



LEICESTER  
STUDENTS'  
UNION

# MEDIA GUIDE 2025 / 26

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# Introduction



**If you want to engage with the University of Leicester student market, you're in the right place!**

With a student community of over 23,000, your business has no better pool of potential customers here at Leicester. We have a variety of marketing options available to suit a range of budgets and objectives, from digital opportunities to in-person events and pop-up stalls.

To discuss your marketing campaign with our Sales Team, email [su-sales@leicester.ac.uk](mailto:su-sales@leicester.ac.uk)

# The Stats



**23,000+**  
Students



**34%**  
Postgraduate



**66%**  
Undergraduate



**40,000+**  
Social Media  
Following



**250+**  
Student Groups  
& Sports Clubs



**26.5%**  
International

There is no better way to connect your business with our student population than through the student union. With our highly engaged students on campus we can help your brand to connect through on campus promotional activity and through our media channels.

Infographic figures are correct at the time of publishing. For our latest student demographics, please visit [leicesterunion.com/advertise](http://leicesterunion.com/advertise)

# Freshers Fair

Our Freshers' Fair is the biggest marketing opportunity of the year, welcoming 23,000 students to campus, whether it's their first time in Leicester or they're returning. Set up your stand and engage directly with approximately 4,000 students each day! Our freshers fair will be on the 23rd and 24th September 2025



## National Rate

1 Day	£1050
2 Days	£1750

## Local Rate

1 Day	£675
2 Days	£1100

Charity Discount available

# Freshers Fair Marketing

We also offer additional Freshers marketing opportunities.



Printed insert in  
welcome bags

£450 + VAT

Advert in wall  
planner

£450 + VAT

Freebie in  
goody bag

£250 + VAT

Event sponsorship and bespoke packages available – get in touch!

# Email Marketing

Email advertising is one of our fastest-growing communication platforms. We send a fortnightly student newsletter to 23k students.

E-newsletter  
banner advert

£250 + VAT

Artwork size: 1250x300px

## Solus emails

We send bespoke fortnightly solus emails to 6k students.

Commercial  
solus email

£375 + VAT  
per mail



# Digital Screens

We have 11 landscape digital display screens around the Students' Union – Percy Gee building. The below rates include coverage on all screens;



Digital screen  
7 Days

£250 + VAT

Digital screen  
1 Month

£500 + VAT

Digital screen  
1 Term

£1000 + VAT

# Website Banners

On average, our website ([www.leicesterunion.com](http://www.leicesterunion.com)) logs over 15,000 unique visitors monthly and over 700,000 page views.

A banner advert it's the perfect way to build brand awareness and gain exposure to our engaged online audience. We can also add a link directly to your website, sign-up page or social media account!

Website Banner 7 Days	£250 + VAT
Website Banner 1 Month	£500 + VAT
Website Banner 1 Term	£1000 + VAT

Artwork size: 2000x675px



# Social Media Packages

Our social media packages are super-fast and engaging way to communicate with our students. Raise awareness of your business, increase clicks and sales, or even conduct market research with our engaged online audience.



**Feed Post**  
**£100 + VAT**



**Story Post**  
**1x £55 + VAT**



**Feed Post**  
**1x £100 + VAT**



**20,000**  
**Followers**



**10,100**  
**Followers**

# Pop Up Stands



Bring your brand onto campus and hold an onsite activation. We can offer high footfall spaces ideal for distributing samples and increasing brand awareness. Our union building is a hub of activity with busy food courts and vibrant social spaces. This is the main social hub on campus, offering huge opportunities to engage with thousands of students.

Stall in the SU Square

£350 +VAT

Stall in Centenary square (outside)

£450 +VAT

Shop or Fair in O2 Academy

£550 +VAT

# Sponsorship

**Sponsorship** Maximise your brand's visibility and connect with the student community by sponsoring our clubs, societies, or exciting campus events!

**Sponsor one of our clubs or societies**

Your logo featured on club hoodies, social media posts, and the society's webpage, increasing visibility and brand association with student life.

**Sponsor one of our events**

For example: Your logo displayed on event branding, the opportunity to sponsor and present an award, event activations, a dedicated solus email, plus Instagram posts and stories for added exposure.

**Get in touch to discuss further**



# Bespoke/Year Round Packages

Maintain your brand presence and student connection with one of our bespoke packages at a competitive cost. We are happy to discuss tailored options to work for your brand and budget and make sure that you get the most out of advertising through the University of Leicester student union.

## Example Year Round Package

- Onsite Activation in our SU square
- Webpage banner across all three terms
- Digital screen advertising across all three terms
- Multi channel social media posts
- Dedicated Solus emails for your brand
- Additional stall space at our Refresher Fair event

Contact us to discuss a bespoke package for your brand.

# Previous Clients



Superdrug

national  
express

SHOWCASE

wagamama

SUBWAY

Sulets

ROCKSTAR  
PROMOTIONS

las  
IGUANAS

amazon



Red Bull

POST  
OFFICE

REVOLUTION



Nando's

Graduate  
Recruitment  
Bureau

# Get In Touch



[leicesterunion.com/advertise](https://leicesterunion.com/advertise)

[su-sales@leicester.ac.uk](mailto:su-sales@leicester.ac.uk)

 LeicesterUnion

 StudentsUnion