

**STUDYBOX 2024 – WE GIVE YOU COMPETITIVE ADVANTAGES**



## HOW TO REACH STUDENTS!

Our **STUDY BOX** will be distributed in the winter semester of 2024 with a circulation of 100,000 units and offers you a targeted, unique product and/or voucher sampling.

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

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

- Expansion and extension of the campaign by up to 6 months – on Studentenrabatt.com.
- Exclusive and individual survey option among the **STUDY BOX** recipients, so you will receive important insights about 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 be part of a nationwide media campaign.



## FACTS AND SCHEDULE

**Total circulation 2024:** 100,000 units

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**Distribution WiSe:** 18th September until 31th October 2024\*

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**Delivery flyer:** 19th August until 26th August 2024

**Delivery products:** 2nd September until 13th September 2024

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**Online presence:** 30th August 2024 until 28th February 2025

**Delivery of advertising material:** until 16th August 2024

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\*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+**

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**Gross contacts: approx. 10 million.**



## PRICES &amp; UNITS

Flyer insert

| Services  | >50k copies     | from 100k copies | 200k copies     |
|---|-----------------|------------------|-----------------|
| Flyer inserts* (A6 format)                      | €0.11 per piece | €0.10 per piece  | €0.09 per piece |
| Provision of the verification tool              | included        | included         | included        |
| Optional giveaway participation**               | -               | included         | included        |
| Optional survey (max. 6 questions)**            | -               | included         | included        |
| 6 months online presence on Studentenrabatt.com | -               | included         | included        |

| Exemplary overview:            | 50k    | 100k    | 150k    | 200k    |
|--------------------------------|--------|---------|---------|---------|
| Prices (net) per booking unit: | €5,500 | €10,000 | €15,000 | €18,000 |

\*Price excludes printing \*\*limited places

## PRICES &amp; UNITS

Product depositor

| Services  | >50k copies     | from 100k copies | 200k copies     |
|---|-----------------|------------------|-----------------|
| Product inserts                                 | €0.09 per piece | €0.07 per piece  | €0.06 per piece |
| Provision of the verification tool              | included        | included         | included        |
| Optional giveaway participation**               | -               | included         | included        |
| Optional survey (max. 6 questions)**            | -               | included         | included        |
| 6 months online presence on Studentenrabatt.com | -               | included         | included        |

| Exemplary overview:            | 50k    | 100k   | 150k    | 200k    |
|--------------------------------|--------|--------|---------|---------|
| Prices (net) per booking unit: | €4,500 | €7,000 | €10,500 | €12,000 |

\*\*limited places

## OUR AFFAIR OF THE HEART

- The filling material is made from 100% renewable raw materials.
- We guarantee 100% climate-neutral shipping.



Der CO<sub>2</sub>-neutrale Versand  
mit DHL

## REFERENCES





**CONTACT**

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