

QUEEN MARY STUDENTS' UNION

**WELCOME
2020**

WELCOME OPPORTUNITIES

CONTENTS

ABOUT QMSU	4
WHY ADVERTISE AT QMSU	5
LAST YEAR'S HIGHLIGHTS	6
WELCOME OPPORTUNITIES	8
Freshers Mail Out	
Students Union Guide	
Welcome Fair Stalls	
DIGITAL OPPORTUNITIES	14
Email	
Solus Email	
Social Media	
Website	
PREMIUM WELCOME PACKAGES	16
OUR PLACES & SPACES	18



A NOTE ON COVID-19

During these uncertain times we would like to try and reassure all of our clients and partners that we are working to keep the Students' Union running as normal as far as possible.

Queen Mary is offering a mix of online and on-campus teaching. The teaching day has been extended to 8am-9pm to accommodate this on-campus activity. Our accommodation team are expecting our on-campus Halls of Residence to have an occupancy rate of 85%-100%.

Our full range of digital opportunities are available, and our students are continuing to engage with all our digital platforms - so your brand and messages can still reach them!

For Welcome we are still sending out a Welcome Pack to all 4000+ new Queen Mary students. Our Welcome Fair event will be taking place through a series of on-campus outdoor pop-ups and we would love for you to join us for these events. Social distancing and Covid-19 secure measures will be put in place.

During these uncertain times if you or us are unable to proceed with the event we will offer you an alternative or full refund on any on-campus activity.

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 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

12th
IN THE UK IN
TIMES HIGHER
EDUCATION
RANKINGS


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


90%
OF STUDENTS
ARE FROM
STATE
SCHOOLS

8000
INVOLVED IN
OVER 200
STUDENTS'
UNION GROUPS

240
DEGREE
PROGRAMMES



69%
OF STUDENTS
ARE BAME




18,801 UNDERGRADUATE
6,061 POSTGRADUATE


**RUSSELL GROUP
UNIVERSITY**


**2,000 STUDENTS
LIVE ON CAMPUS**



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

WELCOME OPPORTUNITIES



Welcome Fair

FRESHERS MAIL OUT

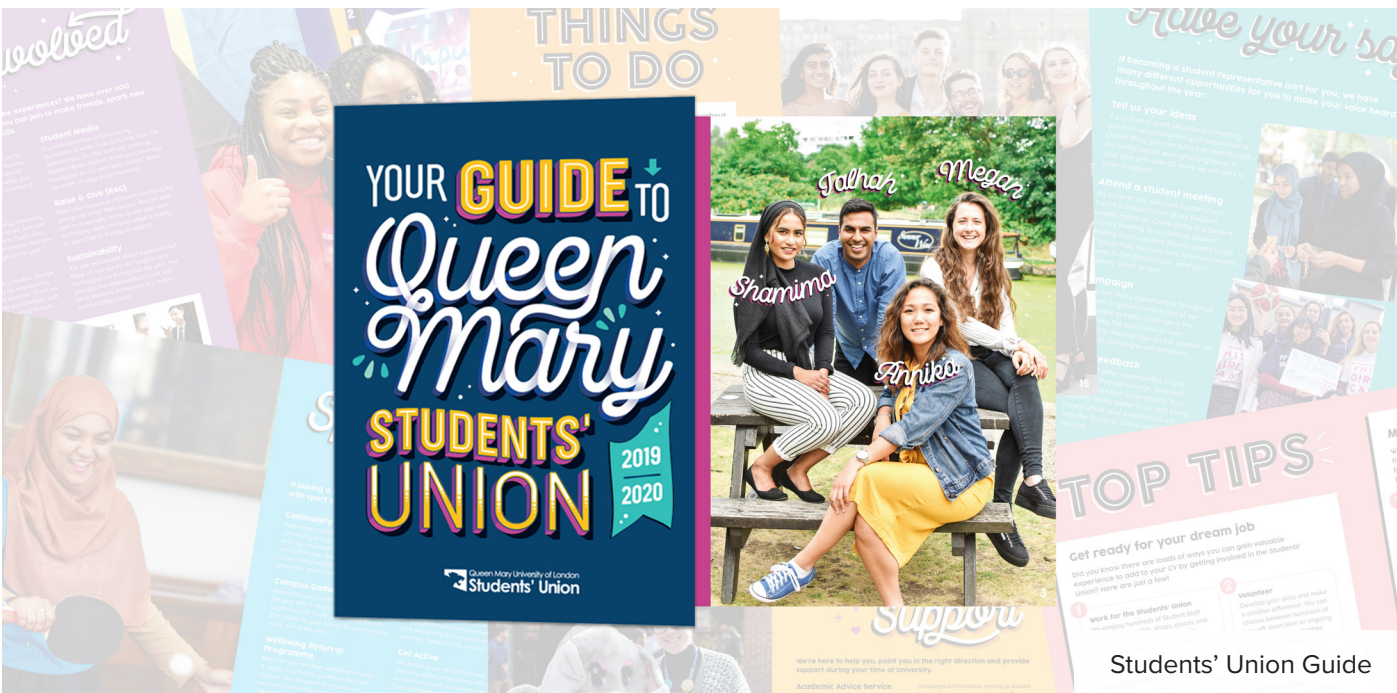
Get your brand and messages onto students home doormats before they even arrive at University! Our first contact with new students is through a postal mailout to over 4000 new students. All new UK-based undergraduate and postgraduate students receive a Welcome Pack that includes a Students' Union guide, events calendar and more! It's a great opportunity for you to include your brand or a free sample!

A6 flyer insert	£450
A5 flyer insert	£600
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 and by our 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	£475
Inside back cover	£575



Students' Union Guide

WELCOME OPPORTUNITIES

WELCOME FAIR & WELCOME MARKET STALLS

The Welcome Fair has traditionally been our largest event of the year, with over 10,000 students attending last year. It is a chance for students to find out about everything the Students' Union has to offer, as well as find out more about companies like yours. This year we are planning to host our Welcome Fair event in October. During Welcome Week and the first 2 weeks we will be hosting a series of outdoor Welcome Market events in Library Square, Graduate Square and other outdoor areas of campus. These events will feature different student groups, services and companies each day. Social distancing and Covid-19 secure measures will be put in place to make these events safe for everyone involved.

We will also be hosting a Welcome Market during Arrivals Weekend. Over 2000 students are expected to move into Queen Mary Halls of Residence this year so it is a great opportunity to feature your brand as students arrive on campus.

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 2000 students live on campus in the Student Village, with thousands more passing through every day.

Arrivals weekend stall	£450 per day
Welcome market stall	£329 per day
Charity market stall	£150 per day
Food market pitch	£175 per day

WHITECHAPEL CAMPUS

The Whitechapel Campus is home to our internationally renowned School of Medicine & Dentistry, ranked Number 2 for Medicine and Number 3 for Dentistry in the UK (Guardian Table 2017). It is home to 1600 Undergraduate and 800 Postgraduate students.

Welcome market stall	£329 per day
Charity market stall	£150 per day

Discounts available for local businesses and as part of a digital package. Join our mailing list to hear the latest updates regarding our Welcome Fair event via www.qmsu.org/sales



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



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



Various brand events throughout the year

DIGITAL OPPORTUNITIES

WELCOME EMAIL

With a read rate of over 12,000 students our series of 3 Welcome newsletters are a great place to promote your brand and messages to new and returning students. Our Welcome emails are packed full of key information, events and opportunities for new students – and you could be at the heart of it. These emails are a great value way of giving your brand maximum visibility.

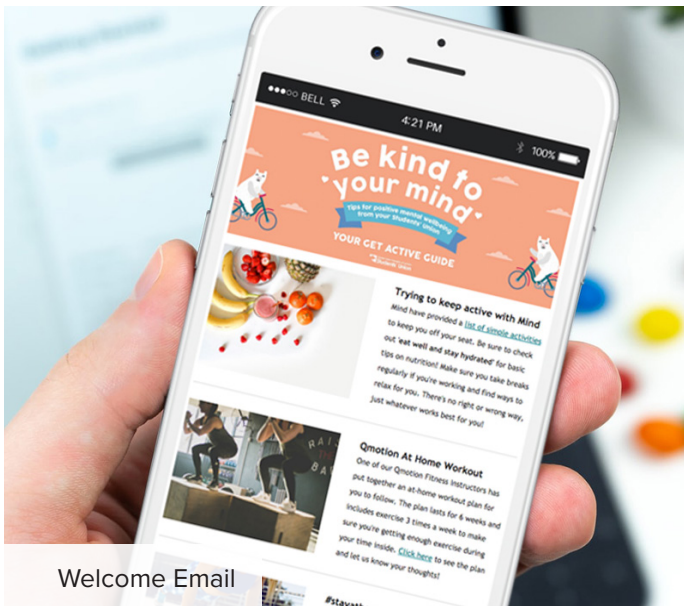
Article inclusion in Welcome email	£350
Banner advert in Welcome email	£600

SOLUS EMAIL

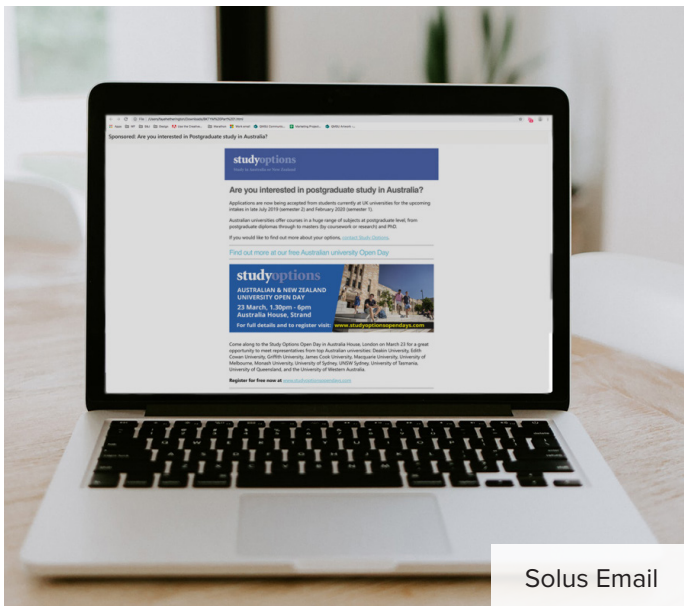
Entirely YOUR email, centre of our Welcome campaign. No other content, no other companies – it's all about YOU! This is direct marketing from you to our 23,000 students. With open rates in excess of 55-60% during Welcome Week you are bound to reap the rewards right at the start of the academic year!

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

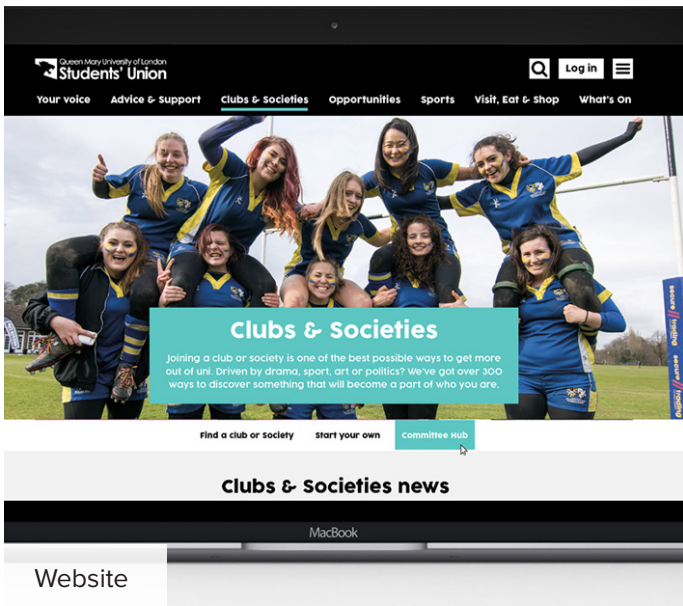
Welcome solus email	£749
---------------------	------



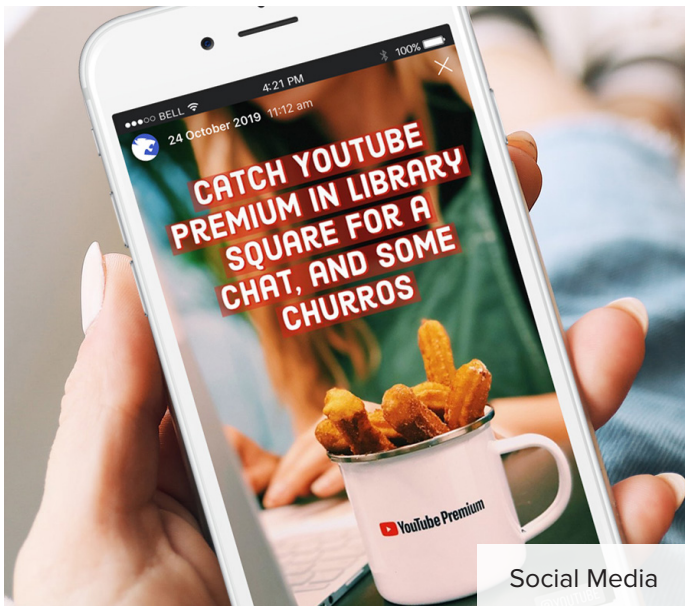
Welcome Email



Solus Email



Website



Social Media

WEBSITE HOMEPAGE ADVERT

In Summer 2020 we are launching our brand new Students' Union website – be at the heart of its launch and Welcome 2020 with a homepage advert. In September alone our homepage had over 26,000 individual hits. It's not surprising as our website is the go to place for students to find out everything they need to know about the Students' Union, buy tickets and student group memberships and find out the latest updates. It is fully responsive across all devices.

Homepage advert throughout September	£400
--------------------------------------	------

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 10,000 Facebook & Twitter followers, over 5000 students in our new student Facebook group in 2019, over 4000 Instagram followers and over 1000 views per Instagram story, your brand is guaranteed to get great visibility.

Instagram, Twitter & Facebook post during Welcome	£350
Instagram story post during Welcome	£600

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

PREMIUM WELCOME PACKAGES

GOLD PACKAGE

Welcome market / arrivals weekend stall	£1250
Students' Union guide full page advert	
Freshers Mailout flyer insert	
Digital screen advertising throughout Welcome	

SILVER PACKAGE

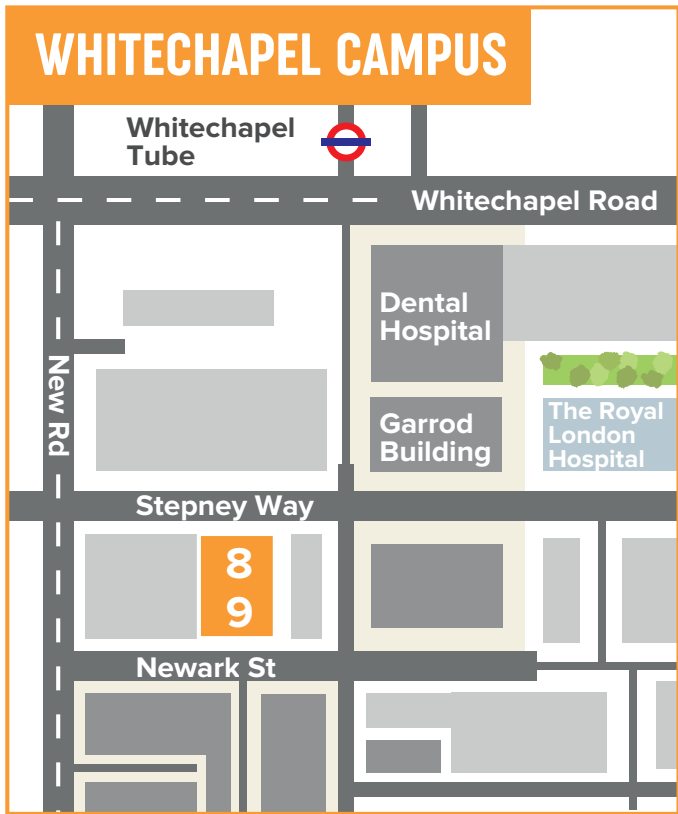
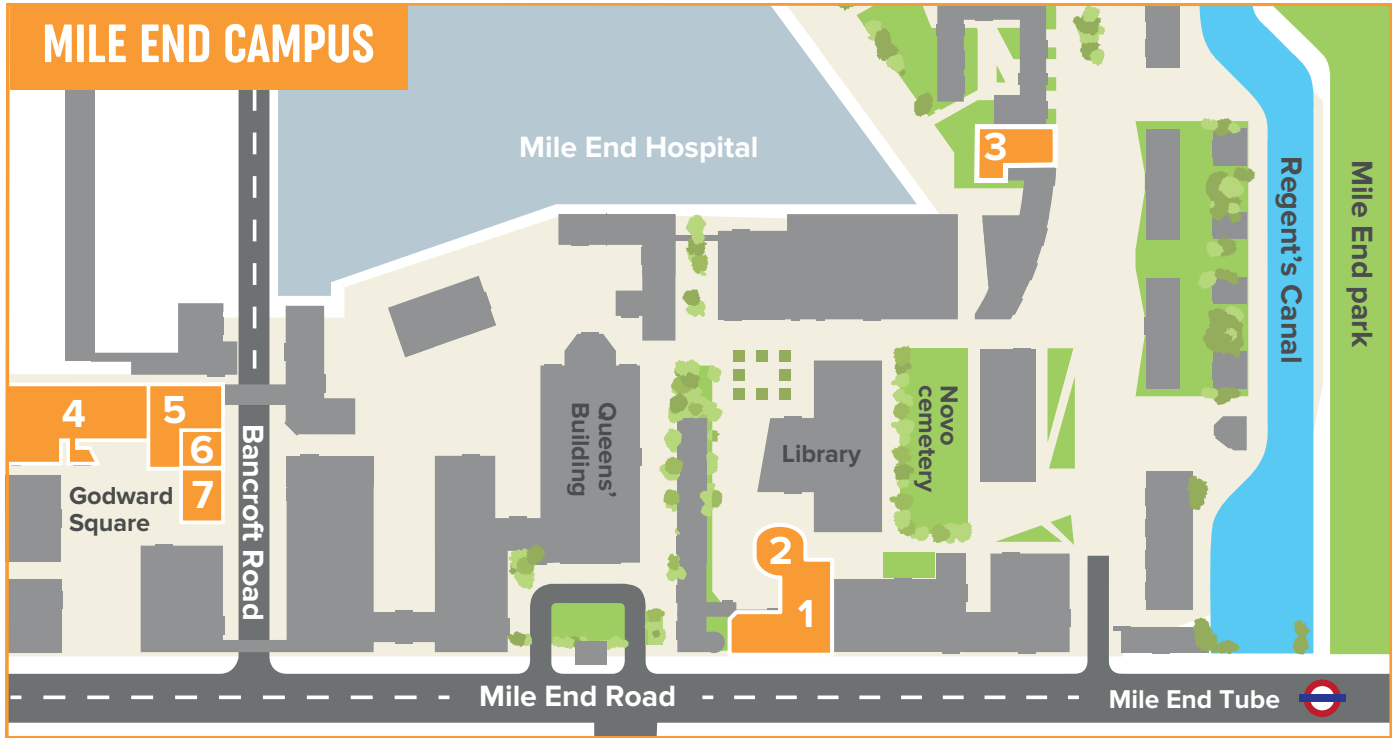
Welcome market stall	£750
Students' Union guide full page advert	
Digital screen advertising throughout Welcome	

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

We offer a professional yet personal touch with bespoke packages available on request to suit your needs. Please get in touch to see how we can help you reach your targets!



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

W qmsu.org/sales