

MEDIA PACK

New Zealand's Leading Connection to the Student Market

StudentCard

1

OVERVIEW

What is StudentCard?

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

Who is do we cater to?

Tertiary students/trainees, alumni and high school pupils. Direct market sales and supplier of Learner ID's to 100+ education providers.

What is our purpose?

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

How do we operate?

Act in partnership with retailers as the middleman to connect their brand with students.

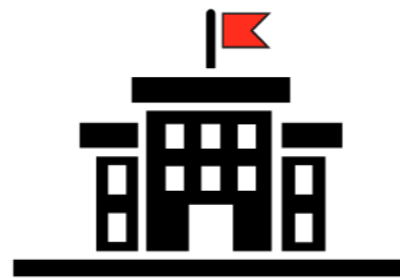


AUDIENCE

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



Members studying at
400+ institutes and
campuses

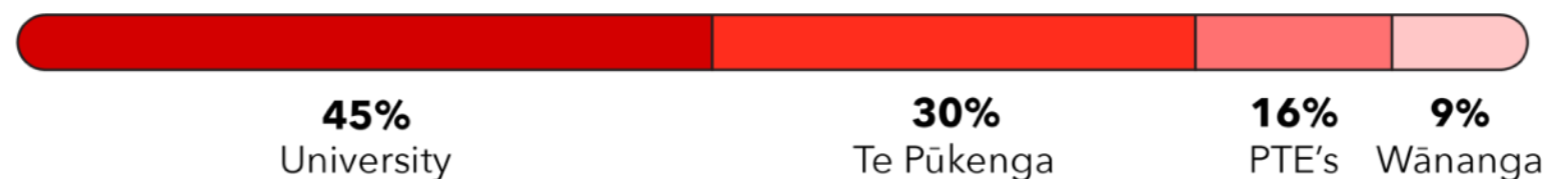


Formal ID supplier to
100+ education
providers



Partnerships with
major university
associations

National Student Market by Tertiary Sector *



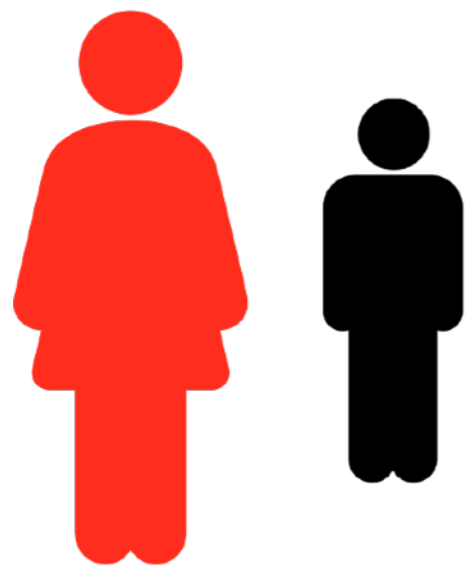
*Source: educationcounts.govt.nz/statistics/tertiary-participation

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

SOCIAL PROFILE

75%

of our social audience is
aged 18 - 34



58%

female skew



MEDIA OPPORTUNITIES

Promotions



Communicate key offers or events

Campaigns

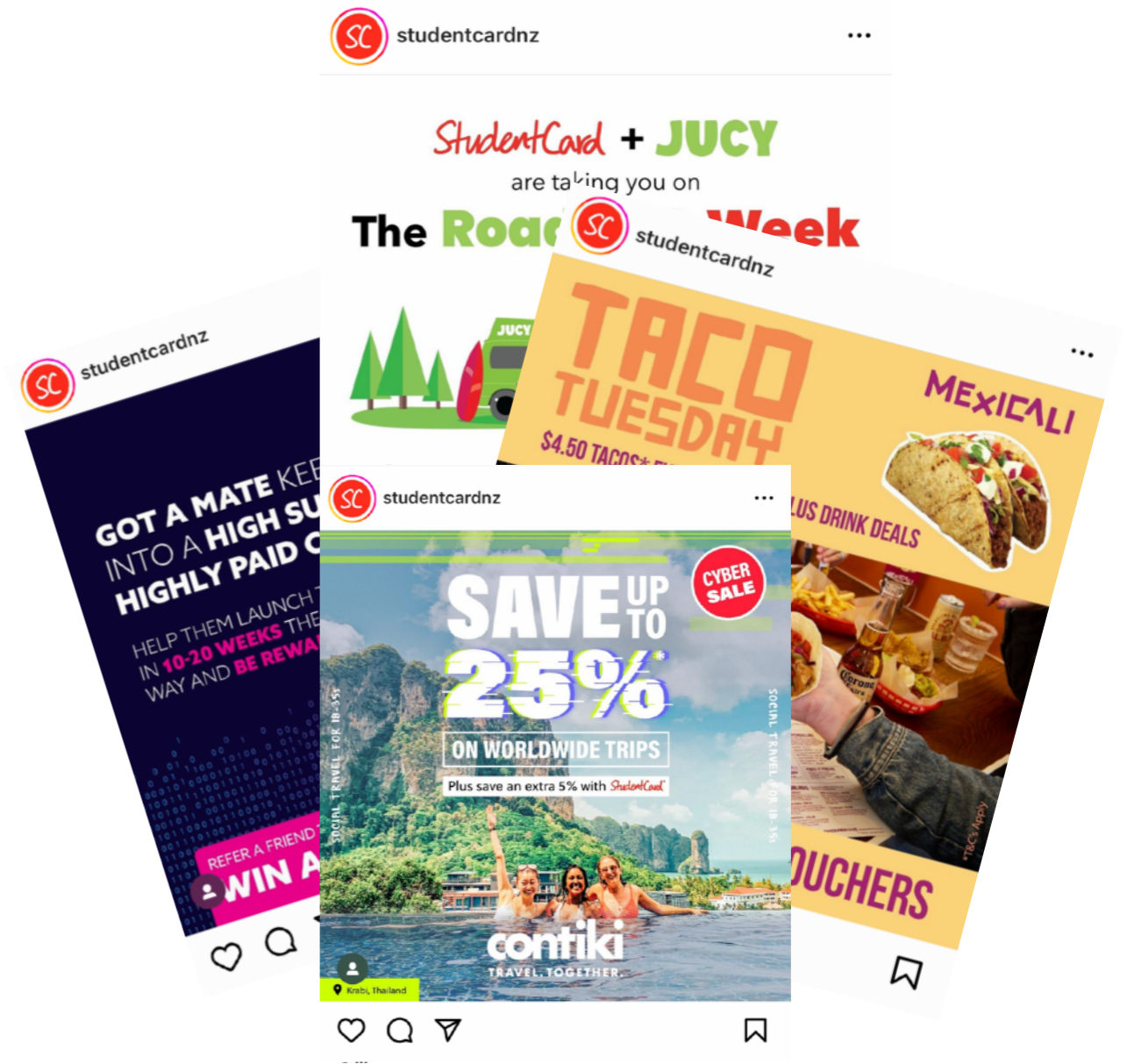


Develop brand awareness and loyalty

Market Research



Gather valuable insight from the student audience

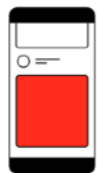


CHANNELS



Website + App

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



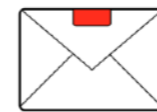
Social Media

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



Push Notifications

Closed loop push notifications to subscribers' mobile devices.



EDM

Student audience database, members and non-members.



Campus Channels

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

MEDIA RATE



Banner Display

>68,000 Average Mthly Imps.

>15,000 Average Wkly Imps.

\$17.50 CPM for first week

\$15.00 CPM per week thereafter

Guaranteed minimum of 10k impressions p/w



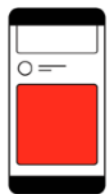
Push Notification

>30,000 Closed-loop notifications

\$20.00 CPM

Minimum 15,000 recipients

10% loading per segmentation layer



Social Media Channels

10,000 Reach Minimum

\$45.00 CPM IG Post [bonus placement FB]

\$55.00 CPM IG Reel [bonus placement TikTok]

\$40.00 CPM IG Story x2 [bonus placement FB]



EDM

>35,000 Recipients

\$60.00 CPM

Minimum 8,300 recipients

10% loading per segmentation layer

* Pricing excludes GST

UNIVERSITY ADD-ONS



Web Display + Email

Reach: >72,850



Magazine 1/4 Page Print Ad

Reach: >20,000



Social Media

Reach: >69,450



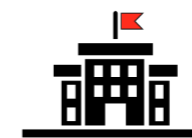
Campus TV Screen

Reach: N/A



Digital Magazine Placement

Reach: N/A



On-campus Activation