

Die Shopping Days



AdsAvenue

Gain new customers with our exclusive shopping event!

The event: Over 10 million customers are waiting to get to know your brand and products. During the shopping days, customers can benefit from exclusive offers and discounts that are redeemable online and in-store.

Participation: You can choose to participate online-only or expand your reach by promoting your offer in well-known magazines and newspapers such as Gala, essen & trinken, Eltern, or Bild am Sonntag.

Official partner: Gala, Bild am Sonntag, Eltern-Die ersten Jahre, CaptainCoupon, essen & trinken

Choose your campagne(s)



Spring Deals

Start: 29.04.24
End: 19.05.24



Summer Highlights

Start: 14.06.24
End: 14.07.24
(4 weeks)



Hot Summer Deals

Start: 02.08.24
End: 25.08.24
(3 weeks)



Oktoberfest-Deals

Start: 21.09.24
End: 20.10.24
(4 weeks)



Christmas Spezial

Start: 29.11.24
End: 20.12.24
(3 weeks)

Online Placement

Basic

Online participation in the event „Die Shopping Days“ includes:

- Your own brand page
- Up to 3 offers
- Individual discount codes

3.000 €/week

Print Add-ons



Gala

Premium People and Lifestyle Magazine

Distribution: Subscription, retail sales, reading circles
Target Audience: 92,3% ♀ 40 – 69 aged HHNI. 3.390 €
Reach: 1,97 million

5.000 €*



essen & trinken

The Food Magazine for Cooking and Baking

Distribution: Subscription, retail sales, reading circles
Target Audience: 72% ♀ ø54 Jahre HHNI. 4.030 €
Reach: 1,16 million

4.800 €*



Eltern - Die ersten Jahre

Companion for Health and Nutrition

Distribution: Pediatric practices, clinics, daycares
Target Audience: Mothers and young families
Reach: 255.000

4.720 €*



BILD am Sonntag

Germany's largest Sunday newspaper

Distribution: Subscription, retail sales at 39,558 outlets
Target Audience: 71% ♂ 20 – 70 Jahre HHNI. 2.250 €
Reach: 6 million

9.600 €*

Online Placement



SNOCKS



Neukundenrabatt

SNOCKS
10%
Mindestbestellwert: 45€
Gültig bis: 31.12.2024
Nicht kombinierbar mit anderen Rabattaktionen.
Gutscheincode

Neukundenrabatt

SNOCKS
20%

ENTDECKE EXKLUSIVE ANGEBOTE

DIE SHOPPING DAYS

29.04. – 19.05.2024

<p>koawach COUPON24 Mindestbestellwert: 55 € Gültig bis: 30.09.2023 www.SNOCKS.de</p>	<p>Emma. COUPON24 Mindestbestellwert: 55 € Gültig bis: 30.09.2023 www.SNOCKS.de</p>	<p>SNOCKS COUPON24 Mindestbestellwert: 55 € Gültig bis: 30.09.2023 www.SNOCKS.de</p>	<p>ReisenAKTUELL.COM COUPON24 Mindestbestellwert: 55 € Gültig bis: 30.09.2023 www.SNOCKS.de</p>
<p>SNOCKS COUPON24</p>	<p>ReisenAKTUELL.COM COUPON24</p>	<p>Emma. COUPON24</p>	<p>koawach COUPON24</p>

Landingpage

All participating partners will be featured on www.DieShoppingDays.de. This page will be extensively promoted through online and offline advertising measures.

Brandpage

Each brand will receive its own brand page where up to 3 coupons can be presented. Additionally, videos and additional information about the brand can be integrated to enhance the shopping experience.

Print Add-ons

No matter which target audience you want to reach, we have the right print title. Choose from one of our five exclusive print add-ons to boost your performance.

MoodBild

The representation of brand identity.

Headline

For slogan/brand introduction.



Zu jedem Anlass das perfekte Outfit!
Mit der Auswahl von ETERNA liegst du garantiert richtig.

ETERNA

GUTSCHEINCODE

25%

SPAREN25

Mindestbestellwert: 55 € | Gültig bis: 19.05.2024

www.ETERNA.de

Mit dem Gutscheincode erhältst du 25%* Rabatt auf alles im ETERNA Online Shop. Unter anderem für folgende Produkte:

- ✓ Blusen
- ✓ Kleider
- ✓ Hemden
- ✓ Poloshirts
- ✓ Krawatten
- ✓ Strick
- ✓ Fliegen
- ✓ Jacken
- ✓ Gürtel

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Product and discount presentation

Coupon code transfer

Free description & Conditions

3 major advantages over traditional coupons

- ✓ Product-specific saving examples
- ✓ Clear brand introduction
- ✓ Customized layout





Gala

GALA, the premium people and lifestyle magazine, has been reporting every Thursday for 30 years on current events involving stars from around the world. With exclusive pictures and brilliant photo spreads, GALA enriches the lives of its readers, opening up glamorous and fascinating worlds for them.

Distribution

Subscription, retail sales, reading circles

Target Audience

92,3% ♀ 40 – 69 aged HHNI. 3.390 €

Reach

1,97 million

AAV.



essen & trinken

ESSEN & TRINKEN embodies joy of life, indulgence, and a cooking expertise that is unique among food magazines. For almost 50 years, the magazine has been offering sophisticated yet easy-to-follow recipes developed by top chefs. Quality, regionalism, and sustainability are highly valued, and readers appreciate these principles.

Distribution

Subscription, retail sales, reading circles

Target Audience

72% ♀ ø54 Jahre HHNI. 4.030 €

Reach

1,16 million



Eltern - The first years

ELTERN DIE ERSTEN JAHRE is the knowledgeable companion during the first steps and the growing-up years. The magazine provides comprehensive information on health and nutrition and offers competent answers to parenting questions. Ultimately, it aims to bring a lot of joy to family life – traveling together, facing everyday challenges together.

Distribution

Pediatric practices, clinics, daycares

Target Audience

Mothers and young families

Reach

255.000



BILD am Sonntag

BILD am Sonntag provides current news and exclusive interviews covering politics, entertainment, business, and sports. As a critical observer, sports reporter, and guide for all aspects of life, Germany's largest Sunday newspaper sets the agenda on topics that Germany discusses throughout the week.

Distribution

Subscription, retail sales at 39,558 outlets

Target Audience

71% ♂ 20 – 70 Jahre HHNI. 2.250 €

Reach

6 million