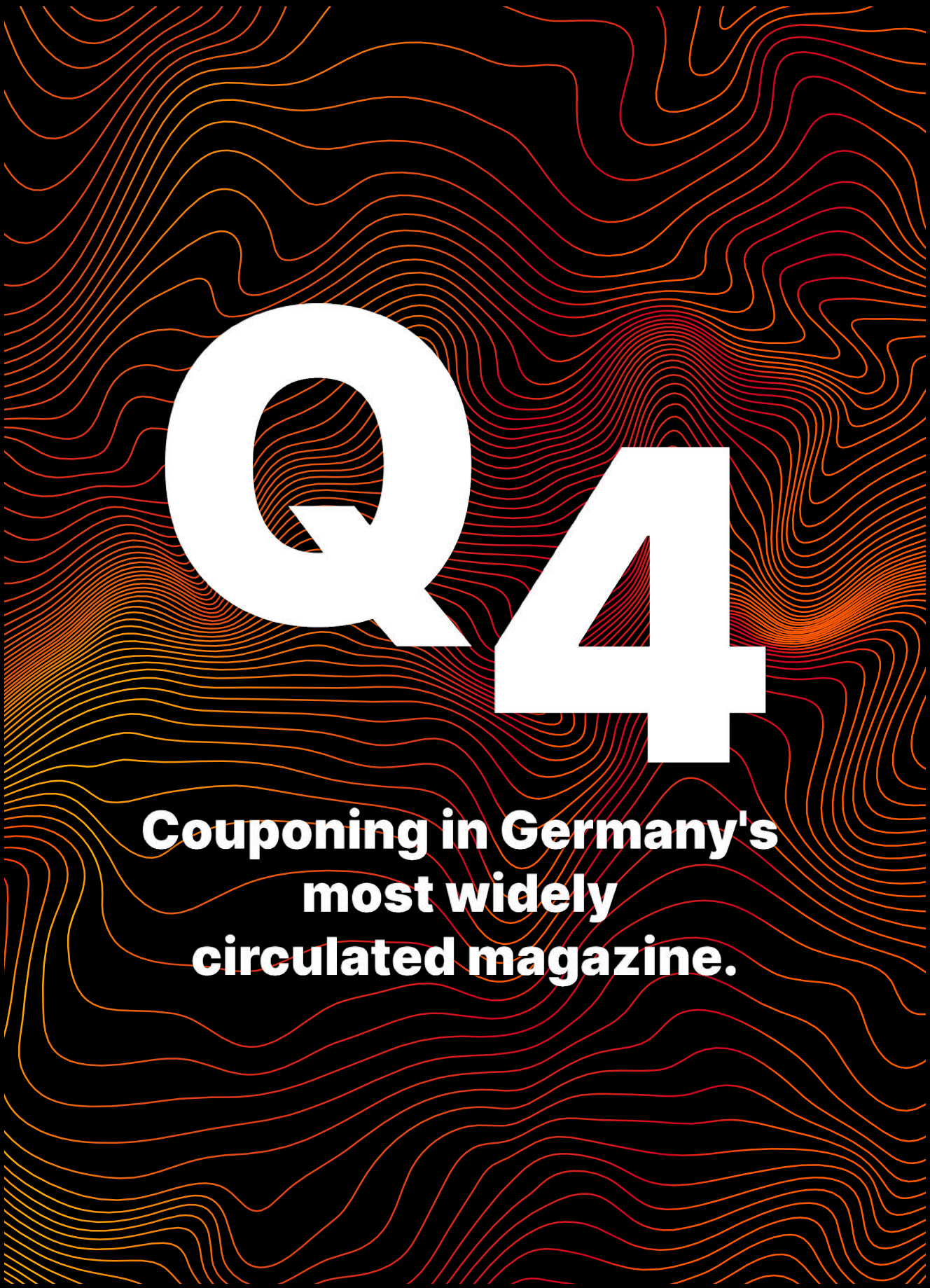

Q4
Couponing in Germany's most widely circulated magazine.

About anytips

The Meta-Affiliate Platform

As a meta-affiliate platform, anytips serves as the interface between publishers and affiliate networks. With a registration, we streamline access for our customers to over 400 shop partnerships in the B2C market and influencer collaborations.

B2B-Campaigns & Services

We also offer numerous services in the B2B sector. In addition to affiliate management, it is possible to implement UGC and influencer campaigns as well as print, DOOH, and TV advertising through us.

Our Campaigns

The goal of our coupon campaigns is to increase awareness and measurable sales promotion.

The print edition directs readers to make purchases using QR and coupon codes. In the ePaper edition, an affiliate link is provided.

Our couponing is published in the prisma magazine and prisma ePaper (other media options are available upon request). The target audience is Best Agers across Germany. We feature current promotions and discounts. anytips offers free creative design and a complimentary performance report

Black Week Specials

Save up to 70% off the regular booking price of our cooperative advertising with our Black Week Specials and reach your target audience at the best price.

Promotion period: Week 47

Sizes

1/16
- Coupon Title (approx. 40 characters)
- Coupon Code & Discount
- Terms and Conditions (approx. 180 characters)
- Brand Logo
- Image (approx. 20 mm x 24 mm)
- Dynamic QR Code

70% discount with code: **BLACK70**

BOOK NOW →

Example

1/8
- Coupon Title (max. 64 characters)
- Coupon Code & Discount
- Description (approx. 100 characters)
- Terms and Conditions (approx. 180 characters)
- Brand Logo
- Image (approx. 40 mm x 44 mm)
- Dynamic QR Code

65% discount with code: **BLACK65**

BOOK NOW →

Example

1/4
- Coupon Title (max. 100 characters)
- Coupon Code & Discount
- Description (max. 640 characters)
- Terms and Conditions (approx. 180 characters)
- Brand Logo
- Image (approx. 91 mm x 52 mm)
- Dynamic QR Code

60% discount with code: **BLACK60**

BOOK NOW →

Example

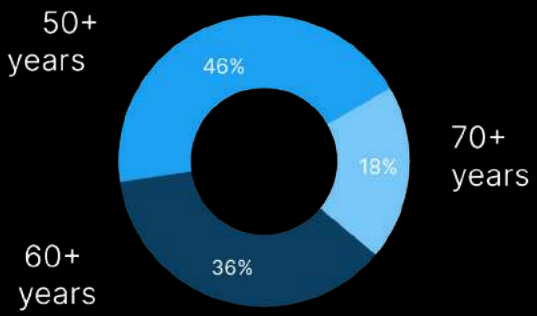
OUR PARTNER

In close collaboration with the editorial team, prisma offers weekly as well as thematic coupon/advertorial advertisements and is the magazine with the widest reach in Germany.

Indicators

The magazine appears in over 100 different titles. Exciting editorial topics ensure a strong reader-magazine connection with intense daily proximity and familiarity. Thanks to four regional editions, the magazine allows for reaching readers in all federal states. Its high circulation of **approximately 7.3 million (including ePaper)** and its national reach make it relevant for targeting the affluent Best Ager demographic.

DOWNLOAD MEDIA DATA ↓



Target Audience Best Ager

Purchasing power
More than every third household has a disposable income of +3,000 €.

Quality-conscious
The advertising environment is highly selective and brand-safe.

Consumer-oriented
They hold the opinion of wanting to „treat themselves."

Tech-savvy
They have a stronger interest in technology compared to others aged 50+ and are well-equipped.

Health-conscious
They pay close attention to their health and engage in regular physical activity.

XMAS Special

The year is coming to an end, and to celebrate this, we at anytips are offering significant discounts on our XMAS Special bundle promotion. Save up to 50% off the regular booking price.

Promotion period: Week 49

Sizes

1/16

- Coupon Title (approx. 40 characters)
- Coupon Code & Discount
- Terms and Conditions (approx. 180 characters)
- Brand Logo
- Image (approx. 20 mm x 24 mm)
- Dynamic QR Code

INQUIRE NOW →

Example

28 mm

95 mm

1/8

- Coupon Title (max. 64 characters)
- Coupon Code & Discount
- Description (approx. 100 characters)
- Terms and Conditions (approx. 180 characters)
- Brand Logo
- Image (approx. 40 mm x 44 mm)
- Dynamic QR Code

INQUIRE NOW →

Example

58 mm

95 mm

1/4

- Coupon Title (max. 100 characters)
- Coupon Code & Discount
- Description (max. 640 characters)
- Terms and Conditions (approx. 180 characters)
- Brand Logo
- Image (approx. 91 mm x 52 mm)
- Dynamic QR Code

INQUIRE NOW →

Example

58 mm

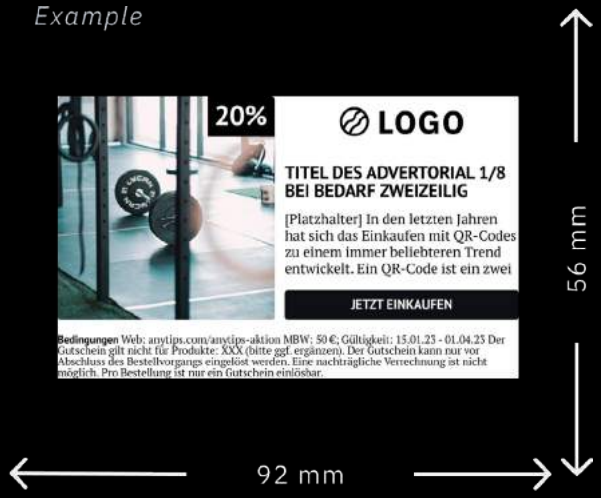
190 mm

ePaper Coupon Deal

Would you like to place your product or service exclusively in the ePaper edition of the prisma magazine? Then take advantage of our ePaper Coupon Deal and save on your selected week.

Sizes

Example



1/8

- Coupon Title (approx. 40 characters)
- Coupon Code & Discount
- Description (approx. 140 characters)
- Terms and Conditions (approx. 180 characters)
- Brand Logo
- Image (approx. 1080 px x 1080 px)

60% discount with code: **KW*[insert_Week]***

BOOK NOW →

Example

1/4

- Coupon Title (approx. 40 characters)
- Coupon Code & Discount
- Description (approx. 140 characters)
- Terms and Conditions (approx. 180 characters)
- Brand Logo
- Image (approx. 2560 px x 1440 px)

65% discount with code: **K*[insert_Week]***

BOOK NOW →

Contact

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55118 Mainz

Mail: aidien@anytips.com

SCHEDULE MEETING →