

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

Aberdeen University Students' Assosiation



STUDENTS' UNION

Reach: 16,565

57% Female

42% Male

<1% Other

61% Undergraduate

39% Postgraduate

71% Domestic

29% International

78% Full time

22% Part time

On campus

Online

Poster Points

Footfall: 16,565 p/m

Digital Screens

Footfall: 16,565 p/m

Physical Activations

Web Banners

Monthly impressions: 27,300

Email Newsletter & Solus

Opt ins: 18,395

Open rates: 31%

Social Media Followers


Instagram: 4,501

Twitter: 3,082

Facebook: 13,491

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

- UNITE Students



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: Scotland

A regional approach to increase your impact

Total Reach

193,743

SU Media Sites

12

Student Domicile

72% Home (UK)

22% International (Non-EU)

6% International (EU)

Reach Extender: National

A national approach to increase your impact

Total Reach

1,600,000

Media sites


54+

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

