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
700K UNIQUE VISITS
1M VISITS
72K NEW MEMBERS
147K PARENT MEMBERS

#1 SCHOLARSHIP DATABASE

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Source: Fastweb Internal Metrics
Member Communication

MONTHLY EMAILS:

- **2.8 MILLION**
  - Student Newsletters

- **3.9 MILLION**
  - Solo Updates

- **83 MILLION**
  - Award Notifications

USERS BY DEVICE:

- **52%**
  - Desktop

- **47%**
  - Mobile

- **1%**
  - Tablet

Source: Fastweb Internal Metrics
Demographic Profile

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

AN EVER-GROWING, ENGAGED AUDIENCE

Source: Fastweb Internal Metrics
Academic Profile

18+ YEARS: 92%
H.S. SENIORS: 43%
COLLEGE/GRAD: 44%

Source: Fastweb Internal Metrics

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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.

Source: Fastweb Internal Metrics
Targeting Capabilities

DEMOGRAPHIC

GEOGRAPHIC

EDUCATION

MILITARY

Source: Fastweb Internal Metrics
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.

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.

Source: Fastweb Internal Metrics
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**

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