



NSHSS

Be Honored. Be More.



Media Kit

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[About NSHSS](#)



ABOUT NSHSS

Your partner in expanding access to
high achievers

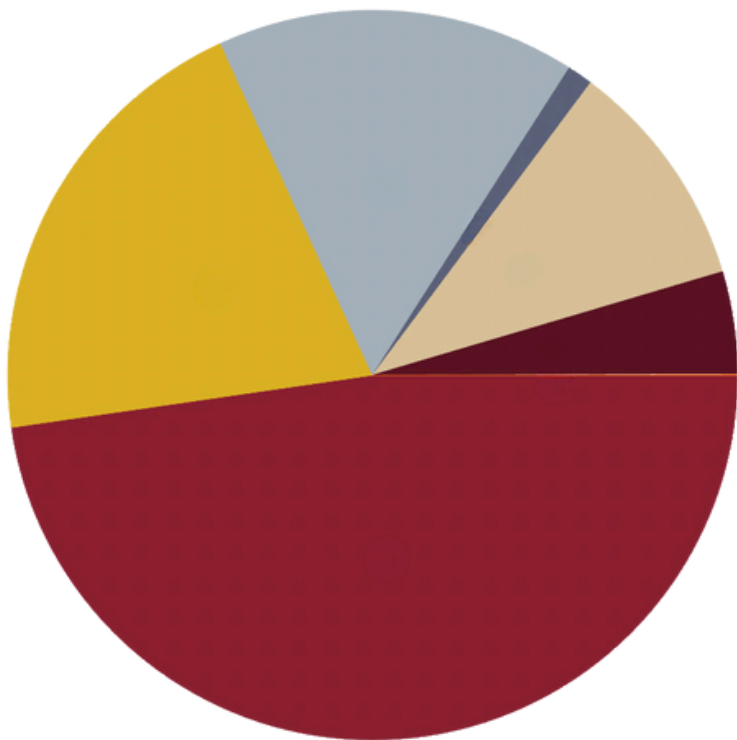
Co-founded by Claes Nobel and with a highly diverse membership, we recognize and empower high-achieving students. We strive to provide academic and leadership opportunities that promote scholarship, leadership, and community service to our members.



NSHSS is a distinguished academic honor society committed to recognizing and serving the highest-achieving student scholars in more than 26,000 high schools across 170 countries. With access to valuable resources and a network of more than 2 million exceptional peers spanning high school, college, and career, NSHSS scholars embody academic dedication and outstanding leadership in their schools, workplaces, and communities.

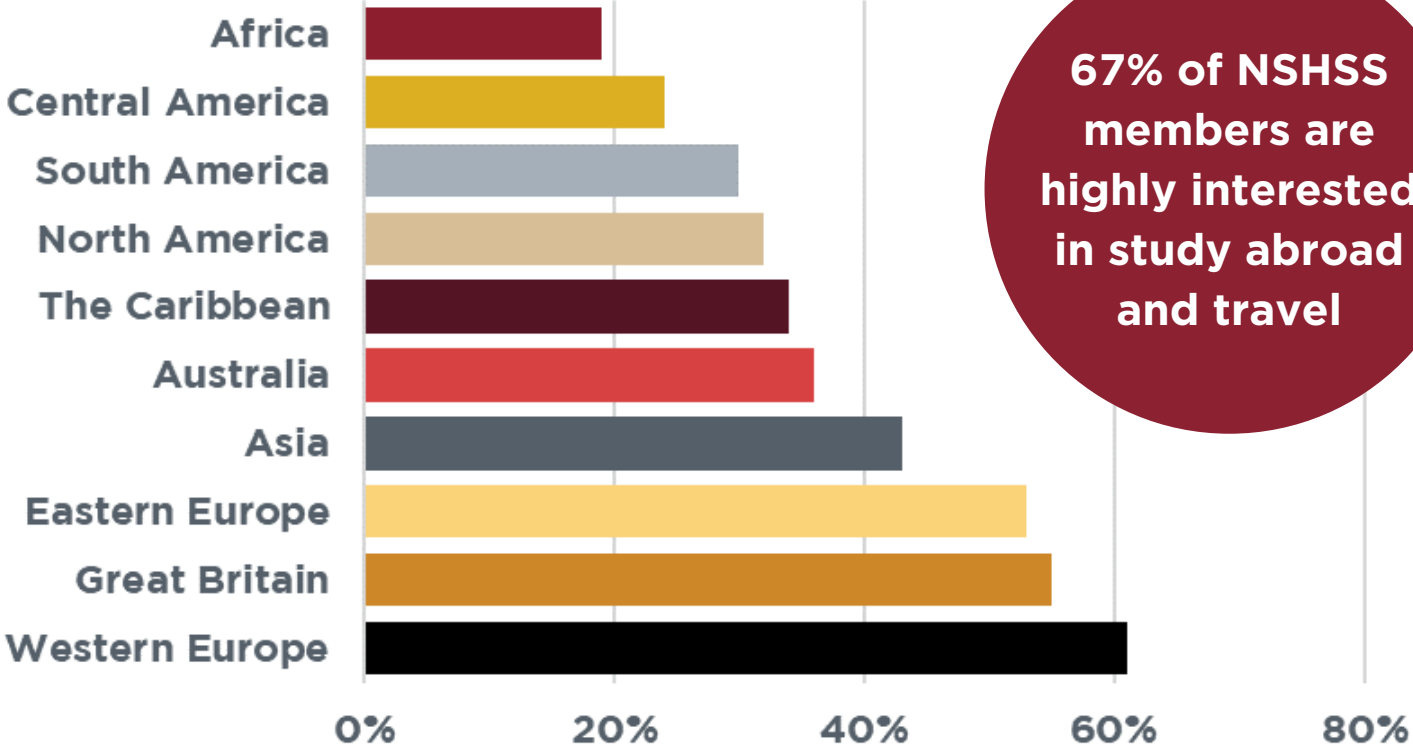
ABOUT OUR MEMBERS

Let's break down the **numbers**



White/Caucasian 42%
Latino/Hispanic 18%
Black/African American 14%
Asian/Asian
American/Pacific Islander 9%
Prefer not to respond 4%
Multiracial 1%
Other .02%

58% Non-white
22% First-generation

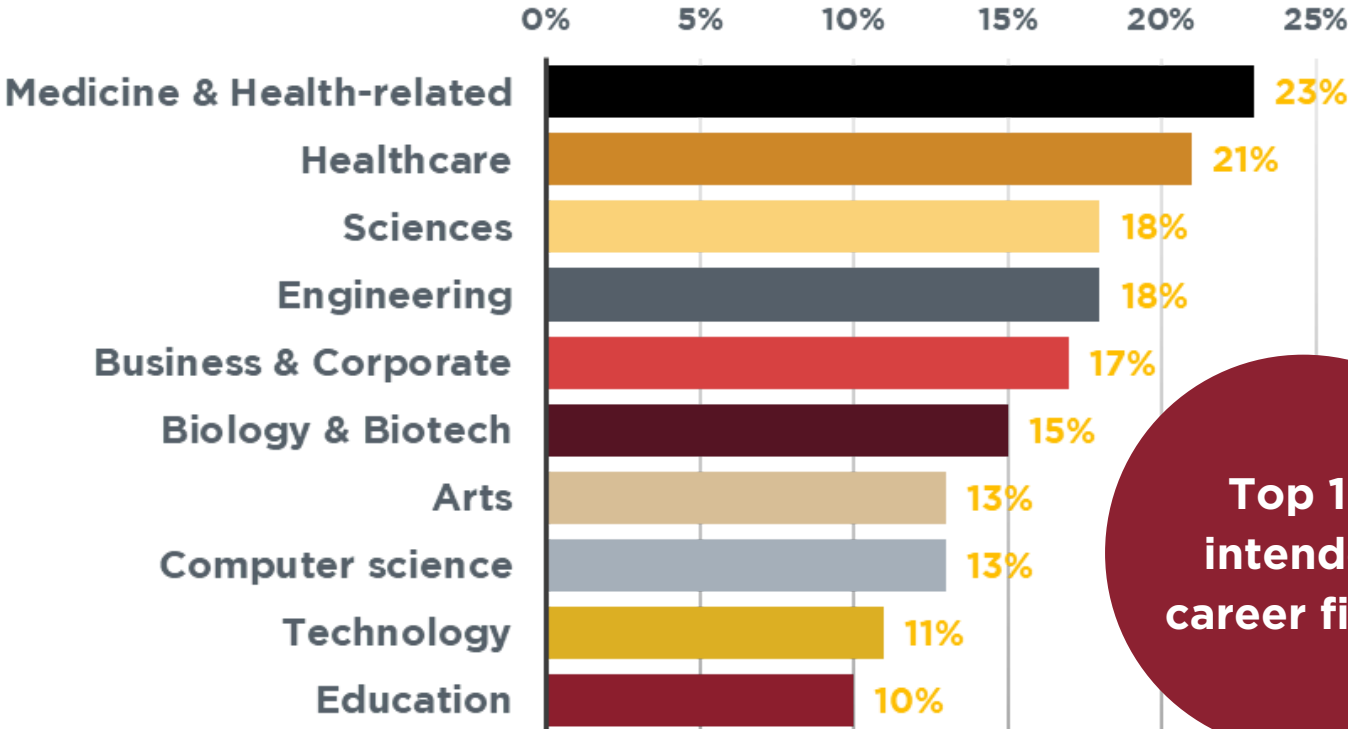
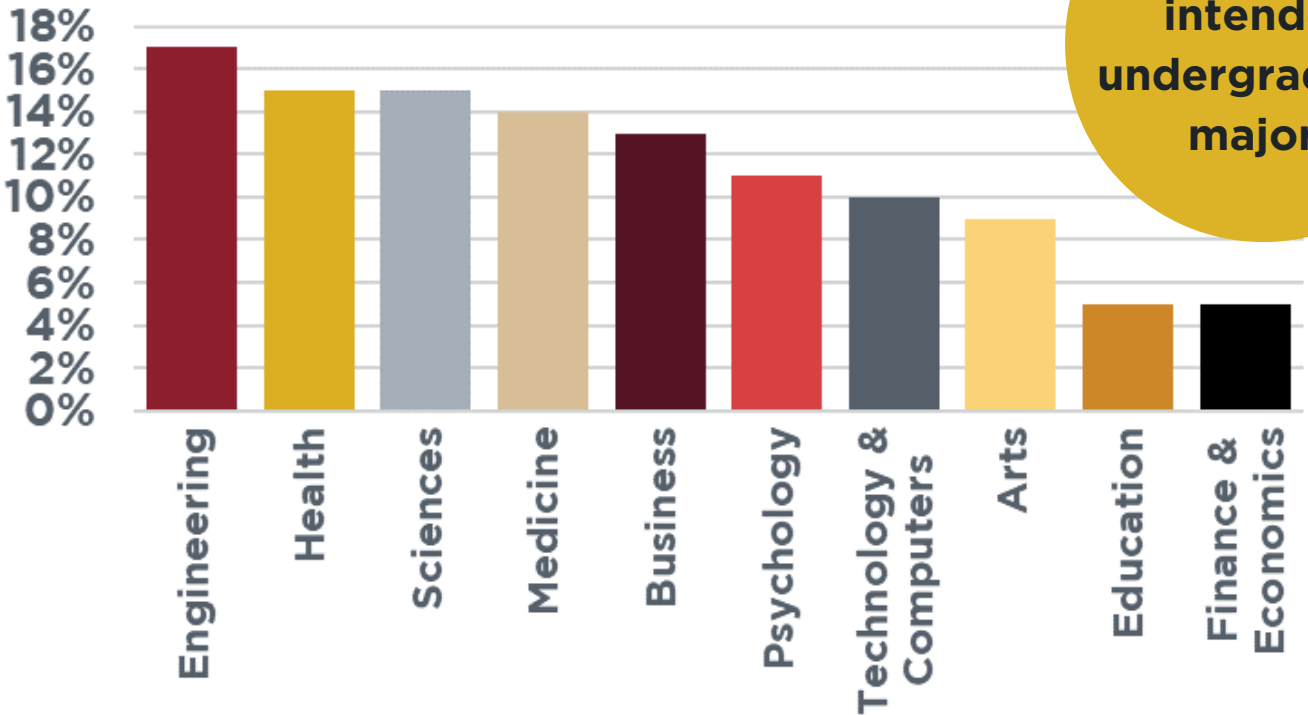


67% of NSHSS members are highly interested in study abroad and travel

ABOUT OUR MEMBERS

Let's break down the numbers

Top 10 intended undergraduate majors



Top 10 intended career fields

MEMBER TOUCHPOINTS

High-impact channels to reach students, parents, graduates, and educators

DIGITAL TOUCHPOINTS

Press Release/
Member
Announcement

Intern
Readiness
Certificate
Program

Custom
Partner's
Page

Dedicated
Partner
Emails

Blog

Webinars

Member
Dashboard

Virtual
Events

Scholar's
Journal

IN-PERSON TOUCHPOINTS

Leadership
Programs

Scholarships

Be More
Grants

Scholar's
Days

Member
Events

College
and Other
Tours



SOCIAL FOOTPRINT AND DIGITAL ENGAGEMENT

Broad and Deep Engagement



SOCIAL @NSHSS

Total followers across platforms: 168K+
Total annual impressions: 119.MM+



PARTNERS POST

Facebook: 985 avg. impressions
Instagram: 1,440 avg. impressions
TikTok: 1,539 avg. plays



EMAIL

Active subscribers (current students, former students, parents, and educators):
1,801,284



ANNUAL WEBSITE TRAFFIC
3,879,618
(21.9% returning)



Overall Partners Page Traffic (Average Monthly):

Views: 2,626

Webinar stats:

Average:

Registrations: 468

Attendance rate: 36.1%

Engagement Metrics:

Average Time on Page: 2:14m

Clicks (Average Monthly): 6,591

Key Traffic Sources:

Organic Traffic: 38.23%

Email Traffic: 36.84%

Direct: 19.07%

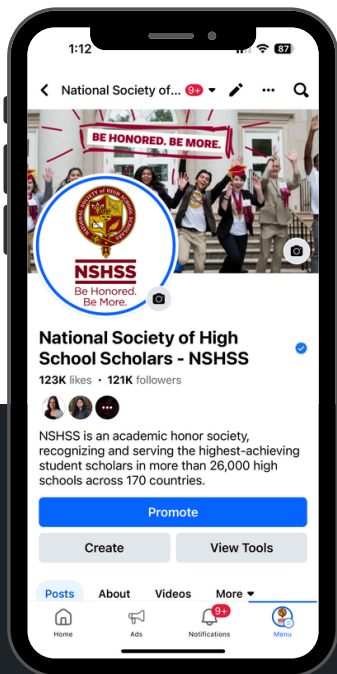
Domain Metrics:

Domain Authority: 54

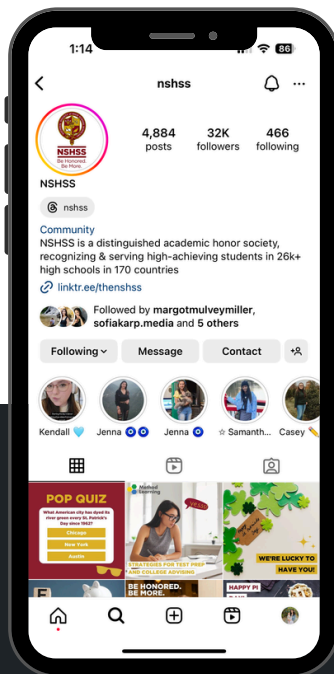
SOCIAL MEDIA

Custom partner posts

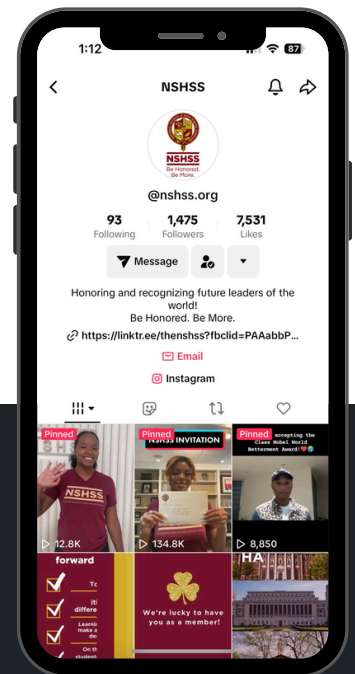
- NSHSS is active on all major social media platforms with a substantial following and high engagement
- **Instagram Takeover Opportunity:**
 - You can conduct an Instagram takeover featuring live content on NSHSS IG stories
- **Coordinated Social Media Posts:**
 - Separate posts on Facebook, Instagram, and TikTok will be coordinated using the content that you provide
 - These posts will align with the dedicated partner emails



Facebook



Instagram



TikTok

PRESS RELEASE/MEMBER ANNOUNCEMENT

Announces your organization through unique opportunities for brand visibility

We will showcase your organization's accomplishments and position you as an education and youth empowerment supporter. Official press releases offer unique opportunities for brand visibility among a targeted demographic of students, educators, and parents.

NSHSS gained strong media recognition with 100+ placements in 2023. Our stories about scholarship winners, surveys, events, and partner programs are showcased in top national, regional, print, and broadcast outlets. We're sought after by renowned journalists for op-eds and thought leadership. Partners aligning with our brand benefit from this exposure, and we're open to collaborating on themed surveys, scholarships, or events tied to impactful occasions like Women's History and Earth Day.

FEATURED IN:



Forbes



BUSINESS
INSIDER

FORTUNE



[View recent stories](#)

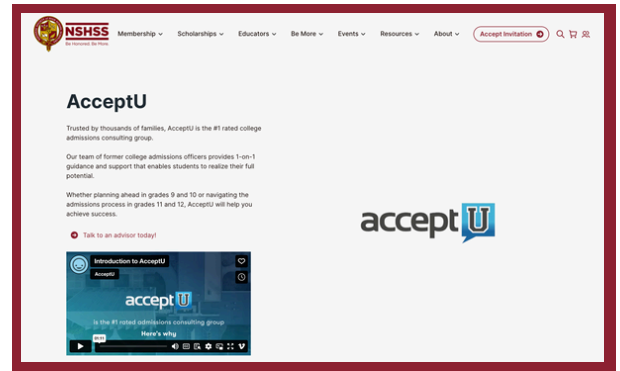
CUSTOM PARTNER'S PAGE

Customized exposure and message

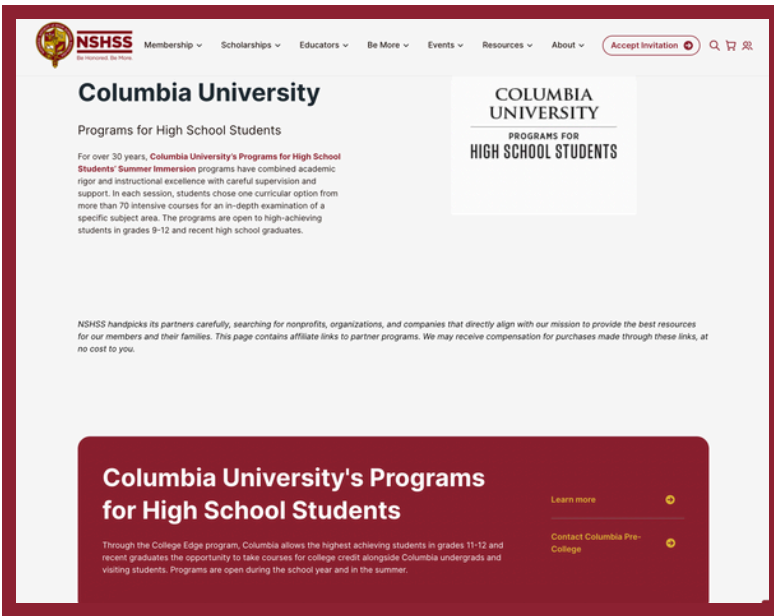
We will work with you to customize a landing page that will provide extensive information and your value proposition to students.

A dedicated page on the website significantly elevates your organization's visibility among a targeted audience of high-achieving students, educators, and other potential partners.

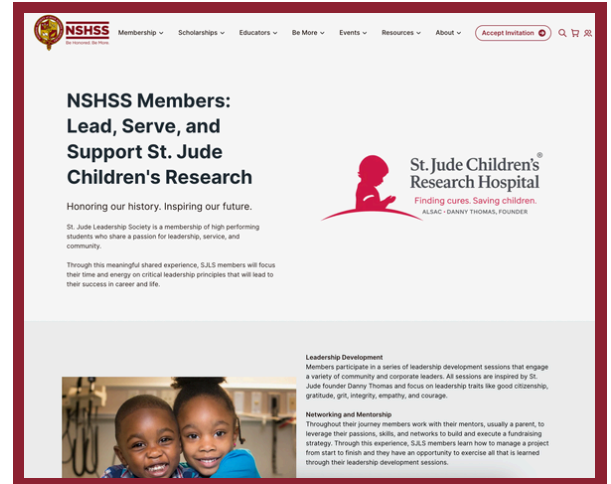
✓ Educational Organizations



✓ Universities



✓ Nonprofit Organizations



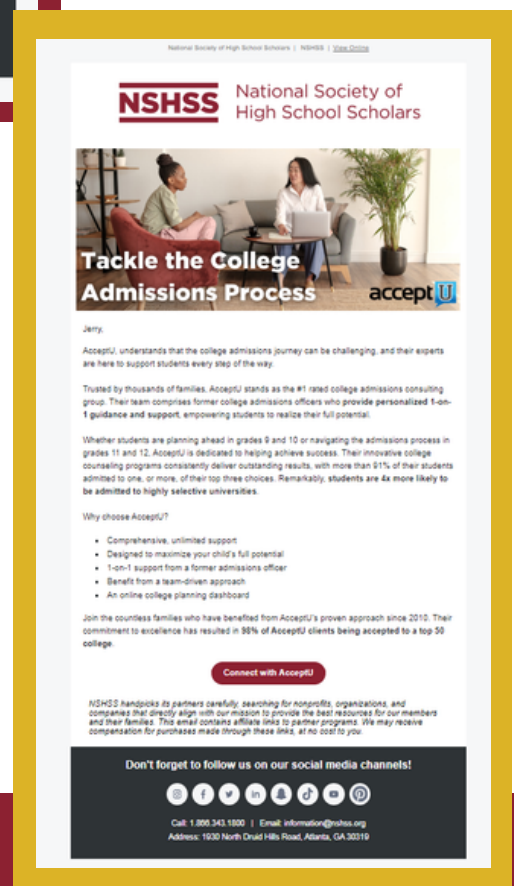
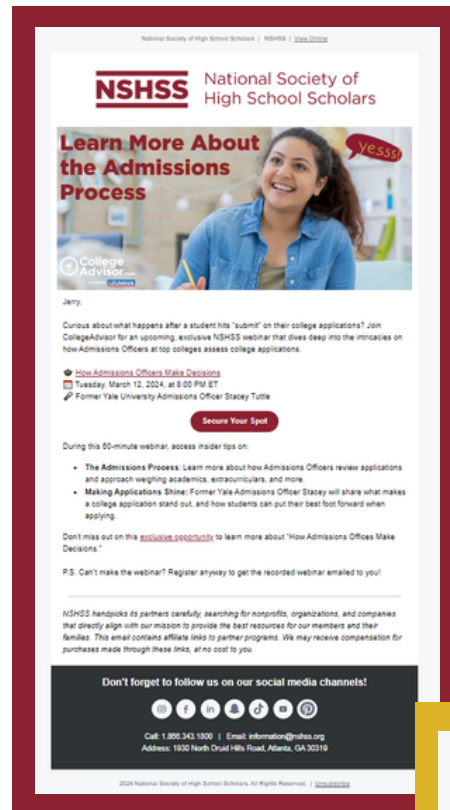
DEDICATED PARTNER E-MAILS

Co-branded email to members, parents, or educators

We will craft this co-branded email together to get the right message to members and promote your organization.

You will be able to share details about your company, including benefits members can receive and other information.

The dedicated email CTA can lead to your custom partner landing page or wherever you see fit.



BLOG

Diverse and important information to reach motivated scholars and parents

RANKINGS

Top 100 Rankings: 16,916
First Page Rankings: 1,911

Overall Blog Traffic (Average Monthly):

Views: 50K

Sessions: 44K

Unique Users: 39K

Engagement Metrics:

Average Time on Page: 4:57m

Average Engagement Time: 58 sec

Average Scroll Depth: 72.2%

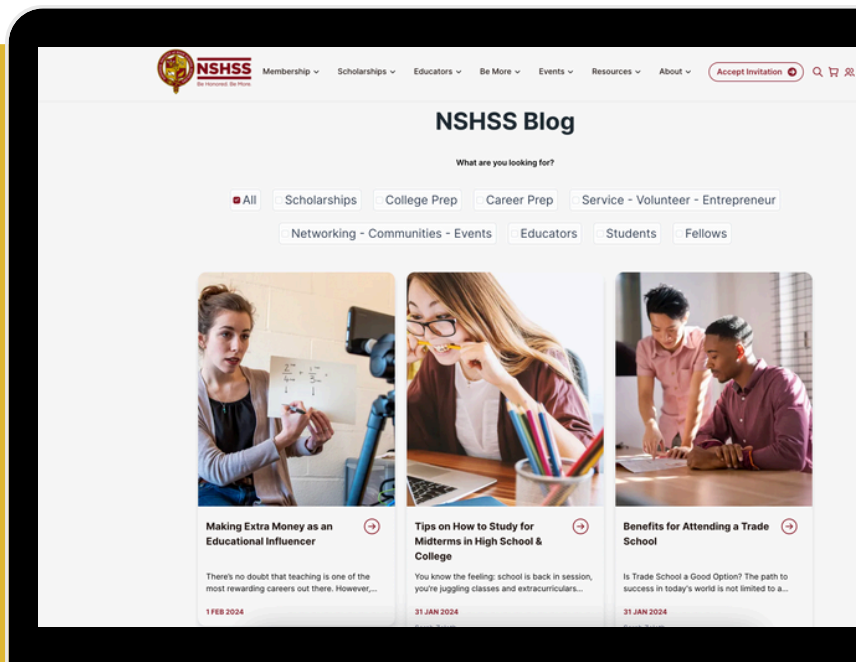
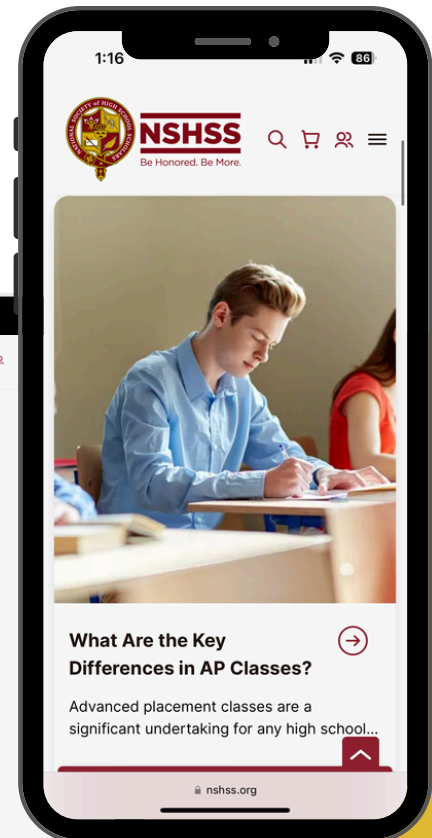
Traffic Sources:

Organic Traffic: 92.07%

Direct Traffic: 7.02%

Referral Traffic: 1.19%

Organic Social Media Traffic: 0.28%



[See recent posts](#)

WEBINARS

A powerful platform to **add value and gain exposure**

We strongly encourage partners to organize webinars, particularly when they offer highly valuable, enriching content on hot topics.

The content of the webinars should prioritize education and information sharing rather than sales pitches.

Our website and bi-weekly Webinar Newsletters are platforms through which we promote these events to students, parents, and educators. **Partners will also receive a list of opt-in registrant information.**

**AVERAGE
WEBINAR STATS:**

Registrations: 468
Attendance rate: 36.1%



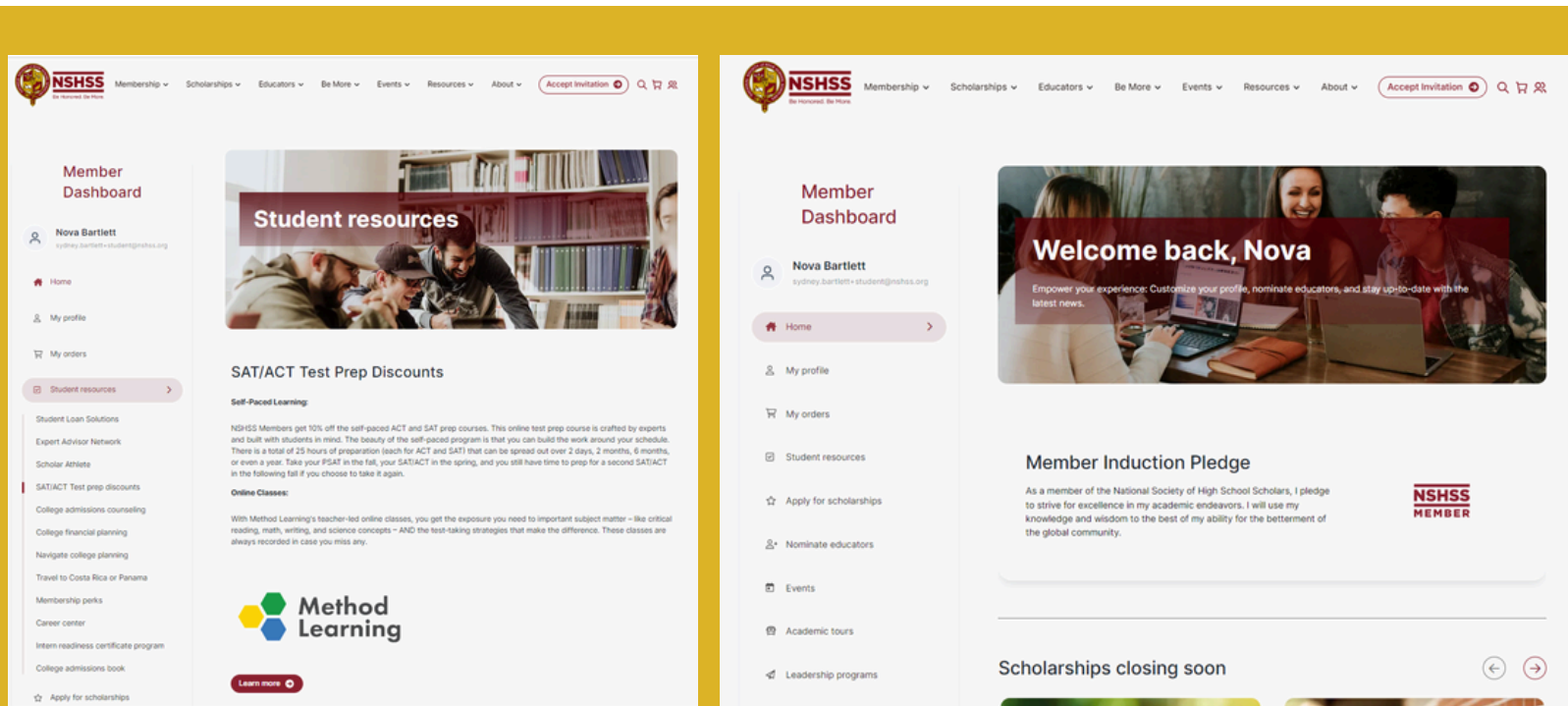
[View upcoming webinars](#)

MEMBER DASHBOARD

Unique CTA on each member dashboard

Key Partners and Perk Partners may have logos on each member's dashboard. Partners will have the potential to engage with future leaders and innovators, fostering early relationships that could benefit both parties in the long term.

With NSHSS's extensive network of high-achieving students, educators, and schools, potential partners can gain the reach and influence of a large talent pool.

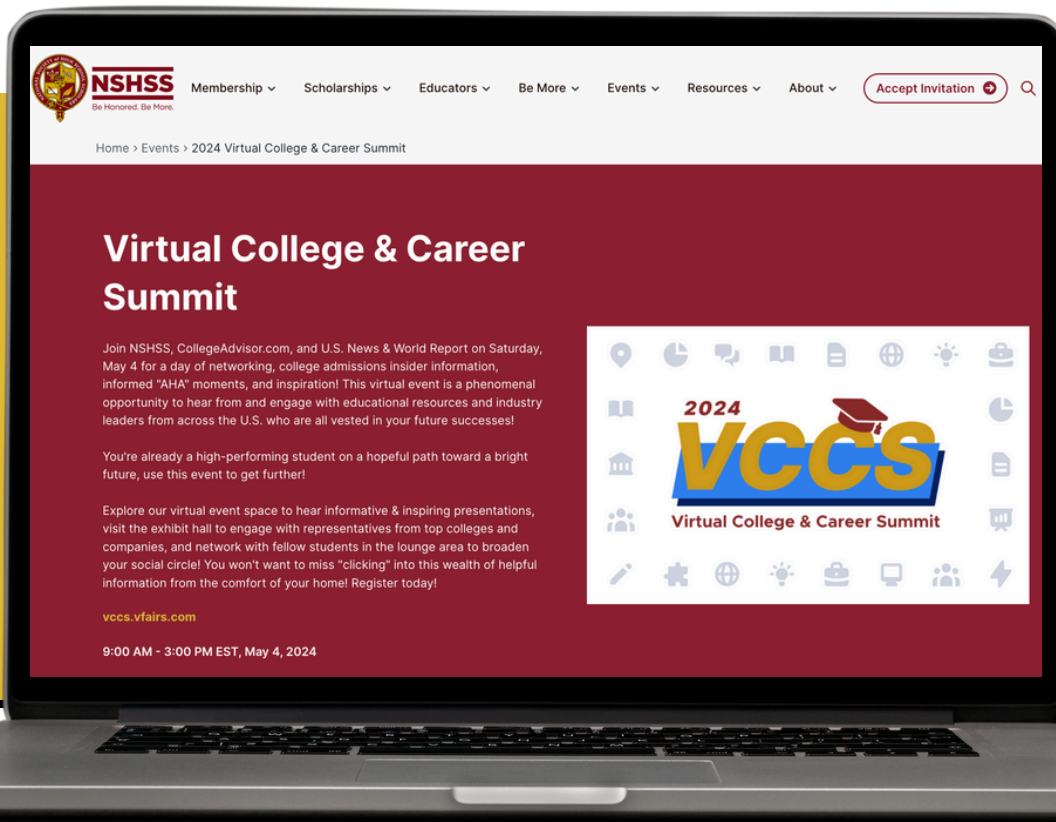
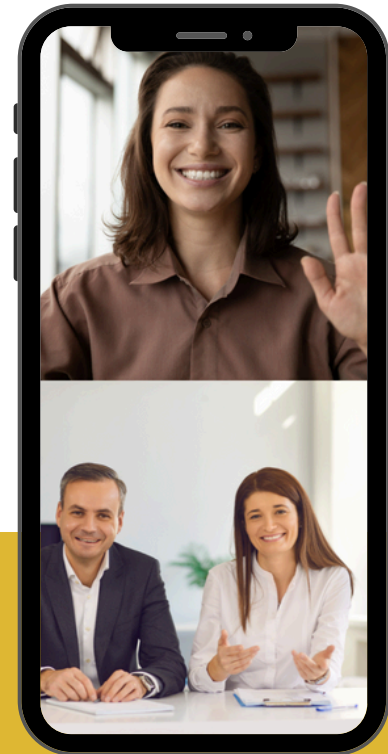


VIRTUAL EVENTS

National and international engagement with a broad audience

Virtual events offer an excellent avenue for connecting with a broad audience, presenting various engagement levels ranging from virtual booths to breakout sessions and speaking slots.

These events are bolstered by email and social media campaigns, ensuring that participation can be tailored to each event's unique aspects.



SCHOLAR'S JOURNAL

Quarterly publication that reaches students, parents, and educators


The Scholar's Journal is an NSHSS newsletter that provides information on available scholarships, grants, upcoming events, webinars, college prep, community engagement, and more.

Partners will be featured in the "featured partner section" with a logo and short blurb. This will allow you to connect with a diverse pool of talented and motivated high school scholars.

Spring 2024 Scholar's Journal


Check out the spring edition of the Scholar's Journal, full of information about available scholarships, grants, upcoming events, college prep, community engagement, and so much more! We're here to inspire and encourage your dreams, in and out of the classroom.

NSHSS in the News




FAFSA Processing Delay Gives Students Opportunity to Apply for Scholarships
NSHSS President, James Lewis, shares how the FAFSA delay may be a win-win for the American public.

[Read More](#)



Educator of the Year Finalist, Erin Miller
A simple nomination for NSHSS Educator of Distinction from her student, eventually led Erin Miller an English and Journalism teacher to apply earn this prestigious award.

[Read More](#)




Buffalo Grove's Pinta Awarded Diversity Scholarship
High school senior from Buffalo Grove, IL, Molly Pinta, and her family founded the Pinta Pride Project, the nonprofit that aims to celebrate the LBGTQ+ community in her local area.

[Read More](#)

See What You May Have Missed!


Check out some NSHSS event highlights below!

Featured Partners




Stand Out in College Apps
Do you want a competitive edge in the college admissions process? Get expert guidance on your college applications from a highly trained college advisor. CollegeAdvisor.com offers personalized and effective college advising for students from all backgrounds seeking an advantage in the college application process.

[Learn More](#)




Stressed Out about ACT and SAT Test Prep?
Don't be! Preparing with Method Learning helps students feel more confident and earn higher SAT and ACT scores. Method Learning offers a variety of options including private tutoring, classes, and a web-based platform for students to work at their own pace. All NSHSS families are entitled to discounts on everything! Click the link below to explore Method Learning's options and choose what works best for you!

[Learn More](#)



Stanford Pre-Collegiate Studies 2024 Summer Programs
Each summer, Stanford Pre-Collegiate Studies brings together intellectually curious students from around the world to create a unique learning community. Our programs cover advanced subjects rarely taught in high school, and offer students a chance to challenge themselves by diving deep into cutting-edge topics. From bioscience to business, creative writing to computer science, and philosophy to physics, our courses are designed to meet the interests of students everywhere.

[Learn More](#)



NCSA College Recruiting
To help our athletes navigate the complicated recruiting process, we've partnered with [NCSA College Recruiting](#). Over the past 20 years, NCSA has refined the tools that student-athletes need during the college recruiting process to find their college match. Using hands-on guidance, college matching tools, and a network of 35,000+ college coaches, more than 200,000 student-athletes have made commitments to their college choice. Every day, the 750+ former college coaches and athletes at NCSA are helping high school athletes:

- Gain exposure and get discovered by college coaches
- Ensure they are on track to become NCAA and NAIA eligible
- Effectively contact and communicate with college coaches
- Find the best schools based on athletic and academic goals

[Learn More](#)

Learn more



National Society of
High School Scholars

For more information on how to become a partner or event inquiries, please contact us at partnerships@nshss.org.