

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

Aston Students' Union

ASTON STUDENTS' UNION

Reach: 16,000

46% Female

53% Male

<1% Other

81% Undergraduate

19% Postgraduate

On campus

Poster Points & Digital Screens

Footfall: 16,000 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

Monthly impressions: 41,900

Email – SOLUS & Newsletters

Opt ins: 16,000
Open rates: 26.5%

Social Media Followers

Instagram 6,000, Twitter 4,800, Facebook 6,000

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

Total Reach

863,880

SU Media Sites

52

Student Domicile

65% Home (UK)

25% International (Non-EU)

10% International (EU)

Reach Extender: National

Total Reach

1,600,000

Media sites

70

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

