

STUDYBOX 2025 – WE GIVE YOU COMPETITIVE ADVANTAGES



HOW TO REACH STUDENTS!

Our **STUDYBOX** will be distributed in the winter semester of 2025 with a circulation of 100,000 units and offers you a targeted, unique product and/or voucher sampling.

Our promise: We verify each STUDYBOX recipient as a student in advance.

But of course we also have other added values for you:

- Expansion and extension of the campaign by up to 6 months – on Studentenrabatt.com.
- Exclusive and individual survey option among the **STUDYBOX** recipients, so you receive important insights into your offer or your brand.
- Optional giveaway participation via social media.
- 6 months usage of our digital, GDPR compliant real-time verification tool.
- You will become part of a nationwide media campaign.

FACTS AND SCHEDULE

Total circulation 2025: 100,000 units

Distribution WiSe: 24th September until 31st October 2025*

Delivery flyer: 15th August 2025

Delivery products: 5th September until 12th September 2025

Online presence: 1st September 2025 until 28th February 2026

Delivery of advertising material: until 15th August 2025

*Only while stocks last – therefore end date subject to availability



MEDIA

Application via Campus media

- Nationwide media networks at universities
(Reach: 1.5 million)

Digital media

- Display marketing
- Social media
- Influencer network
- Studentenrabatt.com

Total reach: 2 million+

Gross contacts: approx. 10 million.



PRICES & UNITS

Flyer insert

Services	>50k copies	from 100k copies
Flyer inserts without print (A6 format)	0.11 € per piece	0.10 € per piece
Provision of the verification tool	included	included
Optional giveaway participation	-	included
Optional survey (max. 6 questions)	-	included
6 months online presence on Studentenrabatt.com	-	included

Exemplary overview:	50k	100k
Media price (net) per booking unit:	5,500 €	10,000 €
Total price (net) per booking unit incl. printing* :	6,445 €	11,382 €

*Print: 2-sided print, 4-color, 1 motive (Unique Code Flyer price on request)
 For technical reasons, printing is only carried out via Studentenrabatt.com

PRICES & UNITS

Product insert

Services	>50k copies	from 100k copies
Product inserts	0.09 € per piece	0.07 € per piece
Provision of the verification tool	included	included
Optional giveaway participation	-	included
Optional survey (max. 6 questions)	-	included
6 months online presence on Studentenrabatt.com	-	included

Exemplary overview:	50k	100k
Media price (net) per booking unit:	4,500 €	7,000 €

OUR HEART'S DESIRE

- The filling material is made from 100% renewable raw materials.
- We guarantee 100% climate-neutral shipping.
- The STUDYBOX promotes jobs for people with disabilities



Der CO₂-neutrale Versand
mit DHL



REFERENCES

