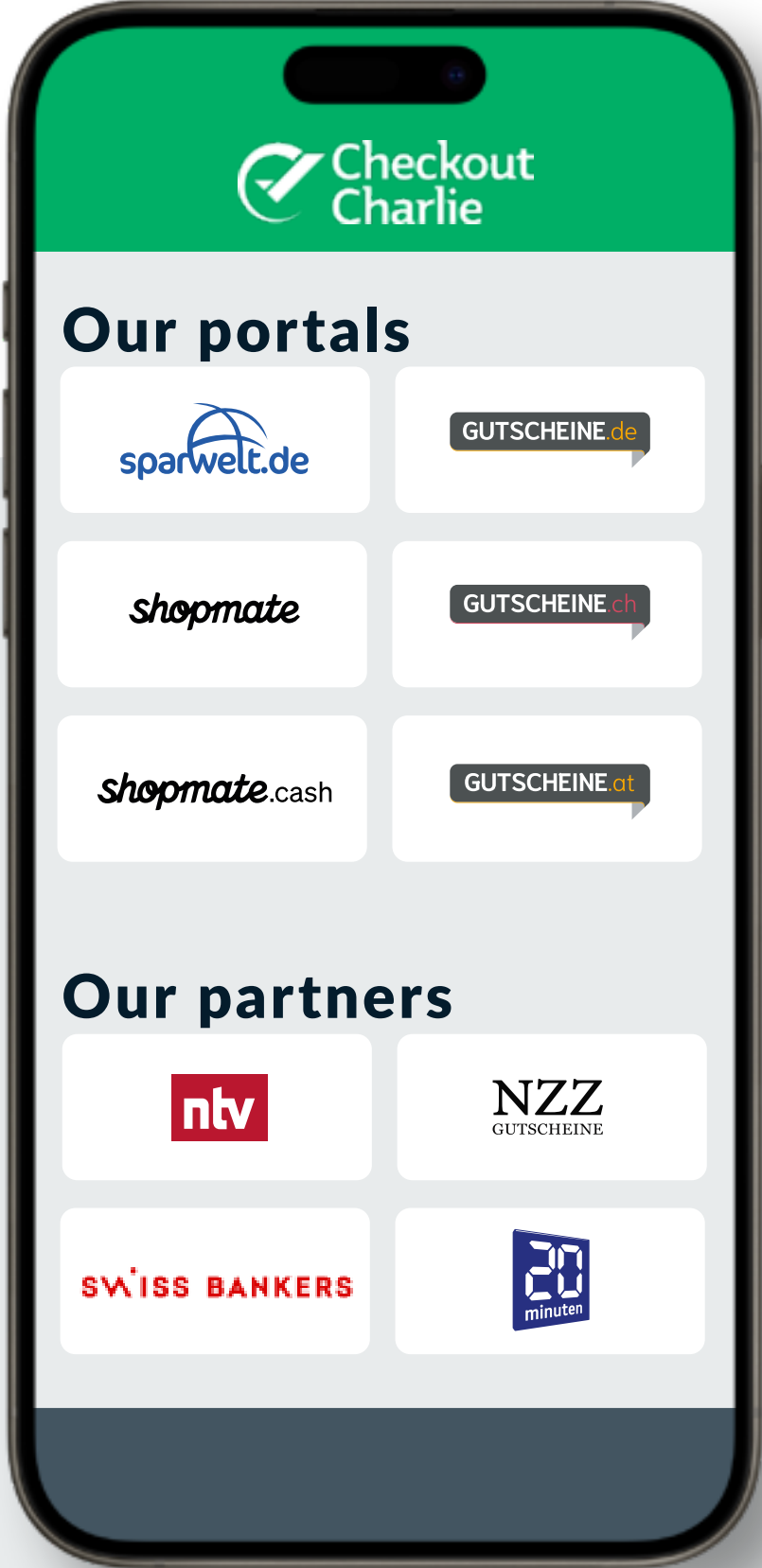
PERFORMANCE HIGHLIGHTS

400–900%
average uplift in turnover through
SEA releases combined with
exclusive promo codes or deals

Up to 4:15 minutes
average dwell time per article in
our content magazine

Gönn dir!

851%
average performance uplift
through campaign integration
(based on 2024 results)



- 16+ years**
of industry expertise
- 21** seasonal campaigns
planned for 2025
- 6** owned portals + **3**
partner media portals
- >5.4 million**
savvy, engaged users monthly

STRONG RETAIL PARTNERSHIPS

approx. 4,000
active shop
partnerships across
industries

>50,000
promo codes
& deals annually

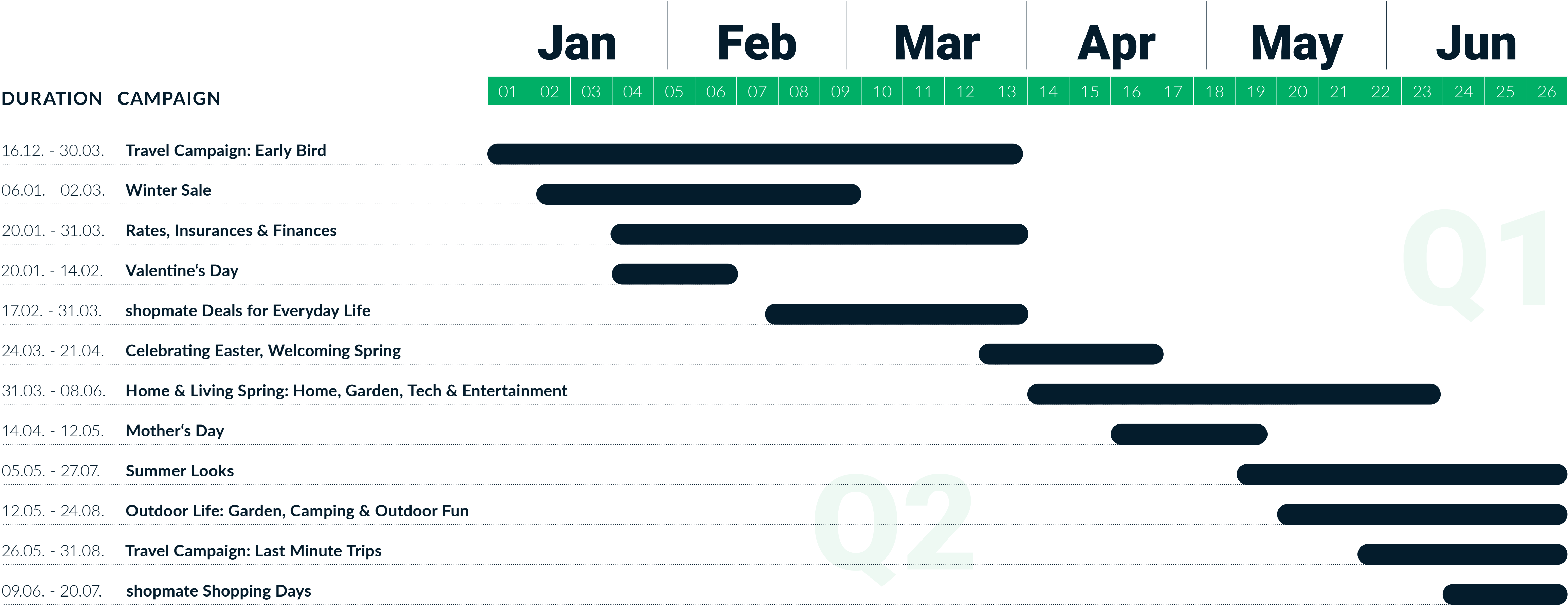
>1.5 million
transactions conducted
in 2024

>€ 150 million
external sales mediated
in 2024 (excluding contracts/
continuing obligations)



02 | Our campaigns

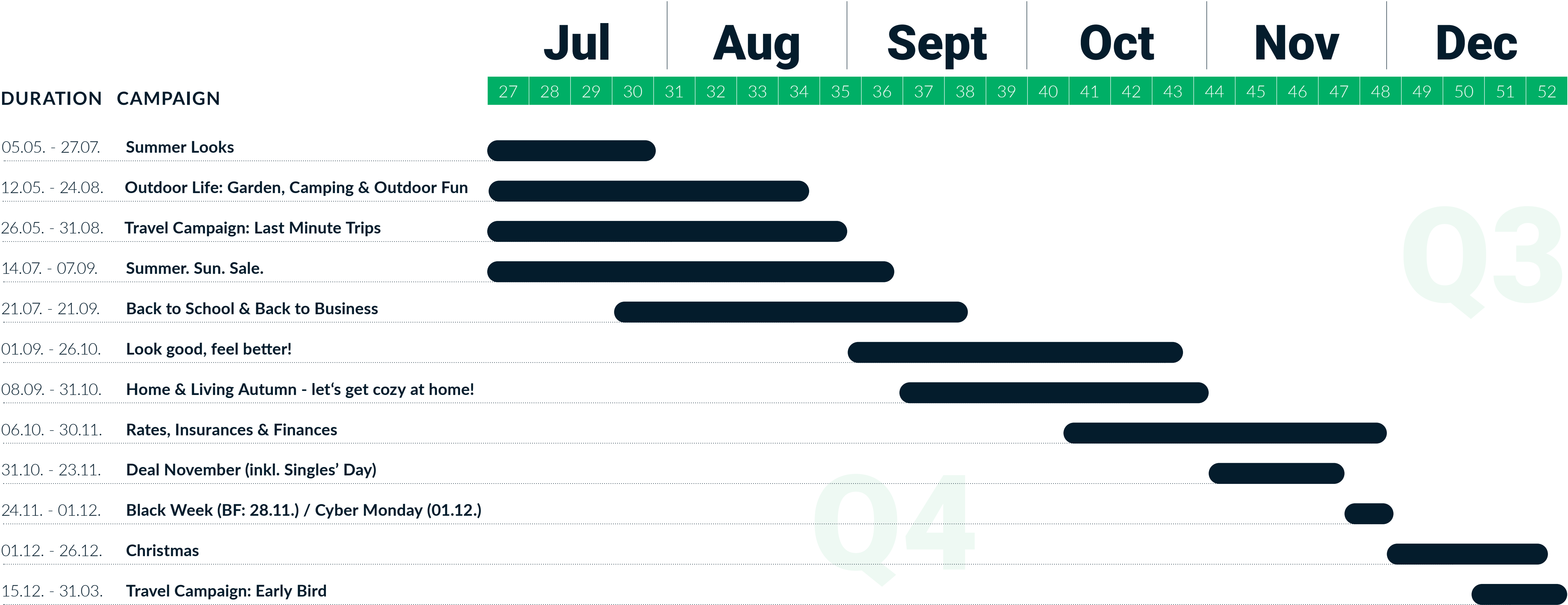
Campaign Plan 2025 | Part 1



Q1

Q2

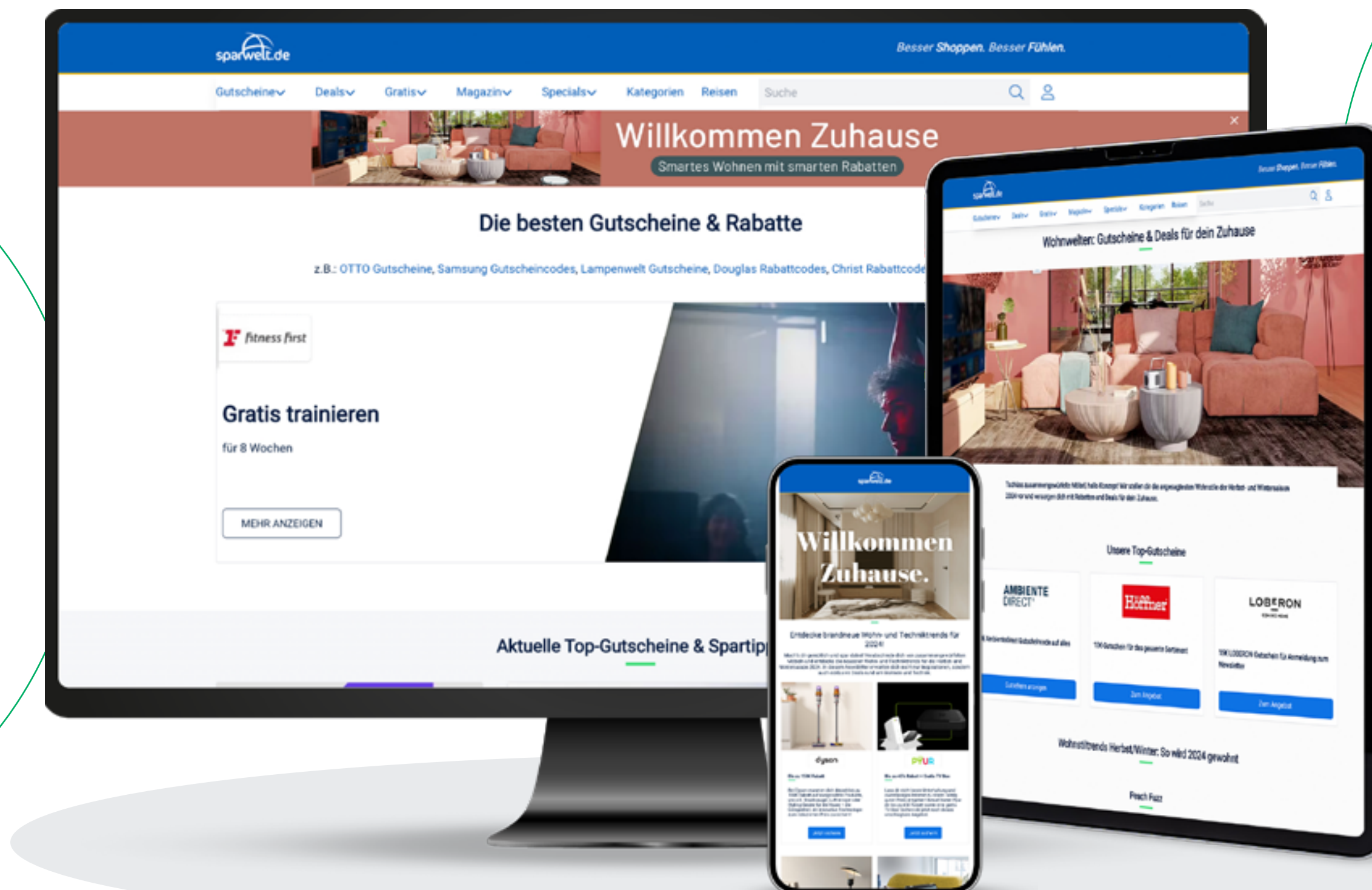
Campaign Plan 2025 | Part 2



Look and feel of our seasonal & thematic campaigns

Exclusive visibility

Positioned front and center on a dedicated, high-traffic landing page, your brand will be between hand-selected favorites, making it easy for customers to find and shop your products.



Extended reach & targeting

We will drive traffic to all our thematic campaigns through a multichannel marketing approach, including email, social media and on-site placements.



03 | Our portals

Working with us, your brand will benefit from diversity, high reach, and various opportunities to boost performance. We successfully combine the power of our well-known own portals with strong external media partnerships.

Our own portals in DE

Sparwelt.de, Gutscheine.de, shopmate.de

Our own portals in AT +CH

Gutscheine.at, Gutscheine.ch, shopmate.cash

Our media cooperations in DACH

ntv.de, 20minuten.ch and nzz.ch

Sparwelt.de

The go-to guide for smart shopping

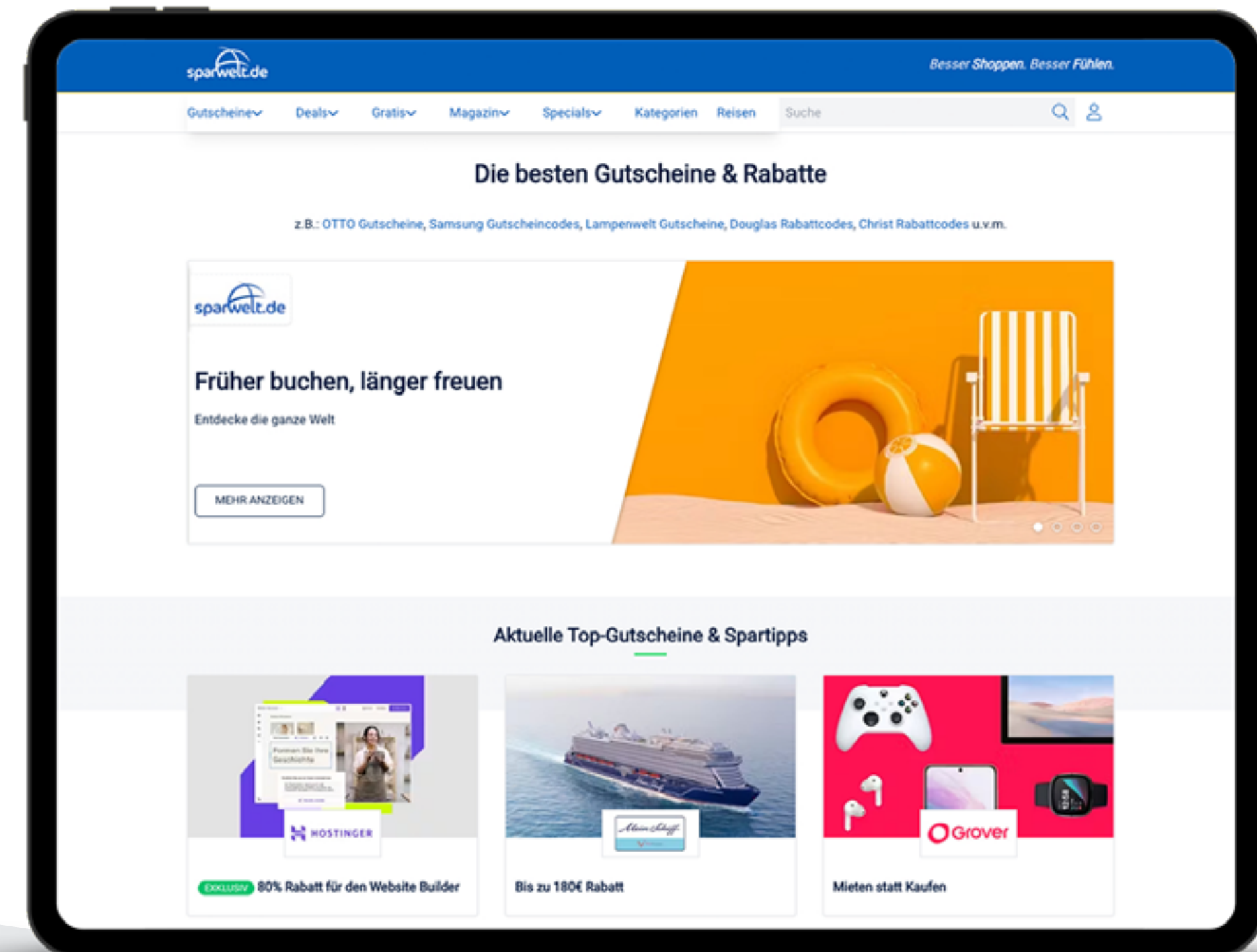
Sparwelt.de informs and inspires users throughout their customer journey and provides persuasive editorial content. Sparwelt.de makes the world of online shopping a little bit better every day.

TARGET GROUP

Description Trend-conscious, price-conscious, smart-shoppers

Gender 37% female | 63% male

Age 39% between 18-34 years, 36% between 35-54 years



Gutscheine.de

The go-to platform for verified coupons

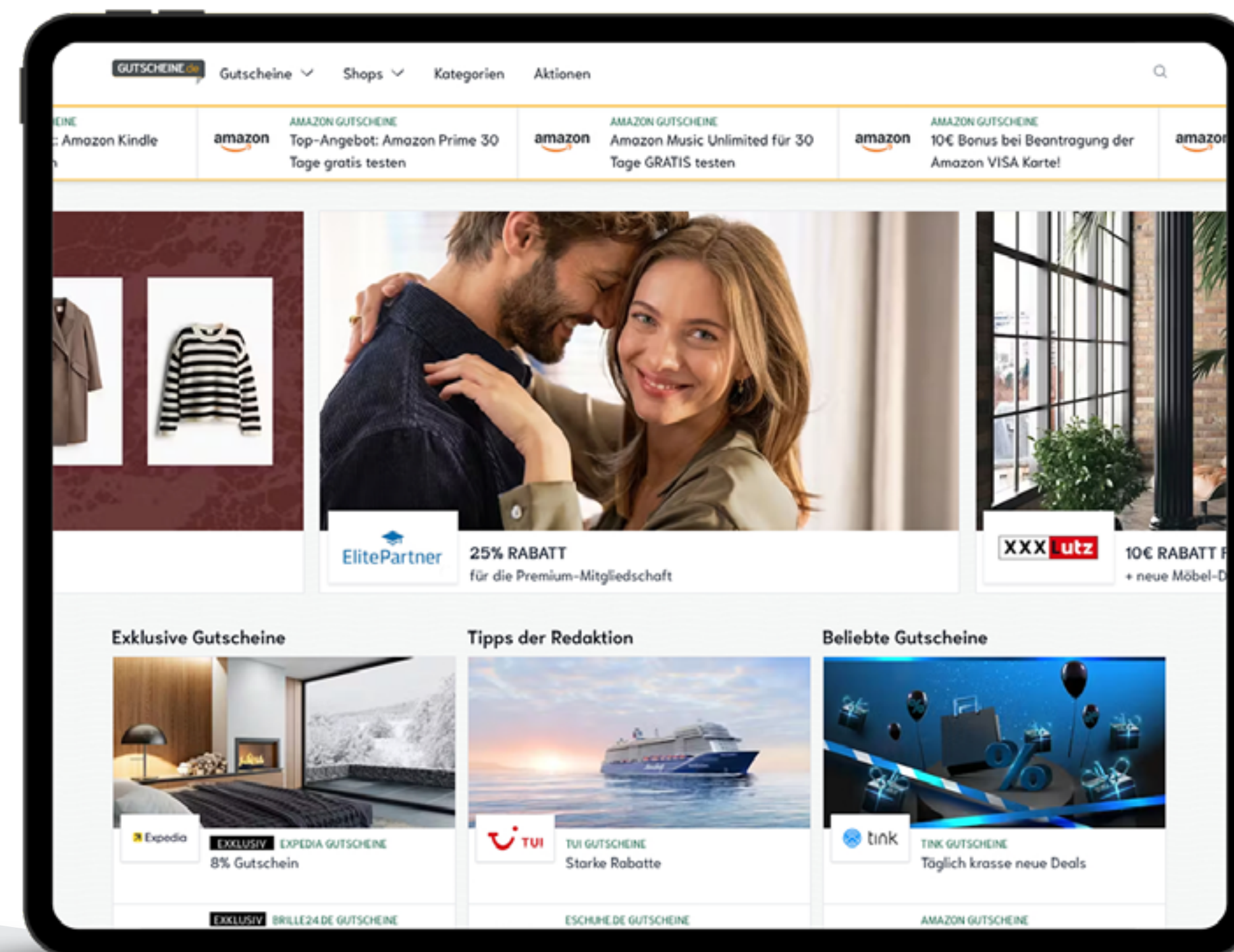
Gutscheine.de is a discount platform specializing in a wide selection of verified coupons and promotional codes tailored for frequent online shoppers across categories like travel, fashion, and electronics. The platform primarily attracts savvy, budget-conscious users who actively seek quick savings on everyday purchases and seasonal promotions.

TARGET GROUP

Description Budget-conscious, smart shoppers who won't make an online purchase without a good promotional code

Gender 36% female | 64% male

Age 43% between 18-34 years, 37% between 35-54 years



ntv.de

[COMPANY](#)[CAMPAIGNS](#)[PORTALS](#)[PACKAGES](#)[PLACEMENTS](#)[CONTACTS](#)

gutscheine.n-tv.de

NTV delivers breaking news from around the globe – fast, concise, and around the clock. Covering a wide range of topics, from economics and finance to politics, sports, and society, NTV provides in-depth analysis and insight into complex issues. Its expertly curated content captures the attention of financially and business-savvy decision-makers.

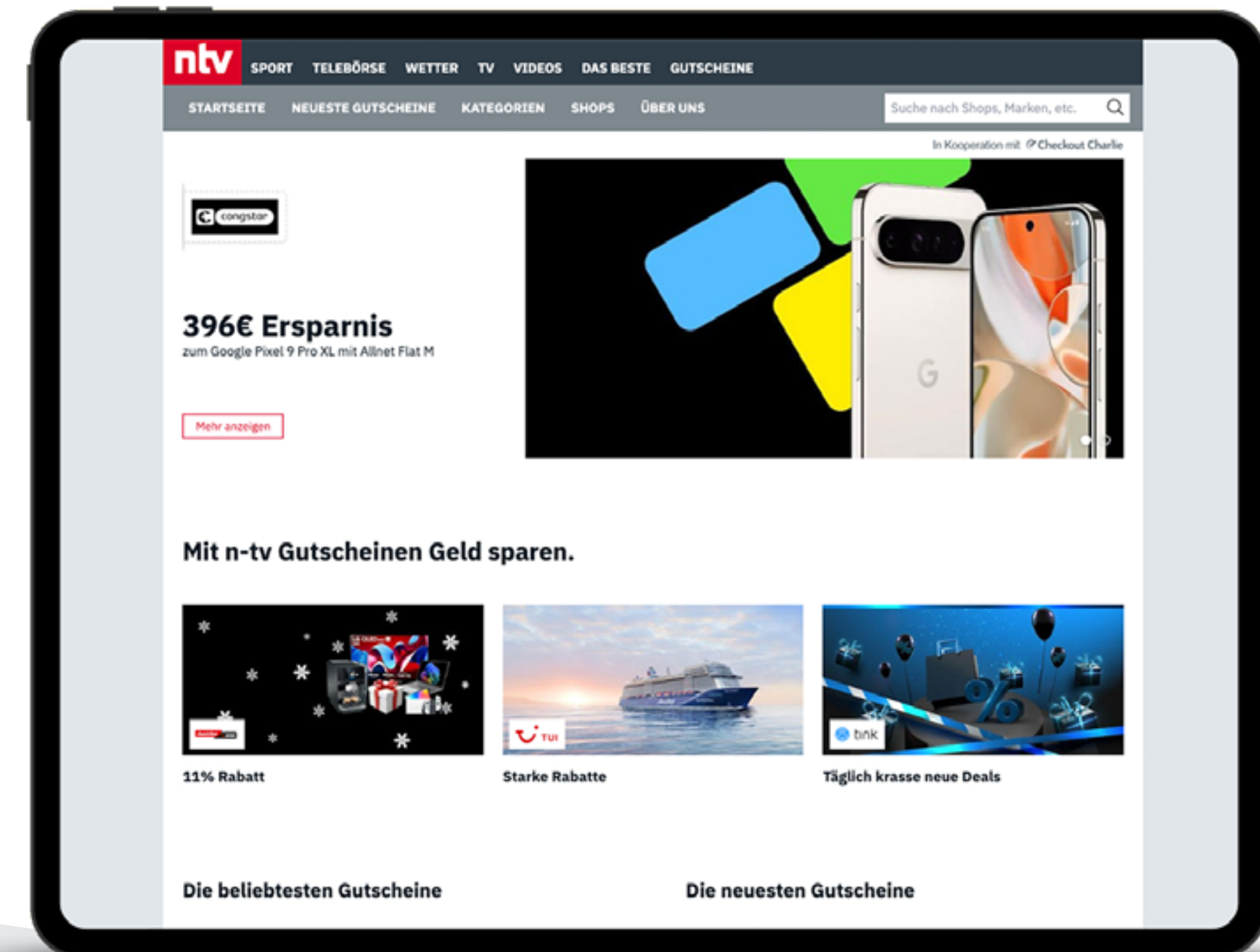
TARGET GROUP

Description Well-educated individuals with a strong interest in world politics, who value reliability, speed, balance, and in-depth reporting. This audience demonstrates above-average platform loyalty and a commitment to staying informed.

Gender 43% female | 57% male

Age 69% between 20-59 years

Income 58% with a net household income $\geq$ € 3,000



The platform that simplifies and streamlines cashback for everyone

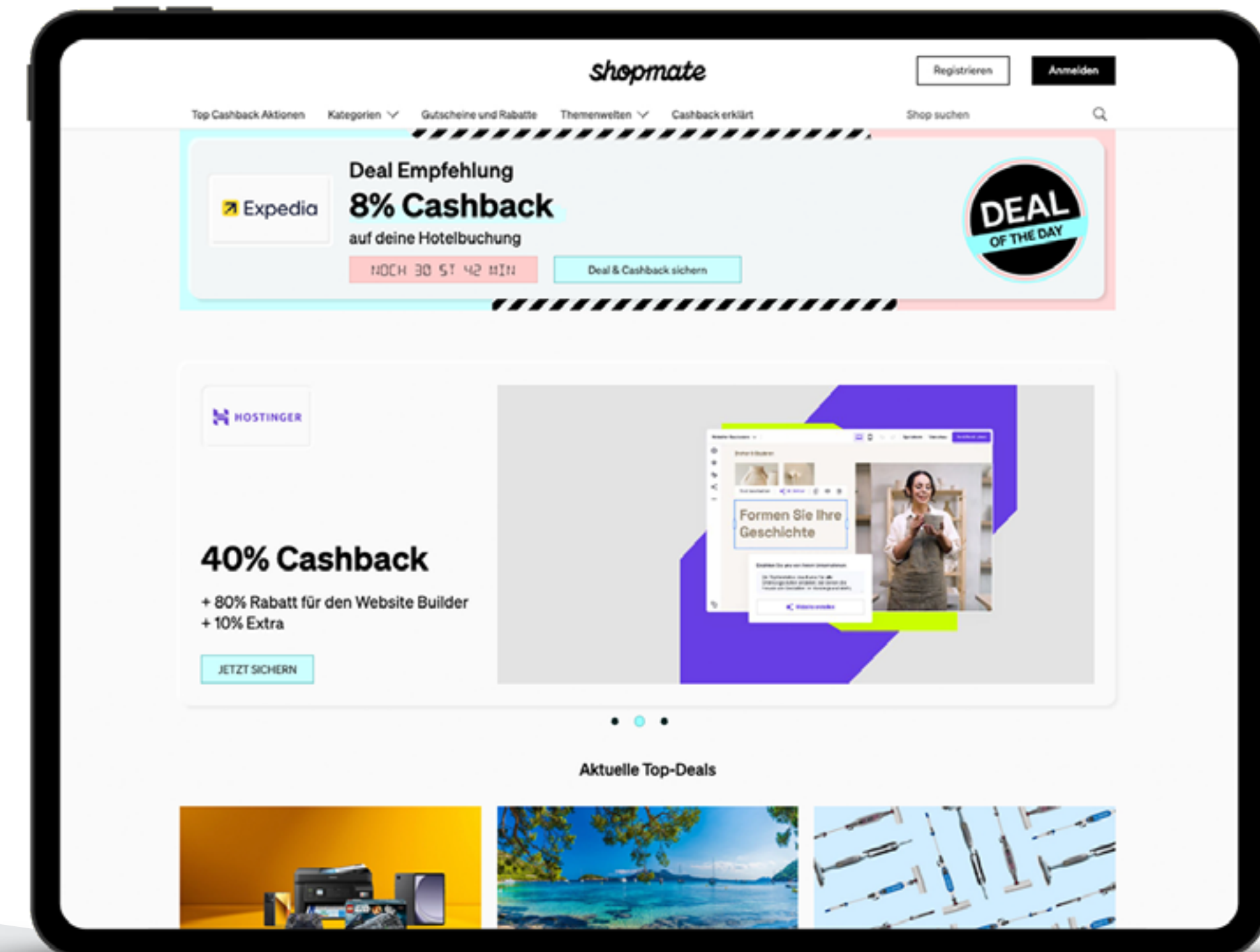
shopmate is a cashback platform that offers exclusive deals from a wide variety of online stores, allowing users to earn money back on their purchases. With easy tracking of earnings, seamless reward redemption, and regular promotions, shopmate helps users maximize their savings while shopping online.

TARGET GROUP

Description shopmate caters to both seasoned cashback users and curious newcomers, making cashback collection effortless. It appeals to disciplined bargain hunters focused on daily necessities, as well as enthusiastic shoppers seeking everyday luxuries and exciting new products.

Gender 48% female | 52% male

Age 27% between 25-34 years, 44% between 35-54 years





04 | Our packages

Through the diversity of our packages & tailor-made offers, we are able to match different needs & budgets.



Welcome packages

Enjoy an unbeatable introductory experience with exclusive access to our services at a special price.



Campaign packages

Choose from 24 seasonal campaigns designed to align with your goals, ensuring maximum impact for your brand.



Site-Specific packages

Customizable packages tailored to your unique needs, providing access to specific sites for targeted exposure.



Content packages

Perfect for brands seeking high-quality editorial content to showcase and promote their products effectively.

Welcome packages

If you have not worked with us yet, we offer 3 different welcome packages, including different portals & levels of exposure.

This is your perfect entrance to cooperating with us or maybe even into affiliate marketing at all.

SILVER

1 x	Sparwelt.de	Own shop page incl. maintenance
1 x	Gutscheine.de	Own shop page incl. maintenance
1 x	n-tv.de	Own shop page incl. maintenance
1 x	shopmate.de	Own shop page incl. maintenance
1 x	Sparwelt.de	ECA newsletter**
1 Day	n-tv.de	Widget homepage
1 Day	Gutscheine.de	Teaser homepage
1 Day	shopmate.de	Teaser homepage

€ 3,850 € 1,600*

GOLD

1 x	Sparwelt.de	Own shop page incl. maintenance
1 x	Gutscheine.de	Own shop page incl. maintenance
1 x	n-tv.de	Own shop page incl. maintenance
1 x	shopmate.de	Own shop page incl. maintenance
1 x	Sparwelt.de	ECA newsletter**
1 x	Gutscheine.de	ECA newsletter**
1 x	shopmate.de	ECA newsletter**
1 Day	Sparwelt.de	Slider voucher page
1 Day	Sparwelt.de	Listing homepage
1 Day	Sparwelt.de	Teaser homepage
1 Day	n-tv.de	Widget homepage
2 Days	shopmate.de	Teaser homepage
2 Days	shopmate.de	Listing advertiser overview

€ 5,800 € 2,400*

TRIPLE DIAMOND

1 x	Sparwelt.de	Own shop page incl. maintenance
1 x	Gutscheine.de	Own shop page incl. maintenance
1 x	n-tv.de	Own shop page incl. maintenance
1 x	shopmate.de	Own shop page incl. maintenance
1 x	Sparwelt.de	Advertorial (Deal) Deals page
1 x	Sparwelt.de	Top Special newsletter
1 x	Gutscheine.de	Top Special newsletter
1 x	shopmate.de	ECA newsletter**
2 Days	Sparwelt.de	Slider homepage
1 Day	Gutscheine.de	Slider homepage
1 Day	n-tv.de	Widget homepage
1 Day	n-tv.de	Slider voucher page
2 Days	shopmate.de	Slider homepage
3 Days	shopmate.de	Slider advertiser overview

€ 10,250 € 3,700*

* plus CPO & VAT ** Exposed Content Ad in Newsletter
The following limitations apply:
Light package is limited to one promotion (discount), Medium package to two promotions (discount),
Premium package to three promotions (discount).

Campaign packages

In the context of our approximately 24 thematic, annual campaigns we offer tailored campaign packages.

These packages enable you to align with campaigns that match your brand’s objectives while leveraging seasonal shopping trends to maximize impact.

Example

LIGHT

1	Day	Sparwelt.de	Teaser homepage
1	x	Sparwelt.de	ECA newsletter**
1	x	Gutscheine.de	Listing newsletter
2	Days	Gutscheine.de	Teaser homepage
1	Day	n-tv.de	Teaser voucher page
1	Day/x	shopmate.de	Onpage or newsletter***

€ 2,950*

Example

MEDIUM

1	x	Sparwelt.de	Advertorial (Deal) deals page
1	Day	Sparwelt.de	Slider homepage
2	Days	Sparwelt.de	Listing homepage
1	x	Sparwelt.de	ECA newsletter**
2	Days	Gutscheine.de	Teaser homepage
1	x	Gutscheine.de	ECA newsletter**
2	Days	n-tv.de	Widget homepage
1	Day/x	shopmate.de	Onpage or newsletter***

€ 4,750*

Example

PREMIUM

1	Day	Sparwelt.de	Slider homepage
2	Days	Sparwelt.de	Slider category page
3	Days	Sparwelt.de	Listing homepage
1	x	Sparwelt.de	Top Special newsletter
1	x	Sparwelt.de	Advertorial (Deal) deals page
1	x	Sparwelt.de	Ad Facebook
1	Day	Gutscheine.de	Slider homepage
1	x	Gutscheine.de	Top Special newsletter
1	Day	n-tv.de	Widget homepage
1	Day/x	shopmate.de	Onpage or newsletter***

€ 6,900*

* plus CPO & VAT ** Exposed Content Ad in Newsletter *** best deal gets best placement on shopmate.de
The following limitations apply:
Light package is limited to one promotion (discount), Medium package to two promotions (discount),
Premium package to three promotions (discount).

Branding & content packages

MORE CONTENT
PACKAGES AVAILABLE
UPON REQUEST!

Knowing that content is crucial to put the spotlight on your brand, we offer standard branding packages as well as tailor-made solutions. What sets us apart is our unmatched variety of premium content options featured on Sparwelt.de, ensuring a competitive edge for our partners.

Our comprehensive content strategies and tailor-made packages are designed to deliver engaging editorial content that highlights your brand and products.

LIGHT

1 x	Sparwelt.de	Advertorial magazine
1 x	Sparwelt.de	Advertorial (deal)
1 x	Sparwelt.de	ECA newsletter**
1 x	Sparwelt.de	Facebook post + story
1 x	Sparwelt.de	Instagram post + story
1 x	Sparwelt.de	Instagram ad

€ 5,000*

PREMIUM

1 x	Sparwelt.de	Advertorial magazine
1 x	Sparwelt.de	Advertorial (deal)
1 x	Sparwelt.de	Stand alone newsletter***
1 x	Sparwelt.de	Facebook post + story
1 x	Sparwelt.de	Instagram post + story
1 x	Sparwelt.de	Facebook ad
1 x	Sparwelt.de	Instagram ad
3 Days	Sparwelt.de	Slider homepage
7 Days	Sparwelt.de	Slider category page

€ 10,000*

* plus CPO & VAT
** Exposed Content Ad in Newsletter
*** sent out to dedicated segment of approx. 120,000 subscribers
The following limitations apply:
Light package is limited to one promotion (discount),
Premium package to three promotions (discount).

shopmate packages

shopmate is a go-to platform for smarter shopping and effortless savings. We empower users to earn cashback, enjoy exclusive deals, and save money with every purchase.

We offer tailored packages that provide enhanced cashback opportunities, VIP access to deals, and exclusive perks. With shopmate, you're not just shopping – you're earning. shopmate provides unmatched value at every click.

LIGHT

1 Day	shopmate.de	Slider homepage**
7 Days	shopmate.de	Listing homepage
1 Day	shopmate.de	Teaser Advertiser overview
1 x	shopmate.de	Instagram post
1 x	shopmate.de	Facebook post
1 Day	n-tv.de	Widget homepage****

€ 1,250*

MEDIUM

7 Days	shopmate.de	Slider homepage**
1 Day	shopmate.de	Listing homepage
1 x	shopmate.de	Instagram post
1 x	shopmate.de	Facebook post
1 x	shopmate.de	ECA newsletter***
1 Day	Gutscheine.de	Cashback-Ad newsletter
1 Day	n-tv.de	Widget homepage****

€ 2,450*

PREMIUM

7 Days	shopmate.de	Slider homepage**
1 Day	shopmate.de	Listing homepage
1 x	shopmate.de	Instagram post
1 x	shopmate.de	Facebook post
1 x	shopmate.de	Billboard newsletter
1 x	Sparwelt.de	Cashback-Ad newsletter
1 x	Gutscheine.de	Cashback-Ad newsletter
2 Days	n-tv.de	Widget homepage****

€ 3,600*

* Plus CPO & VAT
** Timed placement - conditions: One fixed action, no possibility of change
*** Exposed Content Ad in Newsletter
**** Plus 12 categories
The following limitations apply:
Light package is limited to one promotion (discount), Medium package to two promotions (discount), Premium package to three promotions (discount).

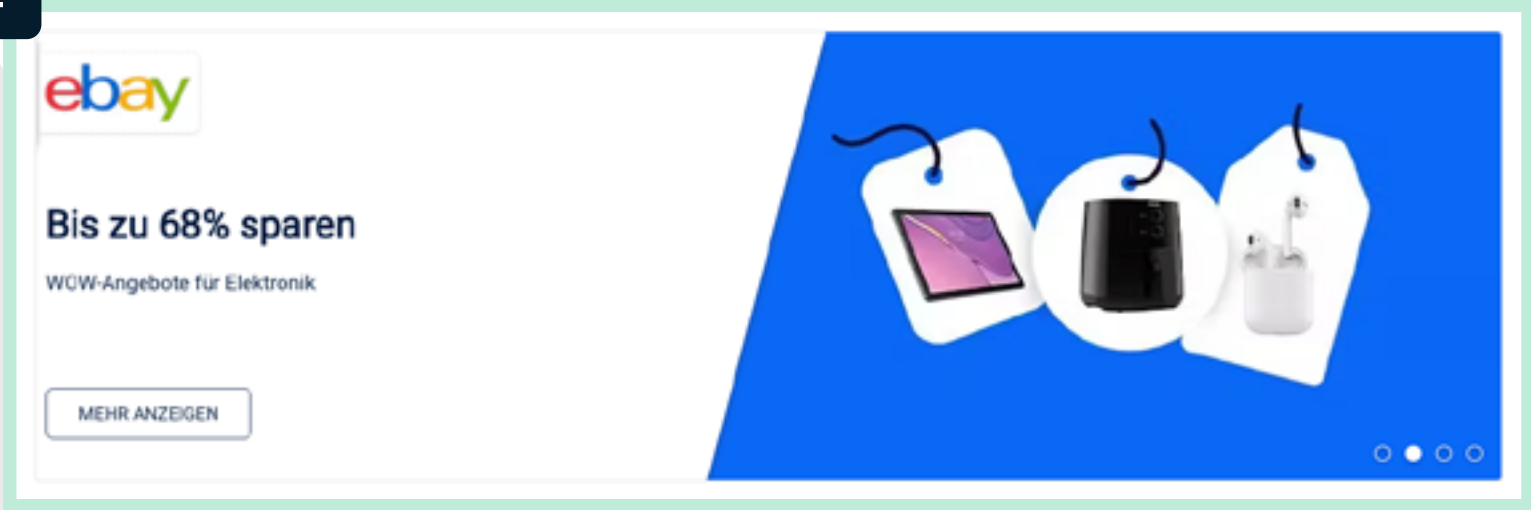


05 | Our placements

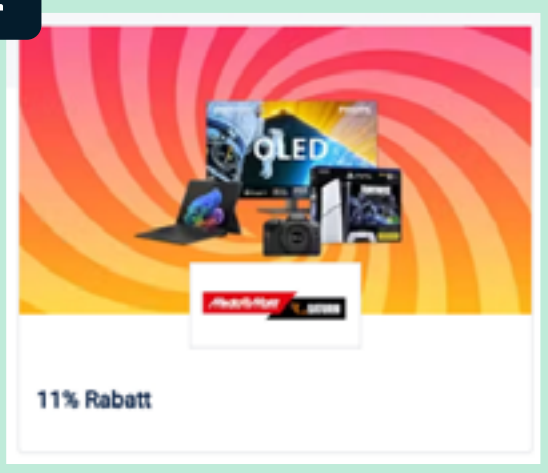
Offering more than 300 different placements, it can be easy to lose sight. We've got you covered. Find our most important placements & portals listed in the following chapter.

Sparwelt.de | Homepage

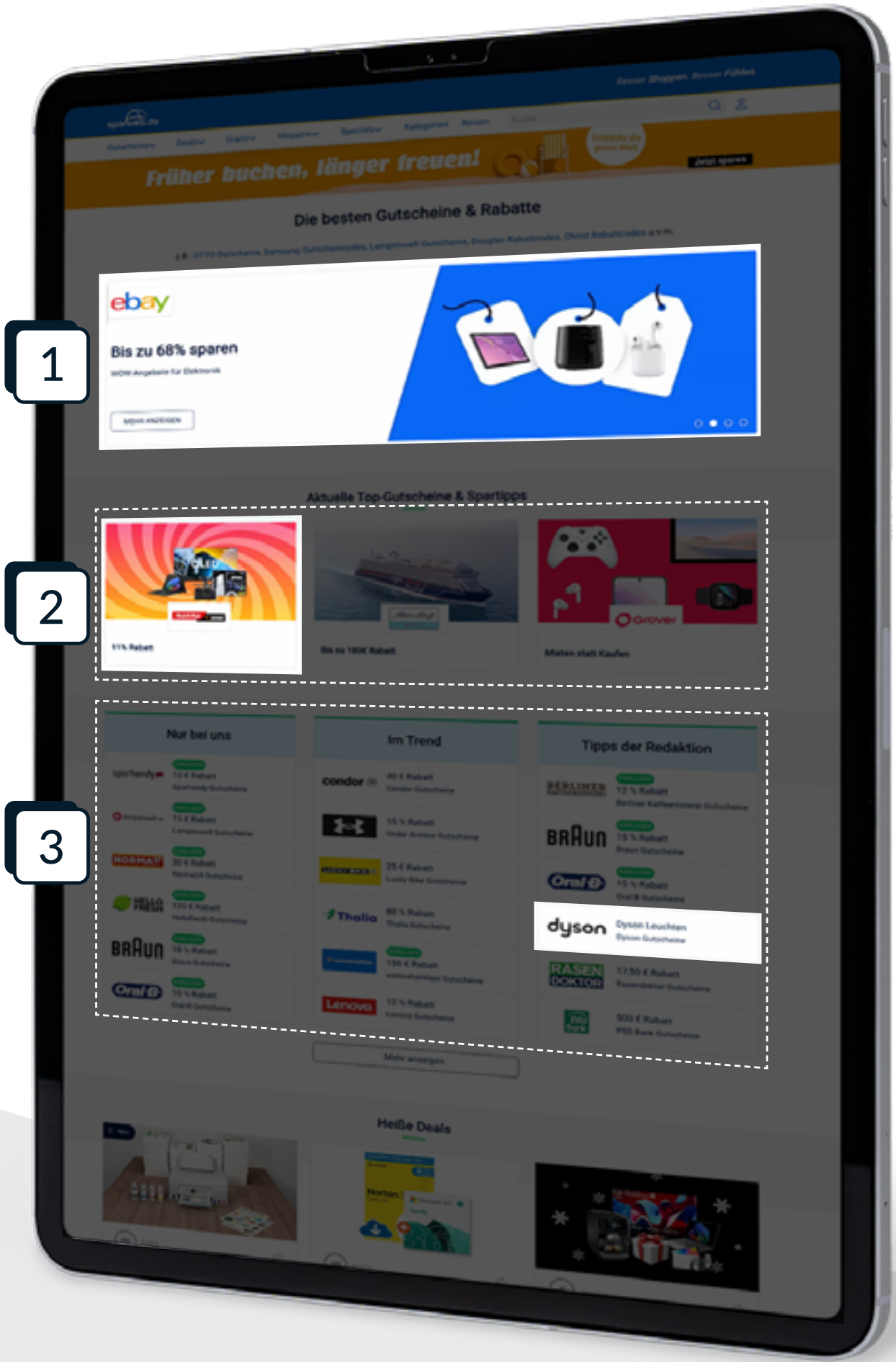
1 Slider (carousel)



2 Teaser



3 Listing

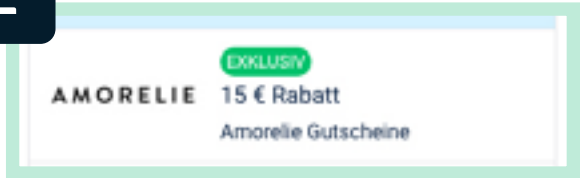


Sparwelt.de | Voucher & category homepage

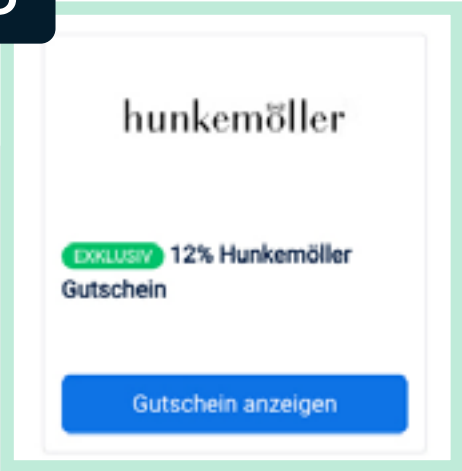
1 Slider (carousel)



2 Listing



3 Teaser



Sparwelt.de | Gönn Dir! – Magazin

250 articles around all areas of life – from shopping and health to travel & lifestyle.

- 1

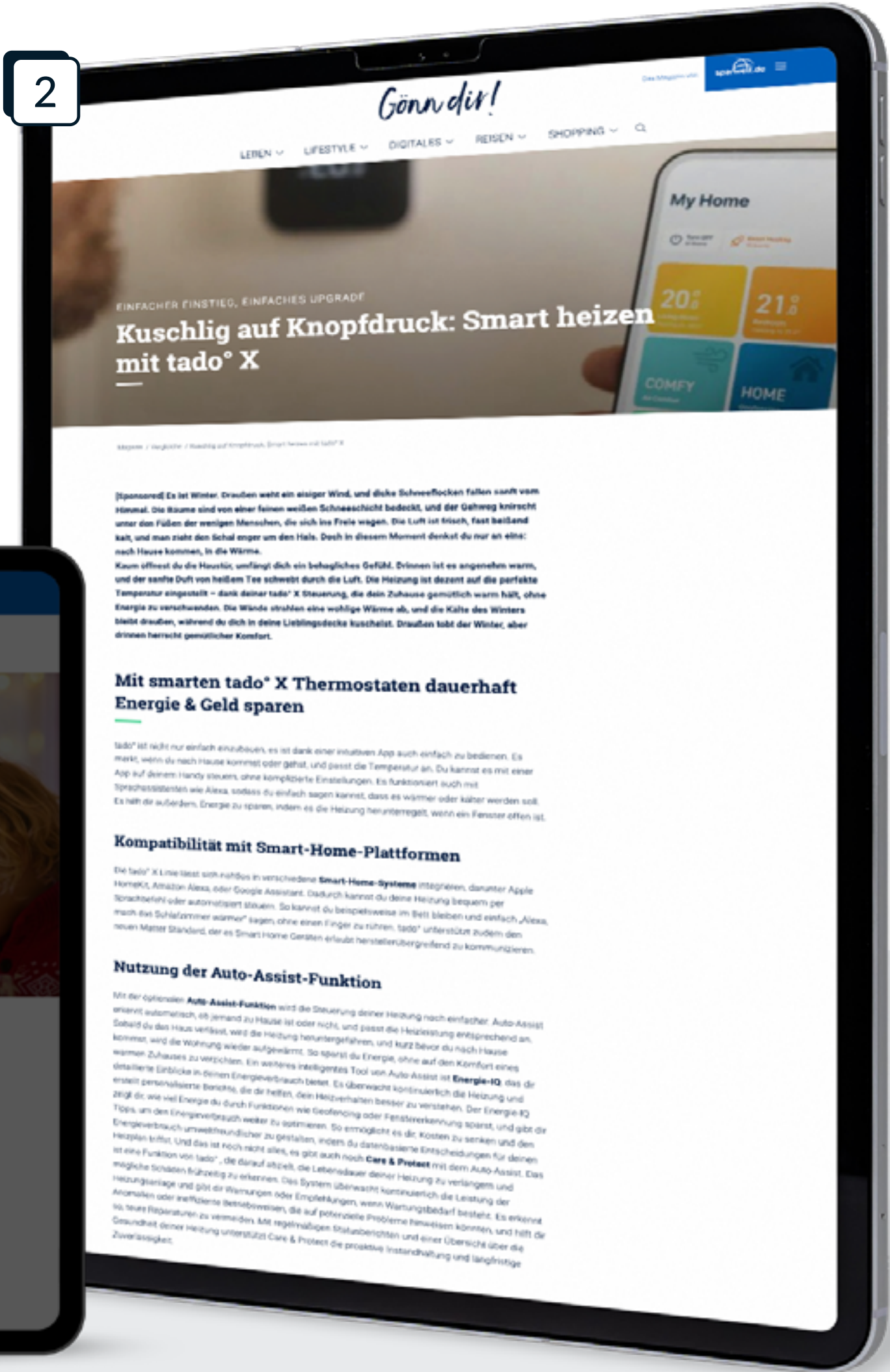
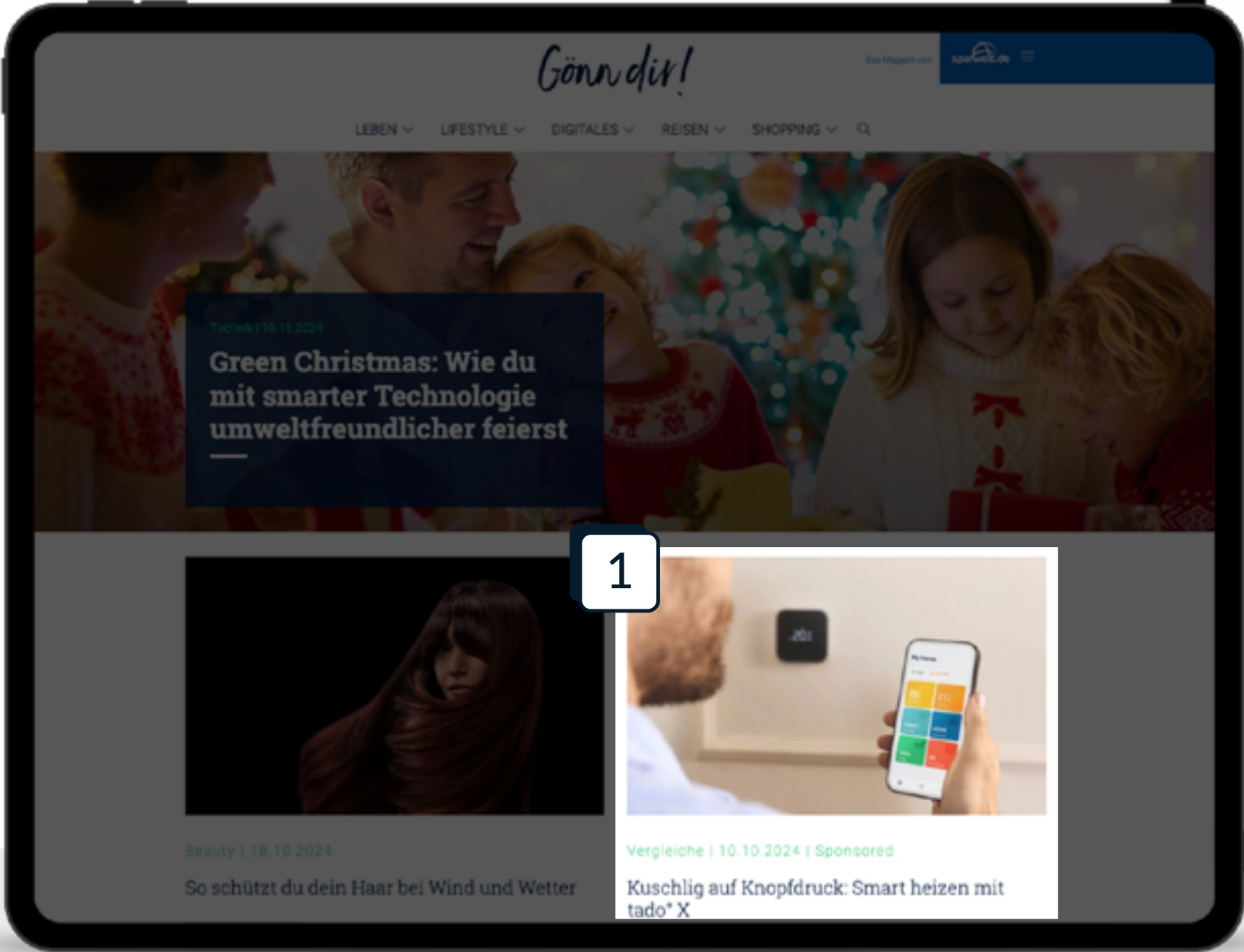
Teaser to advertorial on magazine homepage
- 2

Advertorial Premium

APPROX.
1 MIO.
IMPRESSIONS*

APPROX.
8,000
SESSIONS*

APPROX.
50,000
CLICKS*



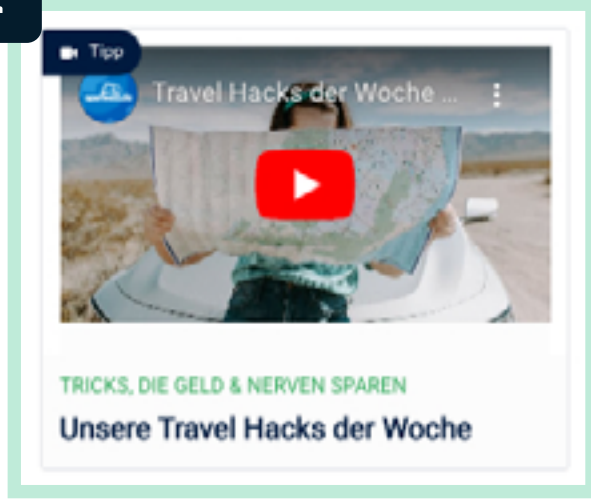
* per month, based on Oct 2024-Jan 2025

Sparwelt.de | Travel World

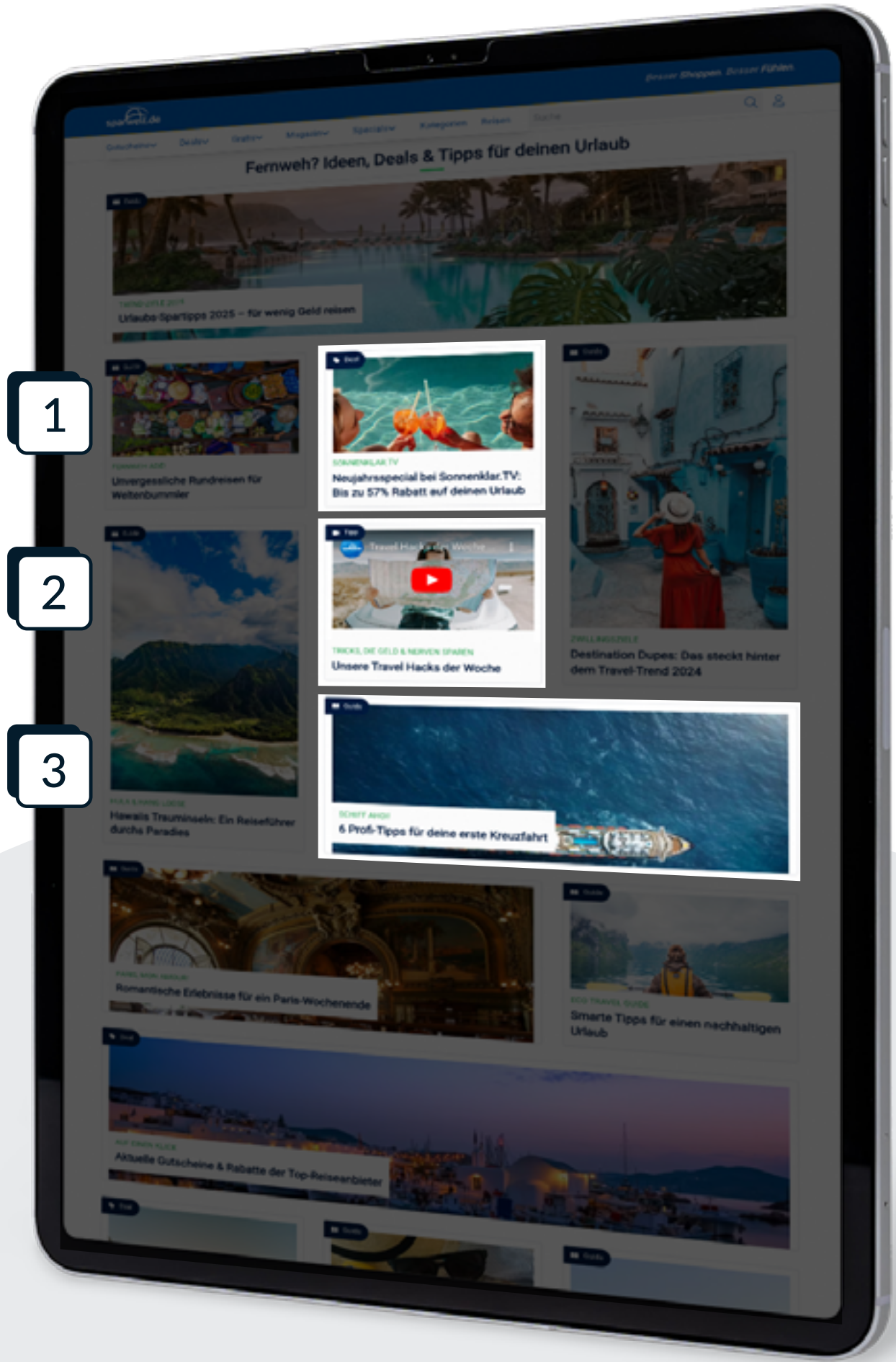
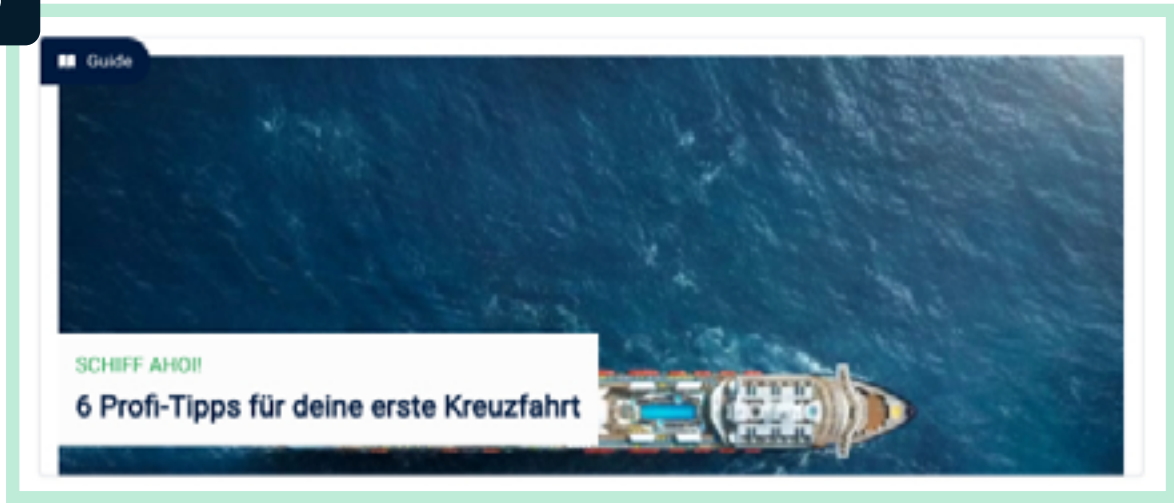
1 Spotlight Placement



2 Video Placement



3 Advertorial



Newsletter placements

COMPANY

CAMPAIGNS

PORTALS

PACKAGES

PLACEMENTS

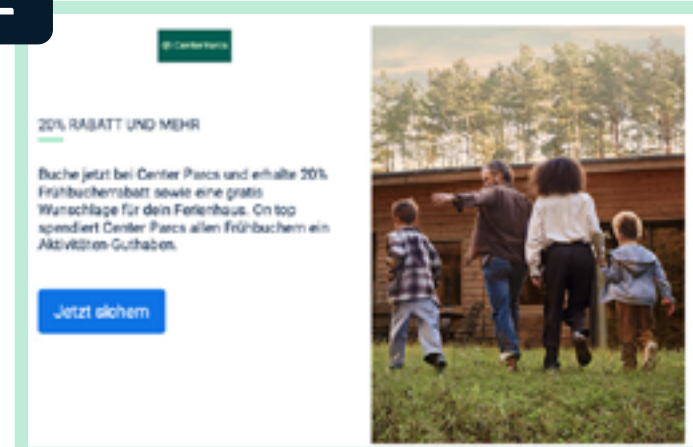
CONTACTS

Standalone Newsletter
~250,000 recipients, example &
info upon request!

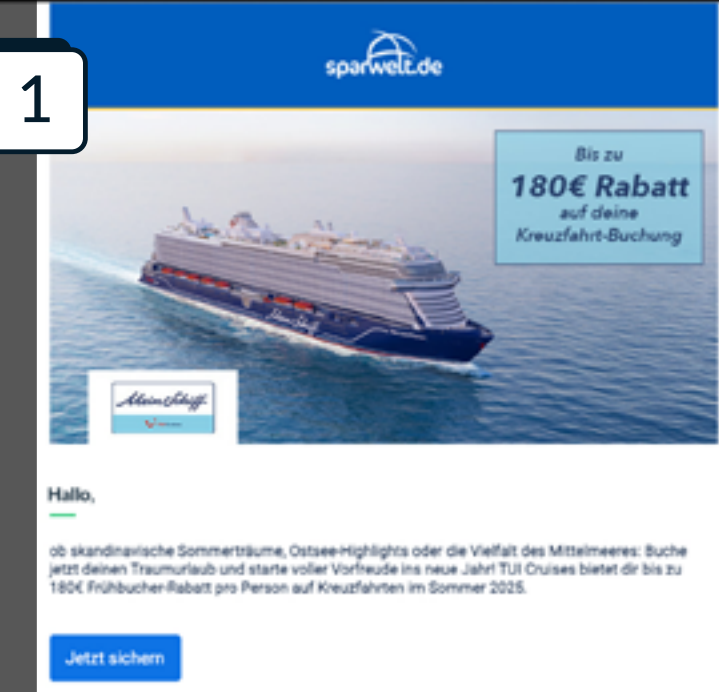
1 Billboard



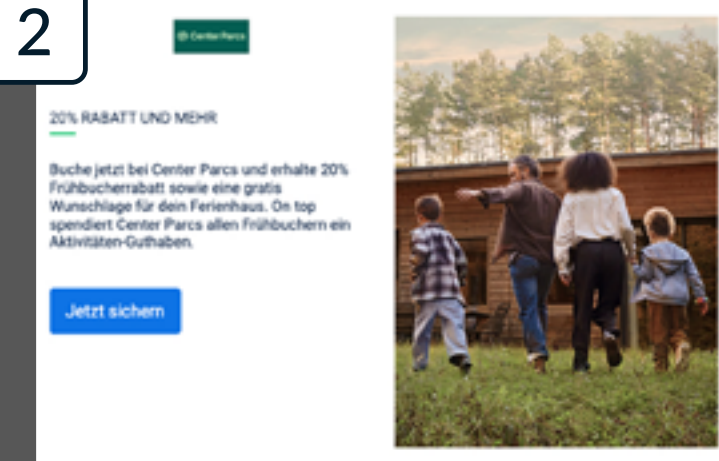
2 Top Special



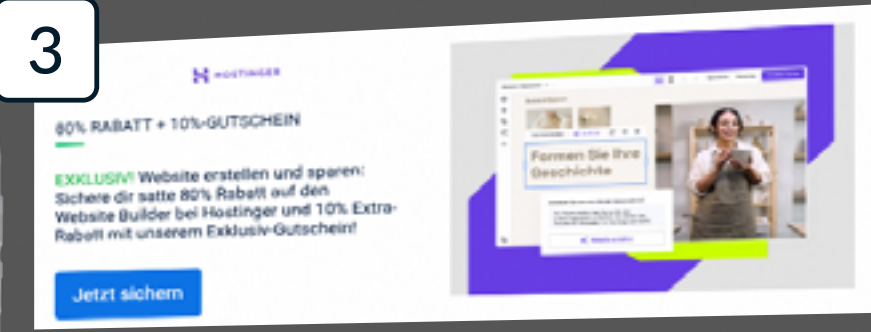
1



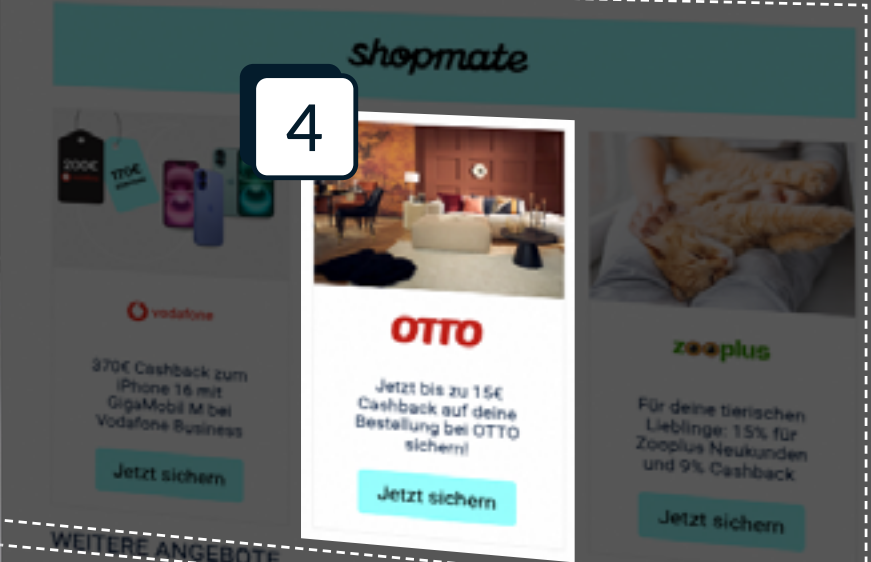
2



3



4



5



3



4



5



NEWSLETTER REACH

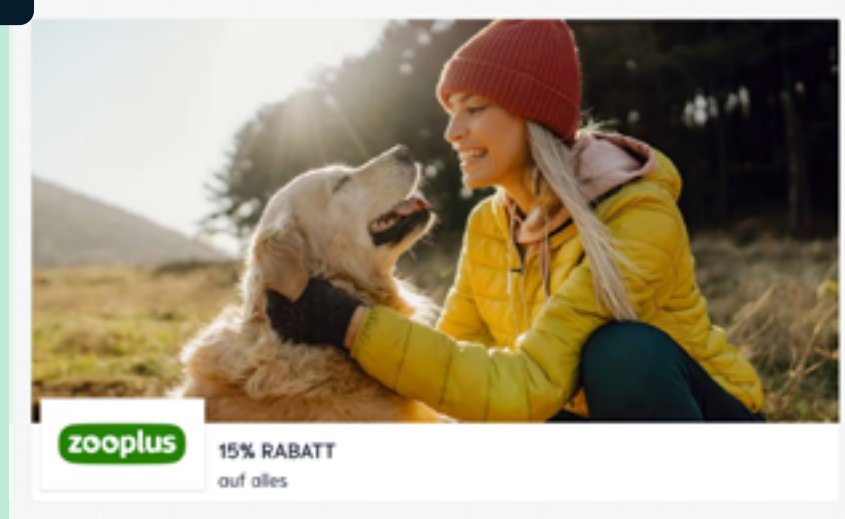
~500,000 recipients
SW NL: Every Tuesday & Sunday

~100,000 recipients
GDE NL: Every Saturday

Gutscheine.de | Homepage

1

Slider (carousel)



2

Teaser Top-Listing



3

Listing





n-tv.de placements

1

Bis zu 60% Rabatt

displayed in different categories

run over site
35 Mio. per month
8.1 Mio. Pls per week

DIGITAL REACH*

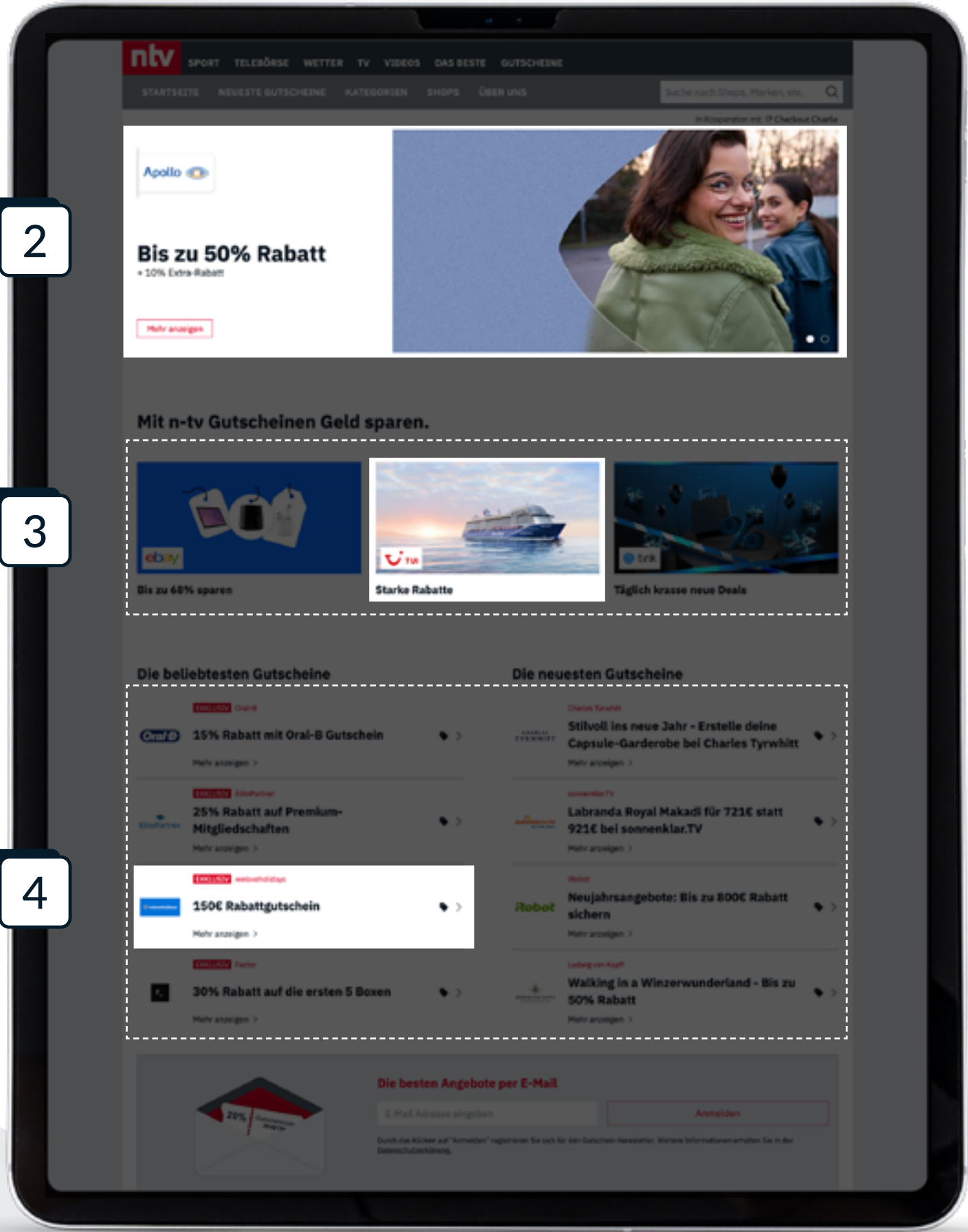
1,304.82 Mio.

Page Impressions

243,52 Mio.

Visits

*Quellen: IVW 2024-03 / Adserver 2024-12



2

Slider (carousel)

Bis zu 50% Rabatt

3

Teaser

Starke Rabatte

4

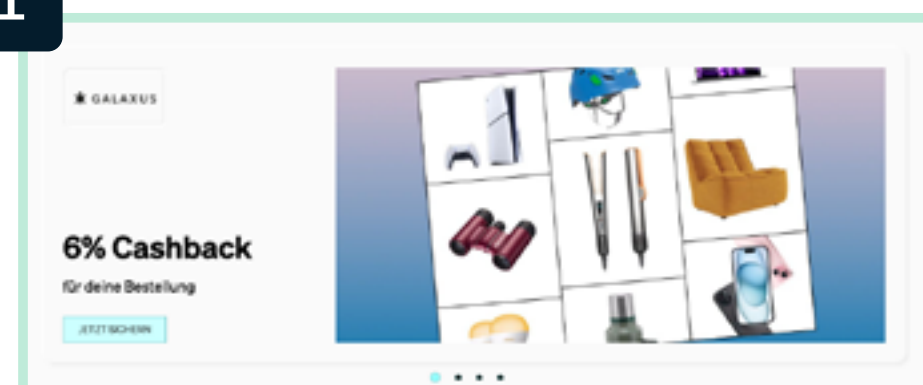
Listing

150€ Rabattgutschein

shopmate homepage & newsletter placements

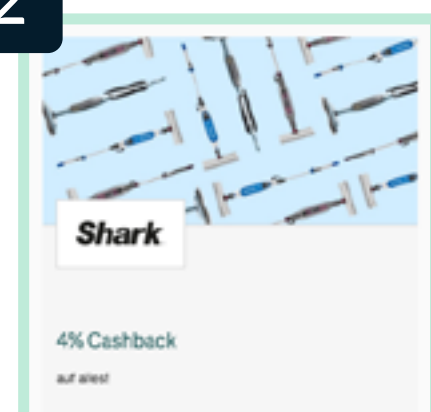
1

Slider (carousel)



2

Teaser



3

Listing



4

Branding



+

Deal of the day

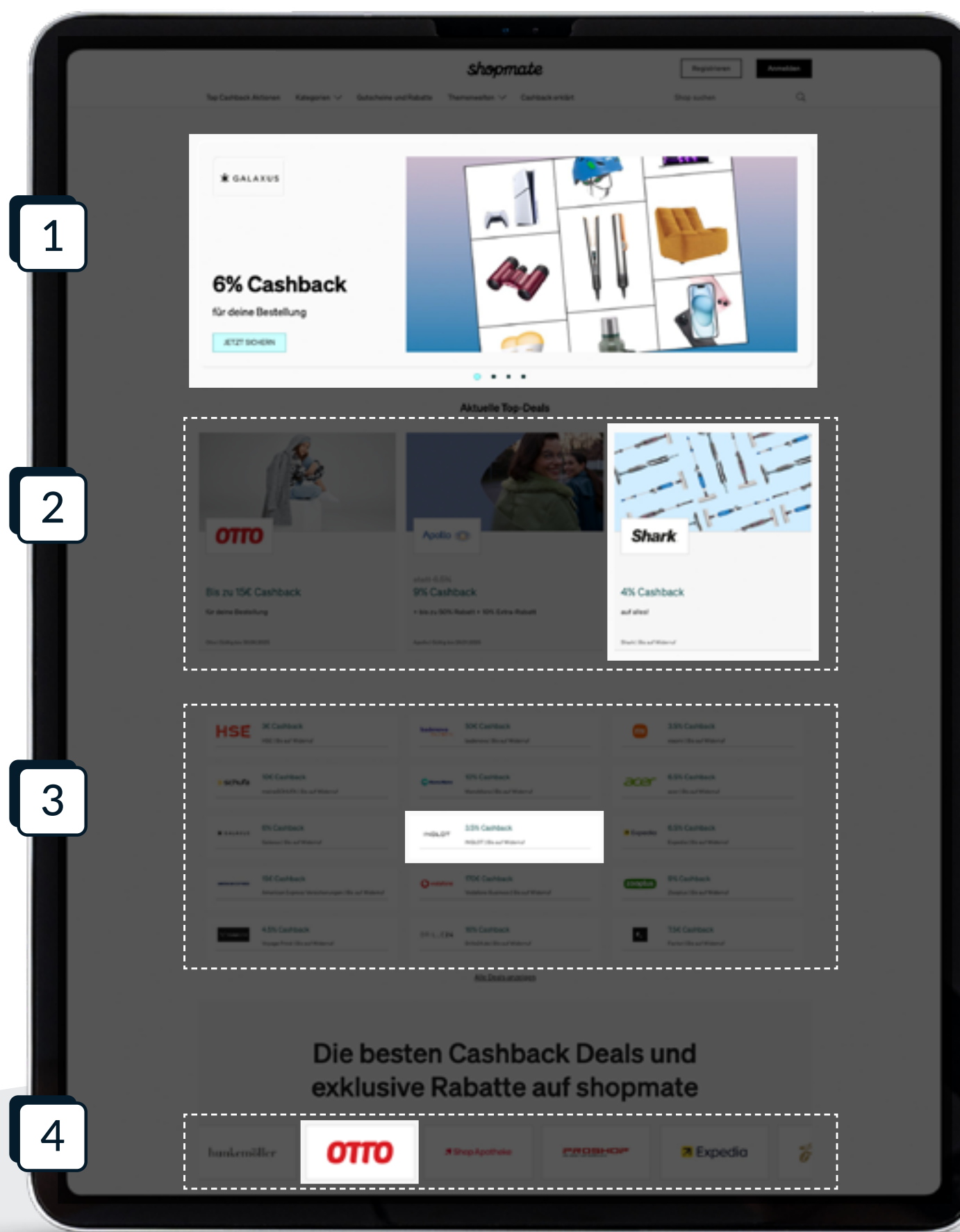


1

2

3

4



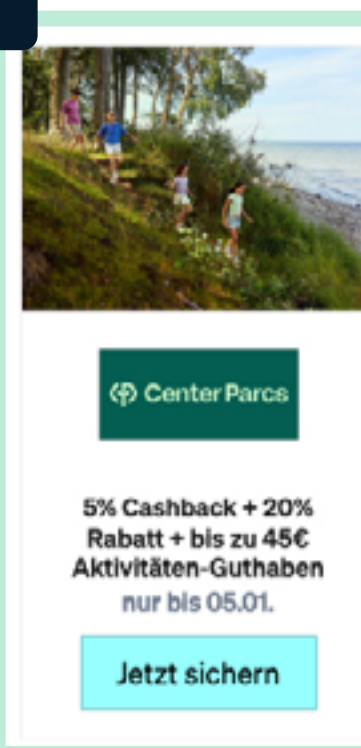
5

Billboard



6

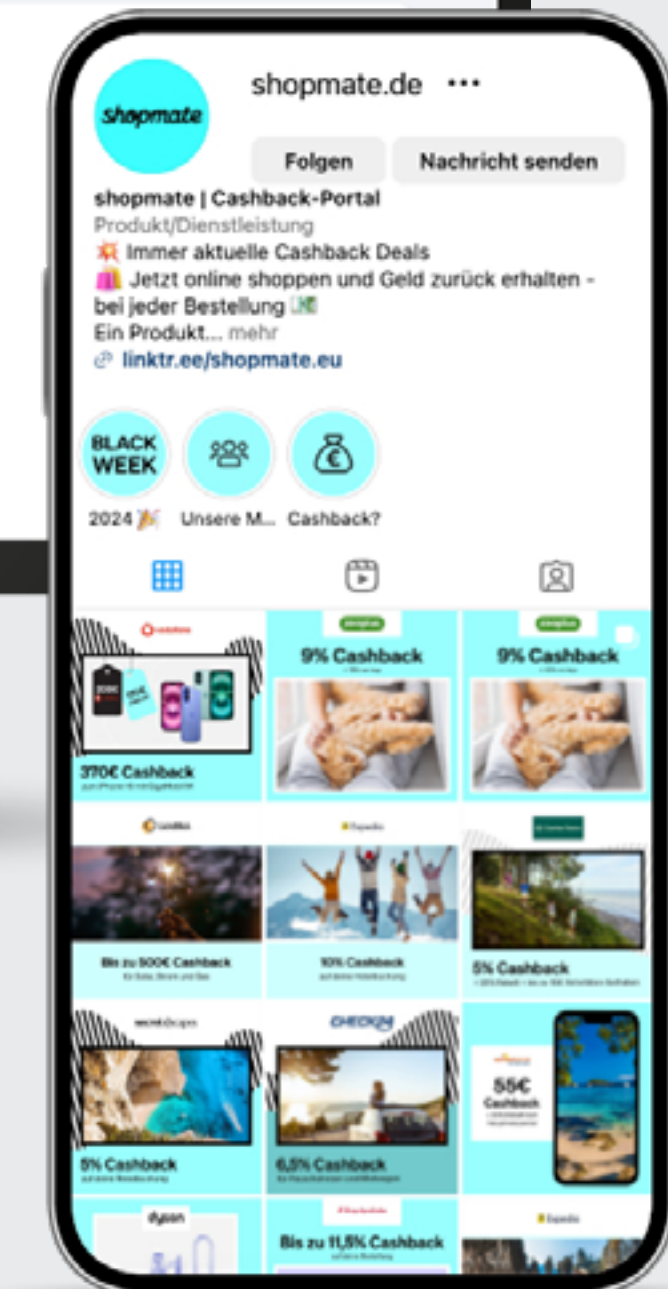
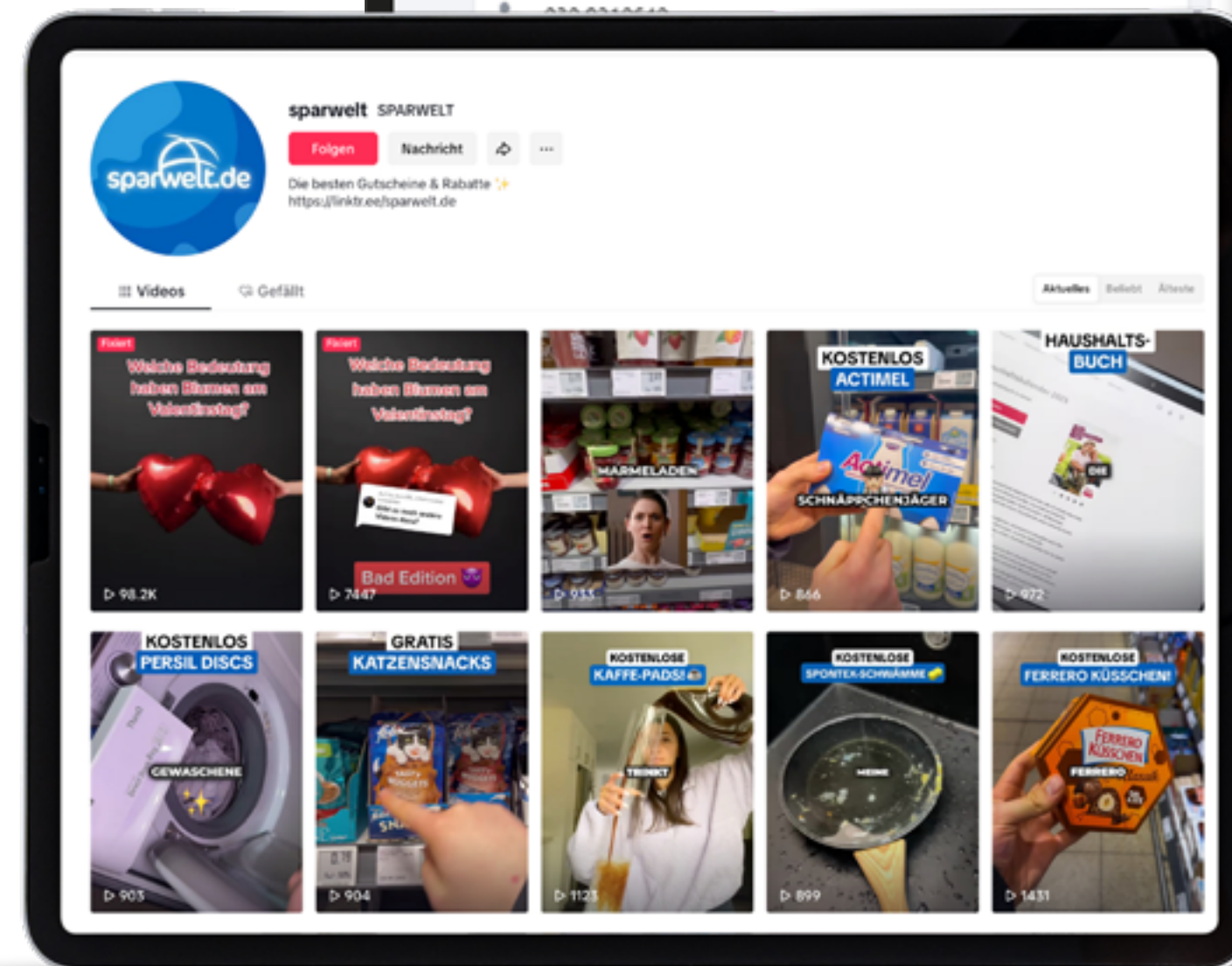
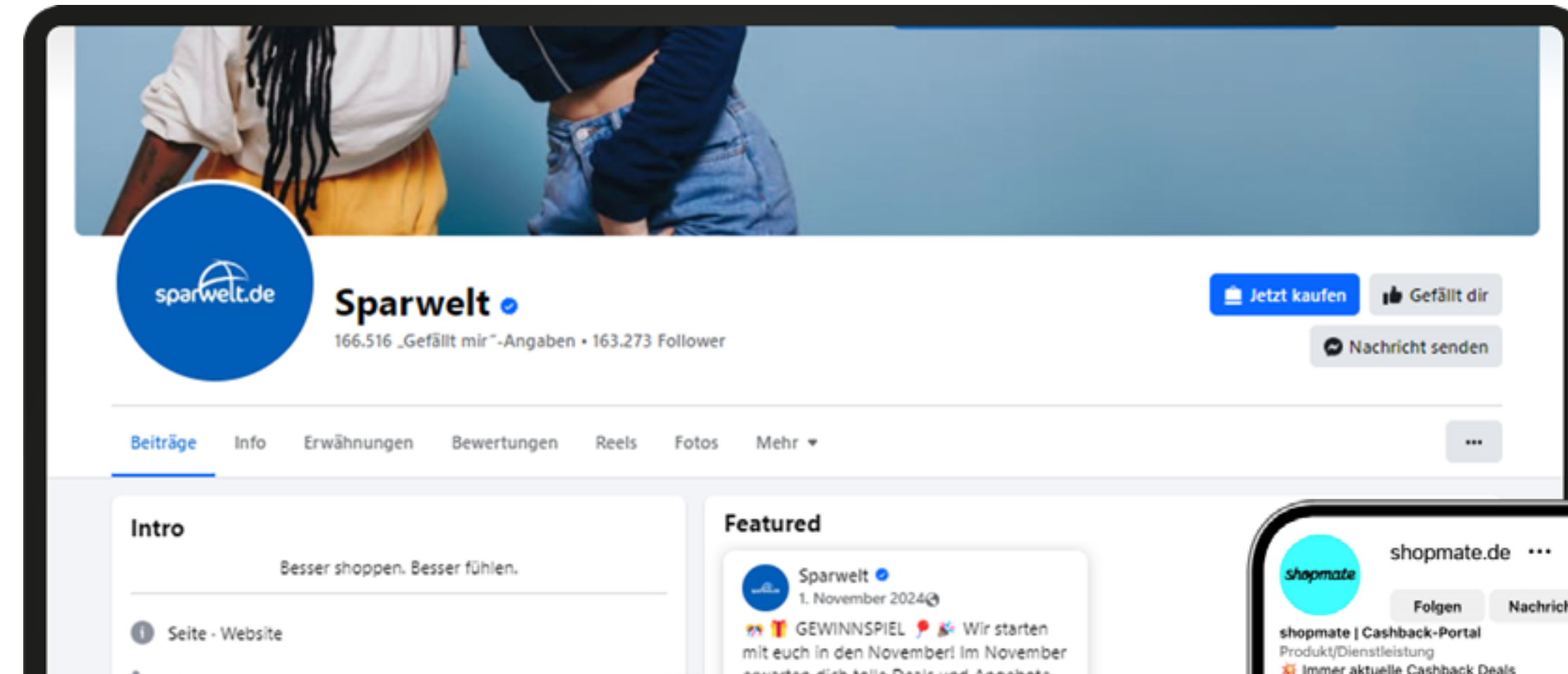
Placement



Our Social Media Channels

Our social media channels are the perfect platform to connect with a shopping-savvy audience of more than 204K followers, sharing the best deals, offers, and educational content on cashback and everyday saving hacks.

From deals and campaigns to saving tips and more, we engage audiences across Facebook, Instagram, YouTube and TikTok.





06 | 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!

Contacts



Julian Wenzel
Lead Key Account Manager

Rates, Finance, Subscriptions Models,
Media & Entertainment, Automobile,
Competitions, Opticians, Love &
Relationship, Electronics, Online Stores



julian.wenzel@checkout-charlie.com
+49 (0) 15144059646



Jameel Mahmoud
Senior Key Account Manager

Vacation & Travel, Pharmacies &
Drugstores, Baby & Child,
Photo & Stationery, Living & Household,
Food & Beverages



jameel.mahmoud@checkout-charlie.com
+49 (0) 15144059637



Tim Brosinsky
Senior Key Account Manager
Special Products

Fashion & Accessories, Perfume &
Cosmetics, Sport, Leisure, Pet Supplies



tim.brosinsky@checkout-charlie.com
+49 (0) 15144059648



Luca Dilger
Junior Account Manager

Flowers & Gifts, New Business



luca.dilger@checkout-charlie.com
+49 (0) 15144059649



Philipp Rössel
Regional Lead
Switzerland & Austria



philipp.roessel@checkout-charlie.com
+41794053256



Checkout Charlie GmbH
C/O RTL Audio Center, 8. OG
Uhlandstraße 30
10719 Berlin
www.checkout-charlie.com

Made
with ♥
in Berlin + Zürich