



# Media Kit

NEW ZEALAND'S NUMBER ONE  
CONNECTION FOR ENGAGING STUDENTS

# Welcome Information

As New Zealand's largest and longest serving tertiary discount card, StudentCard exists to make life better for students.

Since 2002, we have operated an exclusive discount scheme for tertiary students. We connect high-profile brands with a national Student audience across 300+ New Zealand campuses.

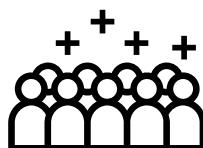
TEAM 2019



# Audience Reach

Get in front of a targeted student audience that has unsurpassed, nationwide reach.

Our campus channels and influencers offer deep reach into students' social circles in an authentic and trusted way.



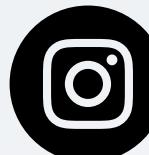
Campus  
Channel Imp.  
360,000+



Influencer Imp.  
40,000+



Followers  
40,000+



Followers  
6,500+



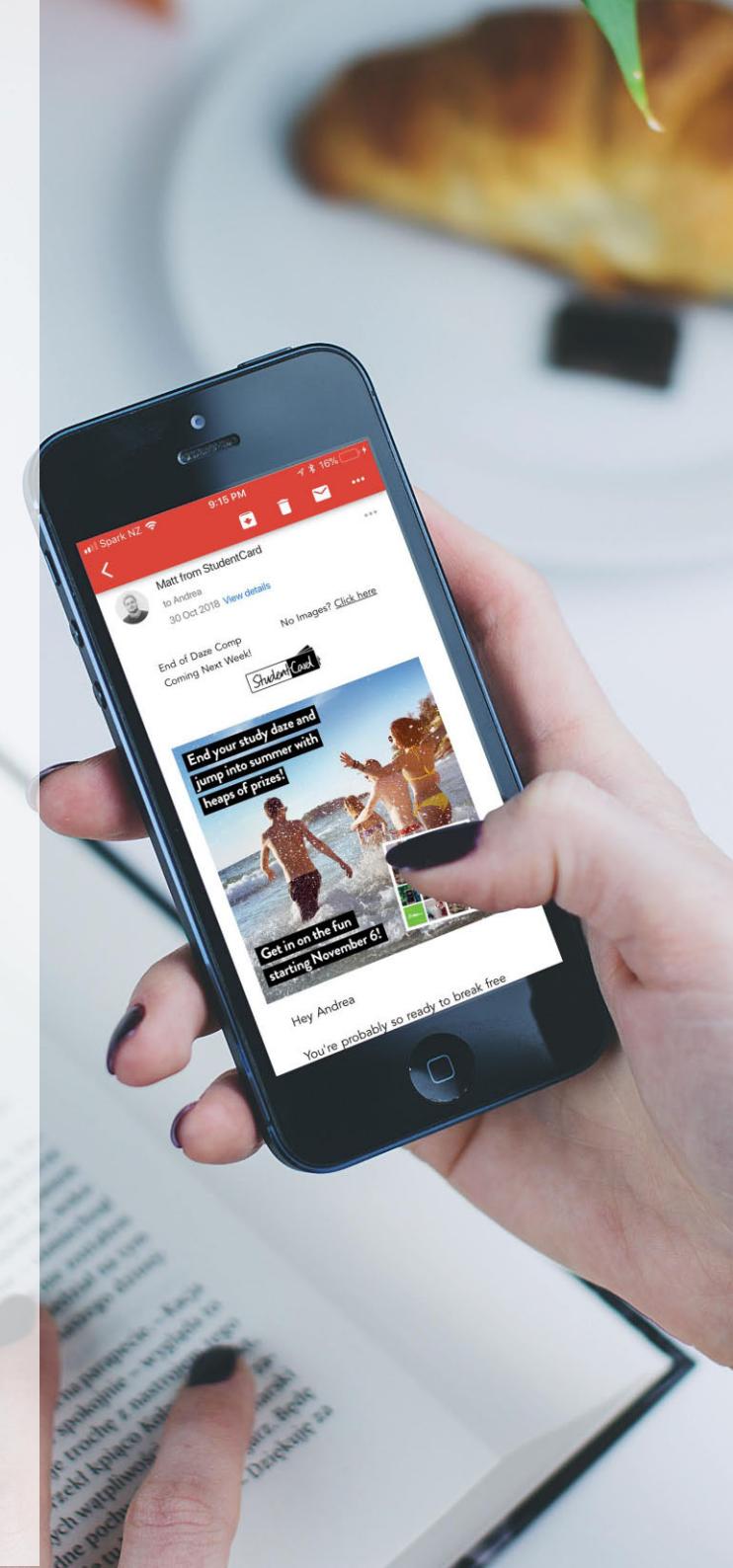
Monthly Web  
72,000+



Recipients  
47,000+



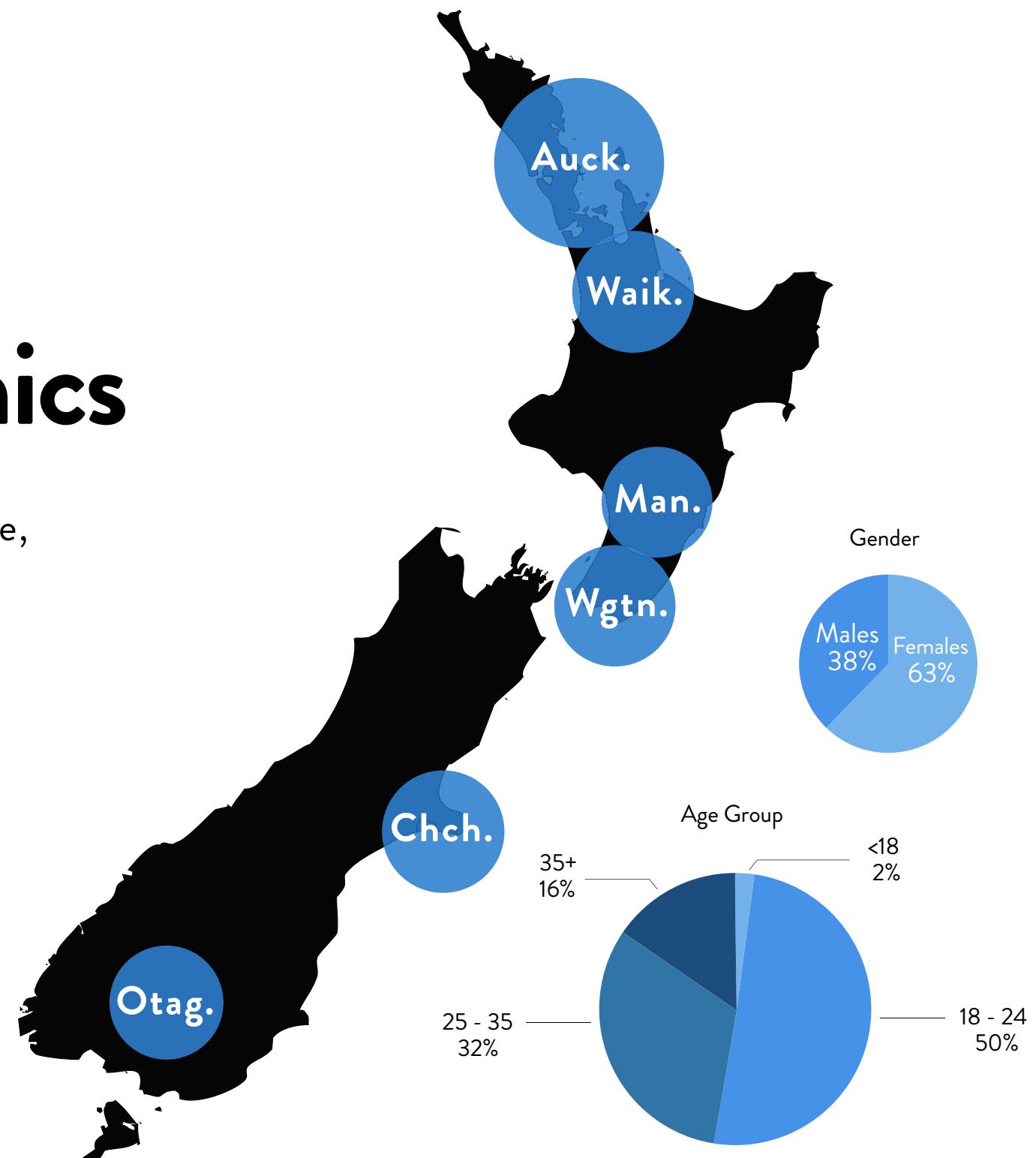
Closed Loop App  
20,000+



# Audience Demographics

Hitting an influential life stage, students have high disposable income.

They are the consumers of tomorrow, brand loyal... and telling their friends.



# Rate Card

Exposure	Requirements	Served Impressions	Duration	Cost
<b>Web properties + Social</b> <ul style="list-style-type: none"> <li>• Web display</li> <li>• Device Notifications</li> <li>• Blog/news online</li> <li>• Social Posts &amp; Stories across SC properties</li> </ul>	Exclusive offer	50,000	up to 10-days	from \$2500
<b>Web properties + Social + Email</b> <p>All of the above, plus:</p> <ul style="list-style-type: none"> <li>• Engagement Quiz</li> <li>• Solus eDM</li> </ul>	Giveaway	130,000	up to 7-days	\$4,913*
<b>Campus Channel &amp; Social Influencer</b> <p>Web properties + Social, plus:</p> <ul style="list-style-type: none"> <li>• Campus Channel exposure</li> <li>• StudentCard Influencer exposure</li> </ul>	Perk/sample + Giveaway	180,000	up to 10-days	\$7,063*

\*sample of a national broad campaign only, further tailoring and segmenting can be applied.

# Contact Us

StudentCard NZ Ltd

media@studentcard.co.nz

+64 9 306-6585

PO Box 36-254, Northcote, Auckland 0748

71D Barrys Point Rd, Takapuna, Auckland 0622

Natalie Ring, Sales & Mktg Dir.  
natalie@studentcard.co.nz  
+64 21 436-524



Jodie Beach, Mktg Exec.  
jodie@studentcard.co.nz



Farhan Ali, Mktg Coordinator  
farhan@studentcard.co.nz



Treat.  
Yo.  
Self.

Stay  
Woke  
Not Broke

