



NSHSS

Be Honored. Be More.

Media Kit

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[About NSHSS](#)



ABOUT NSHSS

Your partner in expanding access to high achievers

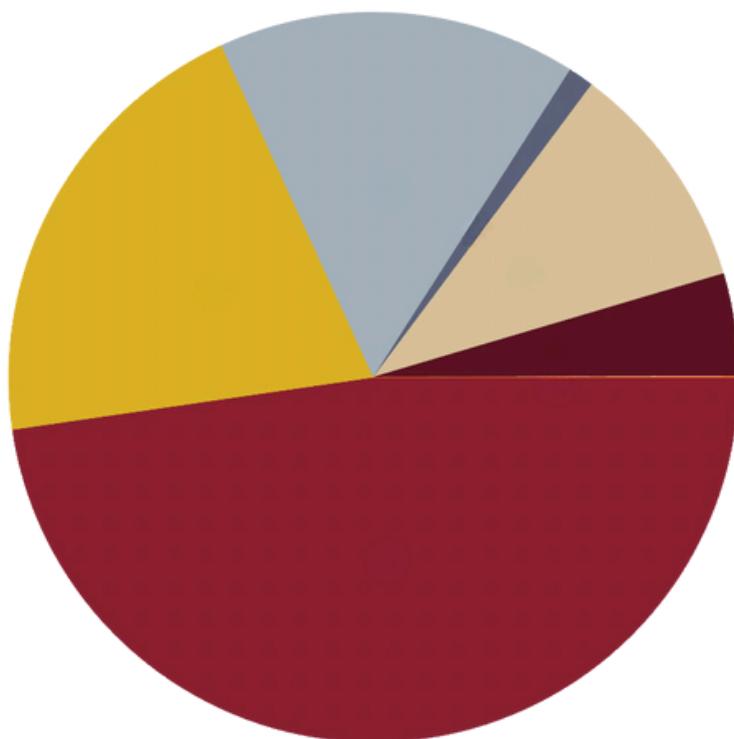
Co-founded by Claes Nobel and with a highly diverse membership, we recognize and empower high-achieving students. We strive to provide academic and leadership opportunities that promote scholarship, leadership, and community service to our members.



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.

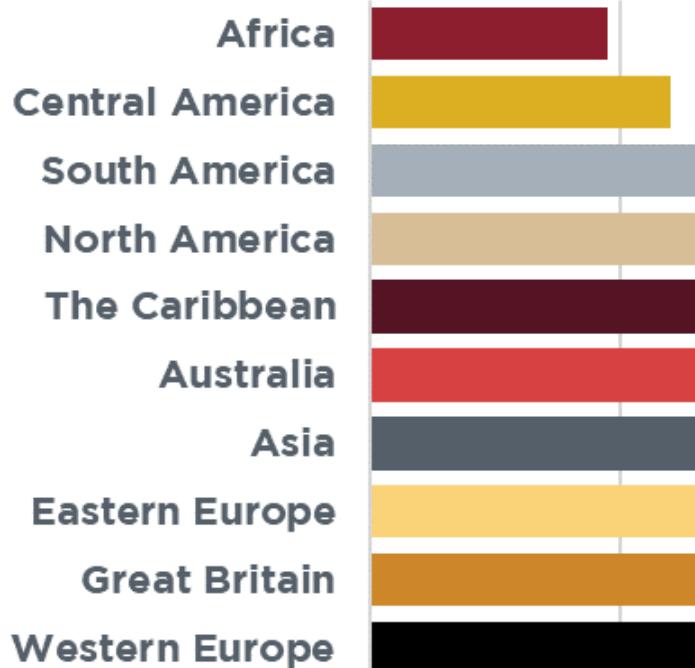
ABOUT OUR MEMBERS

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%

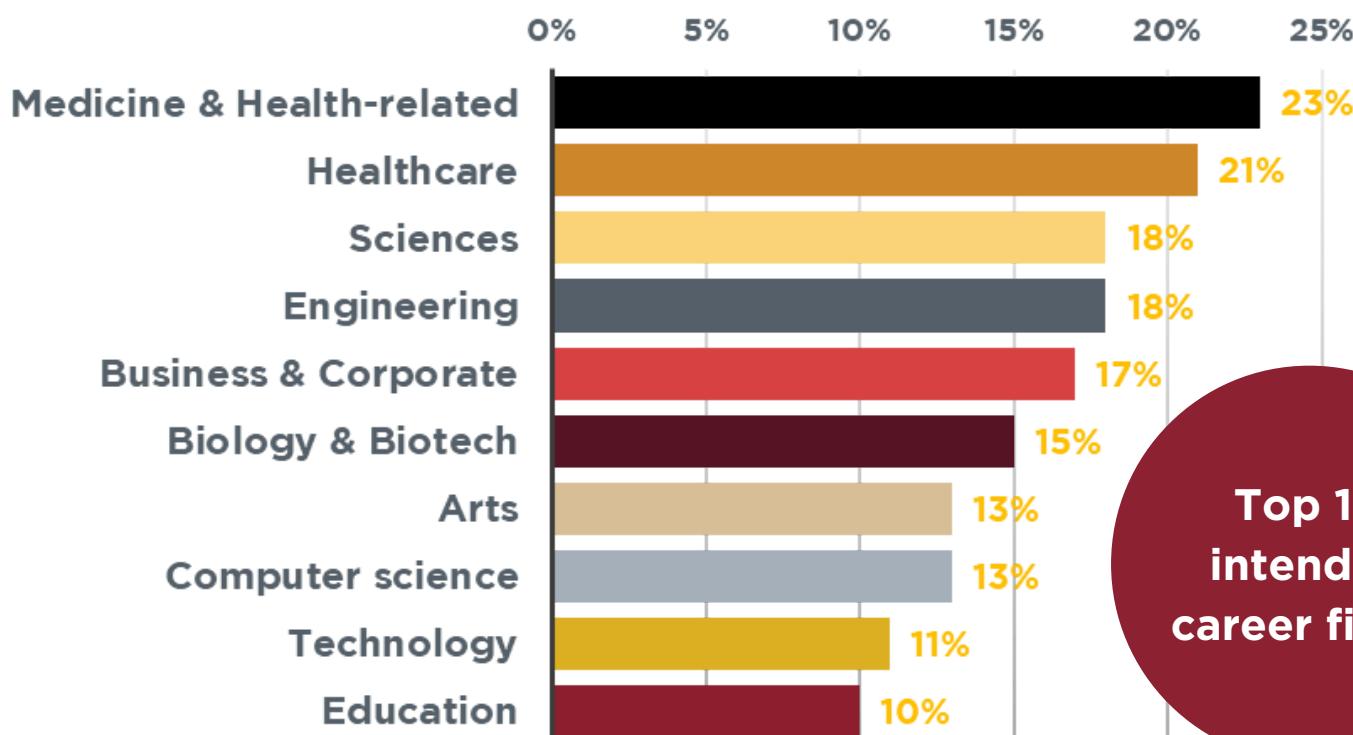
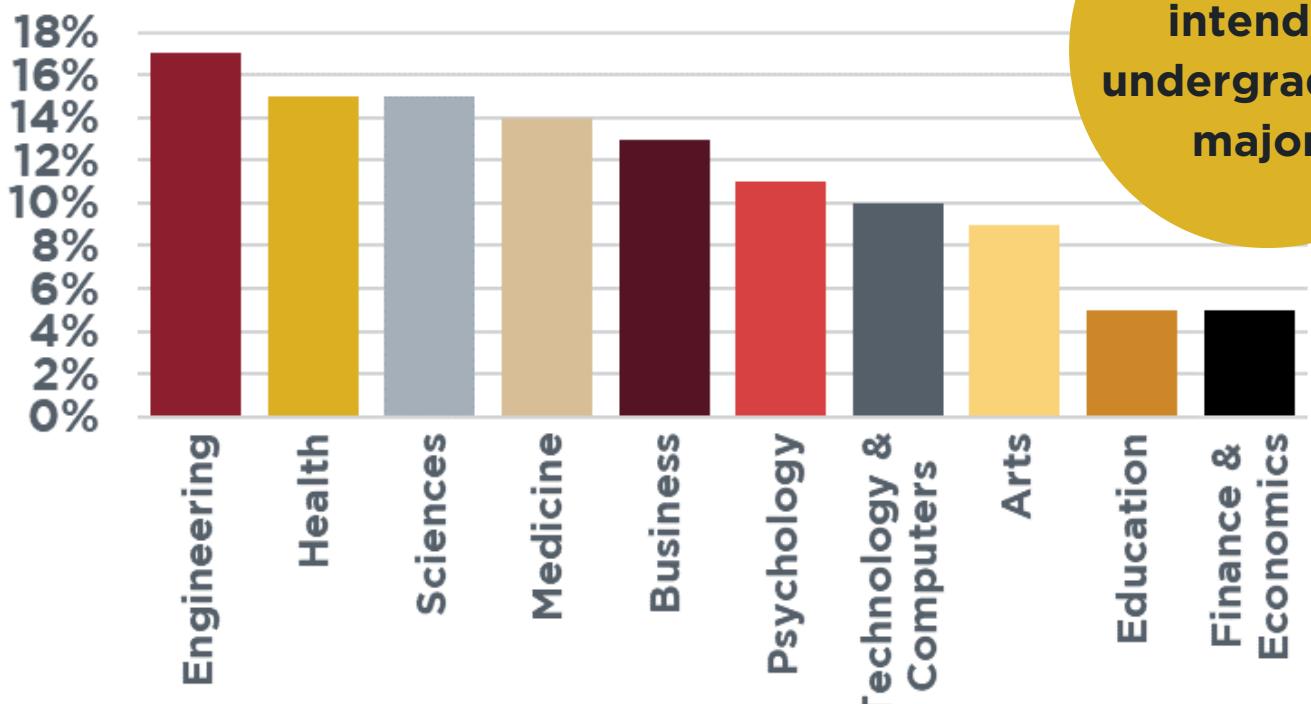
58% Non-white
22% First-generation



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

ABOUT OUR MEMBERS

Let's break down the **numbers**



Top 10
intended
career fields

MEMBER TOUCHPOINTS

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

DIGITAL TOUCHPOINTS

Press Release/
Member
Announcement

Social Media
Channels

Custom
Partner's
Page

Dedicated
Partner
Emails

Blog

Webinars

Member
Dashboard

Scholars
Connect
Podcast

Leadership
Programs

Scholarships

Be More
Grants

Scholar's
Days

Member
Events

College
and Other
Tours

IN-PERSON TOUCHPOINTS



SOCIAL FOOTPRINT AND DIGITAL ENGAGEMENT

Broad and Deep Engagement



SOCIAL @NSHSS

Total followers across platforms: 175K+

Total annual impressions: 14.7M+



PARTNERS POST

Facebook: 2,550 avg. impressions

Instagram: 3,700 avg. impressions

TikTok: 1,539 avg. plays



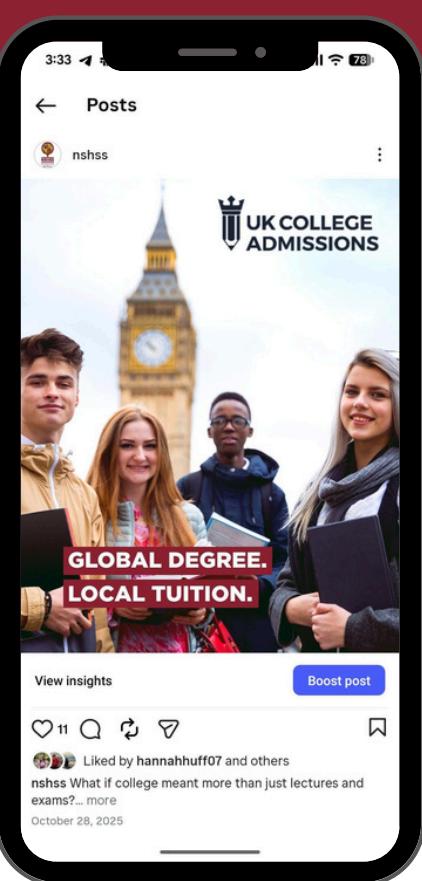
EMAIL

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

1,913,442



ANNUAL WEBSITE TRAFFIC
3.8M+
(30% returning)



Overall Partners Page Traffic (Average Monthly):

Views: 2,626

Engagement Metrics:

Engagement time/user: 41s

Engaged sessions: 1,060

Clicks: 2,960

Key Traffic Sources:

Organic Traffic: 48.92%

Direct: 33.27%

Domain Metrics:

Domain Authority: 56

Member Dashboard Partner Traffic (Average Monthly):

Views: 17,308

Engagement Metrics:
Engagement time/user: 41s
Engaged sessions: 10,300
Clicks: 8,988

Webinar stats:

Average:

Registrations: 468

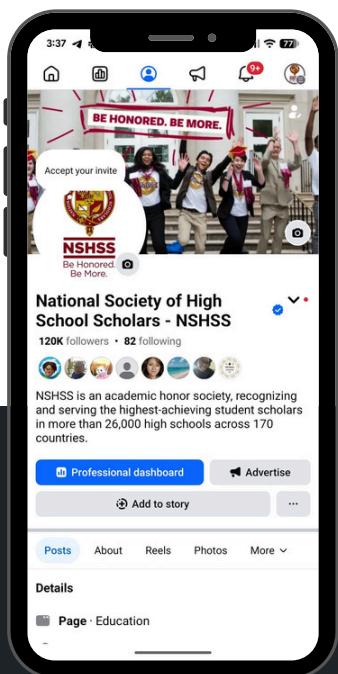
Attendance rate: 36.1%

SOCIAL MEDIA

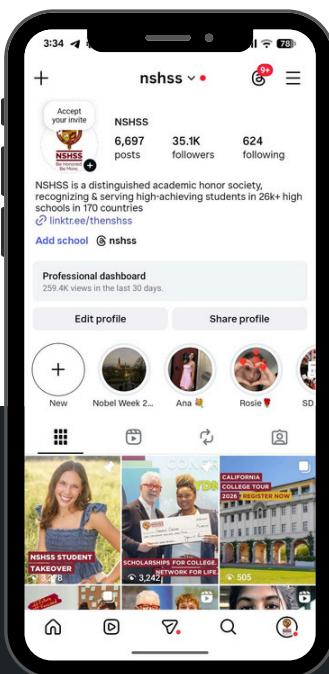
Custom partner posts

- **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

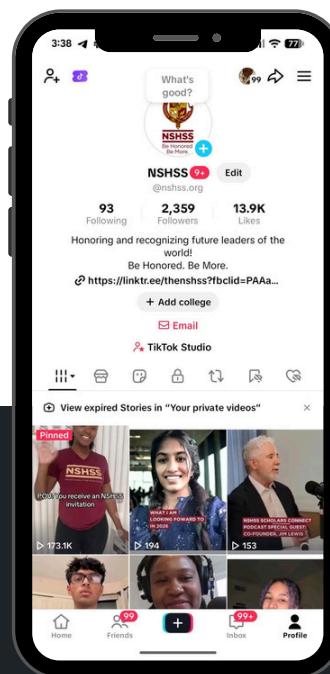
**HIGH-INTENT
ENGAGEMENT:
6.3 link clicks, 5.3
saves, 6.6 shares
(Avg per Post)**



Facebook



Instagram



TikTok

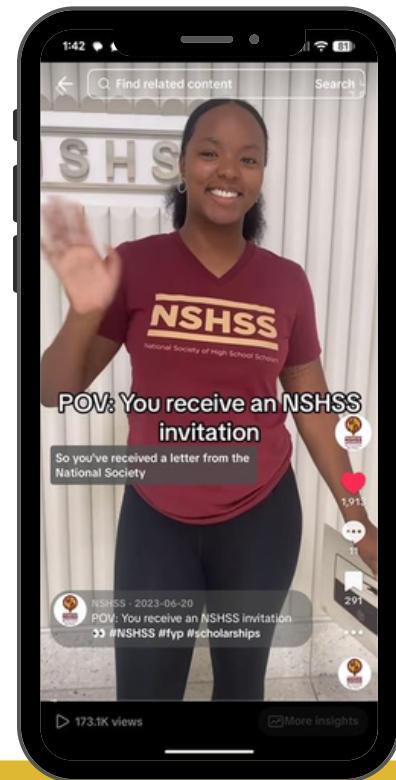
VIDEO CONTENT

Short-form video is the #1 content format across social media right now

Platforms are prioritizing video in-feed, meaning Reels and TikTok consistently earn more reach, more discovery, and more watch-time than static posts.

NSHSS video placements allow you to show up in a format that feels native, authentic, and high-performing for students and families—especially when paired with a clear CTA and story-driven messaging.

Video is the strongest driver of reach right now—**13.44M impressions in 2025** and nearly **300K video views**.



Video-first campaigns helped drive 13.44M total impressions in 2025 (+15.1% YoY)

TikTok engagement rate went up +86% YoY

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 200+ placements since 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:

over ~35% of our media placement are national



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.

✓ Universities

Summer Pre-College Scholars Program at University of California, Berkeley

University of California, Berkeley is home to some of the world's greatest minds, leading more than 130 academic departments and 80 interdisciplinary research units addressing the world's most pertinent challenges.

Berkeley Summer Sessions

NSHSS handpicks its partners carefully, searching for colleges and universities that directly align with our mission to provide the best resources for our members and their families. We may receive compensation from our partners, at no cost to you.

Summer Pre-College Scholars Program

Discover courses to meet and Ignite your desire to learn this summer at UC Berkeley. Berkeley Summer Sessions offers highly motivated rising Juniors and Seniors the opportunity to experience college life at UC Berkeley. Take college-level courses with Berkeley students, and participate in co-curricular activities and college exploration workshops. Residential, commuter, non-credit, and virtual tracks are available.

Learn more about UC Berkeley's residential, commuter, non-credit, and virtual programs for high school students.

HIGHLY DISCOVERABLE:
48.92% of traffic comes from Organic Search

✓ Educational Organizations

MedSchoolCoach

The MedSchoolCoach Pre-Med Coach program provides personalized, yearlong mentorship for high school students aspiring to become physicians. Through weekly one-on-one College Admissions and Physician Advisors, students build strong applications for competitive colleges and BS/MD programs while aligning their experiences with long-term medical goals.



MEDSCHOOLCOACH

NSHSS handpicks its partners carefully, searching for nonprofits, organizations, and companies that directly align with our mission to provide the best resources for our members and their families. We may receive compensation from our partners, at no cost to you.

Working together to



✓ Nonprofit Organizations

NSHSS Members: Lead, Serve, and Support St. Jude Children's Research Hospital

Honoring our history. Inspiring our future.

St. Jude Leadership Society is a membership of high performing students who share a passion for leadership, service, and community.

Through this meaningful shared experience, SLS members will focus their time and energy on critical leadership principles that will lead to their success in career and life.



St. Jude Children's Research Hospital

Finding cures. Saving children.

ALSAAC - DANNY THOMAS, FOUNDER

Leadership Development
Members participate in a series of leadership development sessions that engage a variety of community and corporate leaders. All sessions are inspired by St. Jude founder Danny Thomas and focus on leadership traits like good citizenship, gratitude, grit, integrity, empathy, and courage.

Networking and Mentorship
Throughout their journey members work with their mentors, usually a parent, to develop their leadership skills, and networks to build and execute a fundraising strategy. Through this experience, SLS members learn how to manage a project from start to finish and they have an opportunity to exercise all that is learned through their leadership development sessions.



DEDICATED PARTNER E-MAILS

Co-branded email to members, parents, or educators

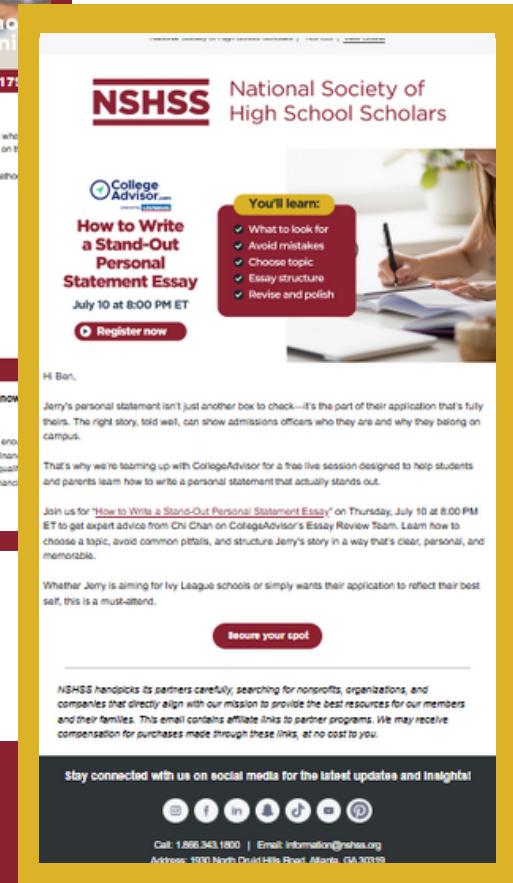
We will craft this co-branded email together to get the right message to members and promote your organization.

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.

Strong list health

56.9M inboxes reached/year with up to 83% open rate



30.8M unique opens and 2.0M unique clicks/year with up to 13.3% click-through rate

Call: 1.866.343.1800 | Email: Information@nshss.org
Address: 1000 North Druid Hills Road, Atlanta, GA 30319

BLOG

Diverse and important information to reach motivated scholars and parents

RANKINGS

Top 100 Rankings: 26,451
First Page Rankings: 3,465

Overall Blog Traffic (Average Monthly):

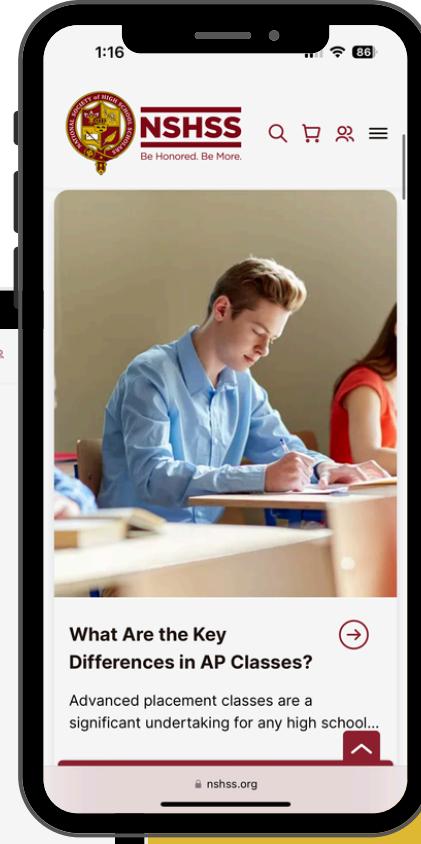
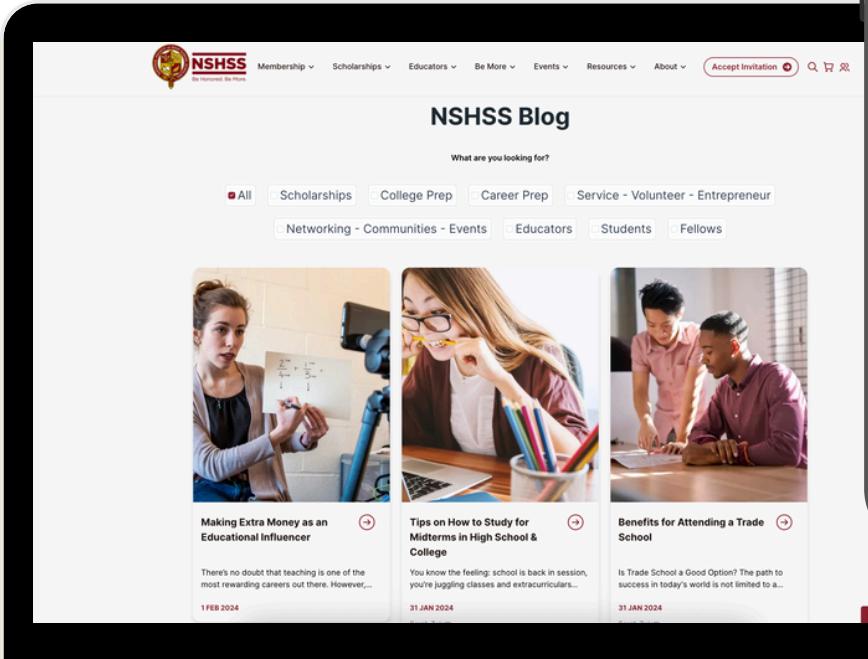
Views: 50K
Sessions: 44K
Unique Users: 159K

Engagement Metrics:

Engagement Time/User: 1m 06s
Engaged sessions: 15,800

Traffic Sources:

Organic Traffic: 79.17%
Direct Traffic: 14.50%
Referral Traffic: 3.94%
Organic Social Media Traffic: 0.63%



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: 497
Attendance rate: 34.2%

[View upcoming webinars](#)



MEMBER DASHBOARD

Unique CTA on each member dashboard

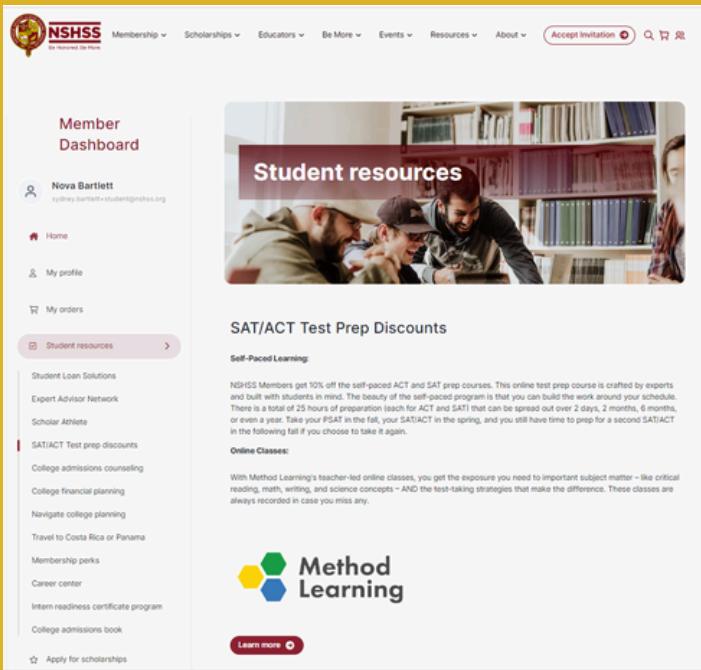
Key Partners and Perk Partners may have logos on each member's dashboard.

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.

Inside our member experience

A high-frequency member touchpoint:
17K+ monthly views



Member Dashboard

Nova Bartlett

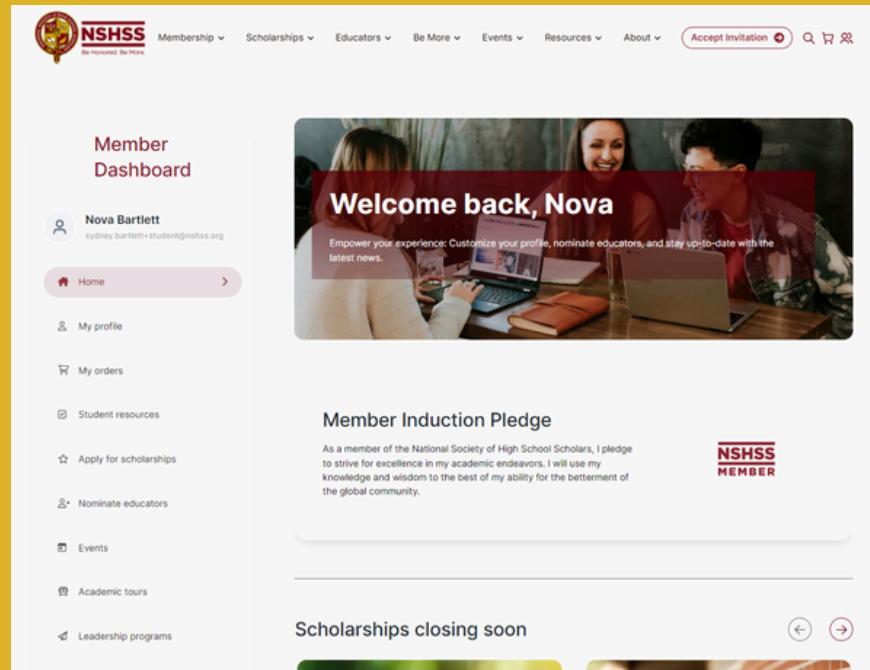
Student resources

SAT/ACT Test Prep Discounts

Self-Paced Learning

Online Classes

Method Learning



Member Dashboard

Nova Bartlett

Welcome back, Nova

Member Induction Pledge

Scholarships closing soon

NSHSS MEMBER

SCHOLARS CONNECT

NSHSS Podcast that reaches students, parents, and educators

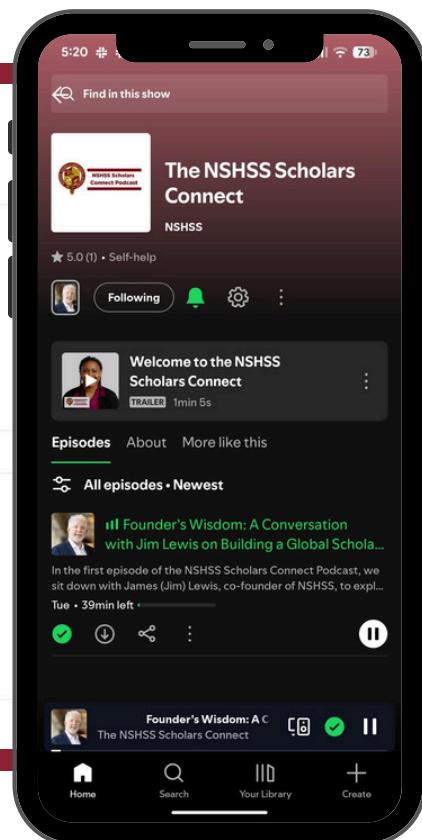
NSHSS Scholars Connect is our flagship podcast featuring student stories and expert insights on leadership, scholarships, and college/career readiness for high-achieving students and families. **Partner opportunities are coming soon**, including guest speaker spots and audio/visual ad placements during episode breaks.

Our Podcast is available on Podbean, YouTube, Spotify, Apple Podcasts, Amazon Music, and more.



A screenshot of the NSHSS Scholars Connect website. It features a dark header with the logo and a red navigation bar. Below is a section for 'Episodes' with two items: 'Founder's Wisdom: A Conversation with Jim Lewis on Building a Gl...' and 'Welcome to the NSHSS Scholars Connect'. Each item has a thumbnail, a title, a date, a description, and social sharing buttons.

[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.**