

A man with dark hair and glasses, wearing a dark blue tuxedo jacket, white shirt, and black bow tie, is smiling and looking towards a woman. The woman has long, wavy blonde hair and is wearing a bright red, sequined dress. She is also smiling broadly. The background is a solid, deep red color. Overlaid on the image is the text 'RTL' in large, white, sans-serif font. Each letter is contained within a colored square: 'R' is in a brown square, 'T' is in a dark blue square, and 'L' is in a red square.

**R T L**

**End-of-year deals  
2022**

# Christmas and End-of-Year Environments & Deals



Title	Issue/ Topic	Category	On Sale Date	Ad Closing
Gusto	New Years Eve	Print	01.12.2022	17.11.2022
Rundum Genuss	Christmas	Print	10.12.2022	18.11.2022

Title/ Brand	Topic/Deal	Category	Timeline
Gusto, Woman, TV Media, News	Advent Calendar	Digital	December



Title	Issue/ Topic	Category	On Sale Date	Ad Closing
Voici	Christmas	Print	09.12.2022	17.11.2022
Voici	Christmas	Print	16.12.2022	24.11.2022
Voici	Christmas	Print	23.12.2022	01.12.2022
GALA	Special Holidays	Print	01.12.2022	
GALA	Last minute gifts	Print	08.12.2022	

Title/ Brand	Topic/Deal	Category	Timeline
Tele-Loisirs	World Cup Deal	Digital	21.11.-18.12
Tele-Loisirs and L'Equipe	World Cup Deal	Digital	21.11.-18.12
Prisma and Canal+	Video targeting (World Cup)	Video	21.11.-18.12
All Prisma brands	Content to Commerce (World Cup)	Digital	21.11.-18.12
Prisma	Video targeting (Christmas)	Video	01.12.-24.12
All Prisma brands	Christmas offer	Print + Digital	01.12.-24.12.



Title	Issue/ Topic	Category	On Sale Date	Ad Closing
Gala	Vegan Christmas, Tree decoration, city trips, x-mas shopping	Print	08.12.2022	21.11.2022
Gala	Big X-Mas menu,	Print	15.12.2022	28.11.2022
Gala	Gift wrapping	Print	29.12.2022	05.12.2022
Stern Extra	Christmas: Pleasure and Gifts	Print	08.12.2022	17.11.2022
Rtv PLUS	Christmas menu	Print	12.12.2022	17.11.2022

Title/ Brand	Topic/Deal	Category	Timeline
Gala, stern, rtv	End-of-year rallye	Print	December
Media Impact	Black week deal	DOOH	10.11-01.12
Media Impact	New-year deal	DOOH	January







Title	Issue/ Topic	Category	On Sale Date	Ad Closing
NZZ am Sonntag	travel	Print	27.11.22	18.11.22
NZZ am Sonntag Magazin	gifts	Print	11.12.22	29.11.22





UK

**Title/ Brand****Topic/ Deal****Category****Timeline**

The Guardian	Video deals	Video	November – December
The Guardian	Culture, Food, Finance, Travel, Gifting Packages	Digital	November - December
The Saturday Magazine	Romance display packages	Print	November – December



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