



Media Pack

2021/22

GCUstudents.co.uk

Be part of something...
Bigger

Overview

Our Media Pack 2021/22 provides an overview of the advertising, promotion and sponsorship opportunities that will enable your organisation to reach and engage with over **17,000 students at Glasgow Caledonian University**.

GCU Students' Association can provide you with a bespoke service to maximise your impact on the student market. We also provide feedback and evidence of all advertising undertaken to allow you to analyse and adapt your message or strategy.

This year we are offering even better value bundles to help you cover all bases! Talk to us about exclusive discounts and deals and how best to reach our students to build your own custom package of activity. Please see our price list for details and costs.

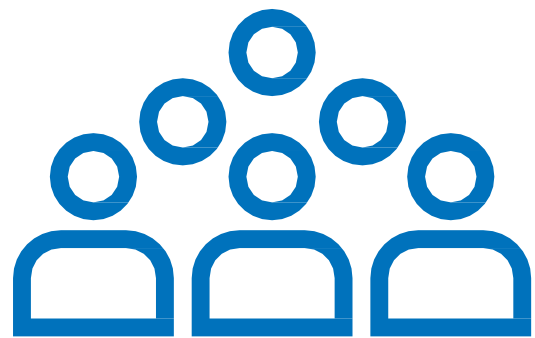


Get in touch today:

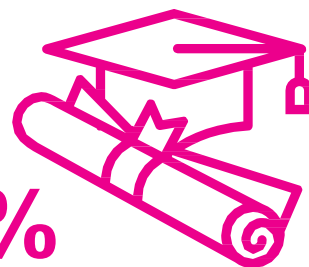
advertising@GCUstudents.co.uk

www.GCUstudents.co.uk/advertising

Demographics



17,000 students



82%
Undergraduate
18%
Postgraduate
or Research

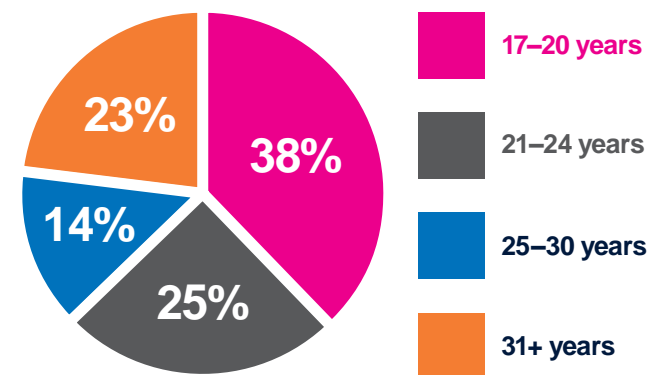
60%
Female
40%
Male



88%
UK students



12%
International



Social Media Reach

Freshers Week Stats

Freshers' Week 2020 (during Coronavirus pandemic)

Facebook reach

51,067 students

Instagram reach

1,560 students

Twitter reach

23,000 impressions

Annual Stats

Full Academic year Sept 2019–Sept 2020

Facebook reach

93,208 students

Instagram reach

6,283 students

Twitter reach

500,000+ impressions

Website Visitors

Freshers' Week Stats

Freshers' Week 2020 (during Coronavirus pandemic)

Website traffic

5,278 students

10,240
Sessions

7.8 Pages
visited

1.2%
Bounce rate

Annual Stats

Full Academic year Sept 2019–Sept 2020

Website traffic

67,681 students

136,064
Sessions

6.7 Pages
visited

6.2%
Bounce rate

Previous Clients & Partners

BAMBOO



Novel



BUNAC
WORKING ADVENTURES WORLDWIDE



HRVY

CATHOUSE



native.

**THE
SUMMER
FESTIVAL**

CLARINS



**STUDENT
ROOST**



Fresh.

Freshers' Week 2021 | 20–24 Sept

Due to ongoing Coronavirus (COVID-19) restrictions, Freshers' Week is going to look a little different this year... We are planning for our Freshers' Fair and events to be spread out over five days, instead of two, allowing students to distance comfortably. We are also inviting our second-year students, who missed out last year, to attend.

Our events, while subject to change and format, are going ahead and will provide you with a great opportunity to meet and greet new students at the beginning of their university journey. As well as our on-site activities, our digital channels will be as active and engaged as ever—giving you prime access to our fantastic GCU student audience.

While we anticipate Freshers' Week will be successful, bustling with new and existing GCU students, we do wish to manage expectations. Given the circumstances, we are offering a range of packages at a discounted rate, as well as our standard choices at the back of this Media Pack.

Freshers' Market

20–23 Sept 2021

This event will be held outside on our main concourse with a high footfall over four days. You can choose to have a space or we can provide a covered stall for you.

Website

The beginning of the new Academic Year is when we experience the highest traffic to our website, particularly during Freshers Week and the first week of teaching. We have a variety of advertising spaces up for grabs...

Social Media

Promote your deal or event on the lead up to and during Freshers' Week in our closed Freshers' Facebook Group of 1,200 students, or reach out to our entire student audience via Facebook, Twitter or Instagram.

Induction Workshops

Your advert or promotion, including commentary, included in the 55 Welcome Presentations the Students' Association make to 1,800 new students during Freshers' Week.

Email

Get access to our students who have opted-in to hear about deals and discounts. We send a monthly Student Savings marketing email, or you can have a solus email all to yourself!

On-site advertising

In addition to your Freshers' Stall, you can catch the eye of passing students with an advert on our digital plasma screens or a poster at one of the poster sites in the Students' Association Building.

Read on for our Freshers' Week packages and price list...

Freshers' Week Headline Partner Package: £3,386

Value: £4515—save over £1,000! Only one available. All prices exclude VAT.



Ensure you have all bases covered with the ultimate package for our **Freshers' 2021 Headline Partner!**

This package offers unique benefits such as:

- **Prime positioning at our Freshers Market**
—be the first thing our students see as they enter.
- **A full-width banner ad on our website**—visible on every page that's a potential 10,000 views of your ad!
- **Take over our Cover Photos on social media**
—showcase your brand and our partnership.

Freshers' Week 2021 Headline Partner

Media	Duration	Cost
Freshers Market Space/Stall	4 days	£500
Large (full-width) Website Banner	1 week	£500
FB and Tw Cover Photo Takeover	1 month	£400
1 Solus Email (1,200 students)		£250
3x Social Media Bundles (1x FB, 1x Tw)		£240
3x Instagram Reels		£450
Plasma Screen(s) Ad	2 months	£225
A0 Poster	9 months	£600
Railings Banner (4 months)	1 Tri (4 months)	£500
Student Handbook Advert (digital)		£150
The EDIT Student Magazine Advert		£100
Induction Workshop Slide		£600
	Value	£4,515
	– 25% Discount	£1,129
	Cost	£3,386

Freshers' Week Gold Package: £1,664

Value: £2,080—save over £400! Only three available. All prices exclude VAT.



Go all-in without blowing your budget with our Freshers' 2021 Gold Package, including:

- **Early choice of position at our Freshers Market**—ensure your business is the one they remember.
- **Left-side Website Banner**—visiting an avg. of 6 pages during Freshers Week alone, students will see your creative on every page (*excluding homepage*).
- **Social Media**—drive your message home across all our social channels.

Freshers' Week 2021 Gold Package

Media	Duration	Cost
Freshers Market Space/Stall	4 days	£500
Left-side Website Banner	1 month	£250
3x Student Savings Marketing Email	3 months	£240
2x Social Media Bundles (1x FB, 1x Tw)		£200
2x Instagram Reels		£300
Plasma Screen(s) Ad	3 months	£315
A0 Poster	4 months	£275
	Value	£2,080
	– 20% Discount	£416
	Cost	£1,664

Freshers' Week Silver Package: £1,182

Value: £1,390—save over £200! Only five available. All prices exclude VAT.



High engagement across multiple platforms with our bold **Freshers' 2021 Silver Package**, which includes:

- **Student Savings email**—with an avg. open rate of >30% this is one of our most engaged channels.
- **Left-side Website Banner**—visiting an avg. of 6 pages during Freshers Week alone, students will see your creative on every page (*excluding homepage*).
- **Social Media**—drive your message home across all our social channels.

Freshers' Week 2021 Silver Package

Media	Duration	Cost
Freshers Market Space/Stall	3 days	£375
Left-side Website Banner	1 month	£250
2x Student Savings Marketing Email	2 months	£200
1x Social Media Bundle (1x FB, 1x Tw)	n/a	£100
1x Instagram Reel	n/a	£150
Plasma Screen(s) Ad	3 months	£315
	Value	£1,390
	– 15% Discount	£208
	Cost	£1,182

Freshers' Week Bronze Package: £1,048

Value: £1,165—save £100! All prices exclude VAT



For those on a tight budget, we think our excellent value **Freshers' 2021 Bronze Package** is for you:

- **Right-side Website Banner**—visible on all our blog pages Aug–Oct, with almost 10,000 views!
- **Plasma Screen Ads and A0 Poster**—take advantage of student footfall on campus and get your brand seen.
- **Social Media**—drive your message home across all our social channels.

Freshers' Week 2021 Bronze Package

Media	Duration	Cost
Freshers Market Space/Stall	1 day	£200
Right-side Website Banner	3 months	£200
1x Social Media Bundles (1x FB, 1x Tw)	n/a	£100
1x Instagram Reel	n/a	£150
Plasma Screen(s) Ad	3 months	£315
A0 Poster	3 months	£200
	Value	£1,165
	– 10% Discount	£117
	Cost	£1,048

Student Life Bundles

Student Travel

74% of students live within 10 miles of GCU, so travel is one of the most important elements of university life. Our research says that students are interested in discounts and deals for commuting to GCU.

Example bundle:

- Student Travel Webpage Listing (9 months)
- Freshers Market Stall (3 days)
- 2x Student Savings Marketing Emails
- 2x Social Media Bundles (Fb & Tw)

~~£1,075~~
– 10% Bundle Discount
= £968

Student Living

Student accommodation has had a massive growth recently and we can help to positively promote your business to GCU students.

Example bundle:

- Student Living Webpage Listing (9 months)
- Accommodation Fair Stall (March 2022)
- 1x Social Media Bundle (Fb & Tw)

~~£800~~
– 10% Bundle Discount
= £720

Student Nightlife

Socialising is one of the most important elements of going to university, and we hope that soon students will be able to use your business to enjoy their time at university. We can help you promote directly to GCU students.

Example bundle:

- Listing on Student Living webpage for 9 months
- 3x Social Media Bundles (Fb & Tw)
- 3x Student Savings Marketing Emails

~~£1,315~~
– 10% Bundle Discount
= £1,183

*All prices are subject to VAT

Itemised Price List—Digital

Digital

Website	1 week	2 weeks
[Of-peak] Full-width Headline Banner (1024 x 150px)	£200	£300
[Peak] Full-width Headline Banner (1024 x 150px)	£500	£750

Peak: Freshers Week (w/b 20 Sept) & Week 1 of Teaching (w/b 27 Sept)

Website	1 month	3 months	9 months
Top banner ad (728 x 90px)	£300	£600	£1,200
Left side ad (320 x 250px)	£250	£500	£1,000
Right side ad (articles) (320 x 250px)	£100	£200	£400
Student Living page listing	£75	£150	£300
Student Nightlife page listing	£75	£150	£300
Student Travel page listing	£75	£150	£300

Email	1	3	4
Student Savings Marketing Email	£100	£240	£300
Solus Email	£250	£700	£800

Sent to 1,200-1,400 students

Social Media	x1	x3	x4
Social Media Bundle (1x Fb + 1x Tw)	£100	£240	£300
Super Social Bundle (+ 1x Insta Story)	£175	£500	£600
1x Fb post to Closed Freshers Group	£150	–	–
1x Instagram Reel	£150	–	–

Students' Association Freshers' Induction Workshop

PowerPoint Slide/Advert | £600

1,800 student attend

Student Handbook (A5, online)

Inside Cover Ad	£200
Full Page Ad	£150
Half Page Ad	£75

The EDIT Student Magazine (A4, online)

Full Page Ad | £100

**All prices are subject to VAT*

Itemised Price List—On-site

On-site

Freshers' Market (Outdoor Stall)	1 Day	3 Days	4 Days
National Company	£200	£375	£500
Local Company or Charity	£125	£225	£300

Campus Stalls and Activities	
Main concourse (outdoor)	£500
Outside Student' Association Building	£150
Inside Student' Association Foyer	£400
Outdoor Stall/Activity (e.g. gazebo)	£150
Banner on railings outside SA building	£500 per Tri
Table-top Vinyl in Re_Union Bar & Grill	£7 per table per week

Posters (per poster)	1 month	3 months	9 months
A0	£100	£200	£600
A1	£50	£100	£300
A3	£10	£20	£60

Accommodation Fair (March 2022)	
Stall	£400 per day

*All prices are subject to VAT