



Media Kit

2H 2016

STUDENT
EDGE
Advantage: Youth™



Our Vision

A world where students are empowered and supported to make great life choices.

So Who Are We?

Student Edge was founded in 2003 by students who recognised the challenges faced by young people on a range of issues such as cost of living, student life, access to part-time work, and career guidance.

Since then, we've grown in popularity not only in our home state of Western Australia, but nationally as well. With **over 825,000 registered members**, Student Edge is the largest member-based organisation of high school and tertiary students in Australia.

Student Edge helps to make student life easier with:

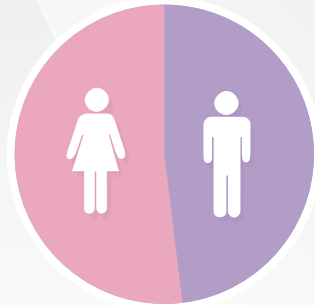
- big **deals** from big brands
- resources to find part-time **jobs**
- exclusive **competitions** and surveys
- educational videos on a variety of **careers**
- member only **events**; and
- much more!

Student Edge believes in harnessing the power of the student community to support each other and give our **Youth an Advantage**.

Our Members



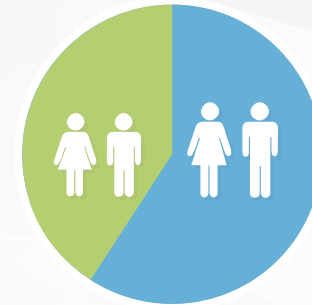
825,000+
Members Nationwide¹



54% Female | **46%** Male¹



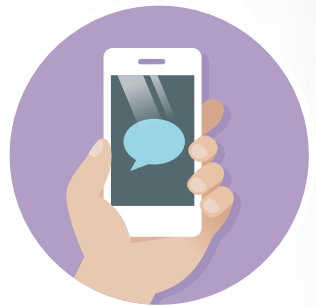
11,000
New Members per Month¹



35% aged 12-17 | **65%** aged 18-25¹



400,000+
Opt-in Email Subscribers¹



620,000
Mobile Numbers¹



38%
Aged 12-17 earn
over \$100 a month²



62%
Aged 18-25 earn
over \$400 a month²



160,000+
Facebook Likes³



750,000
YouTube Views⁴



“On-demand content rules, but so does TV.”

57% watch at least an hour of Free-to-air and internet content (e.g. YouTube) per week.¹



“Work work work work work.”

50% are currently engaged in full-time, part-time or casual work, while 38% intend to work in the next 12 months.¹



“We can’t live without our mobiles.”

96% own a mobile phone, compared to 87% in 2014.¹



“We want control over OUR money.”

76% have a debit card or intend to get one in the next 12 months. 65% (of 18-25s) don’t have a credit card and won’t get one in the next 12 months.¹



“Cashless payment is the future.”

65% of 12-17s use cash as their primary form of payment, but 40% of 18-25s prefer tap-and-go.¹

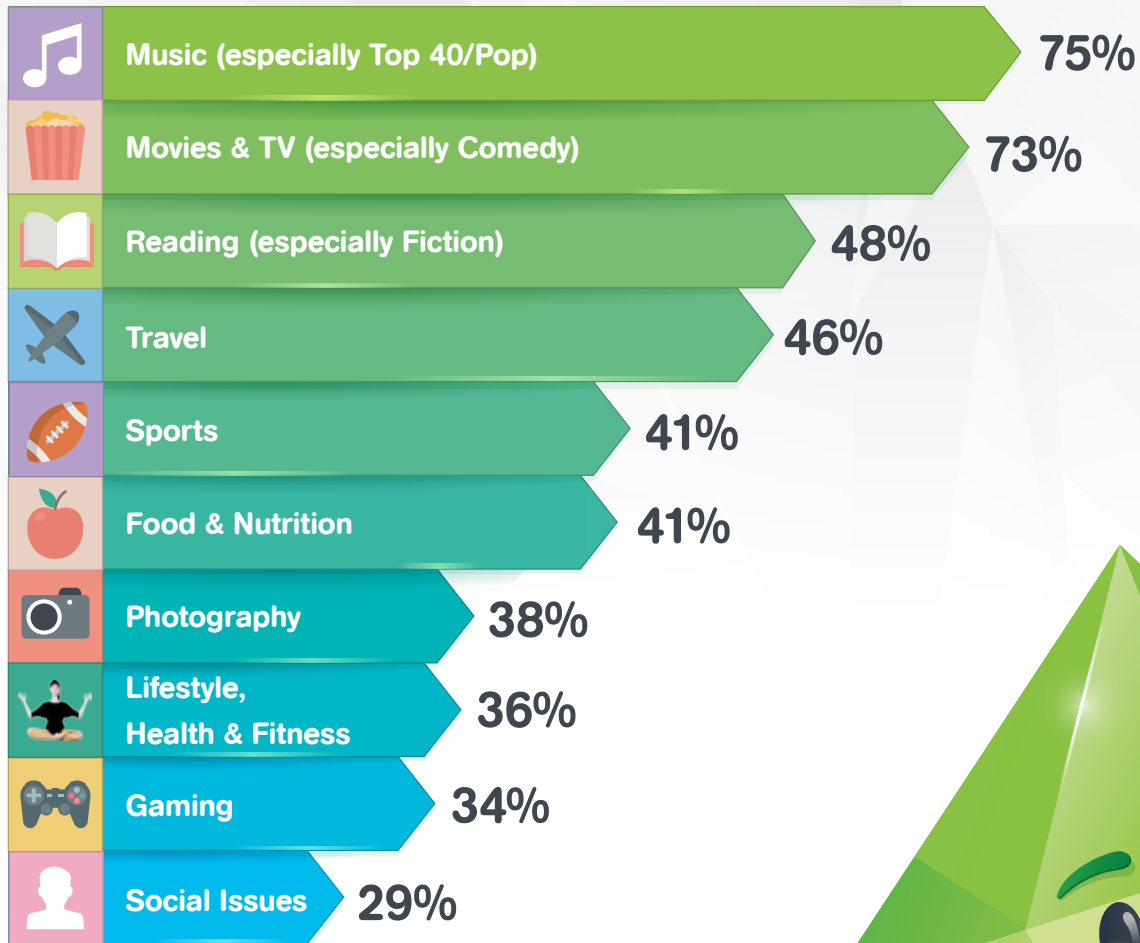


“Our savings priorities change over time.”

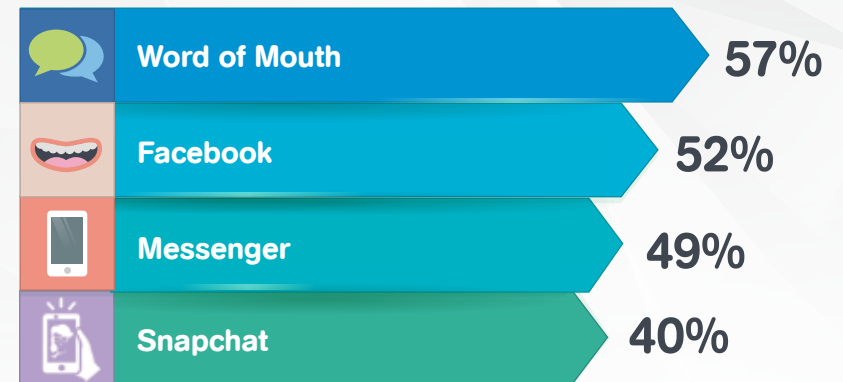
Number one thing that 12-17s are saving for is a car. For 18-25s, it’s a holiday.¹

Stuff Our Members Like

Top 10 interests



How cool stuff on the internet is communicated



Got something to say about these topics? Our members are all ears, and ready to **SPREAD** the word!

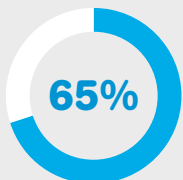
The Student Edge Card



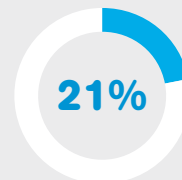
Often the first piece of plastic an Australian teenager gets, the Student Edge card not only gives them a sense of belonging, it also unlocks a wealth of deals across many leading retailers, making student life more affordable.



...and many more!



claim Deals as their #1 reason for joining Student Edge.



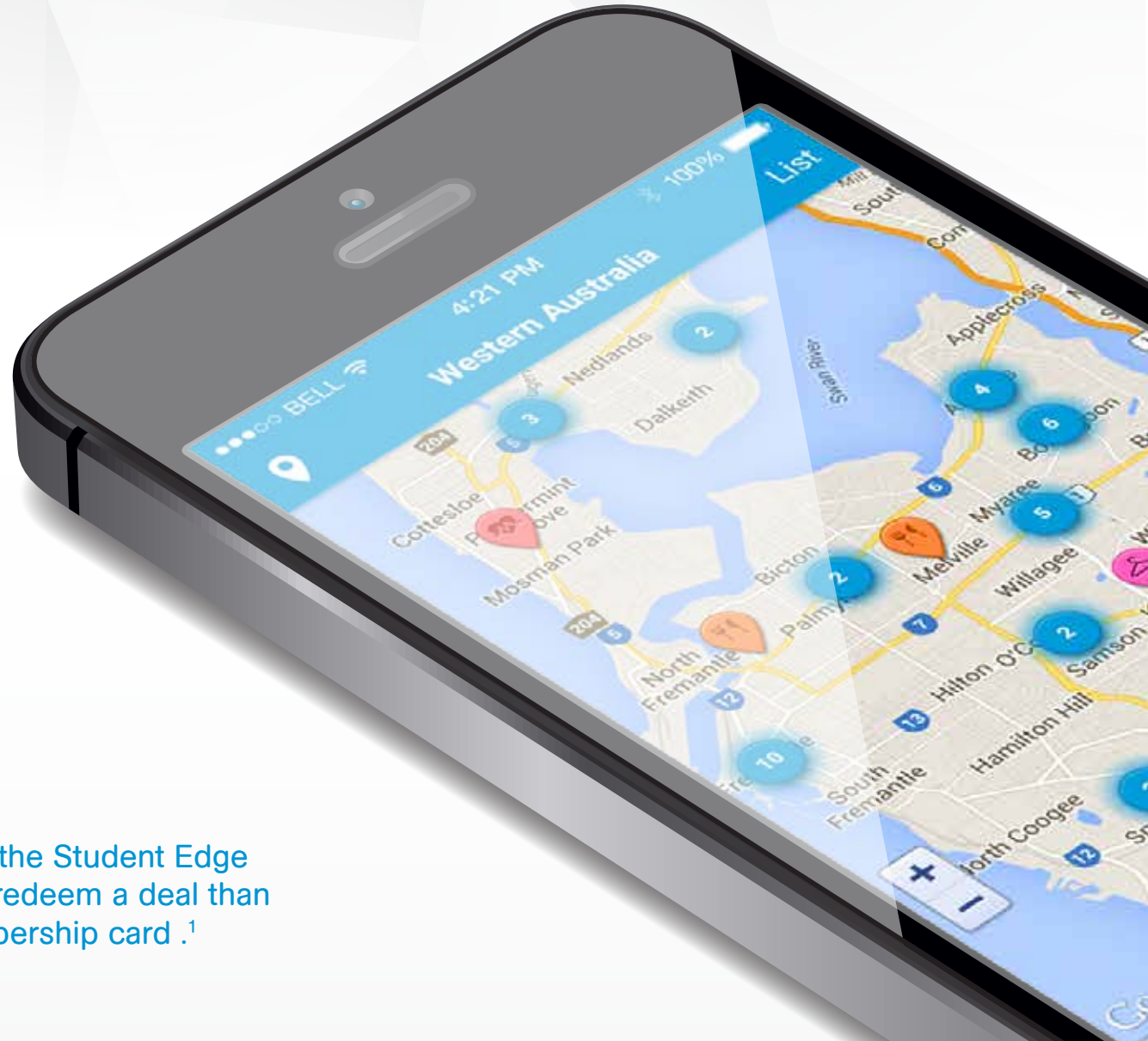
use their Student Edge card at least once a week.

Student Edge The App

Members can locate deals near them, and the App can be presented in place of the traditional plastic card.



Members who downloaded the Student Edge app are 50% more likely to redeem a deal than those who just have a membership card .¹



The Student Edge Website



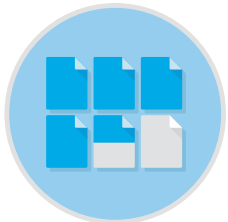
165,000+
Unique Visitors¹



715,000+
Page Views¹



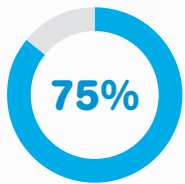
3 mins 30 sec
Session Duration¹



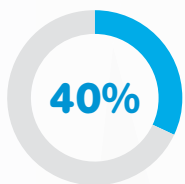
3.05
Pages/Session¹



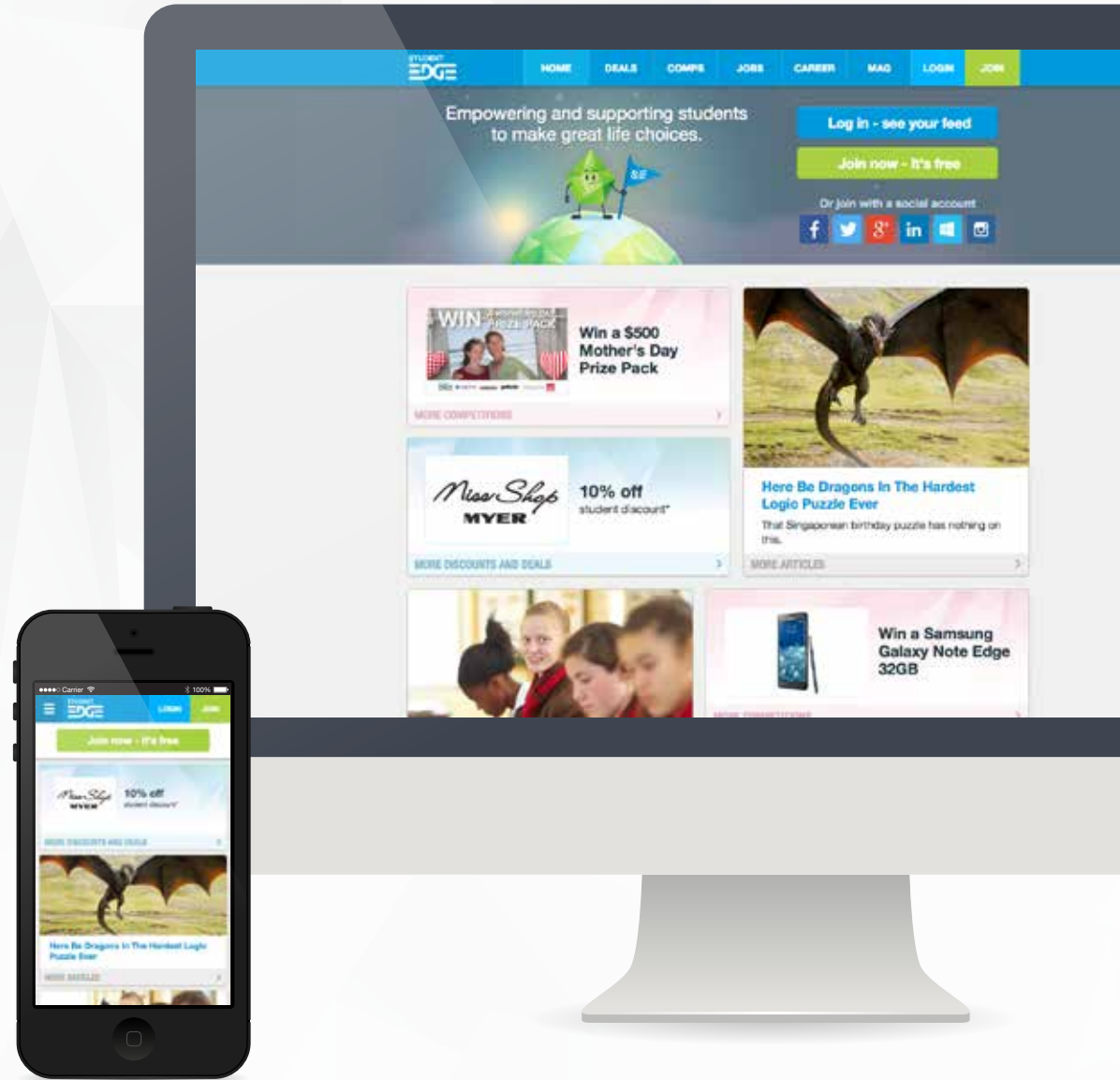
56%
Mobile Traffic¹



visit studentedge.com.au
at least once a month.²



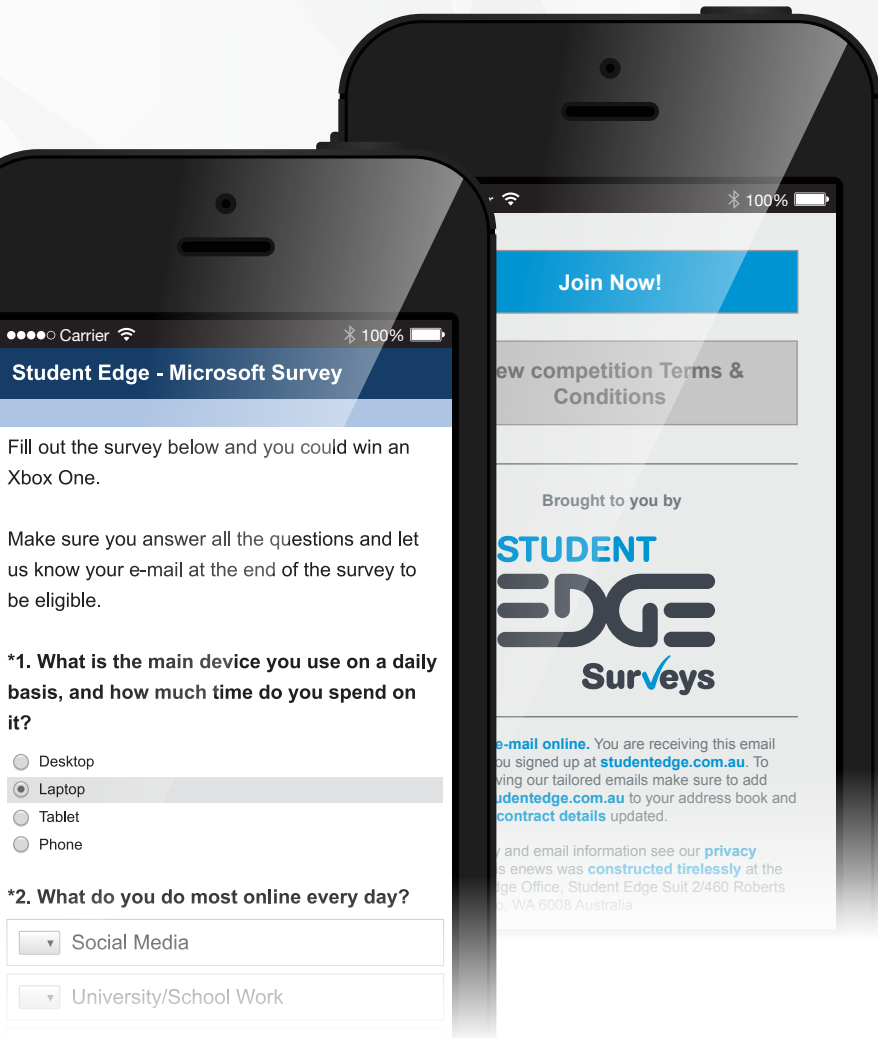
visit studentedge.com.au
at least once a week.²





Our Services

YouthInsight - Powered by Student Edge



YouthInsight is **THE authority of Australia's Gen Y and Z**, providing insights for many of Australia's leading organisations.

Offering unrivalled access to 825,000+ 12-29 year olds, Student Edge has built Australia's only youth-focussed research panel.

YouthInsight offers a strategic research approach: by unlocking their thoughts, behaviour and motivations we help clients to see the world through the eyes of young people and leverage this insight to create growth.



Have you noticed these insights into our members throughout this document? We have lots more info about the behaviours and preferences of our members, **so ask us!**

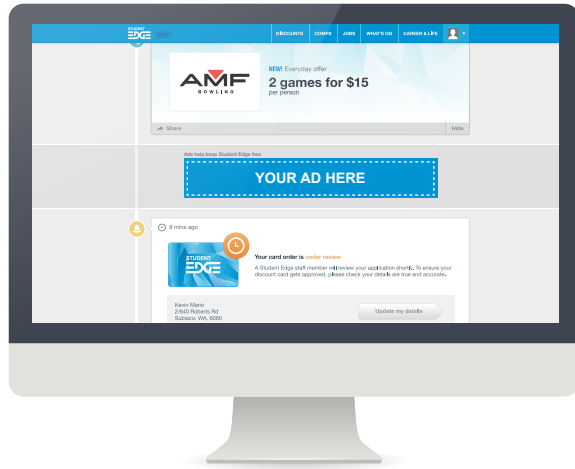
eNewsletters, Partner Emails & SMS

400,000 opt-in email &
620,000 mobile subscribers.

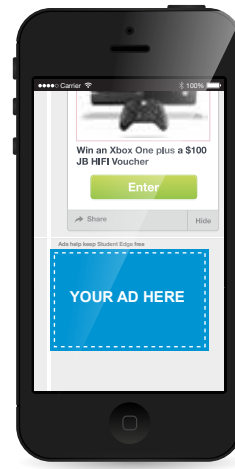
Messages can be targeted
by **age, gender, location &
more.**



Advertise With Us Online



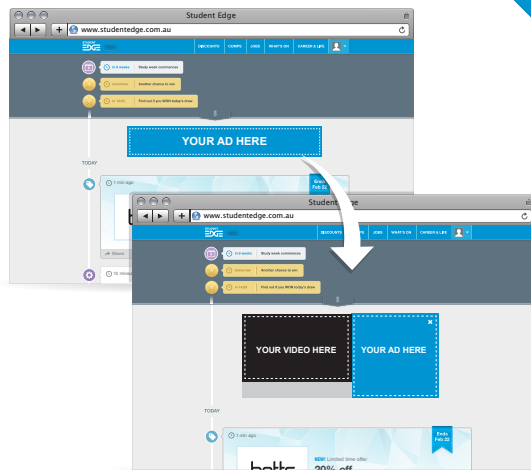
Standard Desktop Banners



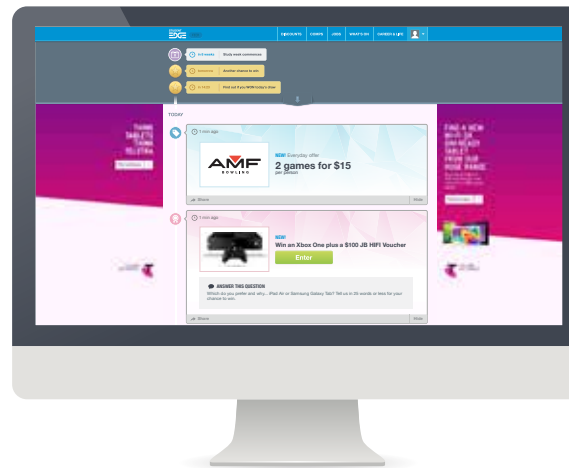
Mobile Banners



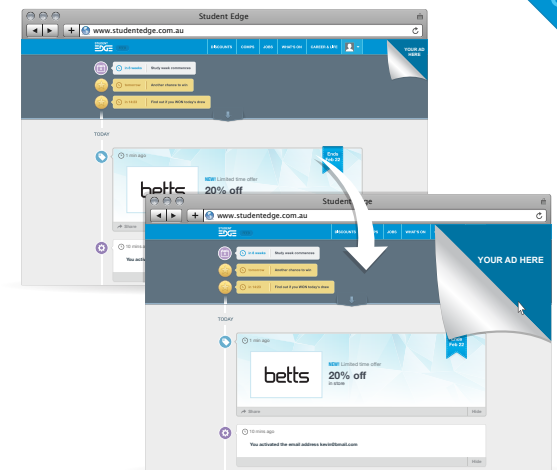
Premium Desktop Leaderboard



Desktop Landing Strip



Desktop Gutters/ Skins



Desktop Page Peel

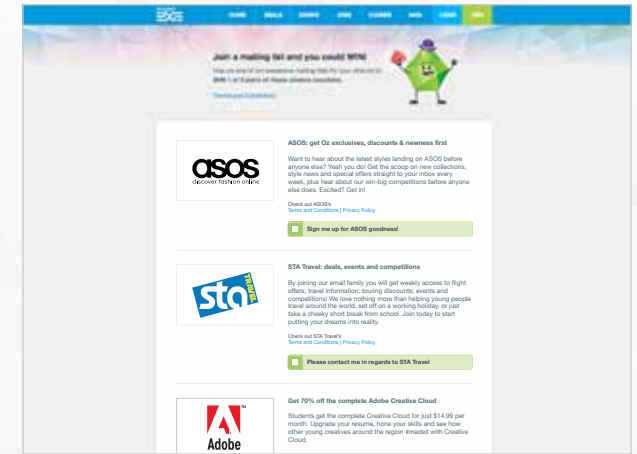
Connect Deeper With Students



Native Content



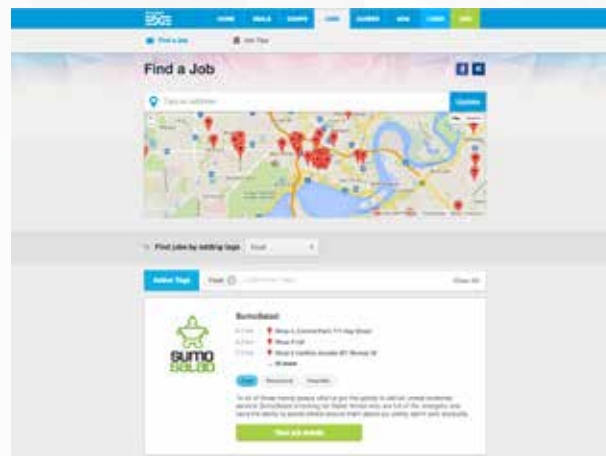
Deals and Competitions



Co-registration/ Lead Generation



Career Videos



Employer Listings




Campus Visits

STUDENT EDGE

Advantage: Youth™

Let Us Help You Connect With Australia's Students

 1300 843 334 (1300 THE EDGE)

 studentedge.com.au

