

goldvertise

Christmas Special 2025

„Kids-Package“

Christmas 2025



Magical moments for little explorers!

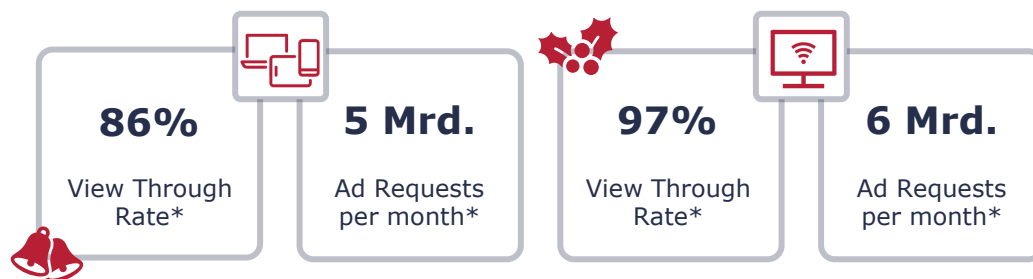
With our Christmas Special “Kids,” you can bring fun, games, and imagination right where they come to life: on all screens. Whether online video, connected TV, or traditional TV, we accompany families throughout the entire customer journey and place your brand at the heart of festive rituals. Ideal for toy manufacturers who want to strike a chord with their target audience during the most wonderful time of the year.



Suitable environments in CTV & online video



...and 300+ other partners.



Reach families just when the magic of Christmas comes alive at home—on the big screen.

Whether it's crafting, playing games, or enjoying a movie night together surrounded by twinkling lights, connected TV and online video allow you to reach parents and children in their festive everyday lives. Thanks to precise targeting, your brand will land right where wish lists are written and eyes light up—in the heart of the family.



LooLoo Kids: the CTV channel for children!

LooLoo Kids is the second most popular kids' channel on Samsung TV Plus – and now the channel is also delighting young viewers on YouTube!

Ideal for children between the ages of 2 and 7 and their parents, LooLoo Kids offers lovingly designed, age-appropriate content – perfect for festive family moments filled with music, learning, and fun.

Especially during the Christmas season, when families get together to do crafts, sing, and watch TV, LooLoo Kids creates a safe and comfortable space for little explorers. With an audience of 57% women and 43% men, the channel strikes a chord with the family target group.

194 min.

Average daily length of stay for children (4-14 years old)

109 min.

Average daily length of stay for women (aged 25-45)

22 M.

Ad Requests per month

Great special integrations available – just get in touch!



The soundtrack to little moments – with Vevo!

Vevo is the world's largest music video network – offering your brand an emotional stage for the whole family. While cookies are being cut out, chocolate is being nibbled, and craft ideas are being put into practice at home, the perfect soundtrack plays in the background: cheerful Christmas hits and child-friendly playlists.

It is precisely in these warm, shared moments that your campaign reaches parents, children, and household-managing target groups – right at the heart of festive family life.

- **High visibility:** Placement before the most popular Christmas hits and music videos in an atmospheric environment
- **Leverage family moments:** The ideal environment for brands that stand for child-friendly enjoyment, shared baking experiences, and sweet little breaks in everyday family life.
- **Wide reach & ubiquitous presence:** On all devices – from smartphones to smart TVs – with the world's largest music video network

**Exclusive
Christmas offers
follow later on!**



30 min.

Average length of
stay

8-10 videos

Viewed per session

1,7

People view the
content together

Our suitable family TV channels



During the Christmas season, our TV portfolio becomes a festive gathering place for the whole family—a target audience that includes homemakers and, in particular, young viewers.

With popular family channels, lovingly curated kids' channels, and enchanting Christmas movies, we create an environment full of imagination, adventure, and heart. Whether animated classics, festive stories, or colorful entertainment: here, your brand becomes part of the most wonderful rituals – right in the living room, where everyone laughs, marvels, and listens together.



Big impact for little wishes – our kids' packages!



Wish list

For a small but effective brand presence!

20.000 €

- 📺 **10,000 € TV placements** – on kids' and family channels of your choice (duration: 2 weeks)
- 📺 **10,000 € CTV & OLV** – high-reach placement in the kids' and family environment (duration: 2 weeks)



Magic sleigh

The golden mean – perfect for brands that want to make their mark!

50.000 €

- 📺 **25,000 € TV placements** – on kids' and family channels of your choice (duration: 2 weeks)
- 📺 **25,000 € CTV & OLV** – high-reach placement in the kids' and family environment (duration: 2 weeks)



Gift parade

The big Christmas package for maximum reach and brand impact on Vevo!

- 📺 **Sponsorship in Vevo's Festive Favourites: bookable from 70,000€** (duration: weekly packages)
- 📺 **100% SOV** + placement with Mariah Carey and Wham!
- 📺 **Or Artist Franchise: 50% SOV** on selected content from Mariah Carey and Wham!
- 📺 **Bookable from 35,000 €** (duration: weekly packages)

You can find more information and packages below.

Christmas push with 100% SOV!

Program Sponsorship – Your brand at the center of Christmas hits!

Every week, Vevo puts festive favorites in the spotlight on YouTube & CTV—and you can be there exclusively! With **50% SOV** around the greatest classics from Mariah Carey and Wham! as well as ownership **(100% SOV)** of all videos within the “Festive Favourites” program, you are guaranteed maximum attention. There is also optional access to additional Christmas hits and an accompanying always-on media presence.

Christmas package	From	Until	TOTAL	Impressions	
				CTV	Desktop & Mobile
Week 1	Nov 22	Nov 28	70,000€	474,898	1,146,384
Week 2	Nov 29	Dec 05	85,000€	593,623	1,432,981
Week 3	Dec 06	Dec 12	85,000€	593,623	1,432,981
Week 4	Dec 13	Dec 19	100,000€	712,347	1,719,577
Week 5	Dec 20	Dec 26	150,000€	1,373,813	2,182,540



50% SOV for the most streamed Christmas hits!

Artist Franchise – Christmas with the biggest stars – and your brand right in the middle of it!

This exclusive package offers you a **50% share of voice** around the most popular Christmas icons of all time: *Mariah Carey* and *Wham!*. This ensures you exceptional brand presence among the most streamed Christmas hits worldwide.

Highly emotional, highly visible, and ideal for brands that want to make a strong statement during the festive season.

Mariah Carey	From	Until	TOTAL	Impressions	
				CTV	Desktop & Mobile
1st package	Nov 22	Dec 05	35,000€	156,250	468,750
2nd package	Dec 06	Dec 19	40,000€	166,667	500,000
3rd package	Dec 20	Dec 26	20,000€	145,833	270,000

Wham!	From	Until	TOTAL	Impressions	
				CTV	Desktop & Mobile
Week 1	Nov 22	Dec 05	35,000€	200,000	466,667
Week 2	Dec 06	Dec 19	40,000€	220,833	515,278
Week 3	Dec 20	Dec 26	25,000€	194,444	291,667

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Ready for Christmas?