



Cardiff  
Students'  
Union

Undeb  
Myfyrwyr  
Caerdydd

# Media Pack

2023–2024



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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 33,000 students through a range of marketing channels.

We were recently voted 2nd in the UK by students in the WhatUni student choice awards 2022 & 2023!

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

**33,000**

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

**12,500**

students on our  
SOLUS email  
database

**36k Facebook followers**

**21.9k Instagram followers**

**22k X followers**

**4.5k TikTok 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.

**Standard £400 + VAT**

**Premium from £600 + VAT**

### Outdoor space

Please get in touch for more information.  
Price on consultation.



## 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 25th September 2023

Our four day 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 18,000**

**Standard stall 3x2m**  
**£800.00 + VAT**

**Premium stall 5x5m**  
**£1200 + VAT**

### **Housing & Wellbeing Fair** 24th October 2023

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 800**

**Standard stall**  
**£400 + VAT**

### **Refreshers' Fair** Week commencing 29th January 2024

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

**Football last year was over 2,800**

**Standard stall**  
**£500.00 + VAT**

**Premium stall**  
**£850 + 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.

**One Month: £500 + VAT**

**One Term: £700 + VAT**

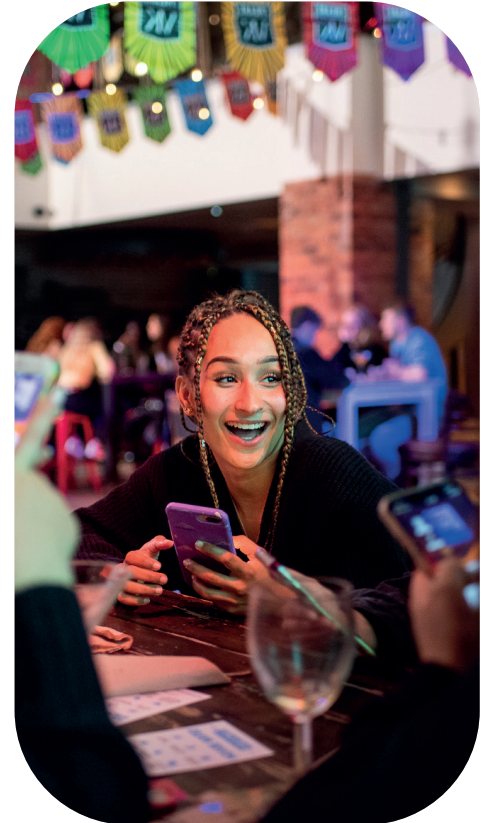
**Oct – Jul: £1500.00 + VAT**

## Instagram

With over 18,000 followers, we are able to offer a swipe up function allowing you to link through to your website.

**£200.00 + VAT**

If you are interested in exploring other social media advertising, please get in touch.





## Onsite Opportunities

### Digital Screens

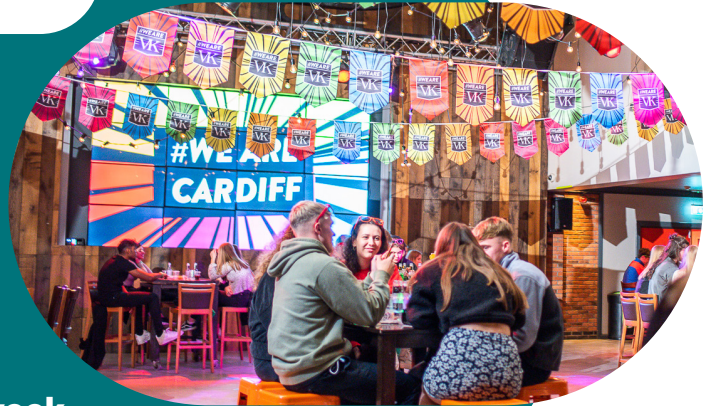
Our high-tech digital screens are in high footfall areas around the Students' Union and offer a visually attractive opportunity to engage with your target audience.

We have 8 screens located across the Students' Union's reception, bars, food outlets, stairwells and social spaces. The playlist is 60 seconds long with your ad showing for a minimum of 10 seconds per minute. The costs are per screen as we feel this is the best way to cater for all client requirements and budget.

**Freshers' – £150 + VAT per screen / per week**

**Year round – £100 + VAT per screen / per week**

**Money saving packages are available.**





# Newsletters

## E-Newsletter

Cardiff Students' Union sends out a weekly e-mail newsletter to advise up to **33,000** 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

Our commercial mailing list allows students to opt in to hear about offers, promotions, and general information regarding activity in the Students' Union. Feature your brand to our targeted and ever growing audience of over **8,000** subscribers.

**Average open rate 40%**  
**£500.00 + VAT**



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

## 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**

### Bathroom & Table Vinyls

Display of advertisements in toilets and tables is a proven advertising medium, promising to be seen by thousands of students.

**10 vinyls / £200 per week**





# cardiffstudents



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