

# List Profile for: University Students – Student Direct

## List Type: Consumer – Email Only

Australia's largest permission **email** database specific to university students!

### What's This List About?

This is one of the most highly targeted lists in Australia for students across all major universities. The database is gathered from various student-focussed web properties, and is completely opt-in. Database members have opted in to receive student-related and worthwhile offers.

- 100,000+ members
- 70% 18-25 year-olds
- 30% 25+year-olds

### Pricing & Selections

ex GST

**# of records** Over 130,000 opt-in members

	BUS /ECON/ ACCT	LAW	SCIENCE	IT/ COMP	ARTS (INC MEDIA)	ENG	MED	DESIGN	TOTALS
NSW	20962	5293	6704	3344	6914	5189	5048	788	54242
VIC	13623	2133	5138	2545	4436	4151	3509	581	36116
QLD	5256	1379	1967	912	1896	1166	2278	289	15143
ACT	949	350	419	261	535	127	214	126	2981
NT	98	66	25	36	31	15	85	4	360
TAS	326	92	211	111	282	103	234	8	1367
WA	2023	536	936	303	719	838	1024	140	6519
SA	2313	515	910	418	854	823	949	75	6857
<b>TOTALS</b>	<b>45550</b>	<b>10364</b>	<b>16310</b>	<b>7930</b>	<b>15667</b>	<b>12412</b>	<b>13341</b>	<b>2011</b>	<b>123585</b>

**APPROX COUNTS ONLY TO GIVE YOU A GUIDE. NUMBERS CHANGE DAILY**

**Pricing** Email Broadcast Setup 25c per email  
\$350.00

Minimum order 2,000 emails

Note creative must be in 7 days prior. For urgent jobs within 7 days setup fee is \$550.00

**Selections**

- Gender (90% of dbase)
- State or University
- Faculty
- Year Enrolled
- Faculty**
- Business/economics/accounting
- Arts, Media & Communications
- Law
- Science
- IT/Computing
- Design
- Engineering
- Medical

**Deliverability** 90%

**Terms & Restrictions**

- List owner does broadcast
- All campaigns must be student-related or offer something of value to students
- Only 1 broadcast per week to students is sent
- creative must be in at least 7 days prior or extra \$200 fee applies

**Format** HTML email and Text Email provided to us

**Turnaround** **HEAVILY booked. Allow 4-6 weeks for large campaigns. Smaller sends please check**

**Payment** Pre payment (unless otherwise negotiated).

### Anything Else I Need To Know?

### Delivery Format & Turnaround