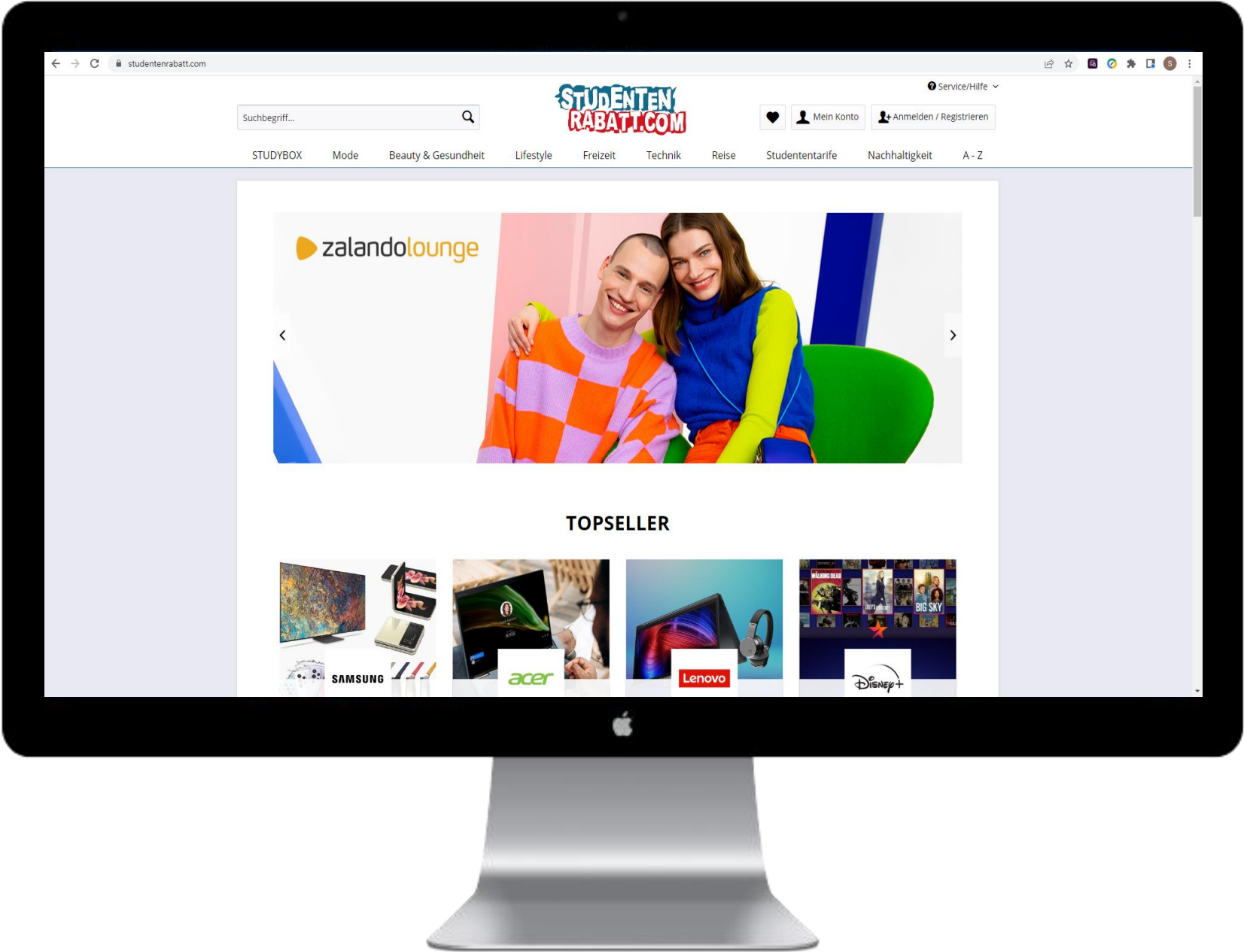


# MEDIA DATA 2024 - WE GIVE YOU COMPETITIVE ADVANTAGES

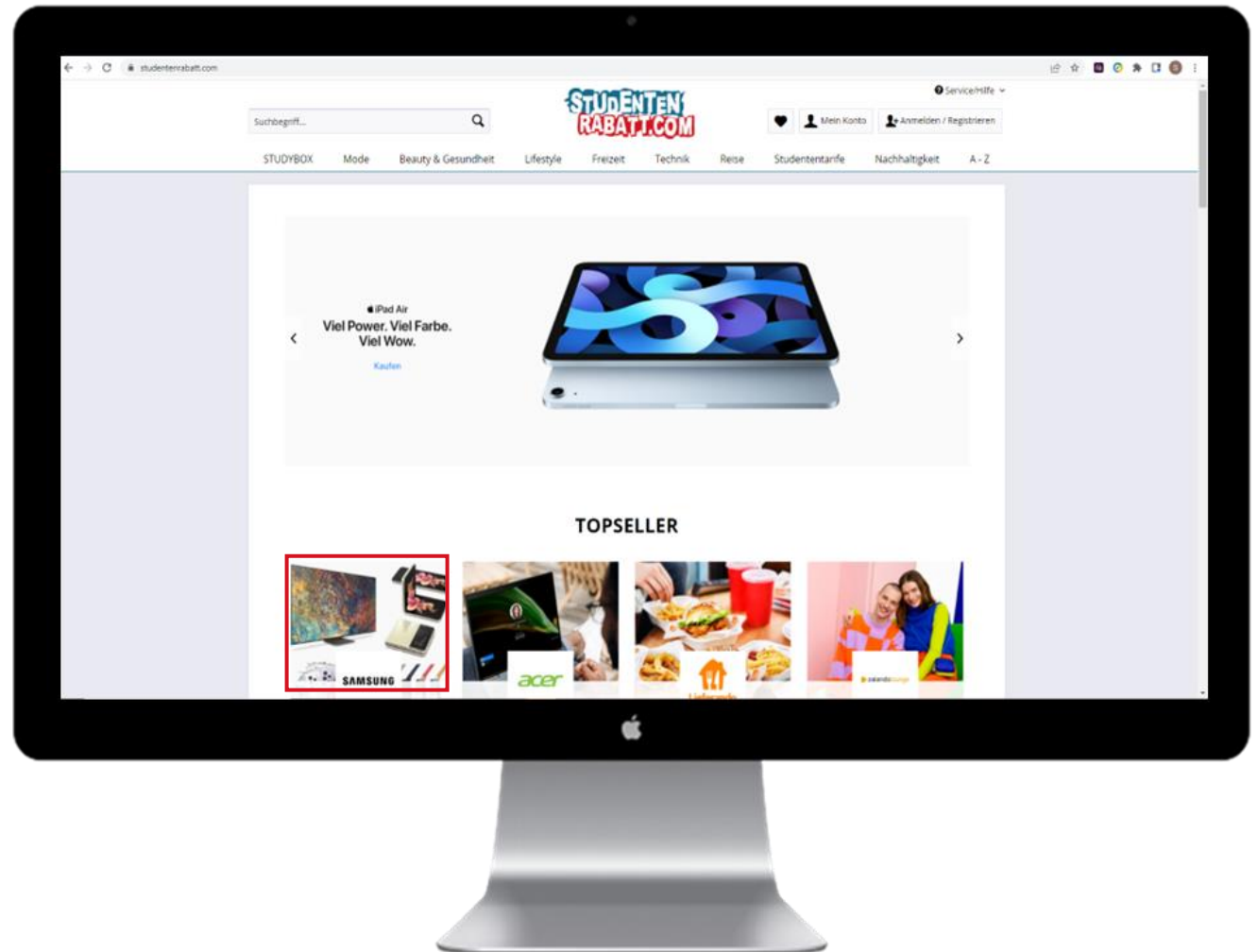


## TARGET GROUP STUDENTS

- **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

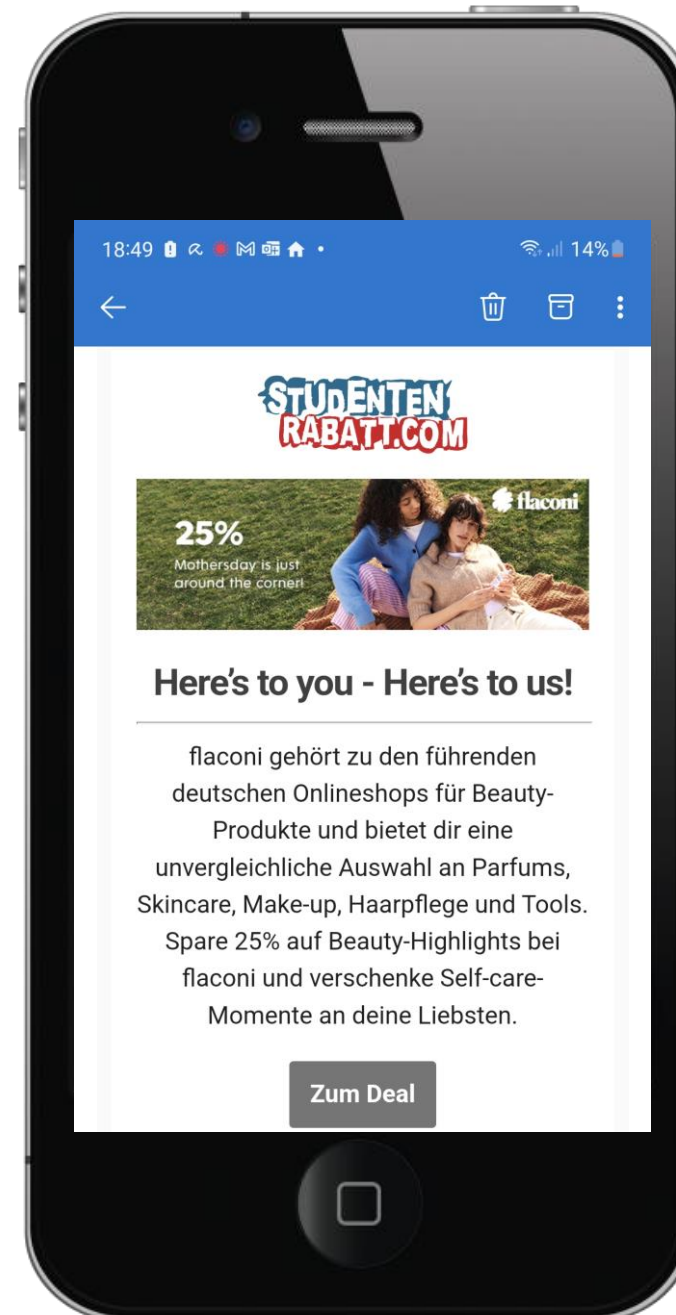
- 1.6million page views/month
- 330,000 sessions/month
- >370,000 newsletter recipients
- Average age of users: 23 years
- 51% male users
- 49% female users



## 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.

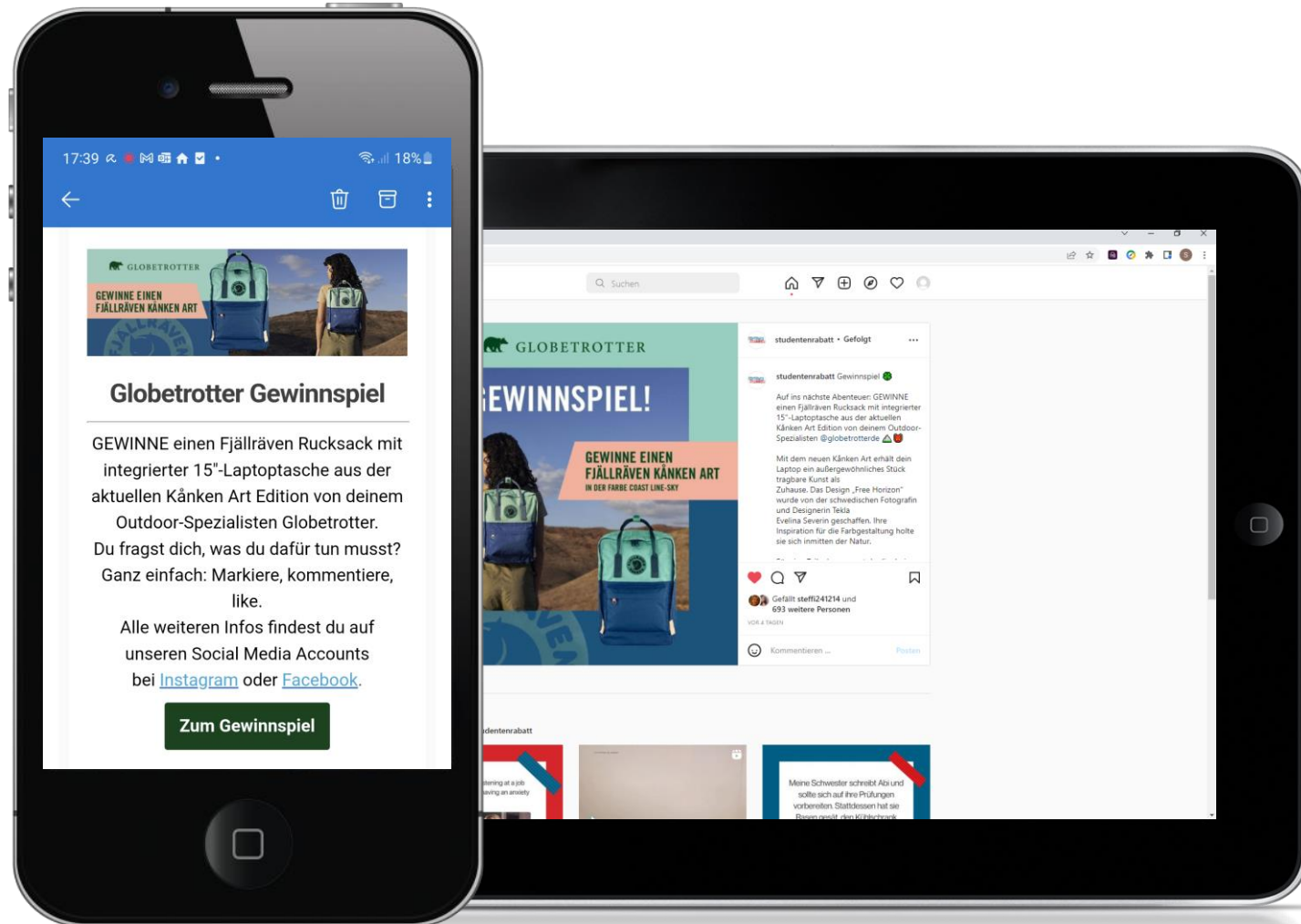
### Link and logo in 12 newsletters:

- 38% average open rate
- weekly released



## STUDENTENRABATT.COM GIVEAWAY

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



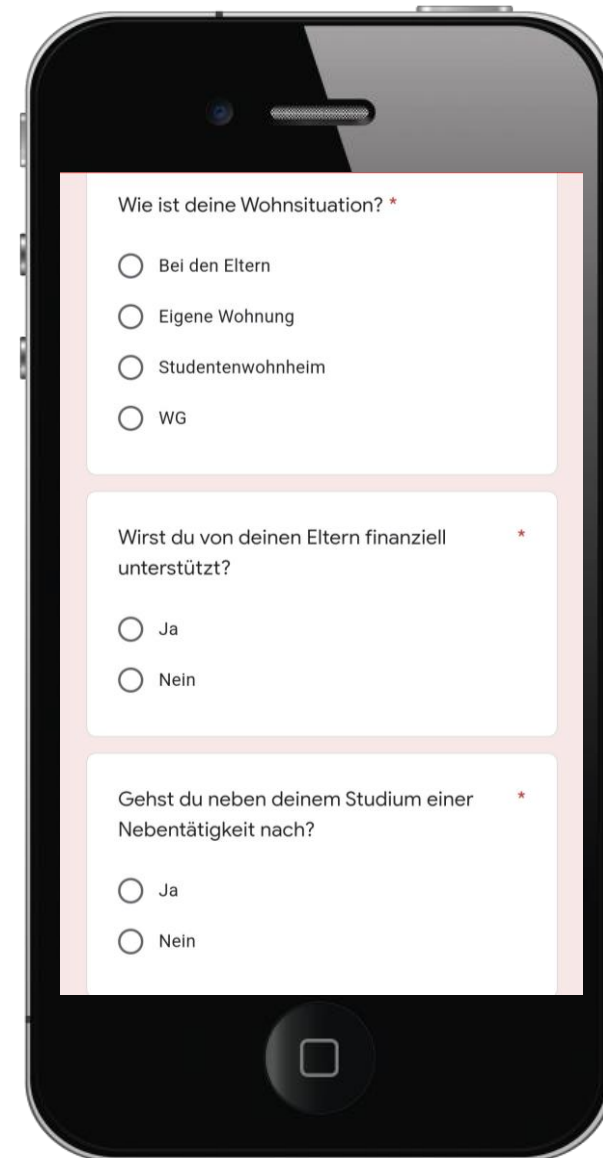
## STUDENTENRABATT.COM SURVEY

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

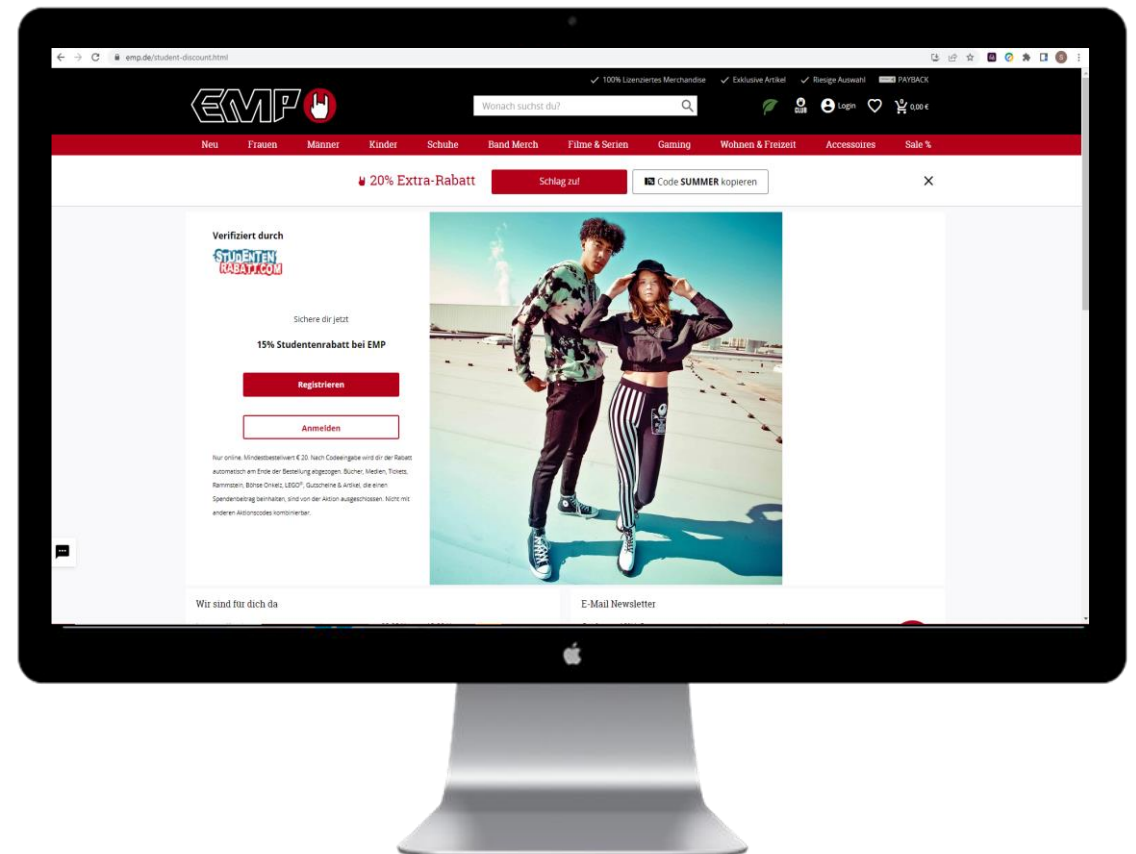
Nein

## 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.







## 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"> <li>• 6 months online presence</li> <li>• 2 x newsletter mailings</li> <li>• 1 x deal change</li> <li>• 2 x social media story postings</li> <li>• Verification tool</li> </ul>	6 months	€6,844
Annual package	<ul style="list-style-type: none"> <li>• 12 months online presence</li> <li>• 4 x newsletter mailings</li> <li>• 4 x deal changes</li> <li>• 4 x social media story postings</li> <li>• Verification tool</li> </ul>	12 months	€13,628
Newsletter >370,000 recipients	<ul style="list-style-type: none"> <li>• Newsletter mailings (deal or “employer of the week”)</li> </ul>	1 x contribution	€2,900
Newsletter “long runner”	<ul style="list-style-type: none"> <li>• Link &amp; Logo (placement in 12 newsletters)</li> </ul>	3 months	€3,480
Giveaway campaign	<ul style="list-style-type: none"> <li>• 1 x newsletter post</li> <li>• 1 KW slider placement</li> <li>• 1 x social media posting</li> </ul>	1 x Giveaway	€2,875 plus prize contribution
Survey	<ul style="list-style-type: none"> <li>• Survey max. 10 questions</li> <li>• Incl. more detailed evaluation</li> </ul>	185,000 recipients 370,000 recipients	€2,378 €4,755 plus. prize contribution
Verification tool	<ul style="list-style-type: none"> <li>• License for your own online shop</li> </ul>	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
<b>Total cost for flyer inserts</b>	<b>€5,500</b>	<b>€10,000</b>
<b>Total cost for product samplings</b>	<b>€4,500</b>	<b>€7,000</b>

\*excludes printing costs \*\*limited places

## PRICES – MEDIA SUPPLEMENT

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

## REFERENCES



## CONTACT

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