



# MEDIA PACK



**STUDENT**  
**CENTRAL**

# WELCOME TO STUDENT CENTRAL

## WE'RE THE LARGEST STUDENT CENTRE IN EUROPE!

Previously known as University of London Union (ULU), Student Central is a student centre for those studying at universities in the University of London group.

However we're also an entertainment centre for all London students including those studying at global colleges - NYU, University of California and Coventry University's London based campuses.

As well as this, we also provide services for the general public and university staff.

WE'RE HUGE!

TOTAL STUDENTS\* - 175,000

LONDON STUDENT MEMBERS - 120,000

UNDERGRAD\*\* - 67%

POST-GRAD\*\* - 33%

\*Including distance-learners

\*\*Estimate of non-distance learner students studying across UoL colleges.

## OUR STUDENTS ARE FROM



THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE



ROYAL CENTRAL SCHOOL OF SPEECH & DRAMA UNIVERSITY OF LONDON



LONDON SCHOOL OF HYGIENE & TROPICAL MEDICINE



RVC Royal Veterinary College University of London

Goldsmiths UNIVERSITY OF LONDON

ICR The Institute of Cancer Research



## WE'RE ALSO OPEN TO



ALL STUDENTS



UNIVERSITY STAFF



THE PUBLIC



ALUMNI

# OUR FACILITIES

Whatever your brand and marketing objectives are; we have the channels to provide you with exciting opportunities that will connect you to a diverse range of students.

PRINTING SERVICES | MEETING ROOMS | SPORTS & SOCIETIES | STUDENT SHOP  
3 BARS & LIVE GIG VENUE | GYM | SWIMMING POOL | CAFE & DINERS



## CAMPAIGN OPPORTUNITIES



ON-SITE



WEBSITE



SPONSORSHIP



SOCIAL



EMAIL



FRESHERS

# FRESHERS FAIR

## 28<sup>TH</sup> SEPTEMBER 2018

5,000 excited students from across London Universities descend upon our Freshers Fair every year. Taking over three floors of our huge Central London building, as well as the square outside; Student Central becomes an eager, buzzing hive of activity.

For the majority of students, this is their first time living away from home, and for a lot of students, this is also their first time studying in the UK. Our Freshers Fair provides the perfect opportunity for clients to make a lasting impression and develop long-term brand awareness with a keen student audience.

**FOOTFALL - 5,000+**  
(Estimate)

**GOODY BAGS - 5,000**

**CREW T-SHIRTS - 100**



### FRESHERS FAIR STALL

Commercial Stall  
(2m x 2m space)

£700

Charity Stall\*  
(2m x 2m stall)

£350

\*Resigtered charity number needed.



## GOODY BAGS

6,000 Student Central goody bags are distributed across other London freshers fairs as well as our own – ensuring your product is delivered directly to a wide range of students.

Flyer insert	£500
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Freebie insert	£250
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Delivery deadlines:

1<sup>st</sup> September for London fairs

21<sup>st</sup> September for Student Central fair

## FRESHERS CREW T-SHIRTS

Feature your brand on our Student Central freshers t-shirts. We print 100 each year, which are worn by staff at both ours and other freshers fairs.

Logo/ message stall (200mm x 150mm print on back)	£750
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Artwork deadline: 10<sup>th</sup> August



# FRESHERS MEDIA



## THE ESSENTIAL

### STUDENT CENTRAL GUIDE

Every year we produce the Essential Guide, full of advice for the new London student as well as information on Student Central's services and events.

We print 15,000 A6 copies to be handed out in freshers fair goody bags as well as induction days across London Universities throughout the year. There's also an online version available from our website, providing even more exposure for your advertisement.

Full page	£800
Half page	£500
Middle spread	£1100
Insert front cover	£900
Inside back cover	£850
Back cover	£1000

Artwork deadline: 10<sup>th</sup> August

## WALL PLANNER

See your advert on our term-long wall planner. We print 6,000 of these every year to hand out during the Freshers period. Students typically display these on notice boards in halls or in their communal areas at home, meaning your brand gets daily exposure for the whole of the year.

Large advert (1 space) (320mm x 65mm)	£750
Regular advert (70mm x 110mm)	£500

Artwork deadline: 10<sup>th</sup> August





## MEMBERSHIP CARD SPONSORSHIP

Students and associate members sign up for a Student Central card during Freshers and throughout the year to access facilities and receive 10% discount at Student Central.

Have your logo and website printed on the back of 15,000 cards, which are distributed amongst students across London.

Per 15,000 cards (one year)

£3k

Artwork deadline: 10<sup>th</sup> August



# ON-SITE MEDIA

Take advantage of year-round advertising campaigns through Student Central. We offer opportunities to come on site and engage with students face-to-face, (great for distributing samples, gathering student data and general brand awareness).

Flyering is another great way to get your message directly into the hands of students. You can use your own promoters or utilise our own student staff team.

Alternatively, we have a range of visual campaign spaces available from A3 posters, to fully animated Plasma screens.

**FOOTFALL PER DAY - 2,000+**

(8am - 6pm estimate)

**STALL SPACES - 2**

**TOTAL DIGITAL SCREENS - 22**

**TOTAL POSTER SPACES - 21**

On-site stall (per day) (2m x 2m - with flexibility)	£500
Our staff flyering (5 hours)	£350
Self-staffed flyering (per day)	£275
A3 Poster each (per term) (15 available)	£100
A1 Poster each (per term) (5 available)	£200
A0 Poster each (per term) (1 available)	£500



# DIGITAL SCREENS

## 11 Landscape Screens

(1280px x 720px) Spot per term (local rate\*).

10 second image

TBC

## Foyer landscape screen only

(1280px x 720px) Per term (local rate\*).

10 second video/  
still image

£600

## 10 Portrait screens

(1080px x 1920px) Per screen per term  
(local rate\*).

10 second image/ video

£1500



\*Local rates apply to local businesses only.  
Please contact us for national campaign rates.



# ONLINE CAMPAIGNS

## POPULARITY

136K

PAGE VIEWS P/M\*

43K

WEB SESSIONS P/M\*

\*First term

## SOCIAL MEDIA

We can post for you across our various social media platforms. Paid for advertising across these platforms is also an option.

FACEBOOK POST - £50  
3 TWEETS - £50



2.1K

TWITTER  
FOLLOWERS



9.1K

FACEBOOK  
LIKES

## WEB BANNER ADS

Displayed at the top of the website (468x60px)

PER MONTH - £650  
PER TERM (3MONTHS) - £1,800  
PER YEAR - £6,500



## NEWSLETTER SLOT

Our e-newsletter is delivered to over 14,500 members weekly. A perfect campaign for featuring your competition, brand, event or story to our student community.

PER WEEKLY SEND - £500



14.5K

EMAIL  
SUBSCRIBERS

34%  
OPEN  
RATE



# PARTNERSHIP OPPORTUNITIES

## EVENT SPONSORSHIP

Student Central has a booming social and events calendar throughout the year. Every Friday night, 1,000+ students party in our resident club and bars. Offering a fantastic opportunity to feature your brand and take part in our bespoke sponsorship opportunities.

As well as this, we also hold our Purples and Laurels Awards ceremonies every year, with opportunities to sponsor the grand prize and the events themselves.

PLEASE ENQUIRE FOR COSTINGS



FRESHERS 2017 | SEPTEMBER 28

FRIDAY CLUB NIGHTS | YEAR-ROUND

SPORTS/ STUDENTS AWARDS | MAY 2019

## SPORTS SPONSORSHIP

We have over 40 student sports and society clubs - some of which compete at a national level. Typical sponsorship includes kit and equipment branding.

PLEASE ENQUIRE FOR COSTINGS



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SOCIAL

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