

fastweb

# 2024 Media Kit



# Who we are

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**Fastweb is the leading online resource in finding scholarships for students to help pay for school.**

We match students to scholarships based on their scholarship profile criteria provided, acting as their personal scholarship finder.

We also provide students with resources to realize their educational pursuits, from the time they begin their college search to the day they land their first job after graduation.

Fastweb provides high-powered access to the millions of American users you need to reach.



# By the numbers

Fastweb is the one-stop spot to access more than **1.5 million scholarships** worth:



## MONTHLY TRAFFIC

**4.4M**

PAGE VIEWS

**700K**

UNIQUE VISITS

**1M**

VISITS

**72K**

NEW MEMBERS

**147K**

PARENT MEMBERS



# Member Communication

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## MONTHLY EMAILS:

**2.8 MILLION**

STUDENT NEWSLETTERS

**3.9 MILLION**

SOLO UPDATES

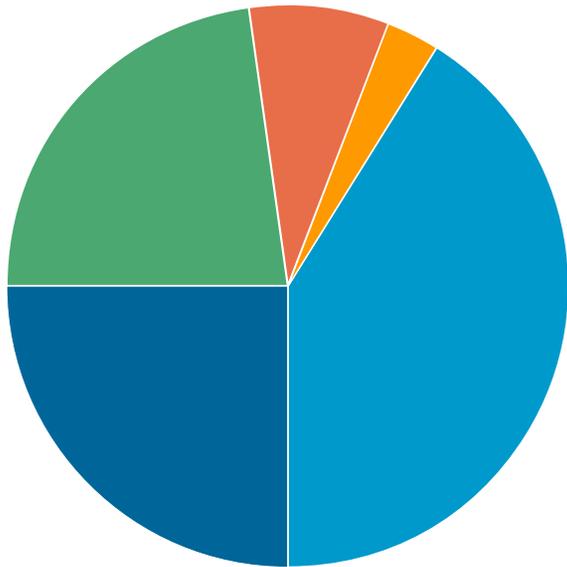
**83 MILLION**

AWARD NOTIFICATIONS

## USERS BY DEVICE:



# Demographic Profile



- African American / Black, 25%
- Hispanic, 23%
- Asian / Pacific Islander, 8%
- Native American, 3%
- Caucasian, 41%

33%

MALE

66%

FEMALE

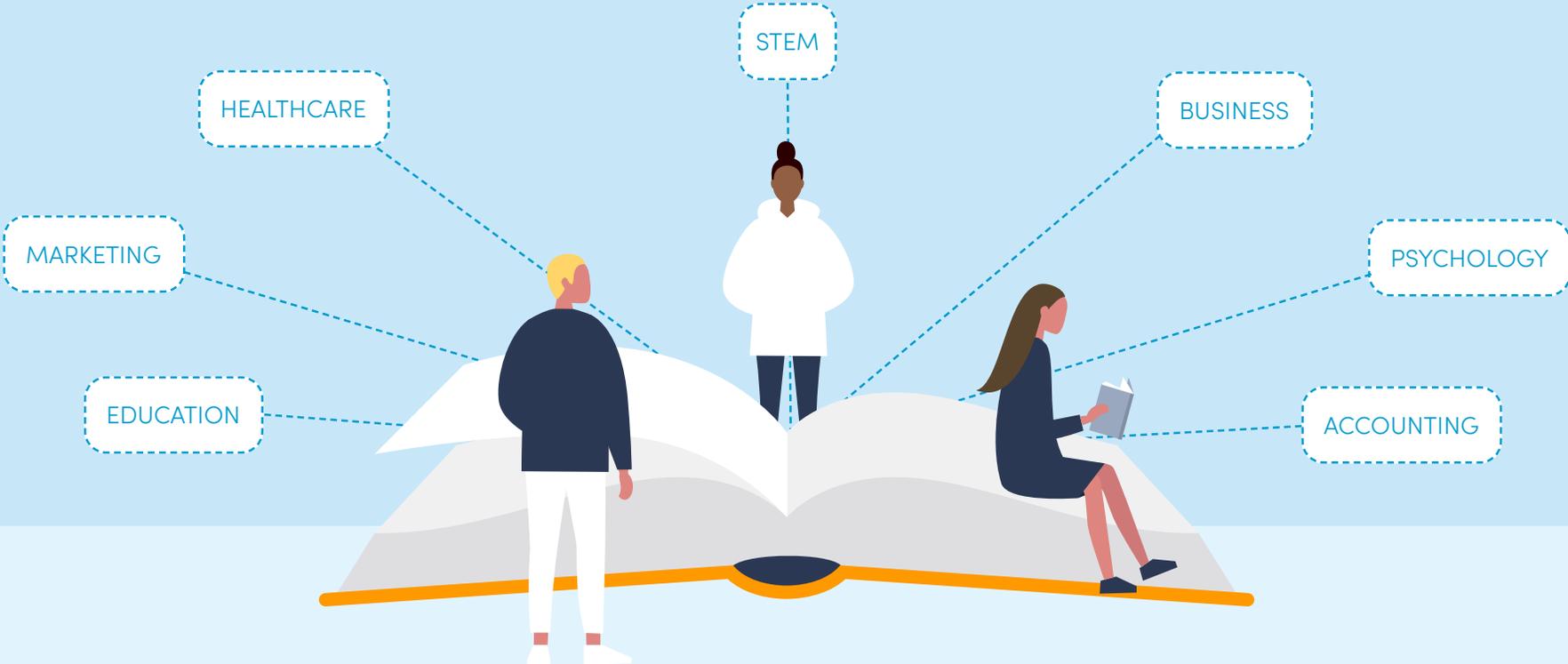
1%

TRANSGENDER



AN EVER-GROWING, ENGAGED AUDIENCE

# Academic Profile



18+ YEARS



H.S. SENIORS



COLLEGE/GRAD

# Why We are Unique

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**22%** of organic traffic comes from search.

**47%** college-bound high school seniors use Fastweb.

Logged in users average **40 page views** per visit.

**Active GenZ'ers make up 82% of Fastweb users.**

# Targeting Capabilities

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DEMOGRAPHIC



GEOGRAPHIC



EDUCATION



MILITARY

# Parent Channel

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Over **147,000**  
**new parent**  
**accounts** have  
been created on  
Fastweb.

**80% of parents** are between  
the ages of 40 and 55.

**6.7k** new parent  
accounts are  
created monthly.

# In the Press

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Fastweb.com has been featured in national publications such as the **Philadelphia Tribune**, **Forbes** and **USA Today**.

**Student Loan Hero** lists Fastweb.com as one of the top 9 engines to find free money for school.



**Forbes**



Sites like Fastweb can help you find scholarships that are specific to your needs.

# Let's Talk

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**Fastweb** is your one stop shop to reach a large market of students, parents and educators across the United States. Fastweb provides high-powered access to the millions of American users you need to reach—easily and efficiently.

We offer a full range of marketing services, including advertising, sponsorships, consumer research, marketing communications, community outreach, events and qualified lead generation.

In conjunction with our parent company, **Monster.com**, we also offer job postings and recruiting service to employers seeking to hire people with experience.

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Source: Fastweb Internal Metrics

## Advertise with Us

[info@fastweb.com](mailto:info@fastweb.com)

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