



**Hertfordshire SU**  
**Media Guide**



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Connecting **You** To Students

Hertfordshire  
Students' Union



# ABOUT US

Hertfordshire Students' Union spans across two unique campuses just half a mile from each other: College Lane and De Haviland. With 25,000+ students and over 20% of these international, both campuses have seen substantial development in the last ten years to make the university a modern and innovative home. The students contribute significantly to activity across the whole county, influencing businesses and being the catalyst for change.

In being early adopters and having unique spending habits, the student market is vital to brands of all different sizes. At SU Network, we understand the student demographic and know exactly what they want to see during their time at university, acting as your platform to showcase your products and services. Our vast range of marketing and promotional opportunities will allow you to reach this large student population, and develop your relationship with them during their time at university.

Working for and on behalf of students' unions and operating as a registered charity, all income generated from our advertising and sponsorship channels is reinvested back into the organisation to improve our outgoing services, with the overall goal of making student life incredible.

## > Get in touch

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# FRESHERS

Freshers Fair is the most popular event of the year, and a fantastic opportunity to build relationships with both new and returning students. It takes place during the first week of term, when many students are still unaware of what products or services are available in the local area, and often willing to explore new brands and cultures.

## >> 8,000 students attend Freshers Fair



### The Fair:

#### **Premium Pitch £1,000**

Large outdoor activation space with six staff access passes

#### **National Pitch £750**

Standard 6ft trestle table with three staff access passes

#### **Local Pitch £450**

Standard 6ft trestle table with three staff access passes

### **Premium Freshers Package from £2,000**

Can include Freshers Fair, Freshers Magazine, Website Ad, Digital Screens, Newsletter Ads, Social Media

### >> E-Newsletter: 1 week campaign £350, 2 week campaign £600. Sent to over 25k students

Feature in our weekly newsletter sent to students, keeping them up to date with upcoming events and opportunities. This is a fantastic way to reach the mailboxes of over 25,000 students, letting them know more about your products, services or events.

### >> Commercial Email: Events email £200, Solus email £500

We have a fantastic commercial mailing list at Hertfordshire, with over 6k students signed up to receive specific comms regarding products and events. Feature exclusively in the Forum nightclub's events email with a premium "top of the email" banner, or create your own email to send out to our commercial student mailing list with our solus emails, allowing you to design and personalise the content sent to our students via this mailing list!





**>> Website: 26k monthly sessions!**  
**Homepage banner: £300 per month**  
**Partners and Sponsors page: £150 per month**

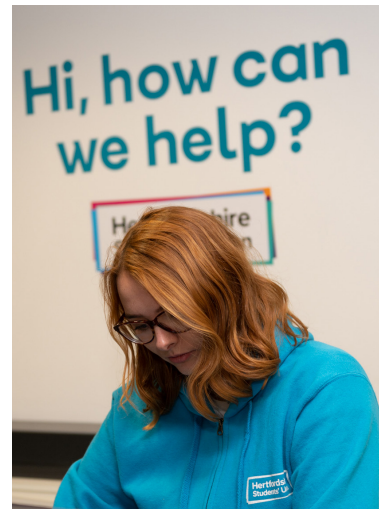
Featuring on Hertfordshire SU's website is a fanatastic opportunities to reach the thousands of students that visit the site per month, to buy tickets for events, join a sports team, or checking out the latest SU news. We have four premium homepage banners per month, or you have a constant presence as a Student's Union partner on our 'Partners and Sponsors' webpage.

**>> Digital Screens:**  
**8 Forum: £250 per month, £600 per term**

We have 5 digital screens located on the College Lane, in areas of high footfall, and also have 8 digital screens located in the Forum nightclub, which are seen by the full venue capacity of 1,100, and for a range of event hires. These can give your advert fantastic exposure to our large student body.

**>> Social Media: FB: 48k, Twitter: 8k, IG: 12k**  
**All channel engagement: £250,**  
**Social media bundle: £500**

We can get your messages out to our student body via any of our three popular social media channels, providing you with a brilliant opportunity engage directly with an already established student following. You can purchase social posts individually, or as part of a social media bundle (2x posts on each channel and 1x Instagram story!), or wider advertising campaign.





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### >> Flyering: from £300, with 2,500 footfall each day

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Herts SU's Forum building is passed by students every day, being directly adjacent to the bus stop and student bar, and being located on the walk to lecture halls and accommodation blocks on College Lane. This is perfect for on campus promo during term time, sampling freebies, and introducing students to your products and services!

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### >> Brand Activations: from £750

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Both campuses have ample spaces for much larger brand activations, including those requiring vehicle access and power. Please get in touch for a tailored quote based on your requirements.

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### >> Market Stalls: from £50 per day

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College Lane campus is the perfect location for market and trade stalls. With over 2,000 students passing every day, and an on-campus shop and Subway which drives student traffic, and we are open to welcoming all types of traders and businesses to come and meet our students.







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## >> Posters: £250 per month, £500 per term

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We can offer the option to have large A1 posters across our campuses, in areas that would be seen by high student footfall, or multiple A3 posters located in student's halls of residence! Get in touch to find out more about how to distribute these, and what's available.

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## >> Venue Hire

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The Forum has multiple different spaces to hire. Whether it be for a large indoor activation or sale, an event or for corporate purposes. Get in touch and we can give you a quote based on your requirements.

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## >> Sponsorship

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Hertfordshire have a wide range of sponsorship opportunities to allow you to engage directly with students. You can support events, sports teams or more tailored campaigns, so these can also be included as part of an overall advertising package, so why not get in touch to find out what's right for you!



Hertfordshire  
Students' Union

STAFF

11 Freedom of Speech  
are Spoken for others  
Win 3 Freebies



## Our Clients > > >

Here are some of the clients we have worked with in the last few years.

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amazon

Bill's

co  
op



Domino's

e endsleigh

KASPA'S  
DESSERTS

  
Nando's

national  
express

the  
gym.

  
vodafone

 YouTube

wagamama<sup>★</sup>



# Connecting **You** To Students

**For bookings and enquiries, please contact:**  
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**Mandela Building, Canterbury, CT2 7NW**