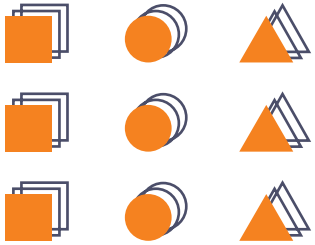
Reach Media Kit 2025

Exclusive Reach data

We are a **data-based marketing solution** unique to the Australian market. With **unparalleled insight into learner audiences**, we specialise in connecting them with your recruitment objectives.



We can connect you to over **80,000 Year 12 students, 300,000 UAC applicants and 2mil website visitors** in the moments that matter the most.

Maximise your ROI with **marketing and recruitment decisions** powered by UAC intelligence.

Use Reach to

Increasing brand awareness

Maximise ROI by marketing to current school leavers, non-school leavers and postgraduate students who fit your target audience.

Launching a new course or scholarship

Create awareness and increase applications for new courses or scholarships.

Reach new student markets

Reach students outside your current market, for example, by geography, SES status or alternative pathways.

Supporting pathway & alternative entry programs

Promote pathway programs to students seeking alternative entry options.

Promoting open days & events

Drive awareness and attendance for open days and other key events.

Retargeting interested students

Connect with students who've shown interest in your offering/ higher ed but haven't applied.

Targeting key influencers

Engage parents and career advisers who influence student decisions.

Promoting online study options

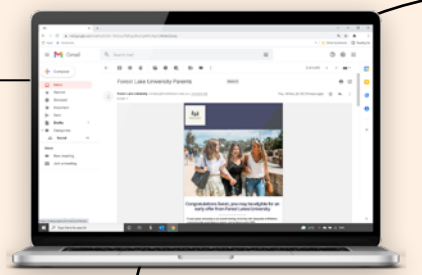
Attract students interested in flexible online study and remote learning.

Reach ecosystem

Direct messaging

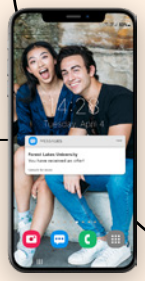
EDM

Build your bespoke audience
63% historical open rate
10% CTR



SMS

Audience of 80,000
93% delivery rate
20% CTR



Display advertising

UAC website

500,000 monthly page views
2mil annual users

UAC communications

Combined audience of over 100,000
Year 12 students and their influencers
Average open rate 85%.

*Results are based on 1000's of campaigns sent over the last 6 years.

Our clients

We are proud to collaborate with leading unis, colleges, government, and industry partners who trust Reach to connect with their target audiences. Our clients include:

Universities

- Macquarie University
- UNSW Sydney
- University of Wollongong Australia
- Avondale University
- Torrens University Australia
- ACU Australian Catholic University
- UTS
- University of Canberra
- Notre Dame Australia University
- Western Sydney University
- The University of Sydney
- University of Newcastle

Private Providers

- Melbourne Institute of Technology
- JMC Academy
- Australian Institute of Music
- SAE University College
- AMPA Academy of Music and Performing Arts
- sibt
- Western Sydney University Sydney City Campus
- ACPE Australian College of Physical Education
- Crown Institute of Higher Education

Government & Industry Partners

- NSW Government Teach NSW
- NSW Government Health
- Scholars

Direct messaging

Products

Drive student recruitment by starting helpful conversations with your target market as they make important decisions about their tertiary education. Get them familiar with your institution, excited to attend your open days, ready to preference your courses and overjoyed when it's time to accept your offer. Choose from a suite of templates or chat to us about bespoke options.

EDM stats

Open rate

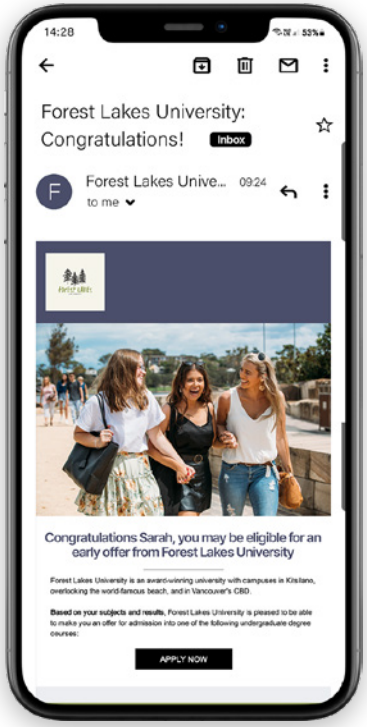
63% Reach average

25% Education industry standard

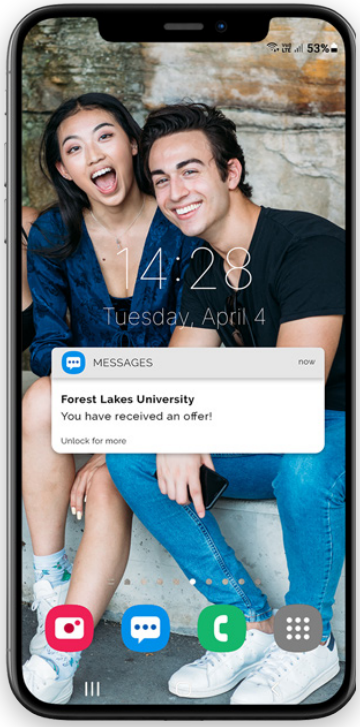
CTR

10% Reach average

4% Education industry standard



SMS stats



Delivery rate

94% Reach average

82% Education industry standard

CTR

20% Reach average

19% Education industry standard

*Industry averages provided by Campaign Monitor

**Reach results are based on 1000's of campaigns sent over the last 6 years.

Direct messaging

Our data, your audience

A Reach campaign gives you direct access to your ideal audience, whether it's **Year 12 students, non-school leavers, or postgraduates**, at key decision-making moments in their applicant journey.

Using exclusive Australian market data sourced from ABS and UAC, we build a highly targeted recipient list tailored to your needs.

- **Precision Targeting**: Select key parameters to refine your audience.
- **Granular Insights**: Use unique data to reach high-intent prospects.
- **Stronger Leads**: Engage the right students at the right time for better results.

Let's build your ideal audience today.

Application data

- Year 12 subjects studied
- Subject bands
- Predicted ATAR or actual ATAR
- Geographical location
- School attended
- Gender
- School type
- Socio-economic status
- No offer
- Deferred
- Application status
- Highest level of study

Supercharge your ROI with AI

Use our AI tools to predict a recipient's offer chances by institution, field of study, or pathway—so you target your hottest leads.

AI tools

- Probability of offer to institution
- Probability of offer to field of study
- Probability of offer to pathway courses

Direct messaging

Reporting

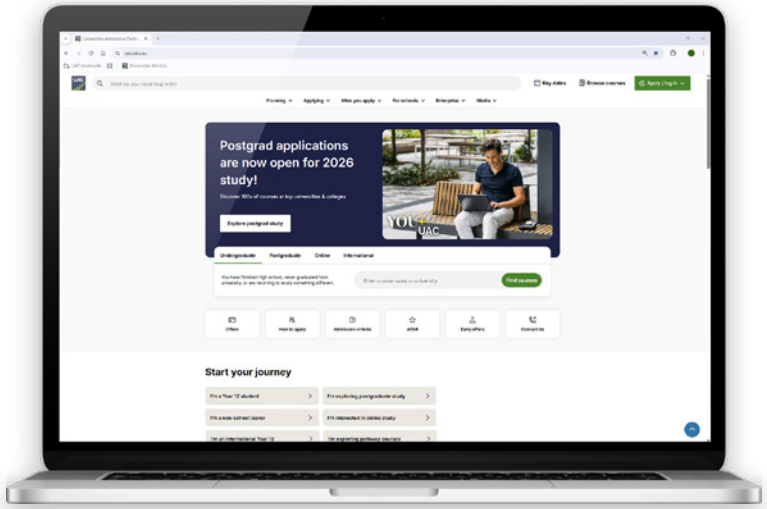
Measuring ROI is essential to a marketer. That's why we provide in-depth reporting to help you understand the power of Reach in driving brand awareness and increasing conversions.

	All Reach clients	UAC Centralised clients
	We provide you with in-depth reporting on campaign performance and tips for future optimisation.	Receive more in-depth reporting, due to tracked conversions within UAC application.
Estimated opens and open rate %	✓	✓
Clicks and click-through rate %	✓	✓
Opens and clicks over time	✓	✓
Unique and total clicks on each link	✓	✓
Optimisation notes	✓	✓
The geographical location of recipients that click	✓	✓
Increased preferences	✗	✓
Preference ranking	✗	✓
Geographical location of preferences	✗	✓

Display advertising

UAC website

Advertise on Australia's largest tertiary admissions website to captivate, educate and inspire UAC's niche audience of students, applicants and influencers. Create dynamic brand content that drives engagement, grows your audience, and increases the reputation and reach of your institution.



730,000 page views per month

Average of **180** clicks for Premium Conversion Display package

230,000 impressions per month on the UAC homepage

3 minute average dwell time

30 ad units categorised in 7 bespoke packages

730,000 monthly page views

Display advertising

UAC homepage spotlight

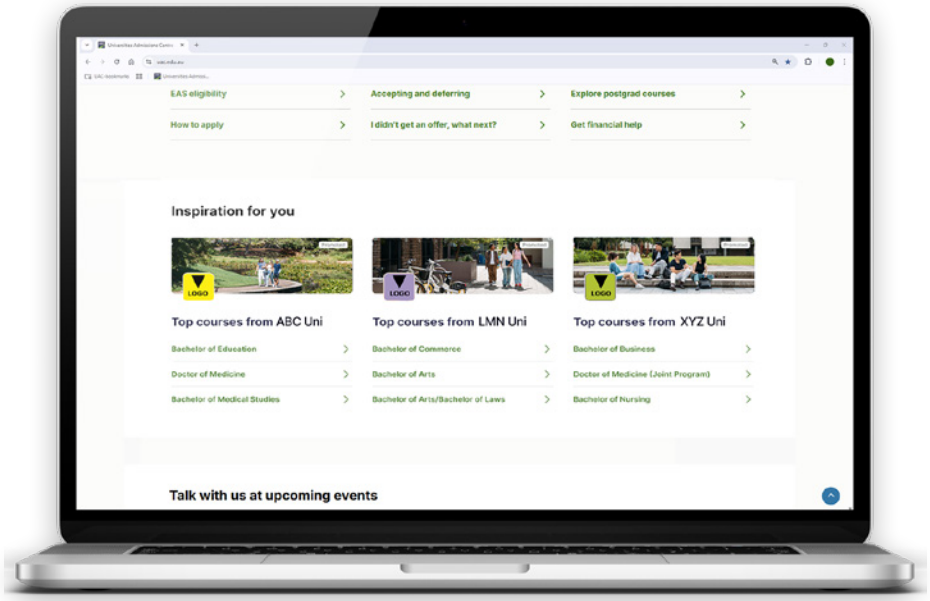
The UAC homepage is one of the highest-traffic destinations for prospective students exploring their options and making application decisions. With the new homepage spotlight, your institution can connect directly with this engaged audience.

This exclusive placement allows you to:

Promote your university alongside up to **three priority courses**

Reach students at a **critical decision-making stage** in their journey

Benefit from **premium visibility** on UAC's front door to applications



Display advertising

UAC website packages

Premium conversion package

Be seen by over **1 million** potential applicants.

Placement

- ✓ Homepage
- ✓ Course search
- ✓ Key dates
- ✓ Applications and offers

Exclusive UG package

Target Year 12 students as they make decisions about your institution.

Placement

- ✓ UAC PIN
- ✓ ATAR
- ✓ FAQs and forms
- ✓ Early offer schemes

UG equity package

Target low SES and early entry applicants.

Placement

- ✓ Current applicants EAS, SRS and ES pages
- ✓ Future applicants EAS, SRS and ES pages

Postgraduate package

The only package of its kind. Be the face of postgraduate study in NSW.

Placement

- ✓ Postgraduate applicants
- ✓ Applications and offers
- ✓ How to apply for uni

Influencer package

Targeting key Year 12 influencers, parents and careers advisers.

Placement

- ✓ Parent page
- ✓ Current applicants
- ✓ Future applicants
- ✓ Schools page
- ✓ UAC Digital

Pathway package

Target students looking for pathways to uni.

Placement

- ✓ Pathways to uni
- ✓ Our institutions
- ✓ Future applicants
- ✓ Who can apply
- ✓ ATAR Compass

Apply package

Target applicants as they apply, change their preferences and check their offers

Placement

- ✓ Apply page

Homepage spotlight

Highlight your institution on the UAC homepage

Placement

- ✓ Home page

Display advertising

UAC communications

The only offering of its kind in Australia. Target all current Year 12 students and engaged parents with open rates of over 80%.

UAC Year 12 EDM

80,000
audience

Sent to NSW, ACT and international students.

March	Welcome to your higher ed-journey
April	UAC Pins
May	All about early entry, scholarships and EAS support
June	Mid-year checklist
July	List of every open day
August	All courses available
September	Get your UAC application in
November	What to do with SRS offers
December	1. Top tips for your uni application 2. What to do tomorrow (day before ATAR) 3. Prepare for January Round 1

UAC Parents EDM

2,200
audience

Sent to subscribers of parent EDM.

Year 12 & non-school leaver calendar

APRIL

UAC applications open

A third of UAC applicants lock in preferences early. Position your institution to be a top contender by promoting your value proposition right when applications open.

JUNE

Students explore their study options

Increase brand visibility with display ads or UAC sponsorship as Year 12s explore their study options. Leverage direct messaging to promote early offers and open days, ensuring you nurture and secure high-quality leads.

SEPTEMBER

Students starting to make decisions about their future

Capitalise on the second-highest preference change spike by engaging students just before UAC's early bird closes, driving recruitment and conversions.

NOVEMBER

Students are looking for options to reduce HSC and ATAR anxiety

As the first round of offers are released, students are actively accepting offers and changing their preferences.
Be part of the conversion!

DECEMBER

Students are ready to convert

Engagement peaks on UAC's site during applications. Stay visible with a display campaign and targeted direct messaging around ATAR release to capture preference changes.

JANUARY

Students are looking for pathways to pursue their dream career

The second-largest offer round targets three key groups: medicine applicants, second-round offer checkers, and pathway applicants.
Engage each group with tailored messaging to drive decisions.

Case studies

2024 campaign highlights

University

Need

A G8 university approached Reach for a year-long partnership to help increase preferences in four key cohorts.

Solution

Reach's marketing and data analytics teams collaborated with the university to produce a year-long marketing plan based on key dates and UAC student data and trends.

Through strategic brand awareness and conversion campaigns, **all key areas saw growth**, despite the drop in applications sector-wide!

College

Need

A Sydney-based college needed to increase their applications across all their offerings and were looking for a marketing solution with a strong ROI.

Solution

Through the use of direct messaging, the college worked with Reach data analysts to target niche audience lists at times that were critical for successful student recruitment.

The final result was a 1,809% increase in applications.

Government

Need

A government department approached Reach to assist in building brand awareness about their programs.

Solution

A strategy was developed to target applicants who had preferenced a particular field of study (1st or 2nd preferences).

These activations saw estimated **open rates of over 90%** with their EDM campaigns. These were outstanding results, especially in comparison to Reach's already high client benchmark average of 63% and the education industry standard of 25%.

Corporate

Need

A Big Four bank needed to build awareness of their new scholarship program amongst current Year 12 students.

Solution

Reach data analysts created multiple custom recipient lists for personalised messaging. This data was used for a series of SMS that were sent at key times in the Year 12 decision-making journey.

Due to the accuracy of the data and relevance of the messaging, the SMS campaigns achieved **click-through rates of over 30%** and an **instant increase in scholarship applications**.