



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.

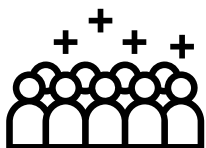
Since 2002, we have operated an exclusive discount scheme for tertiary students. We connect high-profile brands with a national Student audience across 300+ New Zealand campuses.



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+



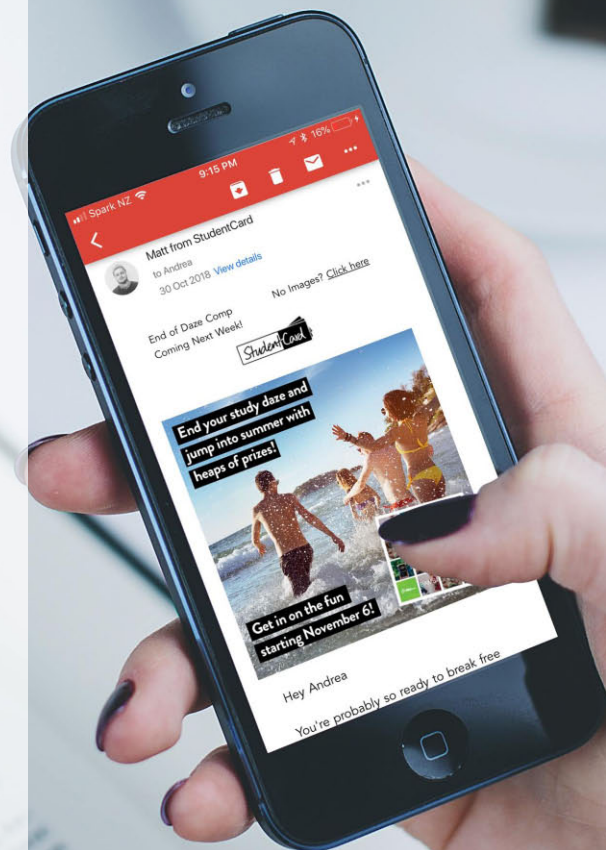
Monthly Web
72,000+



Recipients
47,000+



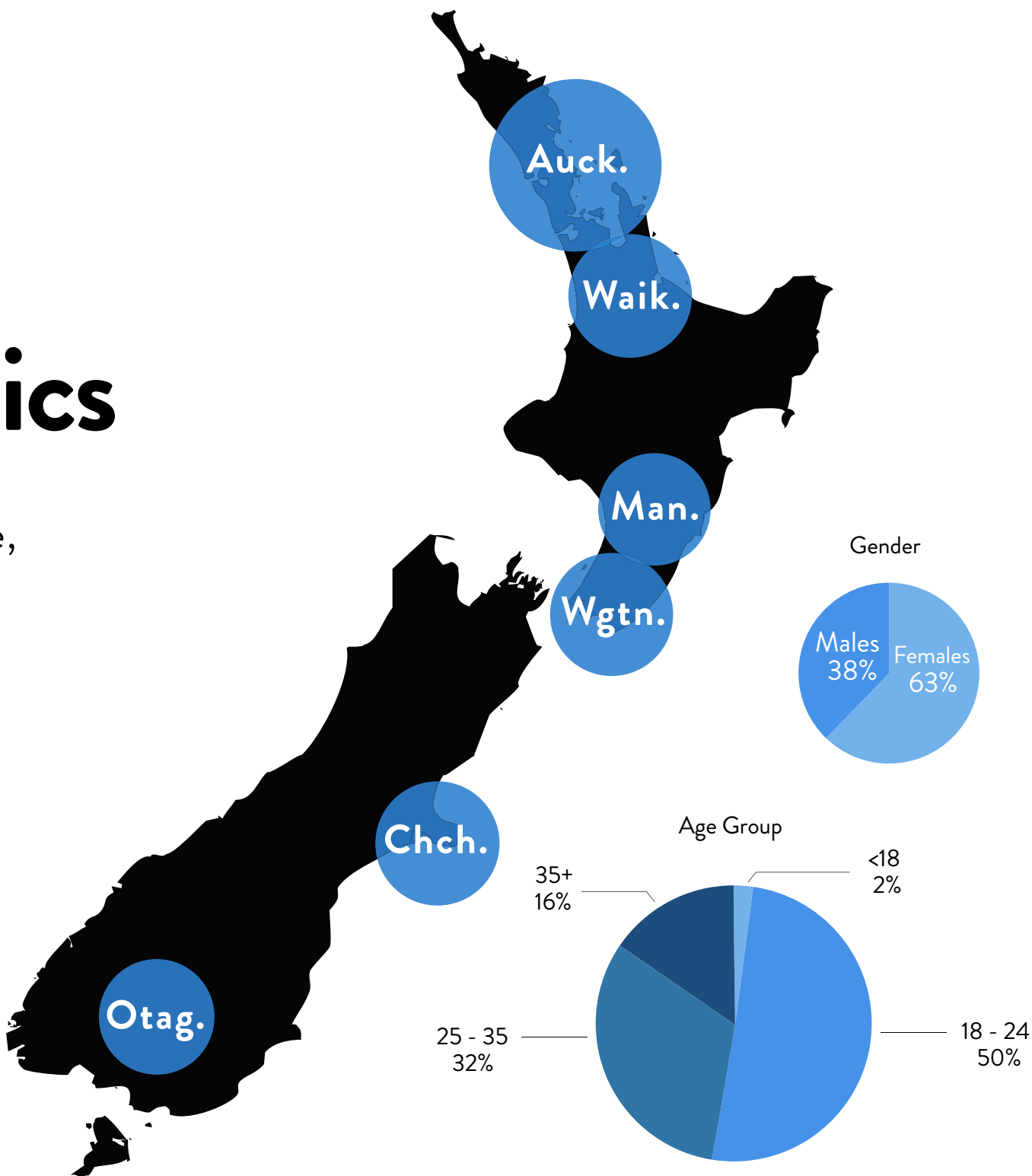
Closed Loop App
20,000+



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

Stay
Woke
Not Broke

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Treat.
Yo.
Self.

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