

Get direct access to 1.6 million students

Armed with first party insights and decades of student marketing experience, we're transforming the student advertising landscape to help brands like GoPuff, ODEON and Burger King build sustainable and impactful relationships with student consumers, through our unique suite of campus media and marketing solutions.

Why students?

Students contribute **£33bn** to the UK economy each year.

£421

Average spend in Freshers week per student

£235

Average spend in a normal week per student


81%

of Freshers are wide open to trying new brands

77%

of 16-24s will spend more with sustainable companies

University of Gloucestershire Students' Union



Reach: **8,210**

60% Female

39% Male

<1% Other

77% Undergraduate

23% Postgraduate

93% Domestic

7% International

84% Full time

16% Part time

On campus


Poster Points

Footfall: 8,210 p/m


Digital Screens

Footfall: 8,210 p/m

Physical Activations



native are very helpful, flexible and go above and beyond to ensure all advertising requests are met – even if at short notice.



– UNITE Students

Online

Web Banners


On www.uogsu.com


Email Newsletter


Opt ins: 10,661


Open rates: 41%

Social Media Followers

 3,355

 4,644

 9,000



A holistic campaign approach

Whether your goal is to grab students' attention, get them to hit the 'checkout' button or nurture their lifelong loyalty, our team of student marketing experts will work with you to design and deliver a high-impact campaign, selecting the appropriate channels to optimise your spend for results.

Reach Extender: England

A regional approach to increase your impact

Total Reach

751,900

SU Media Sites

40+

Student Domicile

65%

Home (UK)

25%

International (Non-EU)

10%

International (EU)

Reach Extender: National

A national approach to increase your impact

Total Reach

1,600,000

Media sites

60+

Student Domicile

76%

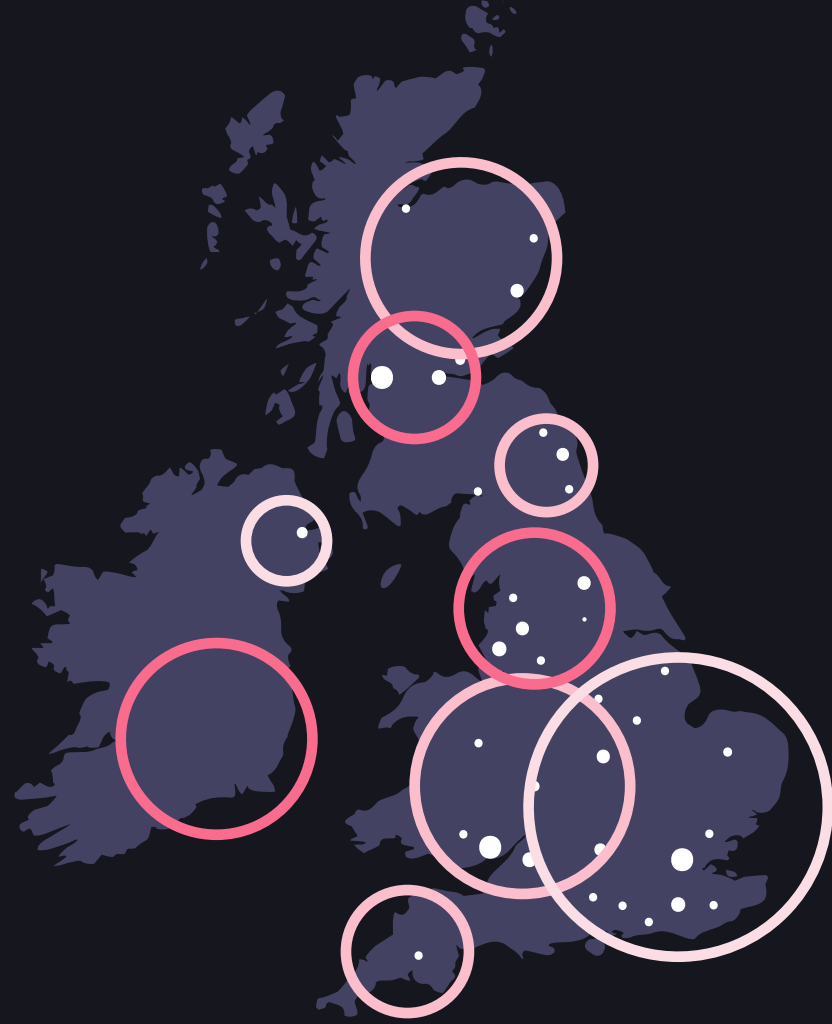
Home (UK)

20%

International (Non-EU)

4%

International (EU)



You're in good company

Meet some of our brand partners, across a wide range of student-friendly verticals

For more information and to advertise to students,

get in touch