

fastweb

2024 Media Kit



Who we are

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

1M

VISITS

147K

PARENT MEMBERS

700K

UNIQUE VISITS

72K

NEW MEMBERS



Member Communication

MONTHLY EMAILS:

2.8 MILLION

STUDENT NEWSLETTERS

3.9 MILLION

SOLO UPDATES

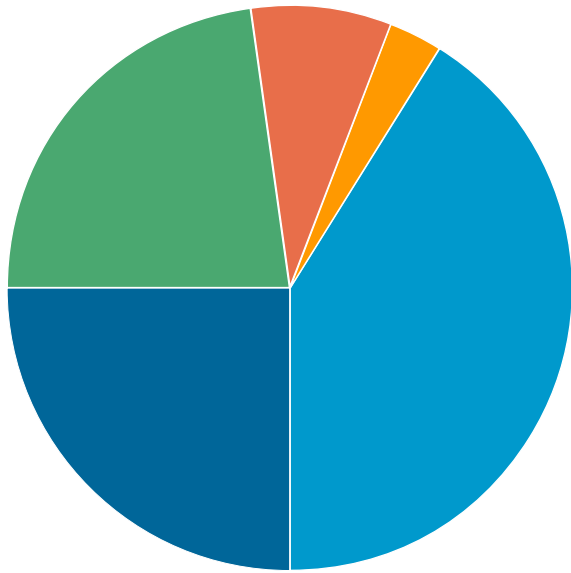
83 MILLION

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

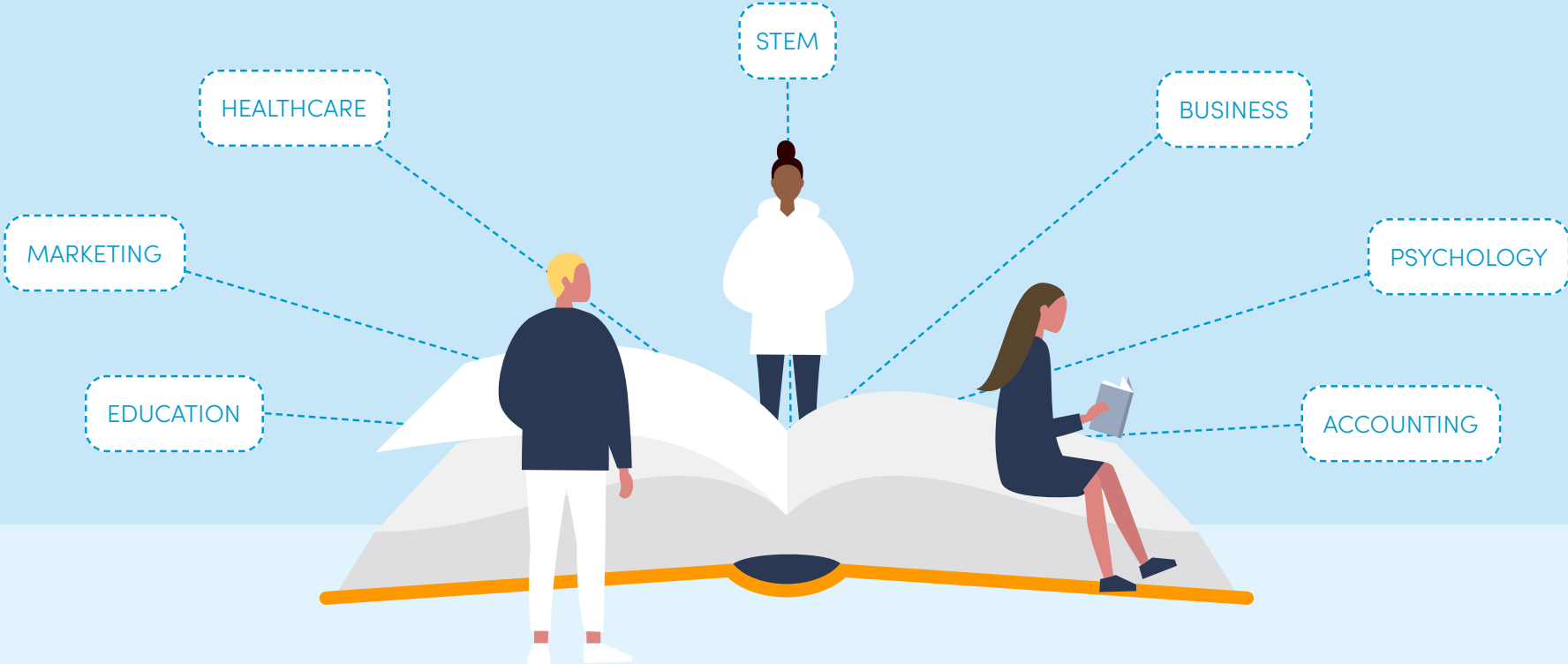
1%

TRANSGENDER



AN EVER-GROWING, ENGAGED AUDIENCE

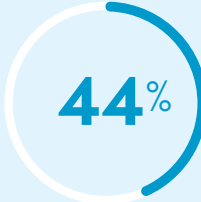
Academic Profile



18+ YEARS



H.S. SENIORS



COLLEGE/GRAD

Why We are Unique

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



DEMOGRAPHIC



GEOGRAPHIC



EDUCATION



MILITARY

Parent Channel

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

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.



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

Let's Talk

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

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