



# BRISTOL SU MEDIA PACK

WELCOME 2021

Connect with 29,000 students  
at the University of Bristol



**BRISTOL SU**  
the best student life

# INTRO

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## WHY ADVERTISE WITH US?

Students make up a hugely important segment of the consumer market. We know everything there is to know about our students, so Bristol SU is the best place to promote your brand, service, or product to the University of Bristol student population. The University of Bristol has **29,000 students** enrolled and all students automatically become members of Bristol SU on arrival.

Whether you want a short-term boost to a current campaign, or to build a longer-term relationship, we can assist. We offer direct contact with our students, online lead generation, and alignment to one of our flagship events. Whatever your need, we can tailor a package to suit.

Bristol SU exists so that all students have the best possible time while they are at Bristol University. Led by students, we are central to the University experience and work to support all aspects of student life. We are a registered charity and reinvest every penny of our income back into the student experience.

## YOUR POTENTIAL MARKET

**Top 10** UK university — Times Higher Education University Rankings

A **top** university for leading employers with graduates among the **highest paid**

**29,000** total students

**13,000** attended 2019 in person Welcome Fair

**8000+ student visitors**, and **140,000+ booth views** on the live day at our 2020 Virtual Welcome Fair

Over **350** clubs and societies

*Please note, all prices exclude VAT.*

# FRESHERS MEDIA

SEPTEMBER 2021

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The start of term one is a huge opportunity for businesses. Our Freshers' Fair provides the perfect opportunity to interact and engage face-to-face with students, right at the beginning of their university experience. The Welcome Fair, as we call it, is a colourful mix of commercial, University and student stalls, and is one of the biggest and most popular in the country.

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**1,000,000+**

page views in the first month of term one

**13,000** went to our 2019 physical Welcome Fair  
with **86%** saying they loved it

**8,000+** visited our 2020 digital Welcome Fair  
with **140,000+** booth views on our live day

A large crowd of people is gathered at a university fair. In the foreground, several people are walking away from the camera. In the background, there are several colorful tents, including a prominent one with yellow and pink stripes. The scene is set outdoors on a grassy area with trees in the distance. The bottom right corner of the image features a decorative pattern of white diagonal lines.

# WELCOME FAIR

## 24 – 25 SEPTEMBER 2021

Our Welcome Fair provides the perfect opportunity to interact and engage face-to-face with students. For the first time we are excited to offer a two-day Welcome Fair, a fantastic chance to connect with more students than ever before. Our fair is a colourful mix of Commercial, University and Student stalls, and is one of the biggest and most popular in the country.

With a footfall of over **13,000** in 2019, it is the perfect opportunity to make a lasting impression and develop long-term brand awareness. Spaces are limited so please contact us for more details and to book your place.

OPPORTUNITY	PITCH SIZE	1 DAY FROM	2 DAYS FROM
Standard single indoor stall	6ft x 4ft	<b>£1,000</b>	<b>£1,600</b>
Premium single indoor stall	6ft x 4ft	<b>£1,250</b>	<b>£2,000</b>
Standard double indoor stall	12ft x 4ft	<b>£1,800</b>	<b>£3,000</b>
Premium double indoor stall	12ft x 4ft	<b>£2,250</b>	<b>£4,000</b>
Standard outdoor space	3m x 3m	<b>£2,500</b>	<b>£4,500</b>

*Charity, Local & NFP rates are available. In addition, a 10% paperless discount is available. Please get in touch for details.*

# WELCOME FAIR

24 – 25 SEPTEMBER 2021

## STALL ADD-ONS

When booking either a one or two-day stall we are offering discounted rates for any of the below add-ons.

OPPORTUNITY	ADD-ON PRICE
Guide/Wall Planner Advert	<b>FROM £1,000</b>
Digital Welcome Package: including Welcome portal highlight and interactive Welcome map feature.	<b>£500</b>
SOLUS Email	<b>£500</b>
Facebook Post	<b>£250</b>
Instagram Story	<b>£150</b>
Extra onsite day during Welcome	<b>£500</b>

## WELCOME FAIR SPONSORSHIP

We can offer bespoke Welcome Fair sponsorship opportunities, with premium and priority stall space, as well as advertising highlights on our welcome portal and interactive map.

Please get in touch by contacting [bristolsu-media@bristol.ac.uk](mailto:bristolsu-media@bristol.ac.uk).

# CAMPUS ADVERTISING

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## WELCOME PERIOD BRAND ACTIVATIONS

We are a multi campus-based university offering several excellent locations to promote your brand directly to students. Spaces are situated within the Students' Union building, or outside directly on our Clifton campus. Our stall spaces are available all year round.

OPPORTUNITY	PRICE
Outdoor space at the heart of campus	£600
Indoor space in the Bristol SU building	£600
Large outdoor space at the heart of campus	£1,000

## DIGITAL SCREENS

Our visual screens located in within the Students' Union building offer one of the most attractive and cost-effective display platforms. They offer the perfect opportunity to reach students and create long term brand awareness.

OPPORTUNITY	PRICE
Portrait screen x 4	£400 / MONTH

# DIGITAL ADVERTISING

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## FACEBOOK POST

Share your content to our [Facebook](#) page with over **21,000 followers**.

**£300 PER FACEBOOK POST**

## INSTAGRAM STORY & HIGHLIGHT

Reach **8,000+ followers** with an Instagram story posted with your content to the Bristol SU [Instagram](#) page.

**£200 PER INSTAGRAM STORY**

## SOLUS EMAILS

Communicate your message directly to students using our growing opt-in email database of over **8,700 students**.

**£600 PER EMAIL**

## BRISTOL SU E-NEWSLETTER

Advertise to circa **30,000 students** within our fortnightly e-newsletter as an exclusive banner ad.

**£500 PER E-NEWSLETTER**

# DIGITAL ADVERTISING

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## WELCOME PORTAL

Our Welcome portal directs new students to invaluable information about their arrival and transition into university life. The portal has previously received over **200,000 hits** from August to October.

### OPPORTUNITY

### PRICE

Welcome Portal banner advert. Artwork should be supplied as a 468x60px PNG file

**£1,500**

Sponsor the Welcome Portal and have your logo displayed on the homepage

**£1,000**

## WEBSITE BANNER

Right at the top of every page of our official Students' Union website, [bristolsu.org.uk](http://bristolsu.org.uk), our banner adverts provide great visual exposure, with the website receiving over **250,000 hits** per month.

**£600 PER MONTH**

*Our digital advertising opportunities are subject to limited availability and are booked on a first come, first served basis.*



# PRINT ADVERTISING

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## 2021/22 GUIDE/WALL PLANNER

Sent to **8,000 new students**, our Welcome Guides and Wall Planners are full of useful information on the year ahead and always very popular. This year we are combining the two to provide a comprehensive introduction to University and Bristol life.

### OPPORTUNITY

Wallplanner/Guide Advert

### PRICE

**FROM £1,000**

## EPIGRAM WELCOME EDITION

Written by students, for students, Epigram provides an excellent opportunity to be a part of the student experience. Advertise in Epigram's very special 'Welcome' edition, with a **readership of 10,000**, there are **2,500 copies** of Epigram distributed throughout Bristol SU, the University of Bristol, and halls of residences.

### OPPORTUNITY

Full page advert

Half page advert

### SPACE

359mm (h) x 295mm (w)

180mm (h) x 295mm (w)

### PRICE

**£350**

**£250**