DEUTSCHLAND VOUCHER

MEDIA KIT · BLACK WEEKS & BLACK FRIDAY 2026

The biggest BLACK FRIDAY campaign in Germany & Europe 2026

Your Black Friday offer reaches 29.56 million households: as an insert in Germany's daily newspapers, weekly papers and tabloids, by direct delivery through Deutsche Post and as a B2C email campaign to double opt-in confirmed consumers in Germany. Plus promotion on TV, radio and streaming.

▸ Watch the TV spot

Book a consultation



4.56 m

print copies: 3.36 m to subscribers of daily newspapers and tabloids, 1.2 m to selected households

25 m

B2C emails to active online shoppers, double opt-in confirmed, aged 25 to 65

48 + 80

TV spots on RTL, VOX, ntv, ProSieben, SAT.1, Kabel Eins · radio spots on 1LIVE, NDR 2, SWR3, ANTENNE BAYERN

1 m

streaming impressions, offer placement on BLACKFRIDAYCOUPONS.de

powered & printed by DEUTSCHLAND VOUCHER

distributed by Deutsche Post · Hamburger Morgenpost · Express · Süddeutsche Zeitung · Frankfurter Allgemeine

promoted in television RTL · ntv · VOX · ProSieben · SAT.1 · Kabel Eins

promoted in Streaming prime video · Spotify

THE CAMPAIGN

The best Black Friday deals and online shop coupons 2026



Example from last year

Distribution of 29.56 m copies	**21 to 27 Nov 2026 (print)** **18 Nov to 6 Dec 2026 (digital)**
Copy deadline	**18 Nov 2026**
TV, radio, streaming	**21 to 27 Nov 2026**
Online extension and prize draw (optional)	**18 Nov to 31 Dec 2026**

Since 2017, Deutschland Voucher has produced Germany's biggest Black Friday campaign, featuring the year's best online shop coupons and Black Friday deals, in more than 25 daily newspapers and with 48 TV spots on RTL, VOX, ntv, ProSieben, SAT.1 and Kabel Eins, among others.

Reach 29.56 million households in the highest-grossing week of the year. Extra visibility comes from the TV presence of the overall campaign or from featuring your offer in the TV spots.

29.56 MILLION READERS, SUBSCRIBERS AND CONSUMERS

Send 29.56 million Black Friday deals or coupons across Germany

Distribution runs nationwide through print inserts, direct delivery by Deutsche Post AG and B2C emails, plus six weeks of placement on SALE.de and BLACKFRIDAYCOUPONS.de with an accompanying prize draw.



3.36 m

print inserts in Germany's most relevant daily newspapers and tabloids



1.2 m

direct delivery to selected households via Deutsche Post AG



25 m

B2C emails to active online shoppers



48 TV spots

on RTL, VOX, ntv, ProSieben, SAT.1 and Kabel Eins, plus 80 radio spots and Spotify and Prime Video

- Nationwide, on-schedule delivery by Germany's most relevant publishers and Deutsche Post AG
- Print-loving subscribers and buyers of German daily newspapers
- National reach in German daily newspapers and tabloids and via Deutsche Post AG
- Your coupon on SALE.de and BLACKFRIDAYCOUPONS.de

powered & printed by DEUTSCHLAND VOUCHER

distributed by Deutsche Post, Hamburger Morgenpost, Express, Süddeutsche Zeitung, Frankfurter Allgemeine

promoted in television RTL, ntv, VOX, ProSieben, SAT.1

promoted in Streaming prime video, Spotify

MULTI-CHANNEL

Germany's biggest nationwide multi-channel campaign for your Black Friday offer

29.56 m
Total circulation
Print and digital, nationwide delivery

25 m
B2C emails
Active online shoppers, aged 25 to 65, double opt-in confirmed

4.56 m
Print contacts
3.36 m print inserts and 1.2 m selected households

48 + 80
TV and radio spots
Nationwide campaign amplification





powered & printed by
DEUTSCHLAND VOUCHER

distributed by
Deutsche Post
Hamburger Morgenpost
Express
Süddeutsche Zeitung
Frankfurter Allgemeine

promoted in television
RTL
ntv
VOX

promoted in Streaming
prime video
Spotify

Your offer reaches up to 29.56 m consumers directly via print and B2C email.

MEDIA PARTNERS

Your offer in Germany's biggest Black Friday campaign



Tageszeitungen, Wochenzeitungen und Boulevardtitel

Süddeutsche Zeitung · Frankfurter Allgemeine Sonntagszeitung · Stuttgarter Zeitung · Rheinische Post
Hannoversche Allgemeine · Neue Presse · Neue Westfälische · Westfalen-Blatt
Ruhr Nachrichten · General-Anzeiger · Kieler Nachrichten · LN
Berliner Zeitung · Berliner Kurier · Hamburger Morgenpost · Dresdner Morgenpost
Express · tz · Münchner Merkur · Abendzeitung
Münchner Wochen Anzeiger · Münsterland Zeitung · Bergisches Handelsblatt · Lokalanzeiger
Blickpunkt · Bild

Selektierte Wohnbezirke über die Deutsche Post

Deutsche Post

B2C-Mailing-Kampagne

25 Mio. B2C-Mailing-Kampagne
aktive Online-Shopper | Double-Opt-in bestätigt

TV, Radio + Streaming

RTL · VOX · ntv · SWR3 · NDR 2 · 1LIVE · antenne BAYERN · prime video · Spotify

TV, RADIO, STREAMING

48 TV spots, 80 radio spots and 500,000 impressions each on Prime Video and Spotify

TV national

Radio national

Streaming national









National TV

RTL, VOX, ntv, ProSieben, SAT.1, Kabel Eins

National radio

1LIVE, NDR 2, SWR3, ANTENNE BAYERN

National streaming

Prime Video and Spotify, 500,000 impressions each

▸ Watch last year's TV spot

YOUR PLACEMENT

Your Black Friday offer or online shop coupon, distributed to 29.56 million households



96 × 62 MM

YOUR BLACK FRIDAY OFFER OR ONLINE SHOP COUPON

Print: 300 dpi, CMYK
Digital: 72 dpi, RGB
TV: 600 dpi (HD quality), RGB

DESIGN AND PRODUCTION
Our design team creates the artwork to your specifications.

COPY DEADLINE IS 18 NOV 2026

EXAMPLES FROM 2024/2025

A coupon or extra reach for your Black Friday campaign

Beispiele aus 2024/2025



DESIGN AND PRODUCTION

Our design team creates the artwork to your specifications. Copy deadline is 18 Nov 2026.

ONLINE SHOP COUPON

Create a coupon code with a discount on individual products, product groups or your entire range. Tracking runs via the coupon code as well as QR codes and UTM parameters.

EXTRA REACH FOR YOUR BLACK FRIDAY PROMOTION

A placement is also possible without a coupon code. Use the reach of 29.56 million consumers to promote your own Black Friday campaign nationwide.

powered & printed by DEUTSCHLAND VOUCHER

distributed by Deutsche Post, Hamburger Morgenpost, Express, Süddeutsche Zeitung, Frankfurter Allgemeine

promoted in television RTL, ntv, VOX, Sat.1, Kabel Eins, Sport

promoted in Streaming prime video, Spotify

B2C OFFERS IN GERMANY · COUPON OR SPECIAL OFFER

Activate your target group with your Black Friday deal or online shop coupon

Household advertising in daily newspapers is both an advertising medium and a source of information. Special offers are eagerly awaited because they help people plan their purchases. Flyers, brochures and above all standalone door-to-door mailings convince with a coupon.

0.01–0.069 %

conversion rate of past Black Week and Black Friday campaigns with print coupons, depending on industry and offer

78 %

of recipients actively look for coupons

23 %

of the population use household advertising for their daily shopping

27–48 %

of coupon redemptions in Germany can be traced back to traditional media such as daily newspapers

Source: share of individual media in coupon redemptions in Germany, Statista, 2023

The benefits of coupon advertising are obvious: success can be measured, controlled and optimised.

PERFORMANCE GUARANTEE FOR YOUR COUPON CAMPAIGN

A follow-up campaign if the target is not met

New partners receive an additional performance guarantee for their first campaign: if the jointly defined target is not reached, the campaign is produced again free of charge.

1

Set the target together

Sales, bookings, coupon redemptions, revenue, QR code scans, unique visits or leads.

2

Run the first campaign

Your Black Friday deal runs across the booked print and digital channels.

3

Review the reporting

After the campaign ends, target achievement is checked transparently.

4

Free new production

An optimised second campaign at the next suitable sale event: Easter Sale 2027, Summer Sale 2027 or Black Friday 2027.

For new partners

Applies to the first campaign. The target is set together before launch and checked transparently after the campaign ends.

For comparison

Previous Black Friday campaigns with print coupons achieved a conversion rate of 0.01 to 0.069 %, depending on industry and offer.

PARTICIPATION OPTIONS

Book national or half-national

PACKAGE XL

29.56 m

Full national circulation

€9,950

~~€19,900~~ 50 % discount · CPM €0.34

- 3.36 m inserts in daily newspapers, weekly papers and tabloids
- 1.2 m selected households and residential areas via Deutsche Post
- 25 m B2C emails
- Placement on SALE.de and BLACKFRIDAYCOUPONS.de

PACKAGE L

14.78 m

Half-national partial circulation

€4,975

~~€9,950~~ 50 % discount · CPM €0.34

- 1.68 m inserts in daily newspapers, weekly papers and tabloids
- 0.6 m selected households and residential areas via Deutsche Post
- 12.5 m B2C emails
- Placement on SALE.de and BLACKFRIDAYCOUPONS.de

TV ADD-ON

6 + 10

TV and radio spots, plus 50,000 impressions each on Prime Video and Spotify

€4,500

bookable up to 8 times

All partners' deals appear on SALE.de and BLACKFRIDAYCOUPONS.de on equal terms, regardless of booking volume. BLACKFRIDAYCOUPONS.de is also promoted with 48 TV spots, 80 radio spots and 500,000 impressions each on Prime Video and Spotify, which benefits all partners equally. Each spot features about six partners: with the add-on, your deal appears directly in the TV, radio and streaming spot.

29.56 m or 14.78 m copies with your Black Friday offer are delivered to the relevant households and subscribers by DVM Deutschlandvoucher Media GmbH, Deutsche Post AG and Germany's largest publishers.

With the TV add-on, your coupon features in six TV spots on RTL, VOX, ntv, ProSieben, SAT.1 and Kabel Eins, ten radio spots on 1LIVE, NDR 2, SWR3 and ANTENNE BAYERN, and 50,000 impressions each on Prime Video and Spotify.

Includes design, consulting, planning, support, printing and national distribution by DVM and its publishers and partners. All prices plus applicable VAT.

Book a call

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distributed by Deutsche Post · Hamburger Morgenpost · Express · Süddeutsche Zeitung · Frankfurter Allgemeine

promoted in television RTL · ntv · VOX · ProSieben · SAT.1 · Kabel Eins

promoted in Streaming prime video · Spotify

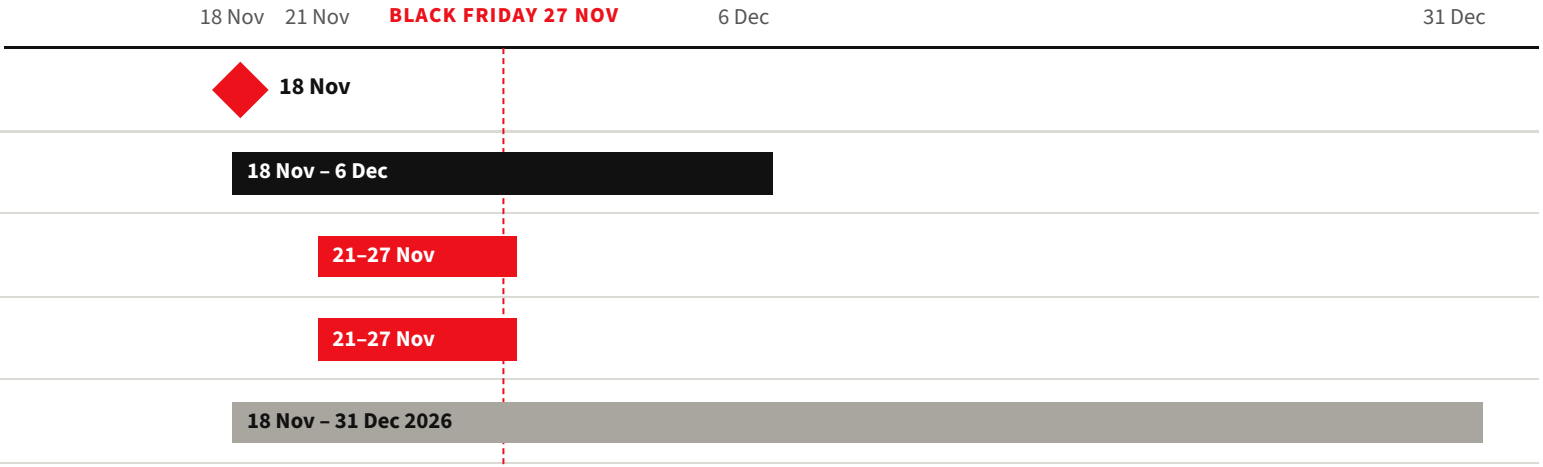
How your Black Friday deal is redeemed



1. Consumers redeem your Black Friday deal directly in your online shop or in your stores.
2. A promo code is possible and recommended.
3. DVM provides the QR code on the coupon. It can be linked with UTM parameters.

TIMELINE, DISTRIBUTION, FORMAT

Six weeks of presence, peaking on Black Friday



DISTRIBUTION

Your offer reaches 29.56 million German households as an insert in the largest daily newspapers, weekly papers and tabloids, by email to active online shoppers, in TV spots on RTL, VOX, ntv, ProSieben, SAT.1 and Kabel Eins and in radio spots on 1LIVE, NDR 2, SWR3 and ANTENNE BAYERN.

REDEMPTION

Readers and consumers redeem your offer in your shop. A promo code and QR code are possible and recommended.

FORMAT

Size	96 × 62 mm
Paper	PK3:SC
Print	CMYK 4/0, no spot colours
Digital	RGB, linked with UTM

CONTACT

Let's talk about your deal



Your contact for national partnerships

Nicolai von Kruedener

n.vonkruedener@deutschlandvoucher.de

Phone +49 221 310 870 45

Mobile +49 173 8321 736

Book a consultation

calendly.com/deutschlandvoucher/30min

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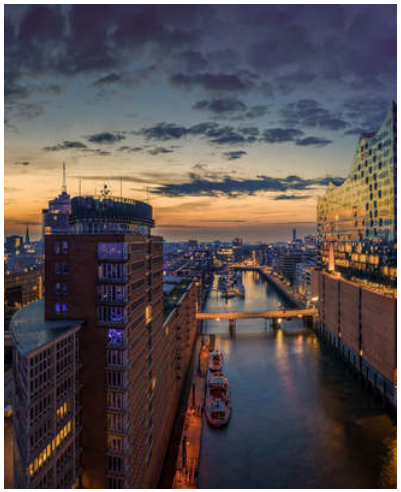
Hamburg District Court HRB 190427



MEMBER OF

BVDW MITGLIED · VDM MITGLIED · VERBAND DRUCK+MEDIEN NORDWEST · BVMM Bundesverband Medien und Marketing MITGLIED · DDV Deutscher Dialogmarketing Verband e.V. · bitmi Bundesverband IT-Mittelstand e.V.

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distributed by Deutsche Post · Hamburger Morgenpost · Express · Süddeutsche Zeitung · Frankfurter Allgemeine

promoted in television RTL · ntv · VOX · Sat.1 · Sat.2 · Sat.3

promoted in Streaming prime video · Spotify

Confirmations from campaign partners on pages 15 and 16 (in German)

Seven.One Media GmbH • Rotfeder-Ring 11 • D-60327 Frankfurt am Main

DVM Deutschland Voucher Media GmbH
Herrn Nicolai von Kruedener
Überseeallee 10

20457 Hamburg

Frankfurt, 28.08.2026

Nationale Black Friday Kampagne 2026

Sehr geehrter Herr von Kruedener,

hiermit bestätigen wir die bestehende Zusammenarbeit mit der DVM Deutschlandvoucher Media GmbH sowie die entsprechende Buchung.

Die größte Black-Friday-Kampagne Deutschlands 2026 wird im Zeitraum vom 21.11. bis einschließlich 27.11.2026 – dem Black Friday – mit TV-Spots auf ProSieben, SAT.1 und Kabel Eins ausgestrahlt.

Wir freuen uns mit unseren Sendern Partner der größten Black-Friday-Kampagne Deutschlands zu sein.

Mit freundlichen Grüßen

Valeri Biljuk
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St.-Nr. 143/314/40001

seven.one
ENTERTAINMENT
GROUP

AdAlliance

Ad Alliance GmbH, Picassoplatz 1, 50679 Köln

DVM Deutschland Voucher Media GmbH
Herrn Nicolai von Kruedener
Überseeallee 10

20457 Hamburg

Hamburg, 27.03.2026

Sehr geehrter Herr von Kruedener,

wir freuen uns, dass die DVM Deutschland Voucher Media GmbH ihre Black Friday-Kampagne im Zeitraum 25.-27.11.2026 mit TV-Spots bei RTL, VOX und ntv umsetzt.

Wir wünschen Ihnen und Ihren Partnern eine erfolgreiche Kampagne und freuen uns auf die Umsetzung.

Mit freundlichen Grüßen

Melanie Schüler
Sales Manager TV

Ad Alliance GmbH
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50679 Köln
Tel +49 221 456 0

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Geschäftsführer:
Carsten Schwecke, Frank Vogel

Part of RTL

rtl.com

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DVM Deutschland Voucher Media GmbH
Herrn Nicolai von Kruedener
Überseeallee 10

20457 Hamburg

München, 29. April 2026

Black Friday

Sehr geehrter Herr von Kruedener,

wir freuen uns, dass die DVM Deutschlandvoucher Media GmbH Ihre BLACK FRIDAY Kampagne 2026 zwischen dem 21. November 2026 - 26. November 2026 in der Süddeutschen Zeitung publiziert.

Wir wünschen Ihnen und allen teilnehmenden Couponpartnern eine erfolgreiche BLACK FRIDAY Kampagne 2026.

Mit freundlichen Grüßen

Christine Tolksdorf
Director Sales SZ Media Bayern – SZ MB Leitung

Geschäftsführer:
Dr. Christian Wegner (Vors.)
Johannes Hauner
Dr. Karl Ulrich

Sitz der Gesellschaft:
München
Registergericht:
Amtsgericht München
HRB 73315

Traffego

DVM Deutschlandvoucher Media GmbH
Überseeallee 10
Watermarkt Tower
20457 Hamburg

Traffego GmbH
Carl-Zeiss-Straße 3
64331 Weiterstadt

Weiterstadt, 27.08.2026

Sehr geehrter Herr Lacour,

wir bestätigen die bestehende Kooperation der Traffego GmbH mit der DVM Deutschlandvoucher Media GmbH im Bereich E-Mail-Marketing.

Die Traffego GmbH versendet zum Black Friday und den Balck Weeks 2026 für die DVM Deutschlandvoucher Media GmbH 25 Millionen B2C-E-Mails an Double-Opt-In bestätigte Privatadressen in Deutschland.

Mit freundlichen Grüßen

Andrreas Ehmig

Traffego GmbH

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