

MEDIA PACK

New Zealand's Leading Connection to the Student Market

StudentCard

STUDENTCARD

OVERVIEW

What

New Zealand's longest-serving and most prominent student discount card.

Why

To offer the best possible discount on products and services to make student living affordable.

Who

Caters to tertiary students/trainees, alumni and high school students. Direct market and provider of Student ID's to 100+ institutes.

Affinity Marketing Model

Acts in partnership with retailers as the middleman to connect them with students.



STUDENTCARD

AUDIENCE & PROFILE

Membership base of 50,000 but wide reach to the extended student market



ID provider to 100+ tertiary institutes and campuses

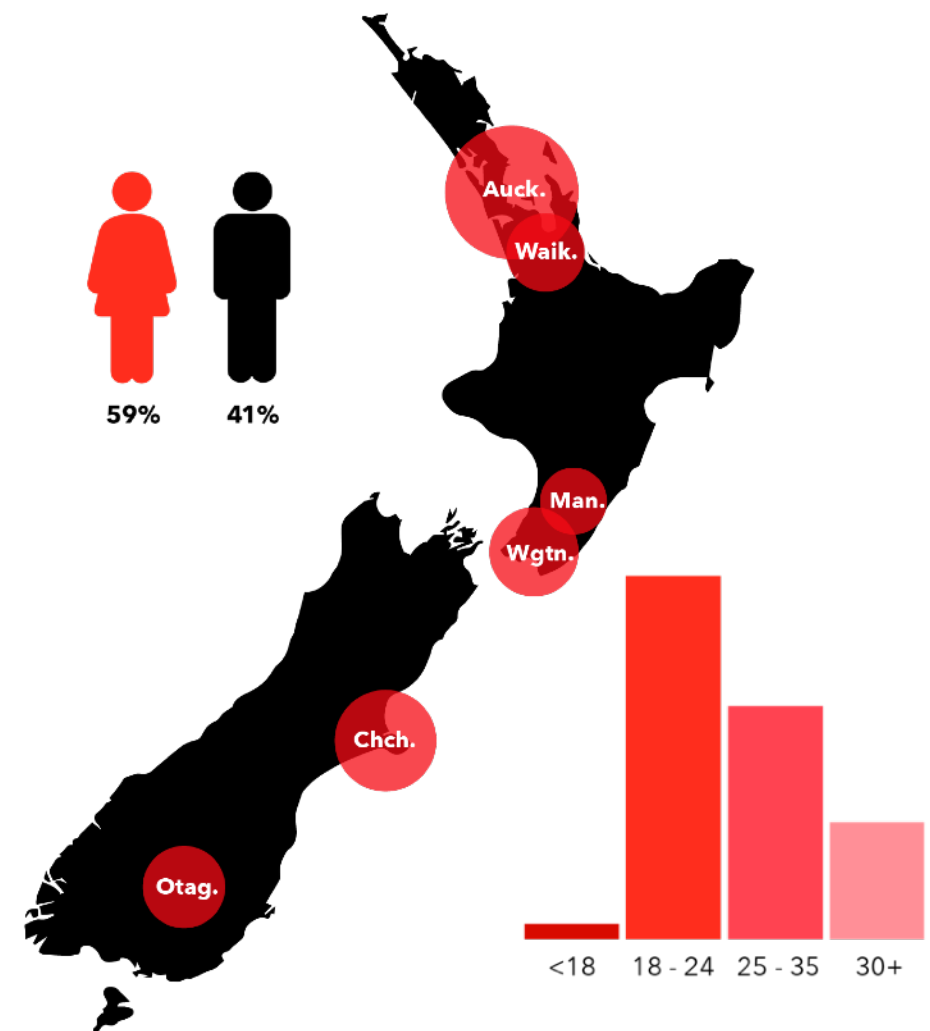
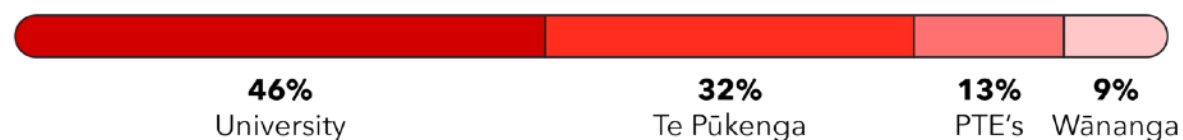


Members studying at 400+ institutes and campuses



Partnerships with major university associations

National Student Market by Tertiary Sector *



StudentCard Social Audience

*Source: educationcounts.govt.nz/statistics/tertiary-participation

We know the New Zealand student market... and they know us!

MEDIA OPPORTUNITIES

Promotions



Promote key offers or events

Campaigns



Develop brand awareness and loyalty

Market Research



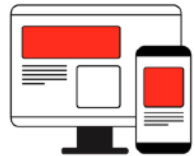
Gather valuable insight from the student audience



Generate awareness, vocalise a message or seek information to/from the student market

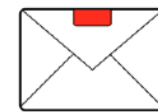
STUDENTCARD

CHANNELS



Website + App

Open platform for card purchase, ID registration, blog pages and display of discounts, protected by log-in credentials.



EDM

Student audience database, members and non-members.



Social Media

Content shared to showcase tips, giveaways, entertainment, discounts and offers.



Campus Channels

Non-commercial, informational social profiles, email databases and websites which are not widely available to promote on.



Push Notifications

Closed loop push notifications to subscribers' mobile devices.

NON-DISCOUNT PARTNER

MEDIA RATE



Banner Display

68,015 Average Mthly Imps.

15, 694 Average Wkly Imps.

\$680 + GST / Month

\$175 + GST / Week

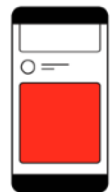


Push Notification

30,000 Closed-loop notifications

\$675 + GST

\$60 + GST /1000 Recipients - Segmentation

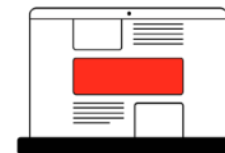


Social Media Channels

45,000 Followers

\$450 + GST / Post or Reel/TikTok

\$400 + GST / Story up to 3 frames



EDM

>35,000 Recipients

\$1,750 + GST

\$60 + GST /1000 Recipients - Segmentation

DISCOUNT PARTNER

MEDIA RATE



Organic Plan

Impressions: 35,000

StudentCard membership promotion
- member will win

- Web Display
- Social Posts and Stories
- Push Notification
- Entry Form
- Landing Page
- Campus Partner + EDM (*not guaranteed*)

Cost: Activity value ~\$2500

*In exchange for this FREE promotion
we require prizes to tie to a giveaway*



Social Plan

Impressions: 50,000

StudentCard Membership barrier
dropped

- Organic Plan Placements, plus;
- Asset placement on key Campus Partner Social Channels
- Custom Social Reach of 10,000

Cost:

\$500 + GST and prizing if applicable



Email Plan

Impressions: 90,000

StudentCard Membership barrier
dropped

- Media Plan A placement, plus;
- Custom Social Reach of 20,000 (replaces 10,000 Media Plan A)
- EDM to Database >35,000

Cost:

\$1,000 + GST and prizing if applicable



Colab Plan

Impressions: 115,000

StudentCard Membership barrier
dropped

- Media Plan B placement, plus;
- Custom Social Reach of 20,000 (replaces 20,000 Media Plan B)
- Collaboration with Discount Partners, prize posting across owned digital channels

Cost:

\$1,500 + GST and prizing if applicable

Giveaways provide a strong incentive for engagement from students

UNIVERSITY ASSOCIATION

MEDIA ADD-ONS



Web Display + Email

Reach: >72,850

From \$200 + GST



Magazine 1/4 Page Print Ad

Reach: >20,000

From \$200 + GST



Social Media

Reach: >69,450

From \$180 + GST



Campus TV Screen

Reach: N/A

From \$200 + GST



Digital Magazine Placement

Reach: N/A

From \$200 + GST



On-campus Activation

*POV - From \$500 + GST per
campus*