

**QUEEN MARY STUDENTS' UNION**

# **MEDIA PACK**

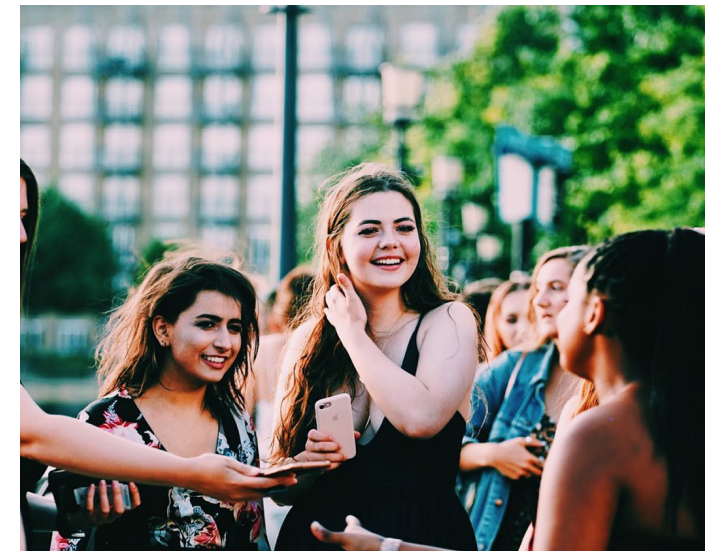
**2021-22**



Queen Mary University of London  
**Students' Union**

# CONTENTS

ABOUT QMSU .....	4
WHY ADVERTISE AT QMSU .....	5
LAST YEAR'S HIGHLIGHTS .....	6
ADVERTISING OPPORTUNITIES .....	8
On-Campus	
Emails	
Website	
Social Media	
Digital Screens	
Floor Stickers	
Window Clings	
Posters	
Banners	
PARTNERSHIPS, SPONSORSHIPS & CUSTOM PACKAGES .....	16
DISCOUNTED BUNDLE RATES .....	18





# ABOUT QUEEN MARY STUDENTS' UNION

Queen Mary Students' Union is the hub of student activity at the heart of Queen Mary University of London. Queen Mary is a leading research-led University and a member of the prestigious Russell Group. Over 27,000 students from across the globe study at Queen Mary across three faculties, all enthusiastic about finding out what London has to offer them.

The Students' Union offers several shops, cafés, venues, vibrant social spaces and a large Sport & Fitness Centre at the Mile End campus. Additionally the Students' Union operates facilities at the Whitechapel and Charterhouse Square (Barbican) campuses.

The Students' Union is run by a team of 6 Executive Officers who represent students and run projects, campaigns and activities to improve students' lives. The Students' Union also provides opportunities for students to get involved in over 250 societies, sports clubs, volunteering groups and Student Media outlets.

Through the Students' Union's connections with our diverse and vibrant student body we are in a unique position to provide personalised experiences and targeted access to a thriving student market throughout the year.



# WHY ADVERTISE WITH US?

**500+**  
ELECTED  
STUDENTS

**8000**  
INVOLVED IN  
OVER 200  
STUDENTS'  
UNION GROUPS



**12<sup>th</sup>**  
IN THE UK IN  
TIMES HIGHER  
EDUCATION  
RANKINGS

**240**  
DEGREE  
PROGRAMMES

  
**7,818**  
INTERNATIONAL  
&  
**448**  
STUDY ABROAD  
STUDENTS  
FROM OVER  
45 COUNTRIES  
WITH OVER 162  
NATIONALITIES  




  
**18,801 UNDERGRADUATE**  
**6,061 POSTGRADUATE**

**RUSSELL GROUP  
UNIVERSITY**

  
**2,000 STUDENTS  
LIVE ON CAMPUS**

**90%**  
OF STUDENTS  
ARE FROM  
STATE  
SCHOOLS


**69%**  
OF STUDENTS  
ARE BAME





# LAST YEARS HIGHLIGHTS

Students come to Queen Mary 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:

  
**27,000**  
**STUDENTS**

**10,200**  
ATTENDEES AT OUR  
WELCOME FAIR




**1000+** VIEWERS OF OUR DAILY  
INSTAGRAM STORIES

**42%** OUR AVERAGE READ RATE FOR OUR WEEKLY ALL STUDENT EMAIL  
NEWSLETTER – WE INCLUDE ADVERTS FROM OUR PARTNERS

**476,000**  
UNIQUE PAGE HITS ON OUR  
WEBSITE DURING SEPTEMBER  
ALONE

**25**  
DEDICATED SOLUS  
EMAIL CAMPAIGNS  
FOR ADVERTISERS  
TO REACH OUR  
23,000 STUDENT  
MAILBASE

**26**  
DIGITAL SCREENS  
ACROSS OUR  
STUDENTS'  
UNION BARS,  
RESTAURANTS,  
CAFÉS & SHOPS

**2.7 MILLION**  
WEBSITE HITS DURING  
THE LAST YEAR 



**10,000** FACEBOOK &  
TWITTER FOLLOWERS

**1** EMAIL SYSTEM ALLOWING US TO  
SEGMENT BY MULTIPLE STUDENT  
DEMOGRAPHICS



Welcome Fair



# ADVERTISING OPPORTUNITIES



Welcome Fair

## ON-CAMPUS

Come and meet our students with an on-campus stall or brand activation event. Our self-contained campus is perfect for sampling, flyering, give-aways, sign-ups and for getting our students aware of your brand. We want our students to remember you, so we welcome a wide range of interactive indoor and outdoor installations to enhance your brand exposure.

Indoor spaces and on-campus flyering	£299*
Library Square	£499*

\* Discounts are available for local / independent businesses and charities / not-for profit organisations.



Home of the popular Hub social space, main reception, 400-seater Nest study space and Multi-Faith Centre. Hundreds of students pass through each day.



At the heart of campus this location connects all major routes on campus to academic buildings, the library, Students' Union building and student accommodation.



Ground Café is our lively and busy on-campus Café, located right at the heart of campus. Footfall is high with an average of 1200 customer transactions per day.



With over 3000 members, Qmotion is the ideal spot for health & fitness brands.

Most spaces provide a 3 metres x 3 metres space. Furniture, electricity and Wi-Fi access are provided as standard. If you require a larger space, vehicle spot or have a custom set-up you want to discuss, please get in touch!



# ADVERTISING OPPORTUNITIES

Email is a great way to reach our students. Our weekly email has an open-rate of between 40-45% which is higher than the sector average. All email campaigns can be segmented by a range of student demographics including, year group, subject, study level (undergraduate/postgraduate) and student status (home/international) to ensure your message reaches exactly the right people.

## ALL STUDENT EMAIL – YOUR UNION THIS WEEK

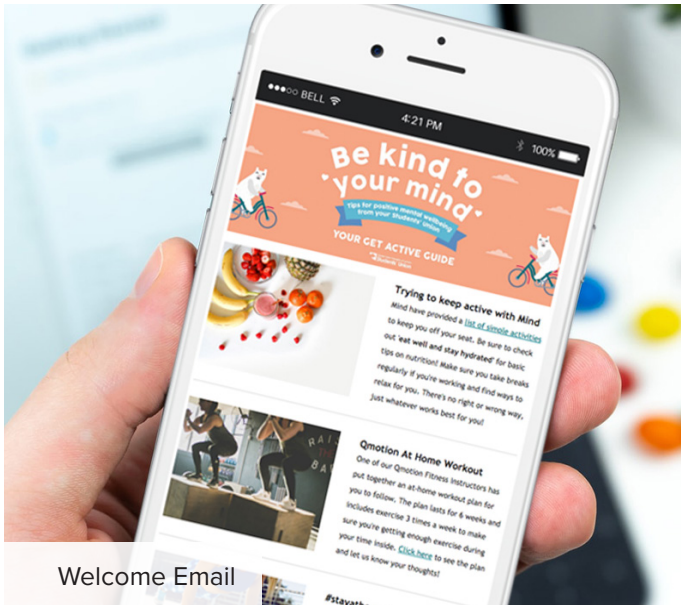
Your Union is our weekly email to the entire student database of 23,500 students, featuring all the latest news, events and opportunities our students need to know about. Your content will be right in the middle of it all, so it is a great and affordable way for you to get your brand noticed!

Article post	£179
Header post	£259

## SOLUS EMAIL

Entirely YOUR email. No other content, no other companies – it's all about YOU. This is Direct Marketing from you to our mailbase of 23,500 students. With above sector average open rates you are bound to reap the rewards! We can also segment all emails to your chosen student demographics including year group, subject, international students and study level (Undergraduate, Postgraduate).

Solus email	£599
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Welcome Email



Solus Email



Website



Social Media

## WEBSITE HOMEPAGE ADVERT

In Summer 2020 we are launching our brand new Students' Union website, and you can be at the heart of it with a homepage advert. Our homepage has over 20,000 unique home page hits a month and is the place to go for students to find out everything about the Students' Union, buy tickets and society memberships and check out the latest news. It is fully responsive across all devices.

1 week	£150
1 month	£400
Full year	£1500

## SOCIAL MEDIA

We have a proven track record of delivering successful social media campaigns for brands. With nearly 10,000 Facebook and Twitter followers and 4000 Instagram followers we can offer you instant, impactful brand visibility that reaches a mass student audience. It's also great value! We can also discuss options to boost your posts further with additional paid advertising.

Instagram, Twitter & Facebook post	£100
Instagram story post	£100





Various brand events throughout the year



# ADVERTISING OPPORTUNITIES

## SCREENS

### DIGITAL SCREENS

Our 26 screens are located in our high footfall areas across the Students' Union including our shops, cafés, bars, Sport & Fitness Centre, Hub social space and Nest study space. Thousands of students see these screens each day, guaranteeing high impact visual exposure for you. Your ad will be visible for at least 10 seconds every 60-120 seconds.

1 week digital screens	£159
2 weeks digital screens	£229
1 week gym screens	£129
1 week gym & digital screens	£219

### GYM SCREENS

Our up-to-date gym equipment offers screens for students to view whilst exercising and working out. With over 3000 members our gym screens are guaranteed to offer your brand maximum exposure. Your ad will be visible for at least 10 seconds every minute.

## 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.

2 weeks	£300*
1 month	£400*

\* Prices are for 3 entrance points

Floor stickers are located at the entrances to Drapers Bar & Kitchen and Qmotion Sport and Fitness Centre, at Union Shop, the Students' Union Hub and our Ground Café.

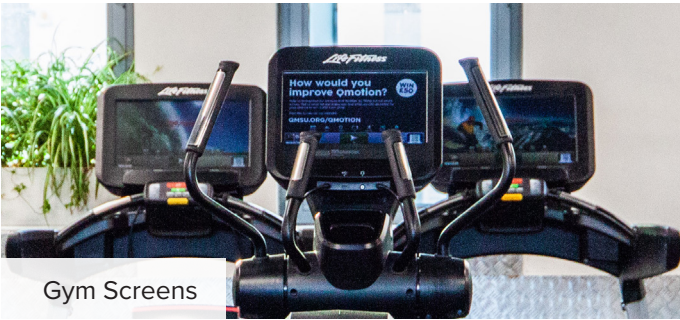
### WINDOW CLINGS

We have the option to add window clings in all our spaces, including our toilet mirrors!

25 clings	£100 per 2 weeks
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Digital Screen



Gym Screens



Floor Sticker

## POSTERS

We have dedicated poster display areas across our spaces, in our toilets and lifts. You can benefit from exposure to students as they move around our spaces. This is a great option for those with a limited budget or to support wider campaigns.

1 x A3 poster (2 weeks)	£10
5 x A3 posters (2 weeks)	£20

## BANNERS

We are able to place large 2m x 1m PVC outdoor banners in high footfall and outdoor campus locations!

Queen's Building	£250 per month
Qmotion/Union Shop	£250 per month
Library Square	£300 per term



# PARTNERSHIPS, SPONSORSHIP & CUSTOM PACKAGES

Throughout the year we offer a variety of opportunities to work in partnership with Queen Mary Students' Union. We are able to build you a custom advertising package that will work effectively for your brand and our students.

We'll help you to develop a package which meets your needs and gives you the opportunity to connect to our students all year round.

## EXCLUSIVITY

We are very happy to discuss termly or annual exclusivity packages. Please contact us for further information.

## SPONSORSHIP

We have a variety of events throughout the year including our annual Merger Cup varsity, Students' Union Awards, liberation campaigns including Black History Month and LGBT+ History Month, plus other flagship events including Freshers' Ball, Graduation Ball and our monthly Hail Mary events. We welcome sponsorship from brands big and small, and will work with you to develop a package that fits around your needs and budget to ensure your brand gets the most from the event.

## WELCOME FAIR

This year we will also be offering "naming rights" to our Welcome Fair event. The Welcome Fair is attended by over 10,000 students across two action-packed days. Put your brand at the heart of the event, with your brand name featured in all event publicity.

## STUDENT GROUPS

With over 300 different student-led Societies, Sports Clubs, Volunteering groups and Student Media outlets you have the opportunity to work directly with us to both promote your business and support our student-led activities. These groups had over 8000 individual members in 2019-20, so it is a huge student community! Please contact us on [su-sales@qmul.ac.uk](mailto:su-sales@qmul.ac.uk) if you would like to sponsor one of our student groups.





# DISCOUNTED BUNDLE RATES

## BUNDLE 1: SAVE £148 OFF THE USUAL PRICE

1 dedicated mailout to students	£689
1 week advert on our digital screens	
1 social media grid post advert	

## BUNDLE 2: SAVE £150 OFF THE USUAL PRICE

Library Square stall / event	£597
Inclusion in our all student email – Your Union This Week	
1 social media grid post advert	

## BUNDLE 3: SAVE £84 OFF THE USUAL PRICE

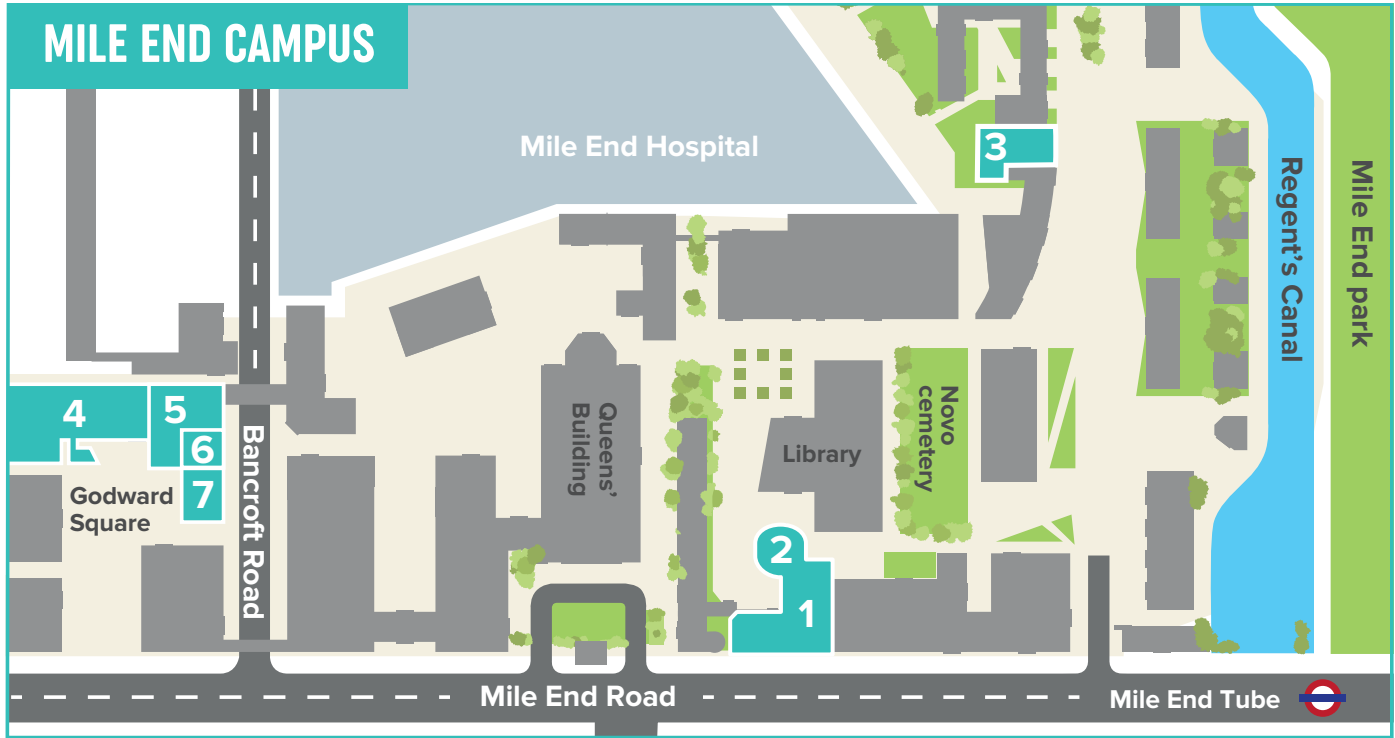
1 week advert on our Homepage	£333
1 week advert on our digital screens	
1 social media grid post advert	

\*Please note, prices do not include VAT and we require 7 days for your campaign to get started from time of booking.





OUR PLACES & SPACES



1	Students' Union Hub & The Nest
2	Ground Café
3	Village Shop
4	Qmotion Sport & Fitness Centre
5	Drapers Bar & Kitchen
6	Drapers Lounge
7	Union Shop
8	The Griff Inn Bar & Kitchen
9	BLSA Building





## CONTACT US

**E** [su-sales@qmul.ac.uk](mailto:su-sales@qmul.ac.uk)

**W** [qmsu.org/sales](http://qmsu.org/sales)



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**Students' Union**