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:

- **$3.4 BILLION!**
- **5M** PAGE VIEWS
- **700K** UNIQUE VISITS
- **1M** VISITS
- **65K** NEW MEMBERS
- **60K** PARENT MEMBERS

**MONTHLY TRAFFIC**

#1 SCHOLARSHIP DATABASE

Source: Fastweb Internal Metrics
Member Communication

MONTHLY EMAILS:

- **2.7 MILLION** STUDENT NEWSLETTERS
- **3.1 MILLION** SOLO UPDATES
- **85 MILLION** AWARD NOTIFICATIONS

USERS BY DEVICE:

- **50%** DESKTOP
- **4%** TABLET
- **46%** MOBILE

Source: Fastweb Internal Metrics
Demographic Profile

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

AN EVER-GROWING, ENGAGED AUDIENCE

Source: Fastweb Internal Metrics
Academic Profile

18+ YEARS
- 93%

H.S. SENIORS
- 44%

COLLEGE/GRAD
- 39%

Source: Fastweb Internal Metrics
Why We are Unique

- 44% organic traffic comes from search.
- 1 in 3 college-bound high school seniors use Fastweb.
- Logged in users average 11 page views per visit.
- 5.27 million gen Z are primary members of Fastweb.

Source: Fastweb Internal Metrics
Targeting Capabilities

DEMOGRAPHIC

GEOGRAPHIC

EDUCATION

MILITARY

Source: Fastweb Internal Metrics
Parent Channel

Over 60,400 new parent accounts have been created on Fastweb.

Women between ages 35–54 make up most of the parent traffic.

Men ages 25–44 make up 14% of the population.

5.6k new parent accounts are created monthly.

Source: Fastweb Internal Metrics
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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Advertise with Us

info@fastweb.

Fastweb, LLC
133 Boston Post Rd
Weston, MA 02493

2023 Media Kit
Source: Fastweb Internal Metrics