

Queen Mary Students' Union

FRESHERS 2023

**Welcome Fair &
Freshers' Marketing
Opportunities**



Queen Mary University of London
Students' Union

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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 29,000 students from across the globe study at Queen Mary in London, 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 campuses, including bars, cafés, shops and social spaces.

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?

over
29000
UK based students

9000+
Postgraduate students



5th
in the UK for quality of
research outputs

4500
staff members

Most inclusive Russell Group university in The Times and Sunday Times
Good University Guide 2021



92%
of students are from
state schools

49%
are the first in their
family to go into
Higher Education



10000+
students involved in
over 200 students'
Union groups



over
7000
first year students

240
degree programmes

Ranked 14th in the UK Times Higher Education 2021 rankings



2400
students living on
campus

over
8000
International
students from over 45
countries with over
170 nationalities



2022-23 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:



11500
attendees at our 2022
Welcome Fair



An email system allowing us to
segment by multiple student demographics

40%
average read rate on our weekly all student
email newsletter with adverts from our partners

50
on-campus
activations



22
dedicated solus
email campaigns
to reach our
28000 student
mailbase

26
digital screens
across our
Students'
Union bars,
restaurants,
cafés & shops

2.7 MILLION
site hits between Aug 2022 to Mar 2023

10000
Facebook & Twitter followers

696,124
unique page hits on our website
during September alone



7800
Instagram followers



Welcome Fair

Welcome Opportunities

WELCOME FAIR

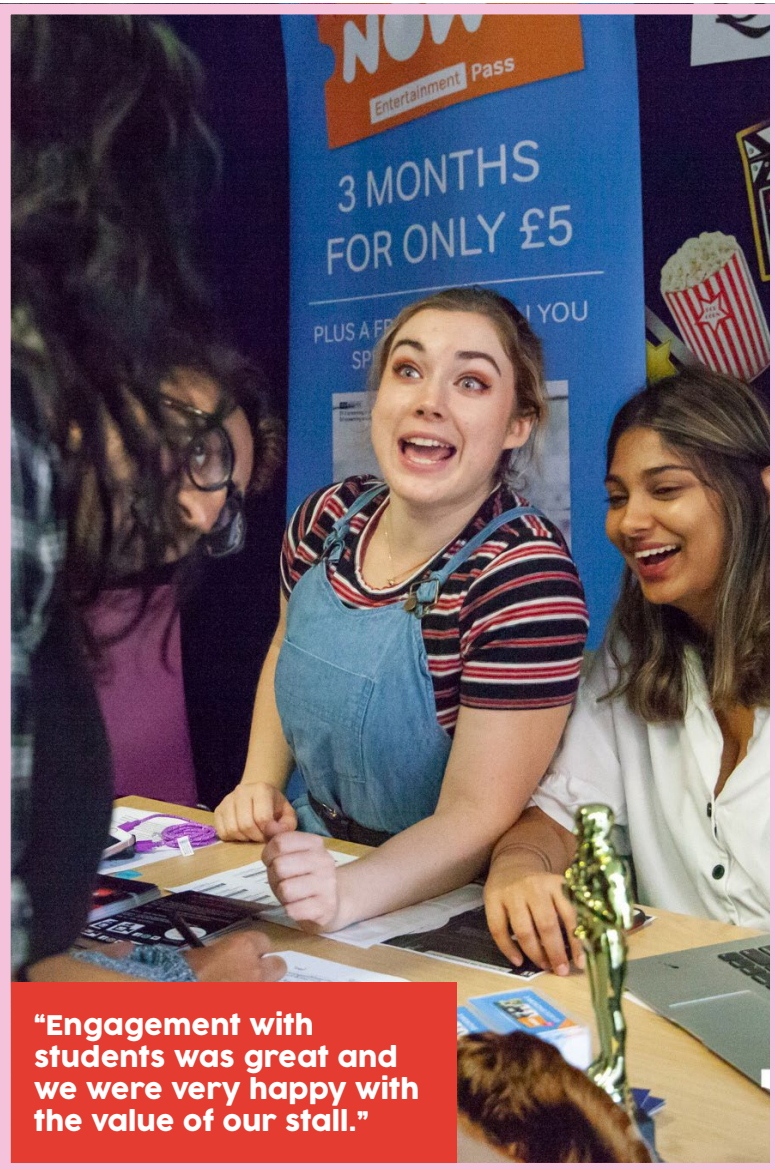
The Welcome Fair is our largest event of the year, with over 11,500 students attending in 2022. The Welcome Fair offers a chance for new and returning students to find out about everything the Students' Union has to offer, meet Clubs & Societies and engage with a wide range of brands and local businesses like yours.

Over 200 Sports Clubs & Societies will be in attendance at the Fair, and with over 50 external brand stalls available for the event in high footfall areas it's a unique opportunity to access our student community.

This year our Welcome Fair will take place on **Thursday 21 September from 10am-6pm** and **Friday 22 September from 10am-4pm** across a variety of indoor and outdoor locations on the Mile End Campus.

Our Mile End campus is unique in being the largest self-contained campus in Central London, offering everything from lecture theatres to launderettes. Over 2400 students live on campus in the Student Village, with thousands more studying and socialising on campus every day.

21-22
September



“Engagement with students was great and we were very happy with the value of our stall.”



“The staff were really helpful and the event as a whole was really well organised!”

GOLD PREMIUM STALL

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

1 day	£975
2 days	£1250

SILVER STANDARD STALL

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

1 day	£795
2 days	£975

CHARITY STALL

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

1 day	£249
2 days	£299

FESTIVAL ZONE/OUTDOOR PITCH

Our Festival Zone features an outdoor bar, performance area and outdoor pitches. Pitches include power on request and Wi-Fi access.

1 day	£695
2 days	£950

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



Welcome Opportunities



WELCOME WEEK ON-SITE ACTIVATIONS (NON-FAIR DAYS)

Thousands of students will be on campus throughout Welcome Week attending induction sessions, Club & Society meet and greets and one of our 50+ events running during Freshers. Be part of the action with an on-campus activation. Power, Wi-Fi access, parking and refreshments included.

1 day	£599
Multiple day discounts available on request	

BARTS AND THE LONDON FAIR

The Whitechapel Campus is home to our internationally renowned Barts and The London School of Medicine and Dentistry. It is home to over 5,600 Undergraduate and Postgraduate students.

The Barts and The London Welcome Fair runs in addition to our main Welcome Fair event and is targeted at our Medicine & Dentistry students who are encouraged to attend both events. This event will take place on Wednesday 20 September from 12pm-4pm in our brand new facilities opening at the Whitechapel campus in September 2023.

Gold Premium Stall	£499
Silver Standard Stall	£399
Charity stall	£150

FRESHERS MAILOUT

Get your brand and messages onto students home doormats before they even arrive at University! Our first contact with new students is through a postal mailout sent to over 5500 new home students just after A-Level Results Day. All new UK-based undergraduate and postgraduate students receive a Welcome Pack that includes a Students' Union Guide, Freshers events calendar and more! It's a great opportunity for you to feature your brand or include a free sample!

A6 flyer insert (5500 copies)	£575
A5 flyer insert (5500 copies)	£695
Sample	Price on request

STUDENTS' UNION GUIDE

Our Students' Union Guide is received by every new student at Queen Mary, with hundreds more given out to returning students at our Students' Union Information Points, Accommodation Key Collection Points, Students' Union Receptions and by our Students' Union Welcome Crew volunteers. 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 advert	£650
Half page advert	£375



Digital Opportunities

WELCOME EMAIL

Our series of Welcome emails are packed full of key information, events and opportunities for students - and you could be at the heart of it!

With 28000 students on our Welcome emails mailbase and a read rate of over 50%, these emails are a great value way of promoting your brand to our thriving student population.

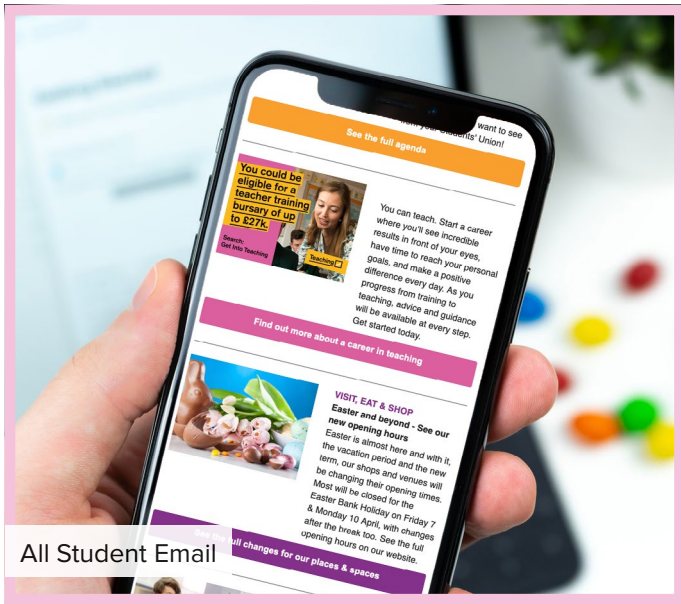
SOLUS EMAIL

Entirely YOUR email, centre of our Welcome campaign. No other content, no other companies – it's all about YOU! This is direct marketing from you to over 28000 students on our mailbase. With open rates in excess of 55% during Welcome Week you are bound to reap the rewards right at the start of the academic year!

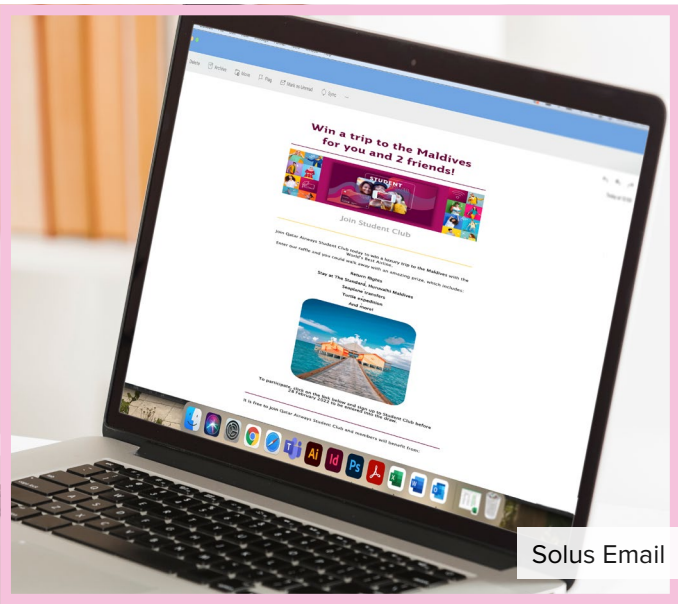
All solus emails can also be segmented to target specific student demographics including year group, subject, home/international and study level (undergraduate, postgraduate etc.). Prices are available on request for these segmented emails.

Article inclusion in Welcome email	£350
Banner advert in Welcome email	£499

Welcome solus email	£799
Regular solus email during Semester 1	£675



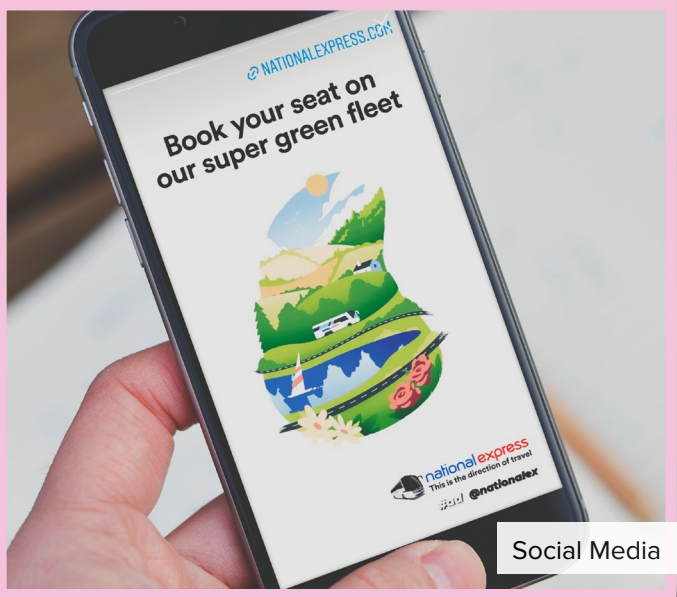
All Student Email



Solus Email



Website



Social Media

WEBSITE HOMEPAGE ADVERT

Be at the heart of our website and the hub of all student activity. Last September our website had over 715,000 hits. It's not surprising as our website is where students need to go to find out about the Students' Union, buy event tickets, purchase Club & Society memberships and find out the latest updates. Our website is fully responsive across all devices.

Homepage advert from A-Level Results Day to 30th September	£650
Banner advert on our dedicated Freshers' page	£500

SOCIAL MEDIA

Our Social Media pages are at the heart of our Welcome campaign. We have a proven track record of delivering successful social media campaigns for brands. With nearly 10000 Facebook & Twitter followers, over 9300 students in our new student Facebook group in 2022, over 7800 Instagram followers and an average of over 1000 views per Instagram story during Welcome Week, your brand is guaranteed to get great visibility.

Instagram, Twitter & Facebook post during Welcome Week	£300
Instagram story post during Welcome Week	£200

Please view our full year-round Media Pack for our full range of advertising options.

Advertising Opportunities

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 120 seconds.

1 week digital screens	£199
2 weeks digital screens	£279

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	£400*
1 month	£500*

* 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.

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.

10 x A3 posters (2 weeks)	£100
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BANNERS

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

1 x outdoor banner	£375 per month
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Premium Welcome Packages

GOLD PACKAGE

£2500

- Welcome Fair Premium Gold Stall - 2 days
- Students' Union Guide full page advert
- Freshers Mailout A5 flyer insert
- Digital advertising across 26 campus screens throughout Welcome Week
- Two Instagram, Twitter & Facebook posts during Welcome Week

SILVER PACKAGE

£1750

- Welcome Fair Silver Standard Stall - 2 days
- Students' Union Guide full page advert
- Digital advertising across 26 campus screens throughout Welcome Week
- Email advert in our all student Welcome email

BRONZE PACKAGE

£1250

- Welcome Fair Standard Stall - 2 days
- Students' Union Guide half page advert
- Email advert in our all student Welcome email

FRESHERS WEEK TITLE SPONSORSHIP

PRICE ON REQUEST

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 campaign, alongside a Premium Gold Stall at our Welcome Fair events.

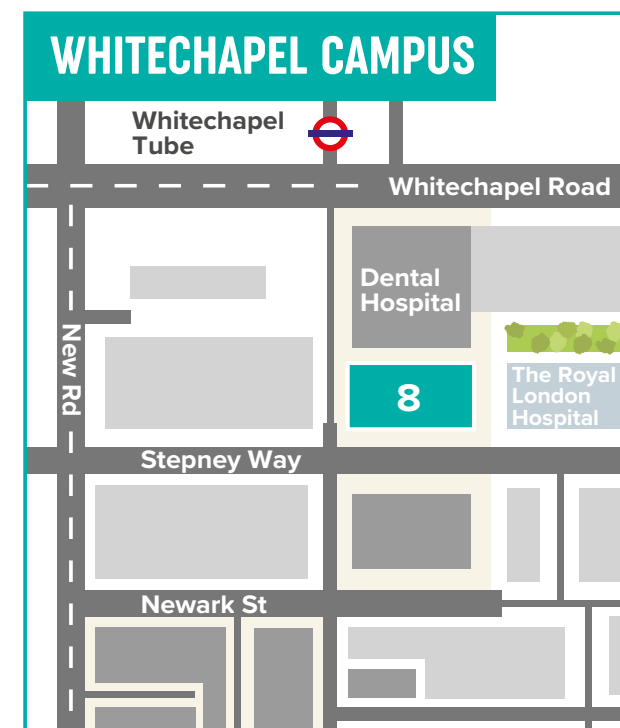
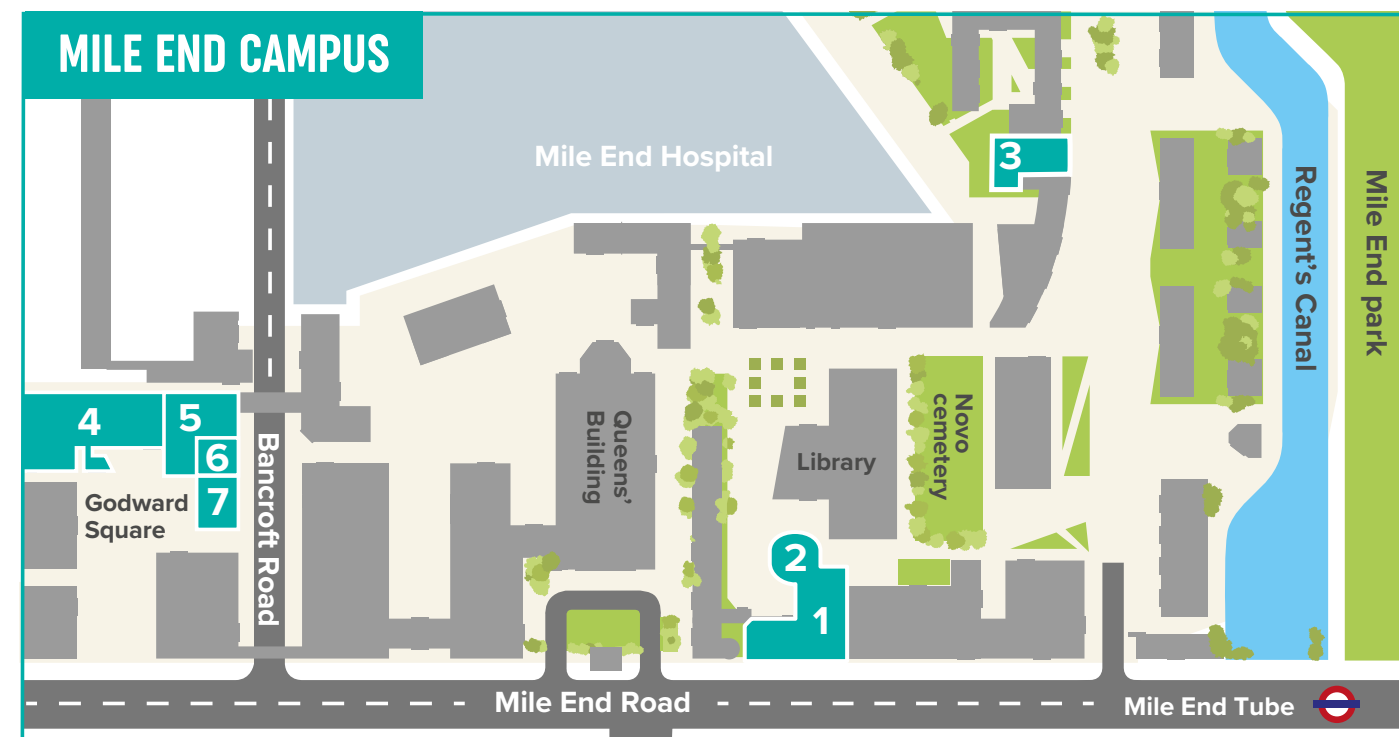
To discuss this opportunity please contact us on su-sales@qmul.ac.uk or call 020 7882 8030.

Please note that VAT charges apply. Prices subject to change.



In addition to our Premium Welcome 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.

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 Carrod Building: BL Students' Association & The Griff Café & Bar



Queen Mary Students' Union

FRESHERS 2023

Get in touch:

su-sales@qmul.ac.uk

qmsu.org/advertise



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