DEUTSCHLAND VOUCHER

Media kit Januar Sale 2027 · The New Year campaign

# Reach new customers nationwide with your offer for the new year.

One coupon booklet by Deutsche Post, plus B2C e-mail, TV and streaming. Published 23 to 31 January 2027.

| 2 million | 10 million | 20 | 1 million |
|---|---|---|---|
| households by post | B2C e-mails | TV spots | streaming impressions |

Book a consultation →

Watch the January 2026 TV spot




Shown: Januar Sale 2026 coupon booklet

Campaign booklet and timing

# One booklet. Every offer for the new year.

All partner offers appear together in the Januar Sale coupon booklet – in letterboxes, in e-mail inboxes and online on the campaign portals.

| | |
|---|---|
| Booking deadline | 15 Jan 2027 |
| Copy deadline | 19 Jan 2027 |
| **Publication: print, B2C e-mail and TV** | **23–31 Jan 2027** |
| Online extension and prize draw (optional) | 18 Dec 2026 – 28 Feb 2027 |
| Campaign portals | MEGASALE.de · JANUARSALE.de |

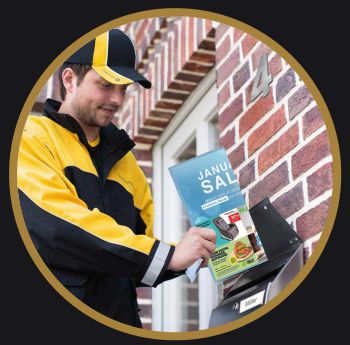



Januar Sale 2026 coupon booklet – example from the last edition

Distribution

# Two direct routes to your customers.

The coupon booklet arrives in letterboxes by post, the e-mail in inboxes. Both channels run at the same time from 23 to 31 January 2027.



## 2 million

**selected households**

Direct delivery of the coupon booklet by Deutsche Post




## 10 million

**B2C e-mails**

to online shoppers with double-opt-in

Good to know

### nationwide

Delivery and mailing across Germany

### 23–31 Jan 2027

Post and e-mail in the same period

### until 28 Feb 2027

optionally online on MEGASALE.de and JANUARSALE.de

How it works together

# Four channels. One campaign.

TV and streaming make the Januar Sale known, the booklet lands in letterboxes, the e-mail in inboxes – and customers redeem online or in store.

**TV**

## 20

**TV spots**

ProSieben, SAT.1 and kabel eins make the Januar Sale known.

**Streaming**

## 1 million

**impressions**

via Spotify and Amazon Prime Video.

**Print**

## 2 million

**households**

receive the coupon booklet via Deutsche Post.

**E-mail**

## 10 million

**B2C e-mails**

remind recipients of the offers – with double opt-in.

**Everything leads to your offer.**

MEGASALE.de | JANUARSALE.de | Your shop or store

Media partners and channels

# Well-known media for the new year.

Three high-reach TV channels, two streaming platforms, Deutsche Post, a large B2C e-mail list and two campaign portals.

**TV**

ProSieben
SAT.1
kabel eins

20 spots for the whole campaign

**Streaming**

Spotify
Amazon Prime Video

1 million impressions in total

**Distribution**

Deutsche Post
B2C e-mail

2 million households · 10 million e-mails

**Online**

MEGASALE.de
JANUARSALE.de

18 Dec 2026 – 28 Feb 2027

Deutschland Voucher is a 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.

TV and streaming

# 20 TV spots for the whole campaign.

The spots on ProSieben, SAT.1 and kabel eins promote the Januar Sale as a whole – every partner benefits. On top come 1 million impressions in total via Spotify and Amazon Prime Video.

**20**

**TV spots**

ProSieben, SAT.1, kabel eins

**1 million**

**streaming impressions**

Spotify, Amazon Prime Video




Stills from the January 2026 TV spot (example from the last edition) · **Watch the spot**

**Your deal in the spot:** three additional TV spots featuring your own offer for €3,000 plus VAT.

96 mm

62 mm




Example from the Januar Sale 2026: Erwin Müller

Your coupon

# One format for every channel.

Your coupon appears in the printed booklet, in the e-mail and on the campaign portals – with a discount code for your shop or without a code for your own promotion.

| | |
|---|---|
| Size | 96 × 62 mm |
| Paper | PK3:SC |
| Print | CMYK 4/0, no spot colours |
| Print files | 300 dpi, CMYK |
| Digital files | 72 dpi, RGB |

- **Design included.** Our design team creates your coupon based on your ideas.
- **Measurable.** Redemption via promo code, QR code and UTM link (page 12).

Examples from January 2026

# What the coupons looked like in January 2026.




natural elements · Januar 2026




Erwin Müller · Januar 2026




JYSK · Januar 2026




EXIT Toys · Januar 2026




Arkona Strandhotel · Januar 2026




Metzler · Januar 2026




COAST · Januar 2026




bears with benefits · Januar 2026

Historical examples from the Januar Sale 2026. They show what is possible in terms of design; they do not imply that these brands will take part in the Januar Sale 2027.

Coupon advertising

# Coupons get searched for – and redeemed.

Household advertising is both an ad medium and a source of information. How it works:

1. Your offer appears as a coupon in the booklet, the e-mail and online.
2. Customers redeem with a code or QR code online or in store.
3. You see every redemption in your own figures.

All figures with sources in the study overview at deutschlandvoucher.de/studie (as of 15 Oct 2026). The studies survey different groups; the values cannot be added up.

## 74 %

of German households used coupons in 2024.

Source: acardo Coupon Report 2025

## 56 %

particularly like advertising mail with coupons or vouchers, ahead of local offers and product samples.

Source: Deutsche Post, Dialogmarketing-Monitor 2024

## 78 %

read printed leaflets every week.

Source: IFH Köln, February 2025

## 4.3 %

average conversion rate of print mailings in online retail.

Source: Collaborative Marketing Club, print mailing study 2024

Performance guarantee · agreed individually

# Target missed?
# We re-run your campaign at no extra cost.

As an additional agreement, we set a minimum target together in advance. If it is not reached, DVM re-runs the same campaign at your next preferred date at no extra cost – optimised with what we learned in the first round.

01

### Set a target

A minimum agreed in advance, e.g. sales, coupon redemptions, shopping baskets, QR code scans or leads.

02

### Run the campaign

Your deal runs via post, e-mail, TV, streaming and online.

03

### Review the result

After the campaign the result is reviewed transparently.

04

### Re-run at no extra cost

The same campaign at your next preferred date, optimised with what we learned.

Campaign ticket

# One ticket. Everything included.

Campaign ticket · Januar Sale 2027

## All channels in one package

**€4,400**

plus VAT

- **2 million** households via Deutsche Post
- **10 million** B2C e-mails with double opt-in
- **20 TV spots** ProSieben, SAT.1, kabel eins – for the whole campaign
- **1 million** streaming impressions, Spotify and Prime Video
- **MEGASALE.de & JANUARSALE.de**

TV add-on

## Your deal in the spot

**€3,000**

plus VAT

- **3 TV spots** featuring your own offer
- **In addition** to the 20 spots of the whole campaign
- **Bookable** with the campaign ticket

Always included

## From consulting to tracking

- Consulting, planning and support
- Design of your coupon
- Printing and postal delivery
- Sending of the B2C e-mails
- Placement on MEGASALE.de and JANUARSALE.de
- Tracking via code, QR code and UTM

All prices plus VAT. The Januar Sale is booked as one campaign ticket with a fixed scope.

Redemption and tracking

# Every redemption is measurable.

Your coupon takes customers straight to your shop or store – and you see what the campaign delivers.

01 · Code

NEUJAHR27

## Promo code

A dedicated discount code for the Januar Sale. Every redemption online or at the till is clearly attributed.

Sample code

02 · QR code

## QR code

Takes readers from the printed booklet straight to your landing page. DVM provides the QR code.

Sample: opens the Januar Sale campaign page

03 · UTM

```
?utm_source=deutschlandvoucher
&utm_medium=print
&utm_campaign=januarsale2027
```

## UTM parameters

Each channel gets its own link, so you can separate print, e-mail and portal in your web analytics.

Sample link

**Measurable targets:** sales, coupon redemptions, shopping baskets, QR code scans or leads – the basis for the performance guarantee.

Dates and process

# Copy deadline: 19 Jan 2027.




01

## Consulting and booking

**By 15 Jan 2027:** book a call and reserve your campaign ticket.

02

## Data delivery

**By 19 Jan 2027:** your coupon data – logo, offer, code and images (print 300 dpi, CMYK).

03

## Design and approval

Our design team creates your coupon and you approve it.

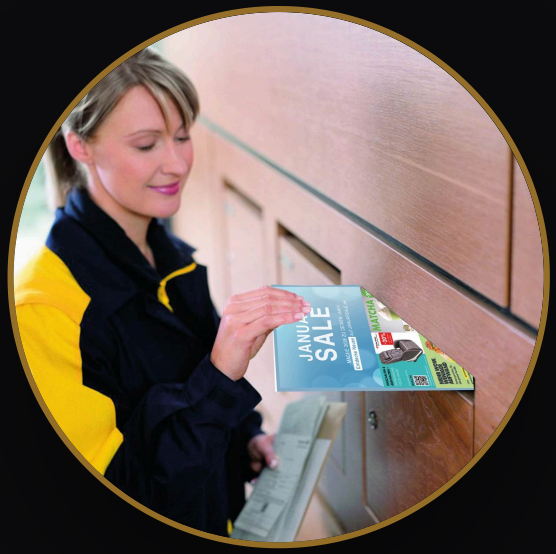
04

## Campaign

**23–31 Jan 2027:** print, e-mail and TV. Online and prize draw optional until 28 Feb 2027.

DEUTSCHLAND VOUCHER

# Secure your spot for the new year.




1 Book a consultation

2 Reserve your campaign ticket

3 Send your data by 19 Jan 2027

Book a call directly

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**Your contact**

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Book a consultation →