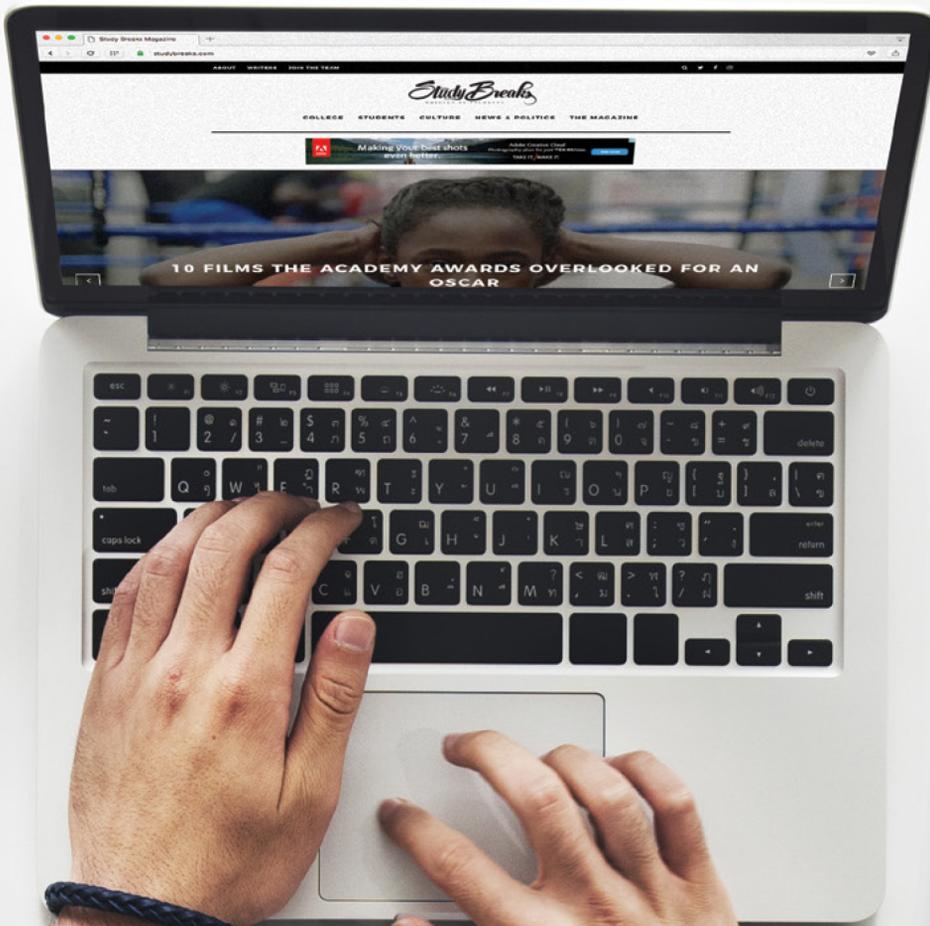


StudyBreaks

MEDIA KIT

"Empowering the national college body"

www.StudyBreaks.com



Email: advertise@StudyBreaks.com / Phone: 210-892-0951 x128

about us



Study Breaks is an online and print publication written and photographed by college students across the country. We cover topics related to college life, politics and news, pop culture (music, literature, tv/film), and the achievements of remarkable students.

The writing is done by a team of over 70 students who are immersed in a program to improve their abilities as writers, journalists and editors. The long format articles allow students to showcase their writing prowess through articles that are opinion based, though provoking or informational content.

Our print publication is printed monthly and features selected articles. It is distributed amongst 20 campuses in the state of TX, with the potential to reach 500k students every month.

Our Mission is to "Empower the national college body". We foster self-expression by providing a platform where students can voice their opinions on things that are relevant to them, showcase the accomplishments of remarkable students, and provide a high-quality readership option.

OUR BRAND PROMISE

We deliver students

1. Return on Investment

With proper analysis, we can find opportunities for our clients to advertise on our platform. We allow sponsored posts, links and native advertisement. We promote monitoring of campaigns in order to make adjustments so that your campaigns generate maximum exposure and monetary results.

2. Targeted Distribution

We focus on generating content that is relevant to the college population and optimizing our content through the latest SEO processes. As a by-product of our high-quality writing, our demographic has expanded to readers up to 34 years of age, offering a broader chance for advertisers to develop brand loyalty for years to come. On the other hand, our print publication is distributed on college campuses by means of bins and directly in the hands of students, ensuring your advertising reaches its intended audience. Both methods ensure your audience is being targeted in a proactive manner.

3. Partnerships

As our reach grows, we are open to partnerships that promote exposure and branding. If you are university, student housing company, non-profit, or any other brand with interest in reaching the college audience then we are interested in talking to you.

4. Full Service Design & Print Company

Our parent company Shweiki Media is a modern printing company that can cater to your graphic design and printing needs. For more information visit www.Shweiki.com

by the numbers

WHERE DO COLLEGE STUDENTS SPEND THEIR MONEY?

99%

SPEND ON RESTAURANTS

70%

SPEND ON BARS OR CLOTHES

76%

SPEND ON BEAUTY PRODUCTS

87%

SPEND >\$500 A YEAR ON TRIPS

60%

SPEND ON ELECTRONICS

MOST POPULAR PURCHASES

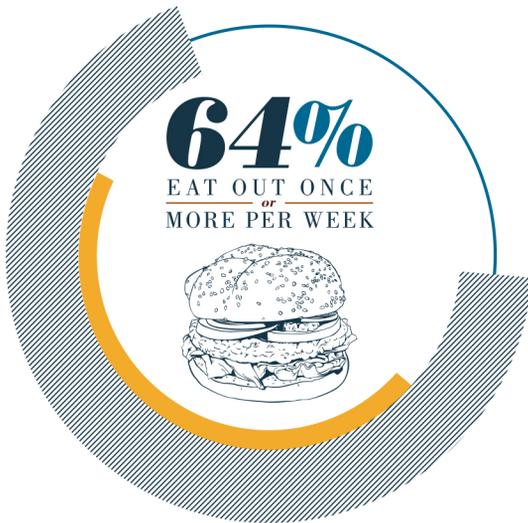
Housing & Dorm Furnishings
Clothes, Shoes and Accesories
School Supplies
Entertainment
Electronics & Software
Beauty Products / Personal Care
Eating Out, Drinks & Coffee

Average
age of our
readers:

22

our target audience:

College students who are engaged in media.
Students who make a difference and are active in
their communities. Influencers and remarkable
athletes, activists, artists and entrepreneurs.



College students own an average of
6 digital devices that they use for
11.4 hours a day

417
BILLION
in annual spending power

40%

of college
students'
income is
used on
discretionary
purchases

75%
COLLEGE STUDENTS
WORK WHILE
ATTENDING SCHOOL

84%

HAVE AT LEAST 1
CREDIT CARD

