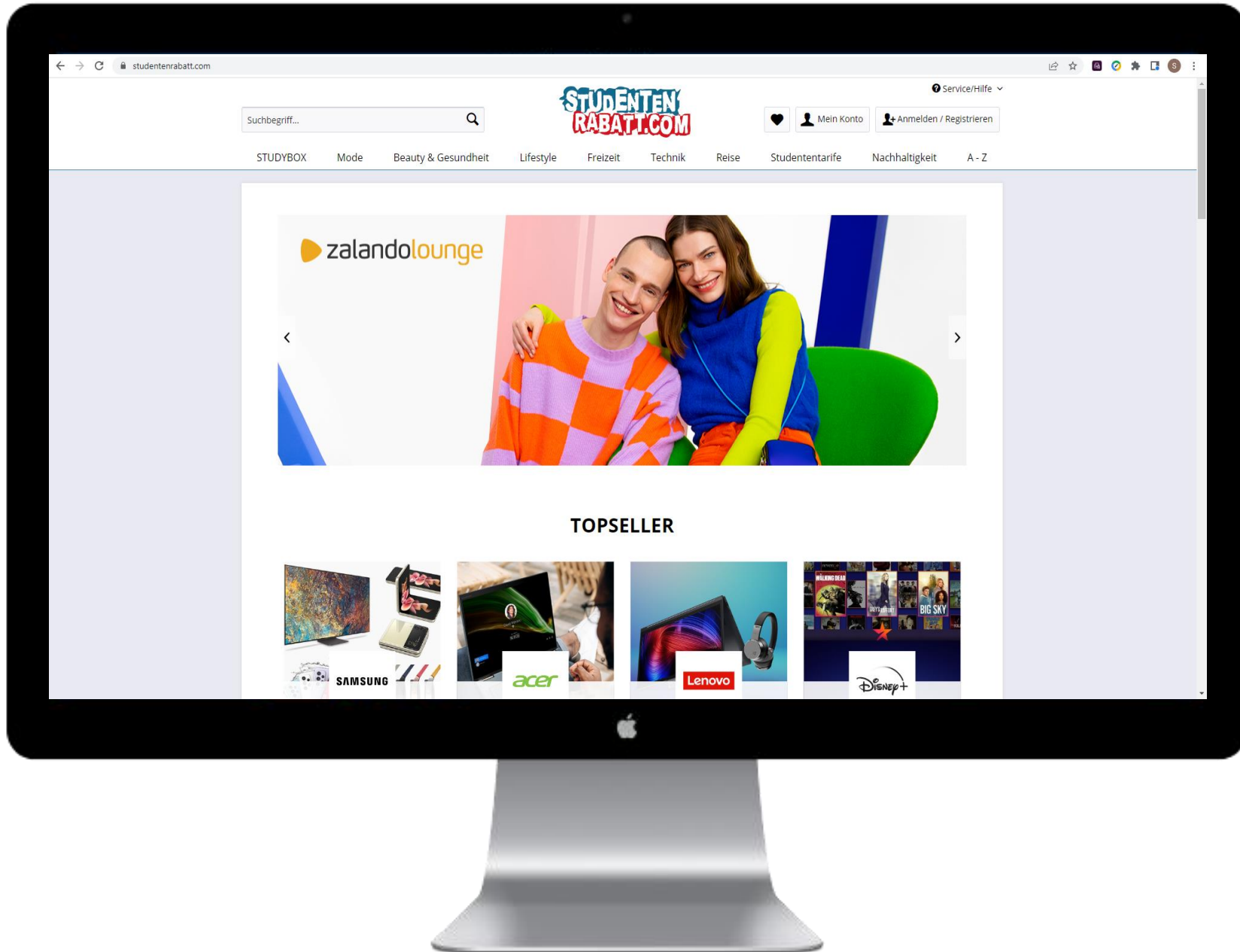


MEDIA DATA 2025 - WE GIVE YOU COMPETITIVE ADVANTAGES

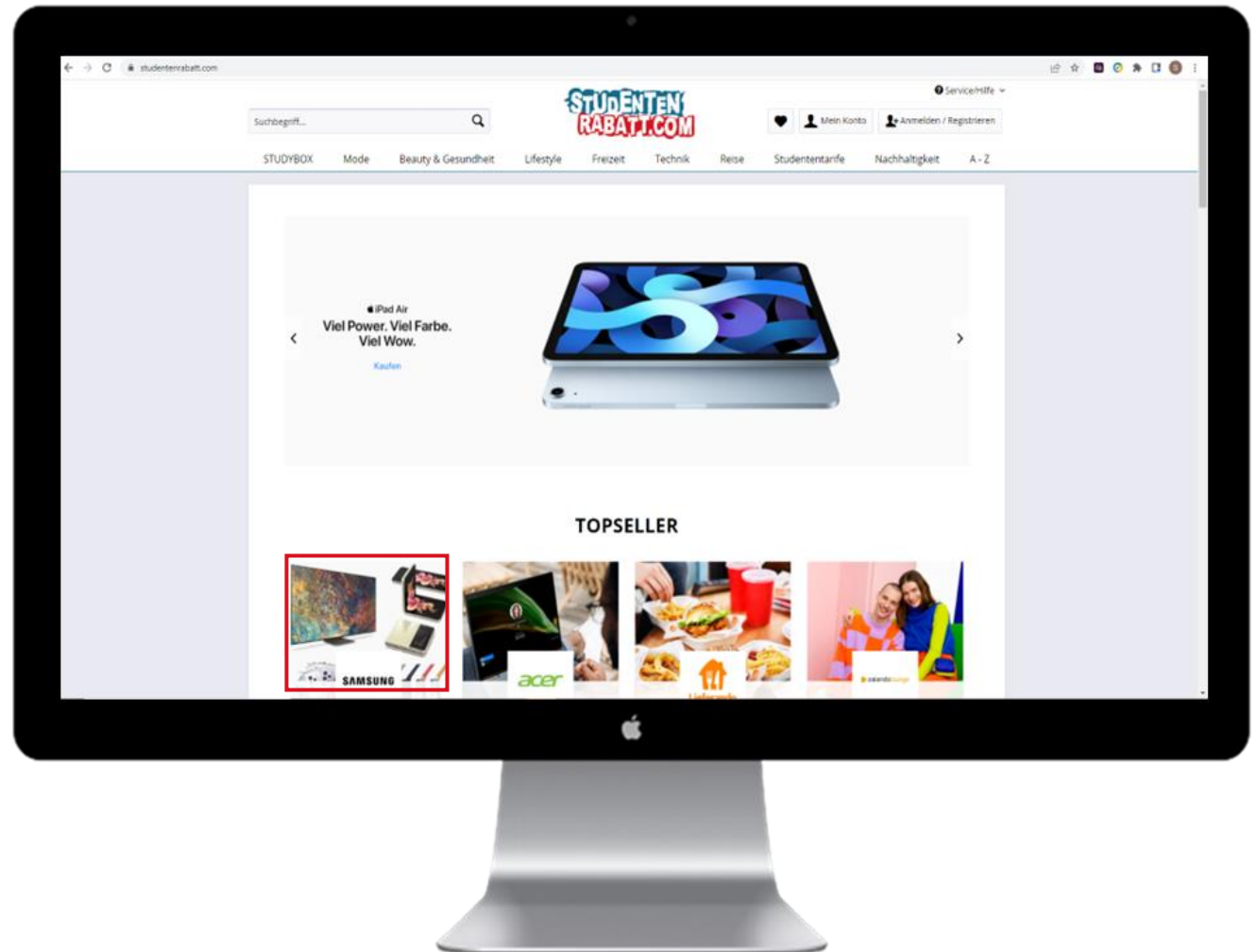


TARGET GROUP STUDENTS

- **2.9 million students/** 56% of a vintage
- **Above-average customer lifetime value/** young and disproportionate future income
- **first-time users/** 80% leave their parents' home to study
- **Excellent multipliers/** are in close and constant contact with their fellow students
- **"In the river"/** 500,000 freshmen start their studies pa – a similar number start their professional life every year
- The **perfect target group** to rejuvenate the customer structure

STUDENTENRABATT.COM

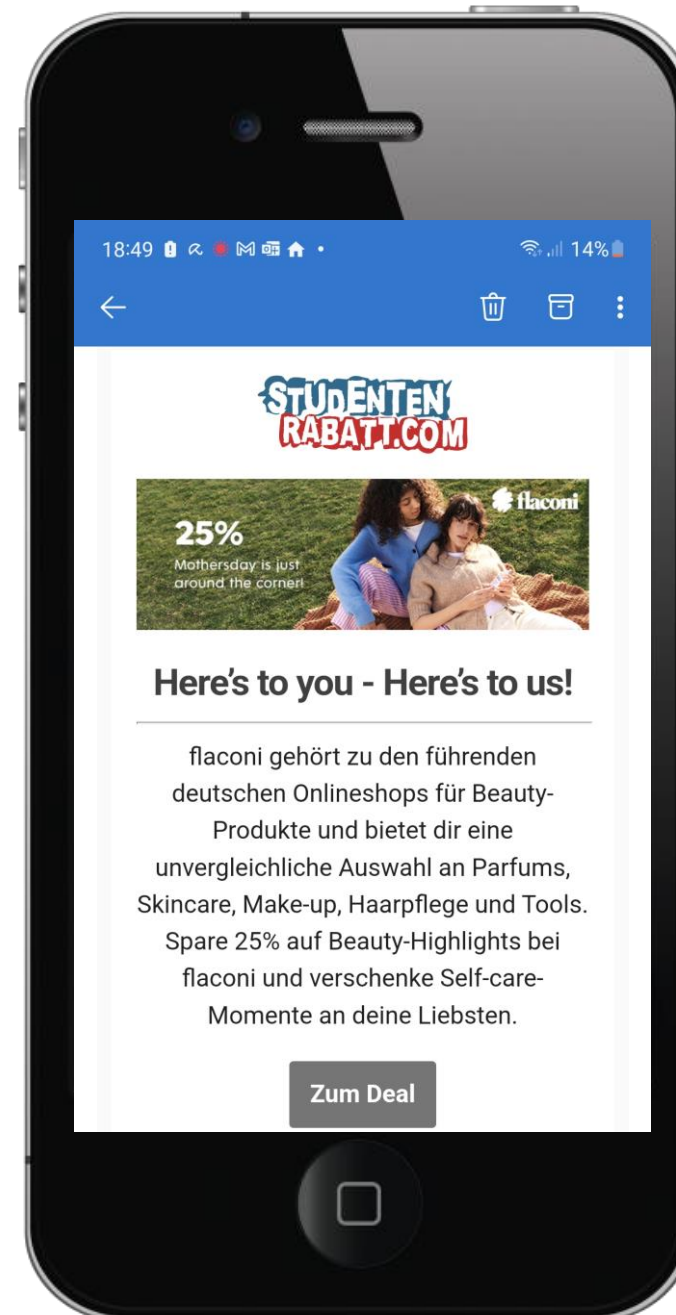
- up to 1.6million page views/month
- 330,000 sessions/month
- >370,000 newsletter recipients
- Average age of users: 23 years
- 51% male users
- 49% female users



STUDENTENRABATT.COM NEWSLETTER

Post to over 370,000 newsletter recipients

- 38% average open rate
- 2.3% Average CTR
- Weekly frequency of publication
- Individual reporting



STUDENTENRABATT.COM LONG RUNNER NEWSLETTER

The „long runner " are part of our newsletter and limited to 5 partners.

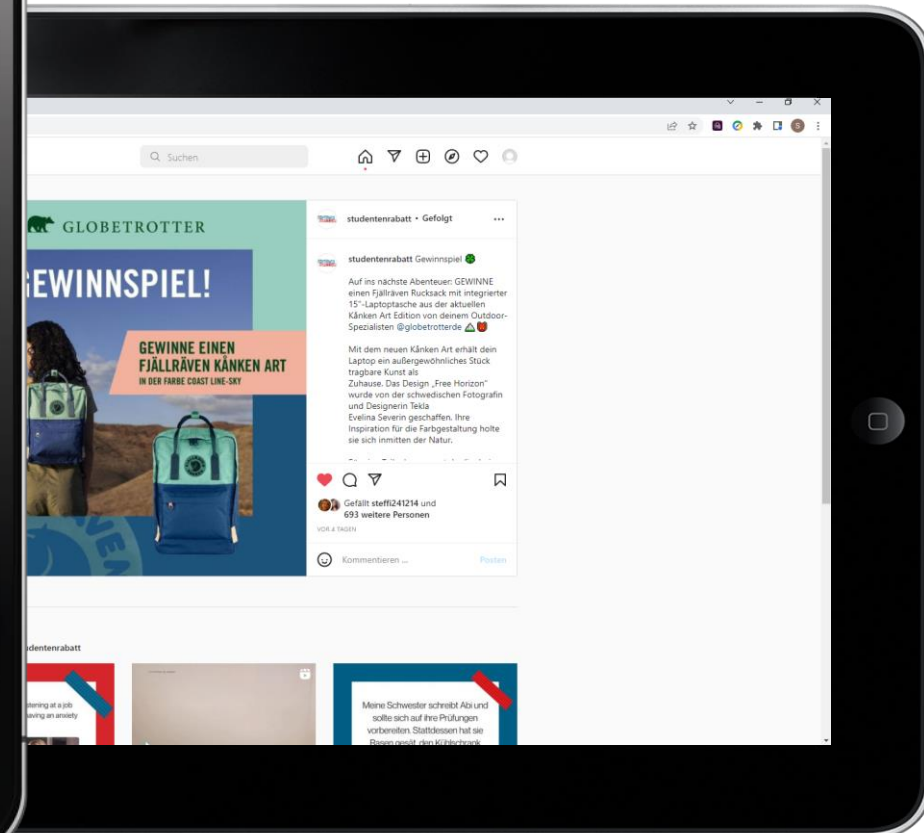
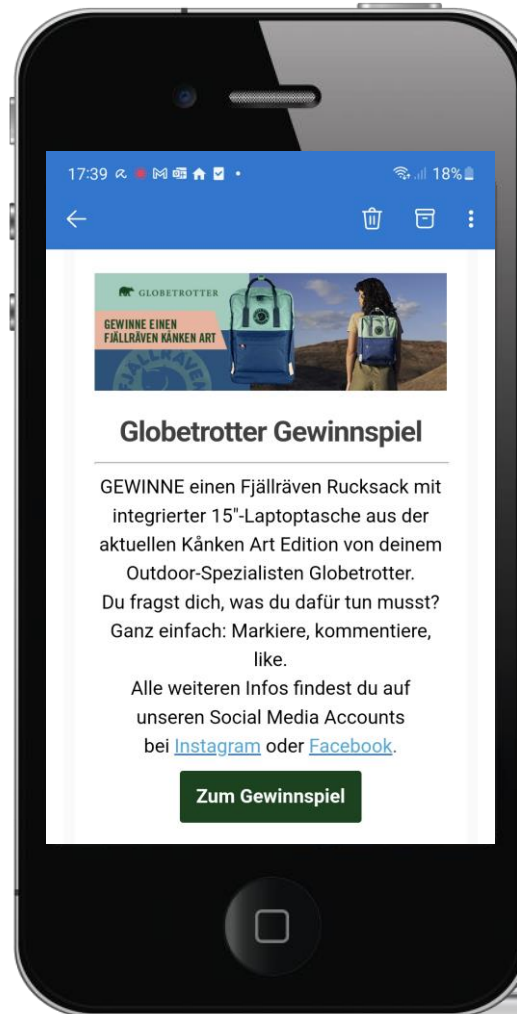
Link and logo in 12 newsletters:

- 38% average open rate
- weekly released



STUDENTENRABATT.COM GIVEAWAY

- 1 x contribution to >370,000 newsletter recipients
- 1 KW slider placement
- social media post



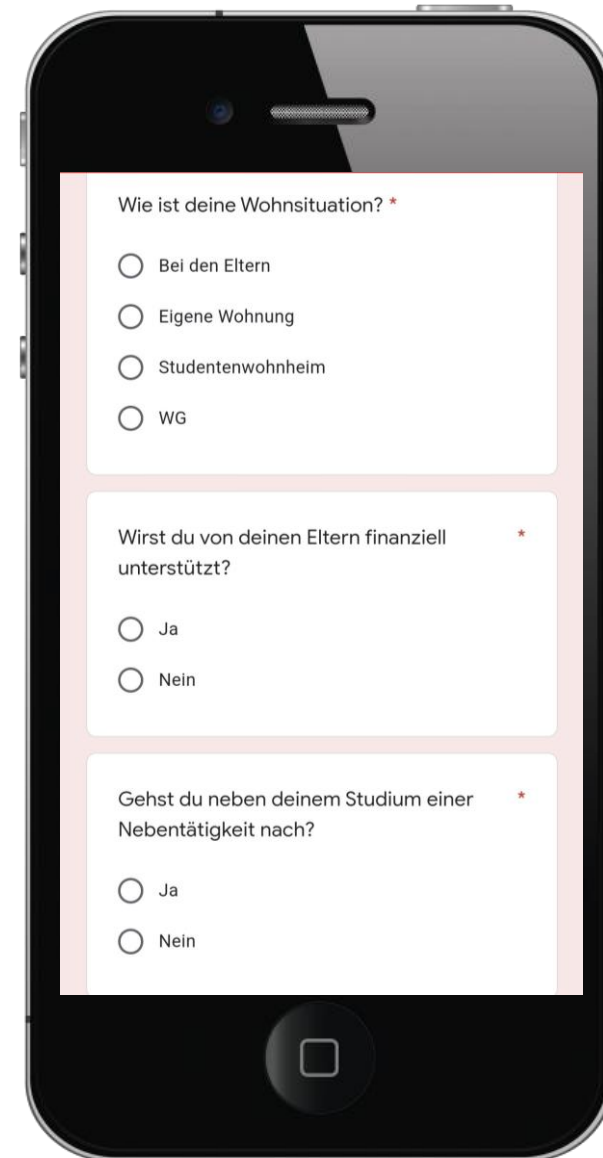
STUDENTENRABATT.COM SURVEY

Surveys are the first choice to get an idea of how products, brands and services are received by students.

Therefore, surveys are the best basis for a long-term marketing strategy.

Options:

- 185,000 recipients
- 370,000 recipients



Wie ist deine Wohnsituation? *

Bei den Eltern

Eigene Wohnung

Studentenwohnheim

WG

Wirst du von deinen Eltern finanziell unterstützt? *

Ja

Nein

Gehst du neben deinem Studium einer Nebentätigkeit nach? *

Ja

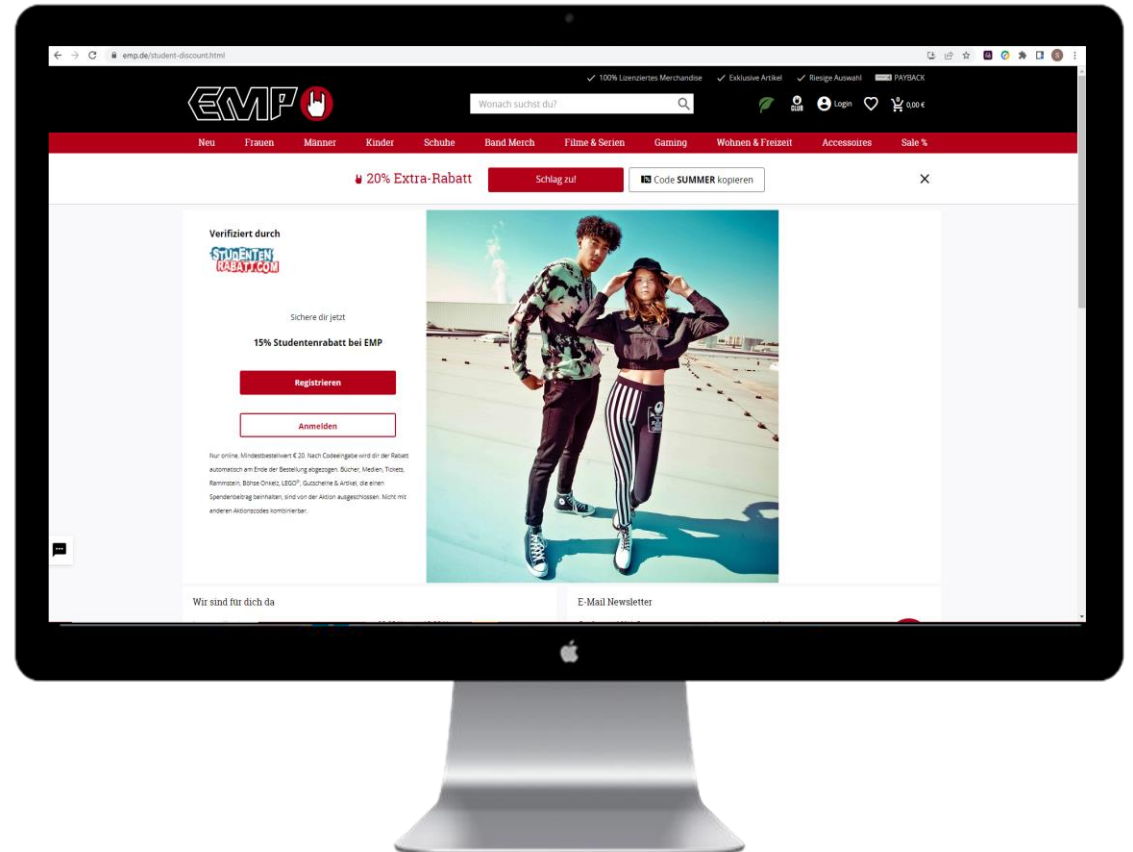
Nein

STUDENTENRABATT.COM REALTIME VERIFICATION TOOL

Integrate the on-site verification tool into your online shop within 5 minutes and offer exclusive discounts for students.

Advantages:

- verification is secure, GDPR-compliant and in real-time.
- the number of recurring purchases will increase significantly.
- individual designs are possible on request (e.g. online shop for students, integration in footer etc).
- already verified >400,000 students in Germany.



VOUCHER AND PRODUCT SAMPLING

STUDYBOX

- free surprise box for students
- circulation in winter semester: 100,000 units
- bookable inserts: products, giveaways, flyers, vouchers
- special feature: verification of student status
- services included:
- announcement campaign (6 cw) with approx. 2 million contacts
- From 100,000 units on you will get the following for free:
 - Including giveaway campaign
 - including survey (max. 6 questions)
 - 6 months online presence on Studentenrabatt.com
 - 6 months verification tool for own website



THE PERFECT COMPLEMENTATION – ONLINE MEDIA: **PROGRAMMATIC ADVERTISING**

Reach students at the right time, in the right place!

The target group is identified based on demographic and behavioral online characteristics and reached through

Geo & audience targeting on mobile devices.

Advertising Formats:

mobile 320 x 50 pixels and 320 x 480 pixels

desktop 728 x 90 pixels, 160 x 60 pixels and 300 x 250 pixels



THE PERFECT ADDITION – ON CAMPUS MEDIA: DIGITAL STELES & SCREENS

With moving images and exclusive placements at heavily frequented locations, we guarantee high coverage and the best advertising impact directly on campus.

Advertising Formats:

Digital steles: from 65 inches, portrait format

Digital screens: from 55 inches, landscape format



THE PERFECT ADDITION – ON CAMPUS MEDIA: CITY LIGHT POSTER

Maximum attention with CLP media,
indoors and outdoors at universities.

Advertising format:

Poster format 118.5 cm x 175 cm

Visible area 114.5cm x 171cm



THE PERFECT ADDITION – ON CAMPUS MEDIA: A0 POSTER MEDIA

The classic on campus:

DIN A0 posters as TOP placement in canteens and departments.

Advertising format:

Poster format 84.1 cm x 118.9 cm

Visible area 80.1 cm x 114.9 cm



THE PERFECT ADDITION – ON CAMPUS MEDIA: PREMIUM WALLS

Everything about this medium is premium:

Format, placement and advertising effect! The backlit textile banner creates a special color brilliance.

Advertising format:

Standard size 2 m x 1.20 m

Other formats are also possible upon request.



THE PERFECT ADDITION – ON CAMPUS MEDIA: GIANT POSTER

Big, bigger, giant campus poster!

The giant campus posters are unmissable and right in the middle of the target group - placed directly on campus.

Advertising format:

Formats and prices depend on location.



OFFER PACKAGES

STUDENTENRABATT.COM

Semester package



€3,950

- 6 months of presence on Studentenrabatt.com
- 2 x newsletter mailings
- 2 x social media story postings incl. lifetime listing in category „highlights“
- 6 months verification tool
- 1 x deal change

42%
discount

best seller

Annual package



€6,500

- 12 months of presence on Studentenrabatt.com
- 4 x newsletter mailings
- 4 x social media story postings incl. lifetime listing in category „highlights“
- 12 months verification tool
- 4 x deal changes

52%
discount

INDIVIDUAL PRICES – STUDENTENRABATT.COM

Services	Description	Quantity/Duration	Price
Semester package	<ul style="list-style-type: none"> • 6 months online presence • 2 x newsletter mailings • 1 x deal change • 2 x social media story postings • Verification tool 	6 months	€6,844
Annual package	<ul style="list-style-type: none"> • 12 months online presence • 4 x newsletter mailings • 4 x deal changes • 4 x social media story postings • Verification tool 	12 months	€13,628
Newsletter >370,000 recipients	<ul style="list-style-type: none"> • Newsletter mailings (deal or “employer of the week”) 	1 x contribution	€2,900
Newsletter “long runner”	<ul style="list-style-type: none"> • Link & Logo (placement in 12 newsletters) 	3 months	€3,480
Giveaway campaign	<ul style="list-style-type: none"> • 1 x newsletter post • 1 KW slider placement • 1 x social media posting 	1 x Giveaway	€2,875 plus prize contribution
Survey	<ul style="list-style-type: none"> • Survey max. 10 questions • Incl. more detailed evaluation 	185,000 recipients 370,000 recipients	€2,378 €4,755 plus. prize contribution
Verification tool	<ul style="list-style-type: none"> • License for your own online shop 	12 months	€228

OFFER PACKAGES

STUDY BOX

Services	50k units	100k units
Flyer inserts (DIN A6)*	€0.11 /flyer	€0.10 /flyer
Product inserts	€0.09/product	€0.07/product
Verification tool for your own online shop	included	included
Optional giveaway participation**	-	included
Optional survey (max. 6 questions)**	-	included
6 months of online presence with a student discount and participation in the "STUDYBOX" advertising campaign approx. 2 million gross contacts	-	included
Total cost for flyer inserts	€5,500	€10,000
Total cost for product samplings	€4,500	€7,000

*excludes printing costs **limited places

PRICES – MEDIA SUPPLEMENT

Services	Description	Quantity / Duration	Price
Online	<ul style="list-style-type: none"> Display advertising with audience targeting 	200,000 AIs	€1,950
		500,000 AIs	€4,750
		1,000,000 AIs	€8,950
Social media	<ul style="list-style-type: none"> Instagram post with Instagram advertising package 	200,000 AIs	€2,100
		500,000 AIs	€4,900
		1,000,000 AIs	€9,100
On campus	<ul style="list-style-type: none"> Digital steles Digital screens 	2 CW / 4 CW	from €240 / from €440
		2 CW / 4 CW	from €360 / from €680
On campus	<ul style="list-style-type: none"> City Light Poster (CLP) 	2 CW / 4 CW	from €315 / from €630
On campus	<ul style="list-style-type: none"> A0 Posters 	2 CW / 4 CW	from €144 / from €299
On campus	<ul style="list-style-type: none"> Premium wall 	2 CW / 4 CW	from €1,390 / from €2,600
On campus	<ul style="list-style-type: none"> Giant poster 	2 CW / 4 CW	up on request

REFERENCES



CONTACT

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