



UNION OF BRUNEL STUDENTS

2023/24

MARKETING OPPORTUNITIES MEDIA PACK



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To find out more about our packages and individual opportunities please visit brunelstudents.com/advertise or email simon.mcdowell@bnu.ac.uk

2023/24

About the Union of Brunel Students

The Union of Brunel Students is the vibrant centre of student life at Brunel University London. Brunel University is a prestigious institution known for its research excellence and commitment to student success. With a diverse community of over 15,000 students from around the world, Brunel offers a unique and enriching educational experience.

The Union of Brunel Students offers a range of amenities and services to enhance student life on campus. At the heart of the Uxbridge campus, you'll find our Union shop selling all the best Brunel gear; our on-site nightclub "The Venue"; our dedicated student bar "Loco's"; a range of delicious food options and a variety of social spaces where students can connect and unwind.

A dedicated team of Officers leads the Union, representing the interests of students and spearheading projects, campaigns, and activities to enhance student welfare. Moreover, the Union of Brunel Students offers an extensive range of opportunities for students to engage in over 150 societies, sports clubs, and volunteering initiatives.

With its close ties to the diverse and vibrant student body, the Union of Brunel Students is uniquely positioned to deliver personalised experiences and targeted access to a thriving student market throughout the year. Whether it's connecting students with like-minded individuals through societies and clubs or providing valuable resources and support, the Union is dedicated to making every student's journey at Brunel University as fulfilling and rewarding as possible.



Why Advertise With Us?

Over
18000
students

More than
50%
International Students



3000+
Students living on campus

More than
8500
International students
from over 150 countries

TOP 30
in the world for
international outlook

We have an email system
which allows us to segment
by multiple student
demographics



Achieved a "Good" ranking in the Quality Student Union qualification on the first time of applying in 2023, with a "Very Good" rating in the communicating with students section

2022-23 Highlights

Students come to Brunel from across the UK and beyond, all enthusiastic about finding out what London has to offer. They're keen to enjoy the benefits of being a University student and explore new brands along their journey with us. There's loads of ways you can advertise with us to reach them, but here are some of our highlights from last year:

3400+

Students in attendance at the 2022 Freshers Fair



40%

Average read rate on our weekly all student email newsletter with adverts from our partners

44

Separate poster locations in our SU building

5600+

Students actively involved in our sports and societies

16800+

Followers across our Union of Brunel Students page, Party Brunel page and Team Brunel page on Instagram

1.1 Million

Hits to the website in the last academic year coming from more than 107,000 individual users.

More than 40

collaborations with external companies to promote their products or services on campus



We have an average website dwell time exceeding 1 minute and 40 seconds, allowing plenty of time for messages to be shared with your target audience.

Freshers Week Opportunities

Freshers Fair

Freshers Fair is the Union of Brunel Students' biggest event of the year, attracting more than 3,400 students in 2022. This exciting fair provides an opportunity for both new and returning students to explore and discover all the offerings available at the Students' Union. It's a chance to connect with various Clubs & Societies and engage with a diverse range of local businesses and brands, including yours.

With over 200 Sports Clubs & Societies participating in the fair, along with a large number of external brand stalls strategically placed in high footfall areas, this event presents a unique opportunity to engage with our vibrant student community. Mark your calendars for this year's Freshers Fair, happening on Tuesday, September 12, from 10am to 6pm. The fair will take place across a variety of indoor and outdoor locations on campus, with the majority of stalls being set up in our state-of-the-art indoor athletics centre.

Premium Stall

These 3x3m stalls include power, Wi-Fi access, optional display boards, on-site parking permit and up to 8 staff members. Premium Stalls are located right at the entrance to the event, guaranteeing you a high level of engagement.

£1,100

Standard Stall

These 2x1.5m stalls include power, Wi-Fi access, optional display boards and up to 6 staff members.

£850

Charity Stall

These 1x1m stalls include power, Wi-Fi access, optional display boards and up to 4 staff members.

£200

**Looking to do something really special?
Get in touch and we'll see if we can make it happen!**

Get in touch to discuss our discounted rates, available exclusively to small independent businesses in the local area.





Freshers Week Opportunities

Freshers Week On Site Activations

Thousands of students will be on campus throughout Freshers Week attending induction sessions, Club & Society meet and greets and any one of our many student focused events running during Freshers. Be part of the action with an on-campus activation. Power, Wi-Fi access, parking and refreshments can be provided for an additional fee. Multiple day discounts are available on request.

from
£200
per day

Welcome Email

Get your brand out to students before they even arrive at University with an ad in our welcome email! Our first contact with new students is through a direct to student email sent just after A-Level Results Day. It's a great opportunity for you to feature your brand in our first communication with students.

£POA

Students' Union Guide

Our Students' Union Guide is received by every new student at Brunel, with hundreds more given out during Freshers Week to returning students at our Students' Union Receptions and during our Freshers Fair. It is the essential guide to the Students' Union, detailing everything we do and how students can get involved. Make sure your company is part of what they see through our advert opportunities in our guide.

full page
£650
half page
£375



Premium Freshers Week Packages

Gold Package

- Freshers Fair Premium Stall
- Students' Union Guide full page advert
- Welcome Email Advert
- 2x AO posters in the SU building throughout Freshers Week
- 10x A3 posters in the SU building throughout Freshers Week
- 2x Instagram, Twitter & Facebook posts during Welcome Week

£2200

Silver Package

- Freshers Fair Standard Stall
- Students' Union Guide full page advert
- 2x AO posters in the SU building throughout Freshers Week
- 10x A3 posters in the SU building throughout Freshers Week
- Solus email during freshers week

£1700

Bronze Package

- Freshers Fair Standard Stall
- Students' Union Guide half page advert
- 10x A3 posters in the SU building throughout Freshers Week
- Solus email during freshers week

£1200

Freshers Week Title Sponsorship

We're looking for a sponsor for Freshers Week 2023. Put your brand at the forefront of all our Freshers Week marketing as our title sponsor. Your title sponsorship will include placement across our print, digital and online Freshers marketing campaigns, alongside a Premium Stall at our Freshers Fair event, posters in our SU building, dedicated content in our welcome email and on our social media, as well as potential on site activations. To discuss this opportunity please contact us on 01895 269269

£POA

In addition to our Premium Freshers Week Packages, our individual opportunities can be combined and adapted to offer a professional, yet personal touch. We can work with you to create a bespoke package tailored to the unique requirements and targets of your business. Please get in touch to see how we can help.

Digital Opportunities

Solus Email

Entirely YOUR email, no other content, no other companies – it's all about YOU! This is direct marketing from you to over 18000 students on our mailbase. With average open rates close to 40% year round, you are bound to reap the rewards. Our solus emails use a tiered pricing structure based on demand. All solus emails can also be segmented to target specific student demographics and prices are available on request for these segmented emails.

Website Homepage Advert

Position yourself at the core of our vibrant online community and put your brand at the focal point of all student engagement. In the previous academic year alone, our website had over 1.1 million hits, testament to its significance as the go-to platform for all things related to the Students' Union. Serving as an invaluable resource, our website serves as an information hub, providing students with vital details about the union, including event ticket purchases, Club & Society memberships, and up-to-the-minute updates. With a fully responsive design optimised for seamless navigation across all devices, our website offers an exceptional opportunity for you to showcase your brand in an eye-catching manner.

Social Media

With well over 10,000 Facebook and Twitter followers, as well as an ever-growing community of more than 16,800 Instagram followers across our various Union pages, your brand will receive unparalleled visibility and exposure when you promote your brand through our highly influential social media channels. With an average of well over 1,000 views per Instagram story throughout the year, your brand will benefit from fantastic reach and engagement at any time of the year. All our prices include one post on Instagram, Twitter, and Facebook, ensuring maximum brand exposure across multiple platforms. Get in touch with us today to explore our TikTok marketing opportunities.

Freshers Week
£900

Term 1
£800

Terms 2+3
£750

Freshers Week
£450

Term 1
£300

Terms 2+3
£200

Freshers Week
£300

Term 1
£200

Terms 2+3
£150

OOH Advertising Opportunities

Floor Stickers

High-impact floor vinyl stickers at our key entrance points are a great way of increasing the visibility of your brand to our students. Thousands of students pass through our spaces every day, and these floor stickers have been proven to effectively enhance the visibility of brands and campaigns. Various locations available, get in touch to find out more!

from
£200
per fortnight

Posters

We have dedicated poster display areas across our main SU building including high footfall areas like in our club and bar, alongside spaces in corridors and toilets. You can benefit from exposure to students as they move around our venues. This is a great option for those with a limited budget or to support wider campaigns. Prices vary by location, duration and poster size.

£POA



