

A young man and woman are lying on their backs on a green lawn. The man, on the left, has a beard and is wearing a white t-shirt with a green jacket over it. The woman, on the right, is wearing a white ribbed top. They are both looking towards the camera with slight smiles. The background is a lush green lawn with some fallen leaves.

YEAR13

Media kit

Australia's no.1 purpose-led youth engagement platform

Connecting youth with choice and opportunity by starting conversations that matter



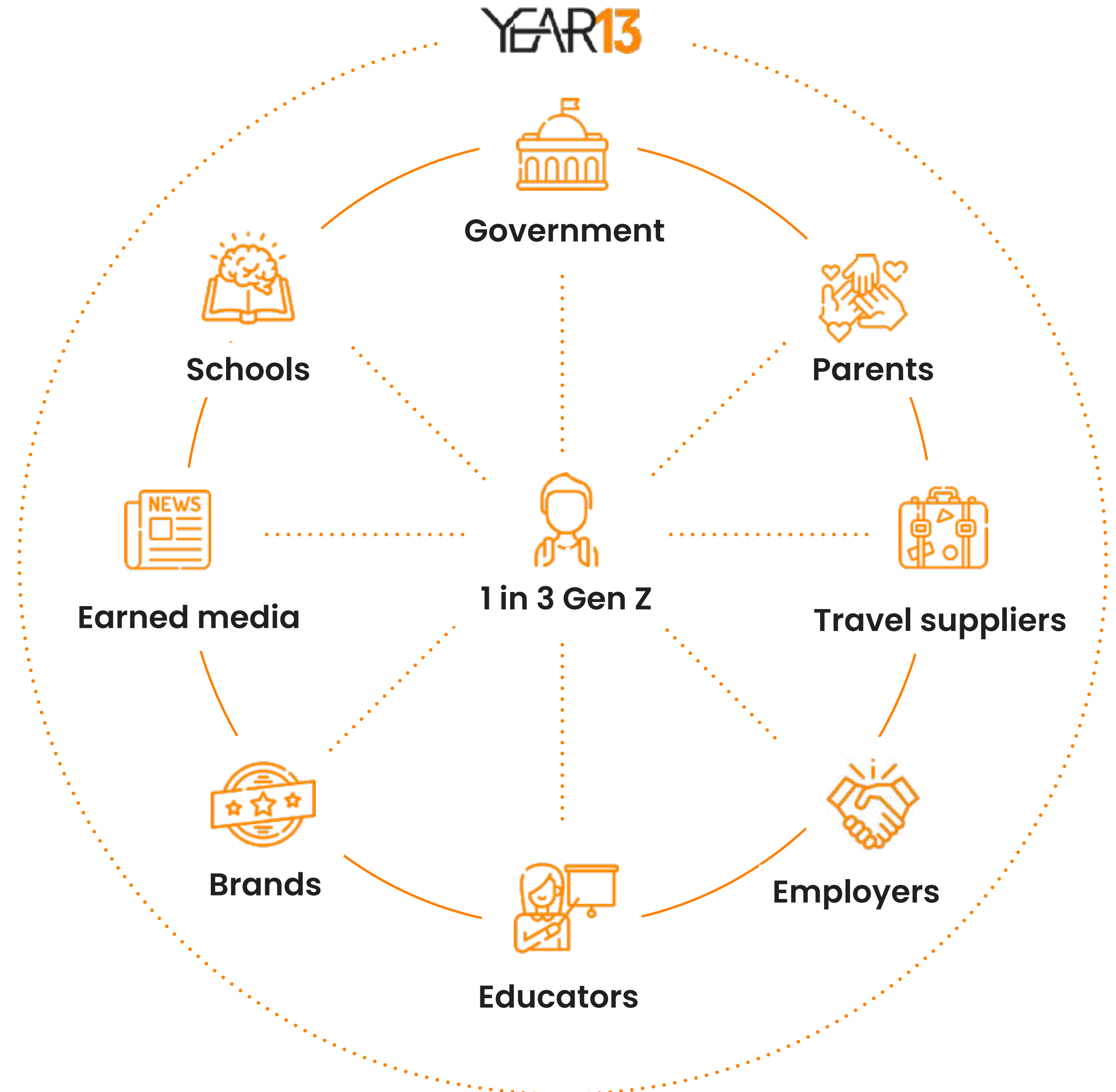
Year13

Year13 is a purpose led digital youth engagement platform, connecting with **1.6* million** young Australians each year online, and more through our expo's, events, partnerships and social channels where we reach **2.6M – 3.6M** each month**.

We work with brands, industry, schools, employers, travel suppliers and government to provide young people with Inspiration, support, choice and opportunity as they navigate being young.

We bring partner stories to life in relevant and engaging ways to drive youth connection, with a focus on E-Learning and engaging life stage relevant content.

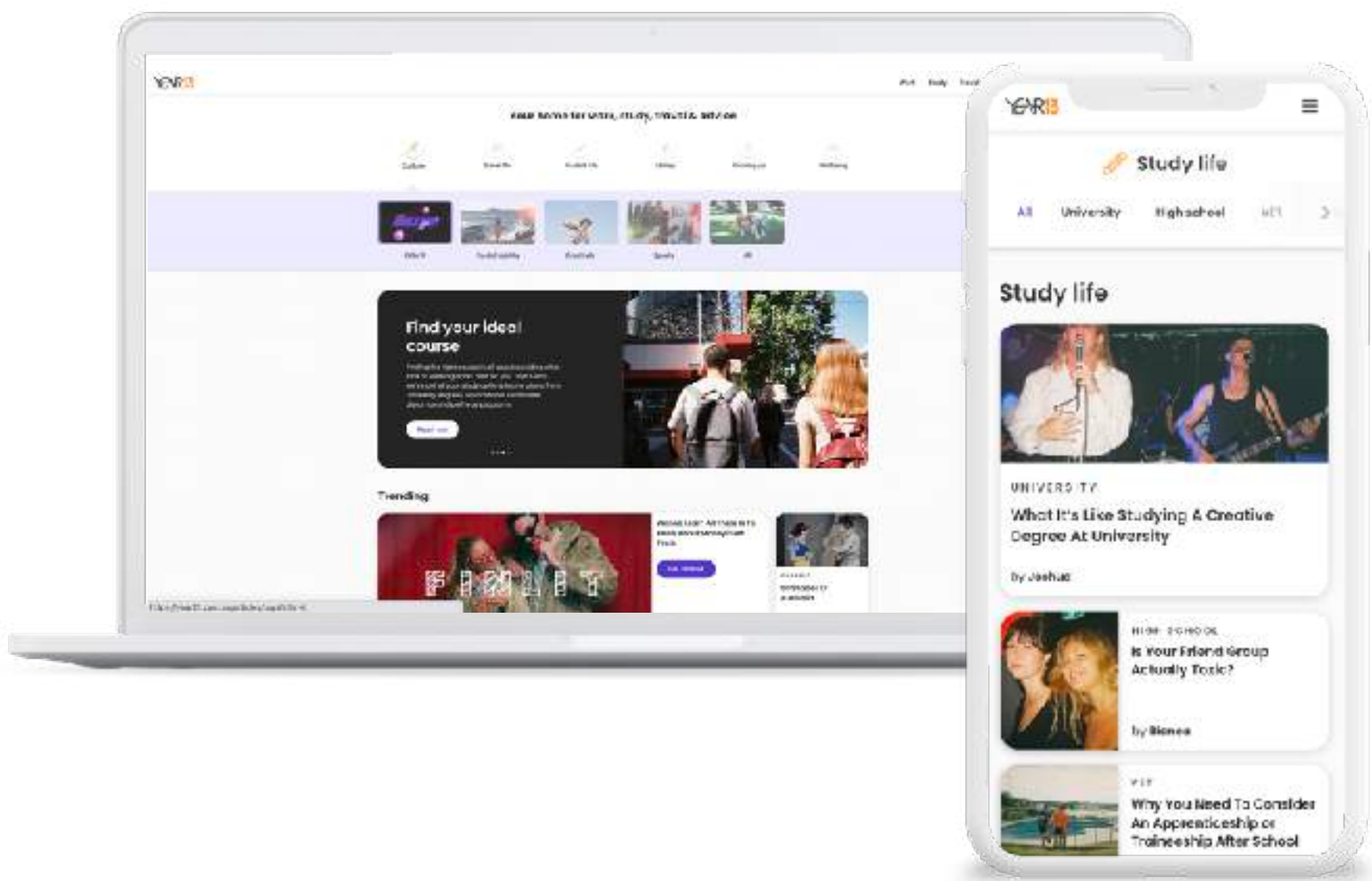
*GA **Aug Sept Oct Nov 21 social reach



Content Strategy

Year13 empowers Gen Z by providing inspiration, support, choice and opportunity across four key pillars: **lifestyle, travel, study and work**.

We provide life skills not taught in school, answer the burning questions on young people’s minds and provide life hacks to help with...life!



WORK

STUDY

TRAVEL



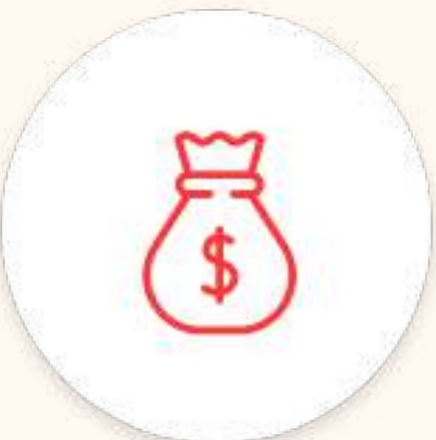
Student life

Study tips
High School
Uni
VET



Travel life

Hidden gems
International
Domestic
Gap years



Money

Investing
Budgeting
Employment tips



Wellbeing

Mental Health
Staying fit
Love and Relationships
Confidence
Periods



Growing Up

Skills
Being an Adult
Rights of Passage
My First Time



Culture

Sports
Tech & gaming
Sustainability
Creativity

We celebrate being young...
the highs, the lows, the in between and the curve balls





Year13 provide a uniquely purposeful and influential connection with Gen Z

1.6M+

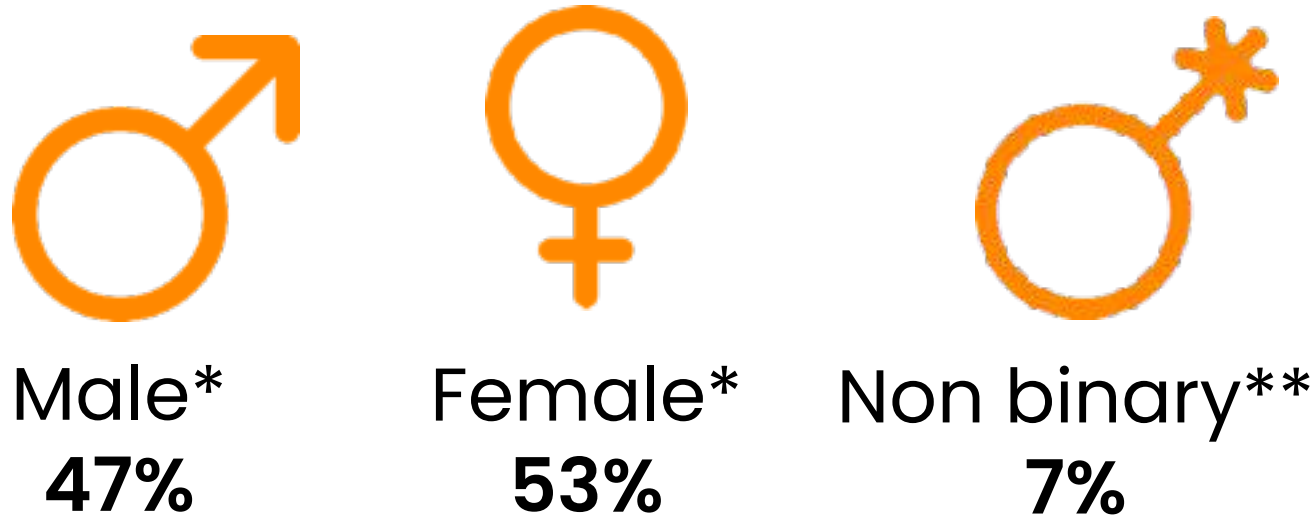
Unique users annually*

3.68M+

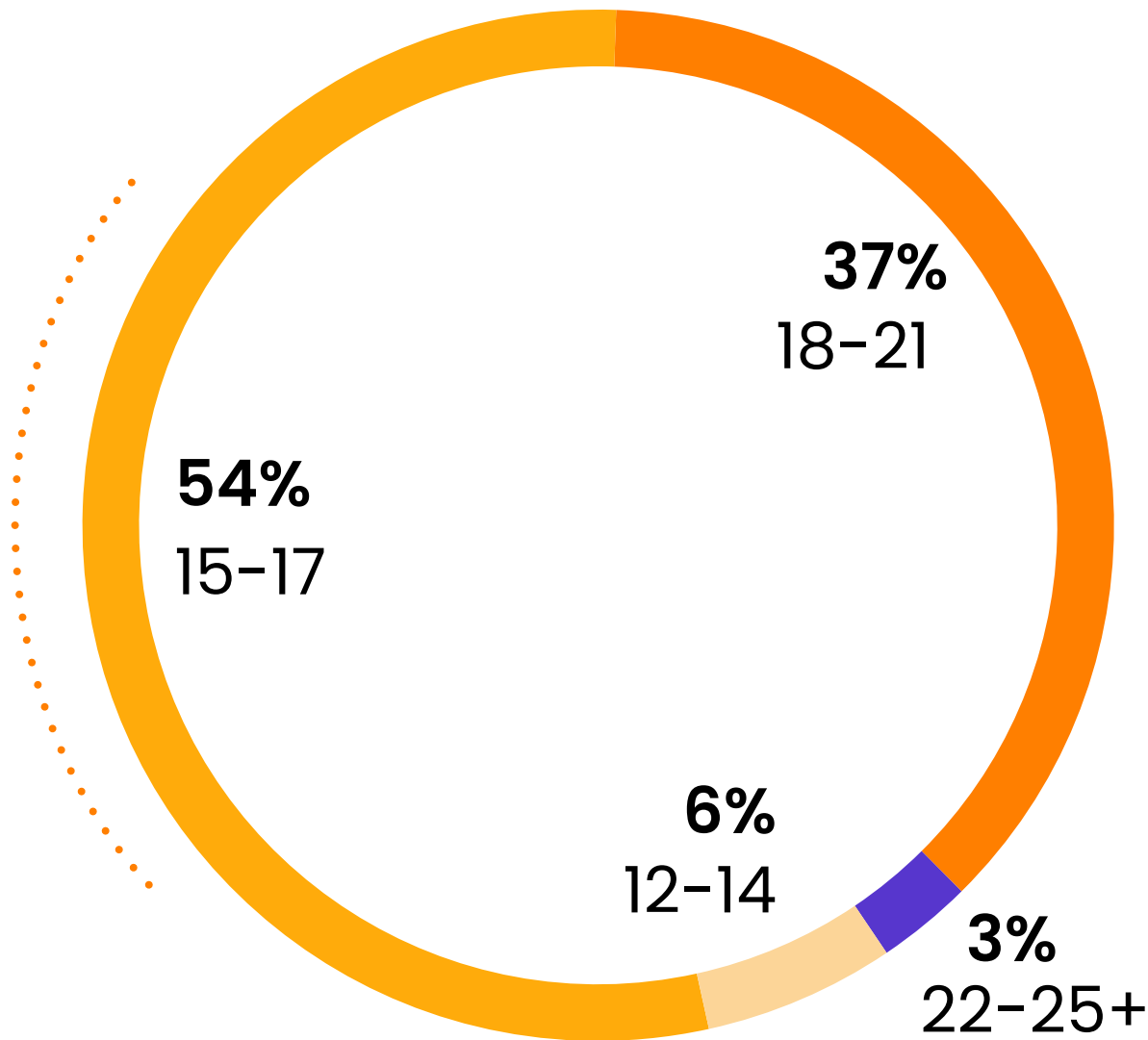
Monthly social reach August #

500K+

Students Accounts



Age split GA



Sources: *GA ** Our owned data suggests 7% of our audience identify as non binary.
Combined reach across Insta, Tik Tok, FB June 21

We also connect with diverse youth segments

17%

Identify as LGBTQIA+

20%

CALD – identify as being from culturally and linguistically diverse communities

9%

Identify as having a disability

Sources: *Year13 owned data and research studies. Year13 have surveyed over 45,000 young Australian's in the last 6 years.





👉 Connecting youth with relevant opportunity through data informed career mapping

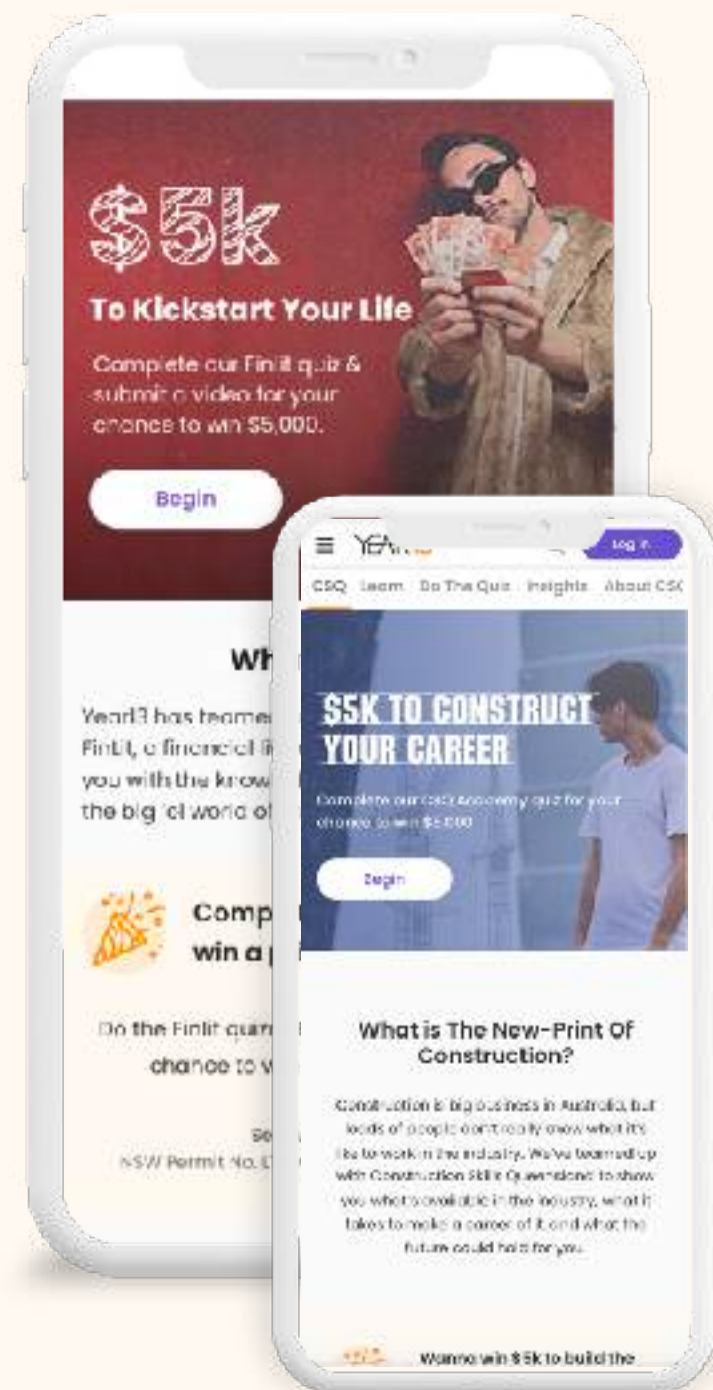
Collating and aggregating data to match personal preferences and motivators with career training and work options that ultimate drive long term happiness for young Australians.



👉 Interactive E-Learning

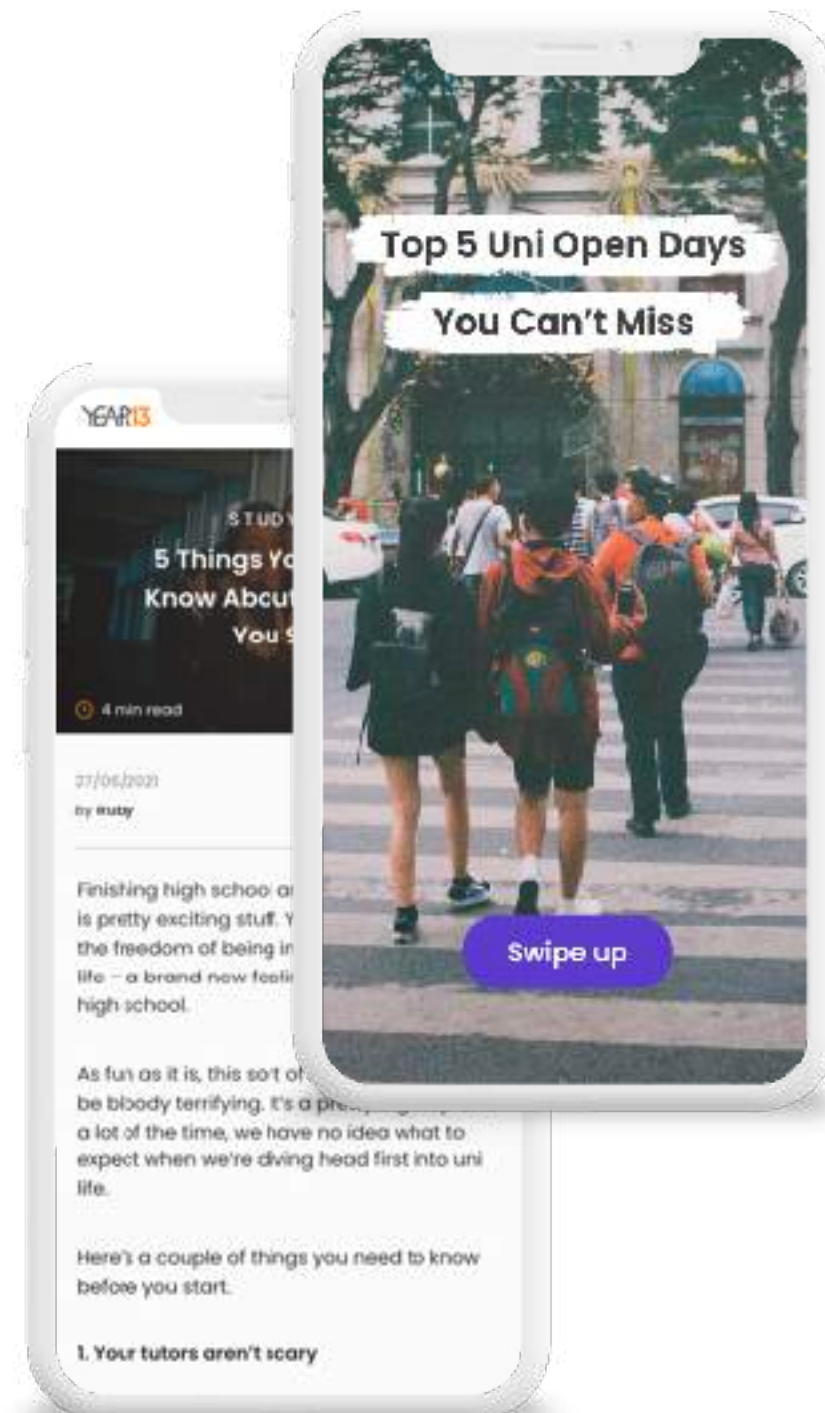
Created to support youth with life lessons not taught @ school!

Year13 Academy



👉 Gen Z connection suite

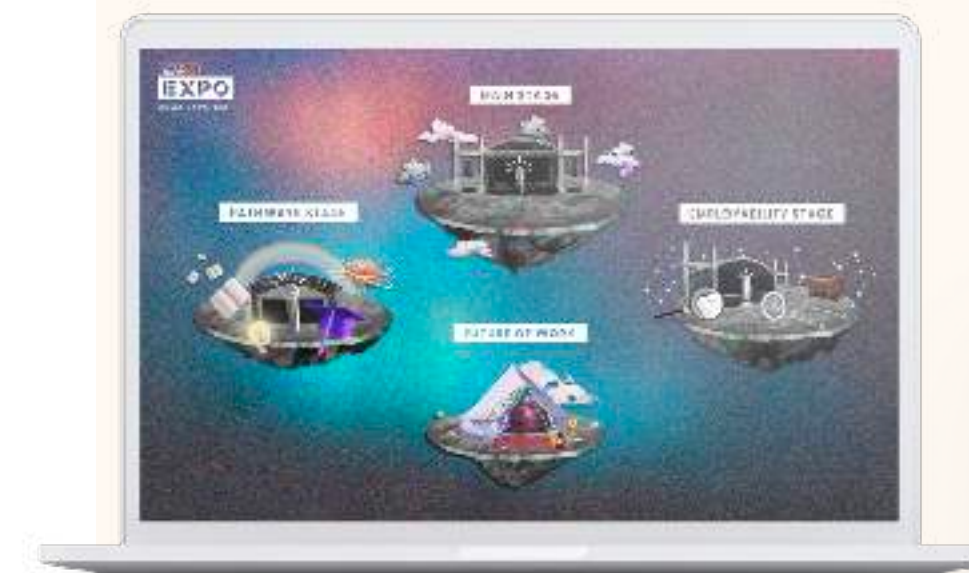
Digital and social content driving connection with Gen Z for any category or topic area, from auto to mental health, travel to sustainability.



👉 Work Study and Travel Discovery

Created to provide youth with relevant options to consider!

Digital Careers Expo



👉 Content creation for partner assets

Bringing a Gen Z voice tone and vibe to client owned platforms and channels

Video, social, written, audio



👉 Custom Research on Youth Audiences

Comprehensive qual and quant work including extensive survey data, cultural trend forecasting, focus groups, social polling

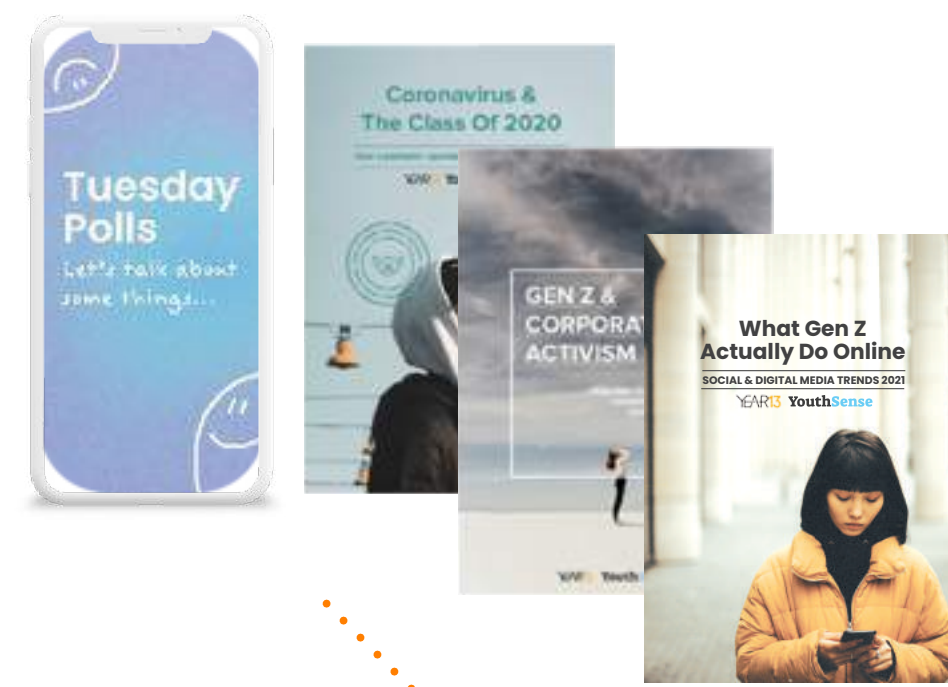


YEAR13

Opportunities...
to connect with our audience



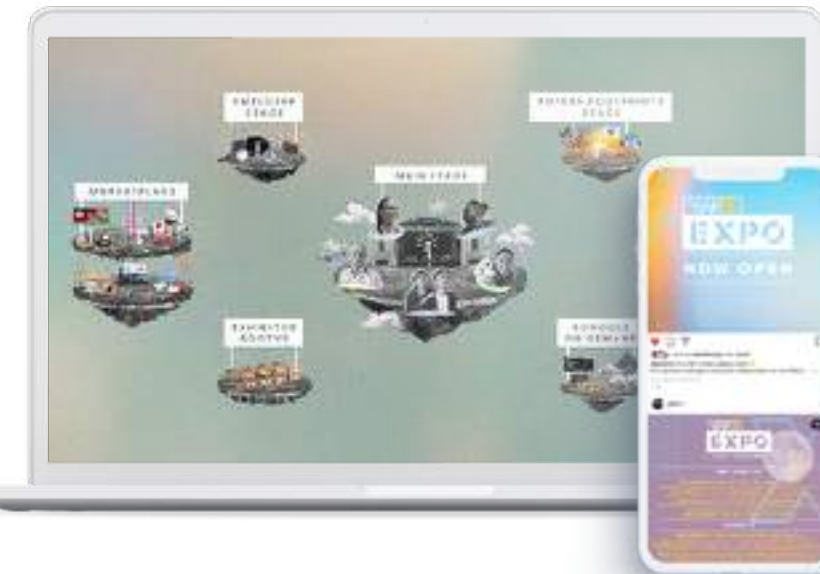
Data & research
Access to data, insights,
research reports



Video content
Produced by in house Gen Z
experts, Short form, long form,
educative & lifestyle videos



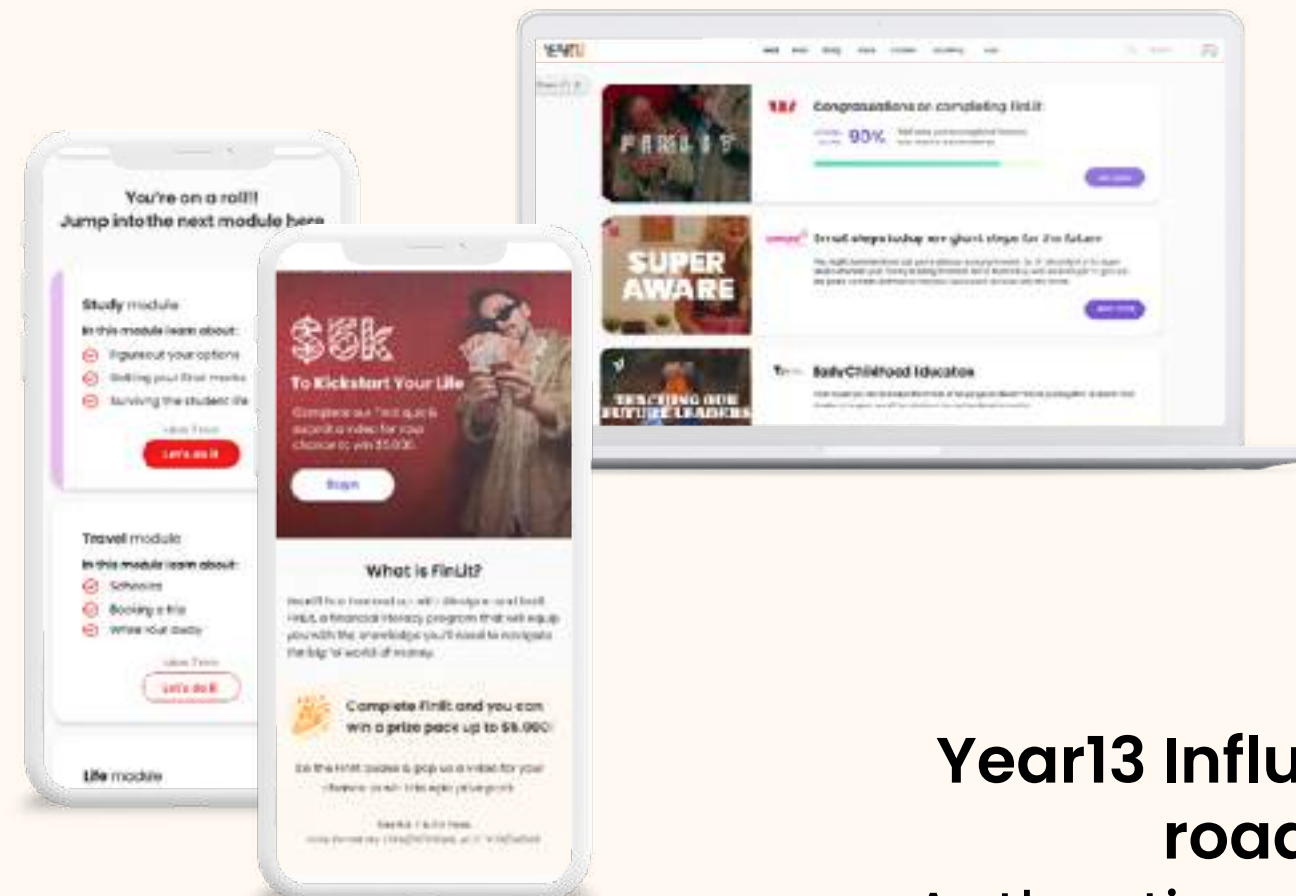
**Year13 Careers Week
Activation**
Digital careers hub with
entrepreneurs, innovators
& success stories from all
walks of life



Rich Bespoke social content
FB Experiences, Insta guides,
TikToks, Gifs, Video, stories



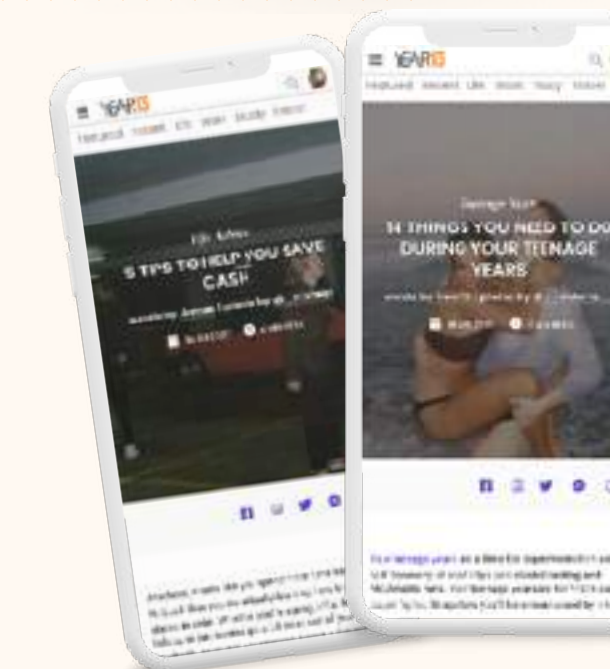
**Year13 Academy
e-Learning platform**



Rich content
produced by Gen Z for Gen Z
amplified at scale



Article Content
branded or native written by
Year13 influencers. Unique
Audio option.



**Year13 Influencer
road tests**
Authentic product
Reviews video and
article content



**Editorial
sponsorships
&
EDM's**



Planning Rates*

E-LEARNING PRODUCTS

Premium Academy partnerships	<ul style="list-style-type: none">> E-learning platform> 4- E-Learning modules> Extensive Social and network amplification	From \$250,000
Micro Academy module	<ul style="list-style-type: none">> E-learning platform> 1 - module	From \$75,000

KEY CONTENT PRODUCTS

Branded & Native article content options	<ul style="list-style-type: none">> Article 300-400 words, images, links> 2 Social traffic driver posts	<div>\$10,500</div> <div>\$35,000 (For five)</div>
Year13 Verified Review Platform	<ul style="list-style-type: none">> Year13 Influencer video 30 - 45 seconds> 15 Second Edit> 300-400 word review article hosting video> FB, Insta, TikTok amplification	On Request
Bespoke video content	<ul style="list-style-type: none">> 30-45 second animated video> 15 second edit> Amplified with 3 social posts FB, Insta	\$22,000
Bespoke social content Insta, FB, Tik Tok	<ul style="list-style-type: none">> Multiple dynamic rich formats> Lives, Guides, Experiences, Gifs, Stories	From \$7,500

*Planning rates only, subject to change any time at the discretion of Year13.

Year13 specialise in...

Engaging e-learning platforms and innovative content solutions,
reach out to your Partnerships Manager for more information.