



Cardiff
Students'
Union

Undeb
Myfyrwyr
Caerdydd

Media Pack

2022–2023



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The heart of
Cardiff student life



Introduction

What We Do

Cardiff Students' Union provides a range of advertising opportunities to help you promote your business directly to the Cardiff University student market. Our sales team are on hand to advise on bespoke package deals that suit your advertising goals.

Why Us

We are located at the heart of the city and can offer your company/brand access to over 30,000 students through a range of marketing channels.

Effective advertising can make a lasting impression and develop long-term brand awareness. We have a comprehensive knowledge of our student audience, and our advertising opportunities ensure our clients receive maximum exposure.

Your Sales Team

Cardiff Students' Union



Year Round Media

530,000

website views
per month

30,000

students that receive
our weekly 'What's On'
newsletter

4,000

students on our
SOLUS email
database

34k Facebook followers

14k Instagram followers

22k Twitter followers

1.4k Tik Tok followers

Face to Face

Cardiff Students' Union is the heart of student activity and being on-site is a great way to engage with students', face to face in prime locations.

The Centre for Student Life

The Centre for Student Life is a service-led project delivered in partnership with Cardiff Students' Union and is a part of the biggest campus upgrade in a generation. The new building has enhanced links with the Students' Union and has helped to increase footfall levels.

Indoor Stands

Our lively ground-floor foyer and second-floor promotional space are the ideal locations for your brand to be seen on campus for face-to-face promotions.

£400.00 + VAT 3m x 2m

Outdoor space

Please get in touch for more information



Fairs

You can meet our students face to face with giveaways, vouchers, leaflets, or data capture. To maximise student attendance all events are promoted prior to the date.

Freshers' Fair

**Week commencing
26th September 2022**

Our Freshers' Fair is a fantastic opportunity to interact and engage face-to-face with students when they first arrive at university. We also have many returning students who get involved providing you with the chance to reintroduce your brand and organisation.

**Football last year was
over 16,000**

Standard Stall £800.00 + VAT

Housing Fair

**Week commencing
1st November 2022**

Seeking to bring all things housing in one place. Our targeted fair will give you the chance to exhibit, demonstrate and promote your services.

**Football last year was over 500
£500.00 + VAT**

Refreshers' Fair

**Week commencing
30th January 2023**

The Refreshers' Fair is where students reconnect with the SU after Christmas break. Another great opportunity to reintroduce your brand and organisation.

**Football this year
was over 1,000**

**Standard Stall
£500.00 + VAT**

Digital Advertising

Website Banner

Our website is the heart of Cardiff Students Union's online presence, a hub of information, and a channel to measure student engagement. Students use the website to get the latest news, information and event tickets. With an average of over **530,000** views per month and visitors spending an average of **3 minutes** on the site per visit. Our banner adverts are highly visible, trackable, and link directly to your website.

Two weeks: £300.00 + VAT

One Month: £500 + VAT

One Term: £700 + VAT

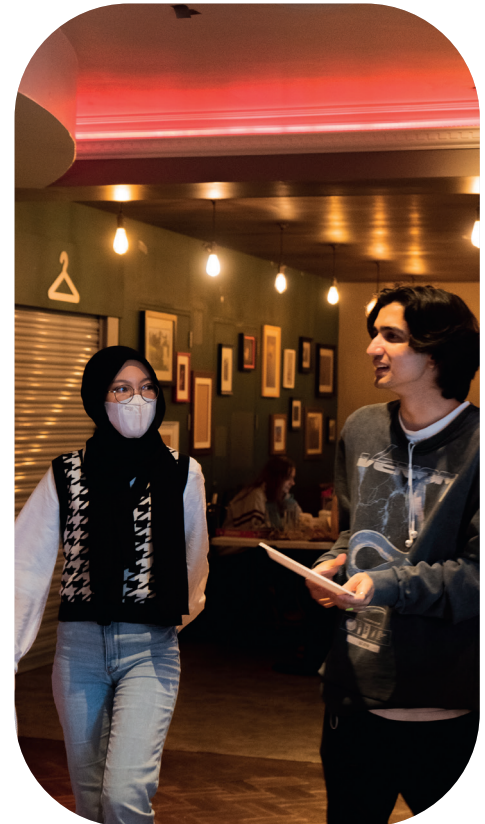
Oct – Jul: £1500.00 + VAT

Instagram

With over 14,000 followers we are able to offer a swipe up function allowing you to link through to your website.

£200.00 + VAT

We can also offer an online presence on our multiple social media channels. For more information, please contact susales@cardiff.ac.uk



Onsite Opportunities

Digital Screens

Our high-tech digital screens are in high footfall areas around the Students' Union and offer a visually attractive opportunity to engage with your target audience.

Located across the building from reception, bars, food outlets, stairwells, and general social spaces. Your advert will show for **30 seconds** on our **20 plus** screens in both landscape and portrait mode.

Per Week £350.00 + VAT



Newsletters

E-Newsletter

Cardiff Students' Union sends out a weekly e-mail newsletter to advise up to 30,000 students about all the current events being held at the Union. Adverts can be placed at the bottom and linked directly to your website.

Average open rate 35%

£475.00 + VAT

Solus Email Feature

Brand new for this year, we have introduced a commercial mailing list where students can opt in to hear about offers, promotions, and general information regarding activity in the Students' Union. Feature your organisation and brand to our targeted and ever-growing audience of **4,000** subscribers.

Average open rate 42%

£500.00 + VAT

**Get in touch for
other targeted email
opportunities.**



Distribution

Flyers

Distributing flyers is one of the best ways to directly contact students. Cardiff Students' Union is ideally located in the heart of campus, meaning that our building is the perfect spot to promote your business.

1000 Flyers £250 + VAT

Promo Staff

Need us to distribute flyers for you? We can offer a student staff member from our promotions team to distribute materials on your behalf.

Per Hour £11.00

Samples

Please get in touch to discuss opportunities.



Cardiff Students' Union | Park Place | Cardiff | CF10 3QN
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Print Media

Gair Rhydd

Gair Rhydd is an award-winning student weekly newspaper. This free paper includes sections on the latest news, sports features, and politics. Issues are printed and distributed around campus and are available online.

Full Page £500.00 + VAT

Quench

Quench is a lifestyle/entertainment magazine, published each term. This popular magazine includes sections on fashion, travel, arts, music, and film.

Full Page £350.00 + VAT





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