

Advertise with us.

Media Pack
2019/20

Hello, we're SUSU

We're SUSU, the University of Southampton Students' Union. We represent and support 23,000 students who study at the University of Southampton. We offer a wide range of opportunities for employers and brands to access one of the largest student pools in the UK.

We organise a variety of events throughout the year and also engage directly with our 300+ clubs and societies, 400+ academic reps and 25+ elected student officers.

At the Students' Union we have a wide selection of advertising opportunities available, ranging from social media posts and website banners to print advertising and event sponsorship. We provide a range of opportunities to get brands in front of over 23,000 students.

All prices shown are ex-VAT. Please contact sales@susu.org for bespoke options.

Why advertise with us?



Top 20

Students' Union
(Whatuni Student
Choice Awards 19)



Top 20

UK University
Ranking



23,000

University
students



300+

Clubs and
societies

Why students?

For many students, university is their first opportunity to make their own decisions. This makes them early adopters. They want to try new and exciting opportunities, with the view to building loyalty with brands.

For brands looking to target this group, students on average will spend approx £220* per month on non-essential items. Market research** shows that after the first three months of university, students start to settle into their new life and this is when brand loyalty forms.

Each year 6,000+ new students arrive at the University of Southampton. They are about to make key choices, so it's important for brands to ensure their message stands out from the crowd is fun and engaging.

Brands we've worked with this year



*Moneysupermarket.com

** Bamuk.com

Freshers' Week



Tap into a brand
new market

Freshers'

The start of the first term is always the biggest opportunity for businesses to engage with students. With thousands of new students, and their families entering Southampton, it's important to be visible the moment they arrive.

With over 23,000 students (including 6,000+ new students each year), 20,000 Facebook likes, monthly website traffic of over 20,000 views and 8,000 distributed monthly publications, the Union can provide a unique platform to communicate with one of the UK's most diverse student bodies.

Freshers' stats



6,000

Students attended
Freshers' Fair



20,000

Facebook likes
during Freshers'



8,000

Wall planners
distributed to
students



170,000

Website views
during Freshers'



6,000

New students
each year

Freshers' Week

Freshers' Fair

27 September 2019

Our Freshers' Fair provides the perfect opportunity to interact and engage face-to-face with students when they first arrive at University. Held on Friday 27 September, it is the place to be for brands looking for exposure to students.

With an estimated footfall of 6,000 students, it really is the perfect opportunity to make a lasting impression and develop long-term brand awareness.

Spaces are limited and sell out every year, so please contact us for more details.

Location	Size	Price
Garden Court standard	2m ²	£800
Bar 2 standard	2m ²	£800
The Cube standard	2m ²	£850
Marquee standard	2m ²	£850
Concourse standard	2m ²	£1,600
Redbrick standard	5m ²	£2,000
Marquee premium	4m ²	£1,600
Garden Court premium	4m ²	£1,550
The Cube premium	4m ²	£1,600

Freshers' Magazine

The Freshers' Magazine is a downloadable magazine that outlines all of the events and activities taking place during Freshers'.

There is limited advertising space available, so space will be sold on a first come first served basis.

Detail	Price
Full page (A5)	£750
Inside front cover (A5)	£850
Inside back cover (A5)	£750
Back cover (A5)	£1,300

Wall Planner Advert

The Union wall planner is a fold out publication featuring a giant calendar with all the need to know dates for the academic year.

It's distributed to 6,000 first, second and third year students, so your advertisement could be on many students' walls, all year round.

Detail	Price
Advert	£450

A group of people in a meeting, looking at a tablet and laptops. The scene is brightly lit with a warm, golden glow. A man in a blue shirt is pointing at a tablet held by another person. A woman in a grey top is holding a tablet. Two laptops are open on a wooden table in the foreground. The overall atmosphere is collaborative and focused on technology.

Year Round Media

Reinforce your brand at every
touch point throughout the year

Year Round Media

Website Banner

During the 18/19 academic year, we saw 150,000+ unique views to our homepage. Part of a carousel rotation, the ad displays for 15 seconds. Click statistics can be provided.

Detail	Price
Per month	£200
Per term	£550
Per year	£1,350

Website Spotlight

Featured button on our susu.org website. Part of a carousel rotation, the ad displays for 15 seconds. Click statistics can be provided.

Detail	Price
Per month	£120
Per term	£280
Per year	£1,200

Digital Screens

Advertise on our TV screens located throughout The Union, in buildings 40 and 42, and if appropriate, WSA.

Detail	Price
Per week	£250
Per month	£600

Cinema Advert

Our 260-seat cinema shows a variety of films and box office hits throughout the year.

Detail	Price
Per screening	£50

Online Calendar

During the 18/19 academic year we saw 20,000+ unique views to our What's On calendar.

Detail	Price
Per event	£150

Email Advert

Sponsor a link within our 'Inside SUSU' monthly email, sent to 23,000 students. Limited availability.

Detail	Price
Per ad	£1,200

Year Round Media

Publications

The Wessex Scene and The Edge are the Union's magazines, written by students. 1,500 copies are distributed monthly.

Detail	Price
Full page	£400
Half page	£300
Back or inside front cover	£700

Leaflets

Prices per day from 10:00 - 16:00. We recommend 2,000 flyers for this time period. Leaflets must be provided.

Detail	Price
Self distribution	£250
Union distribution	£400

Promotional Stand

Prices per day from 10:00 - 17:00. Includes a 6x3ft table. Large sets will incur additional costs.

Detail	Price
Indoor	From £300
Outdoor	From £500

Posters

Located in high footfall areas around the Union. Spaces limited so offered on a first come basis. Posters must be provided.

Detail	Price
A0 standard*	£250
A1 standard*	£150
A4 displays**	£50

*Prices per week per site. Subject to availability.

**Prices per week for 10 sites

Social Media Post

Connect directly with students. We reserve the right to tweak content and timing of posts. Click statistics can be provided.

Detail	Price
Twitter	£100
Facebook	£100

Social Followers



12,000+



8,500+



4,500+

Sponsorship Deals



Get your brand directly in front of students, whilst they are doing the things they love

Opportunities

Events

We hold a wide variety of high profile events across the year such as the Freshers' Ball, Excellence in Volunteering Awards, Academic Awards, Sports Ball and Graduation Ball.

This is a great opportunity to push your brand out to the masses, or choose smaller bespoke events to attract a specific crowd.

Detail

Bespoke sponsorship

Price

£POA



10+

Prestigious events held



2,200

Attended Grad Ball

Sports

The University of Southampton sporting facilities are among the best of any UK university. We have fostered Olympic and Paralympic competitors as well as British Universities and Colleges Sports (BUCS) champions.

We have over 90 sports clubs whom you can sponsor.

Detail

Bespoke sponsorship

Price

£POA



90+

Sports clubs



6,000+

Students

The University of Southampton Students' Union is a pleasure to work with. We have been able to promote our brand with their students through both digital and print media and events such as Freshers' Fair and Varsity.

The Union has supported our brand for many years now and comes up with new and exciting ways for us to advertise to students.

Michelle Jay - Marketing Manager - Dominos Pizza

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SUSU.
Our Students'
Union