



	Data Type	Count	Base Cost
	Email	54,646	£120/000

The data may be available within different recency bandings, which may incur a larger base cost. Please speak to our Sales Team for details.

## Background

[www.studentdiscounts.co.uk](http://www.studentdiscounts.co.uk) Works alongside the likes of NatWest, providing all student account holders with a student discount card. Over 50,000 student cards were distributed during the 2008/9 academic year, and now with several universities using Student Discounts to power their university ID cards (for example the University of Kent), this figure is expected to exceed 130k by September 2009.

Aged Between 16-25, but with the majority between 18 and 20, these are young people who are into music, DVD's, clothes, games, travel, concerts and cinema. Over 90 per cent have a credit card – and a third of them regularly enter competitions on the site.

So if you're trying to target hard to reach students with online or offline offers, we've an ideal way to get them out of bed and listening to what you have to say and sell.

Integrated digital campaigns are also available.

## Selections

Criteria Available	Cost
Gender	£10
Date of Birth	£10
Geographic	£10
Type of Course	£10
Interests	£10

Delivery Charge	£30
DMA Broker Commission	15%
Counts - 48 hours/ Broadcast - 3 days	
Email Set-up	FOC

## Recommended Users

Financial Services
Mobile/Telecommunications
Motoring
Travel & Leisure

## Restrictions

Sample mailing piece required
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## Terms & Conditions

**Net Names** - Only applicable on orders of 20,000+ 85% + £10/000 run on charge. Nets must be confirmed within 4 months of invoice date. After this time all net name credits become null and void.

**Payment** - 30 days from invoice date. Surcharge applicable on all card transactions.

**Cancellation Fee** - £100 + delivery + £8/000 + selections

**Email addresses are not released**

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