

MEDIA GUIDE

2026 / 27

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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

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

FRESHERS FAIR

Our busiest time on campus with activities happening throughout the week offering a key opportunity for commercial activity. The fairs attract around 5k students per day! Our freshers fair will be on the 22nd and 23rd September 2026



National Rate

1 Day	£1050
2 Days	£1750

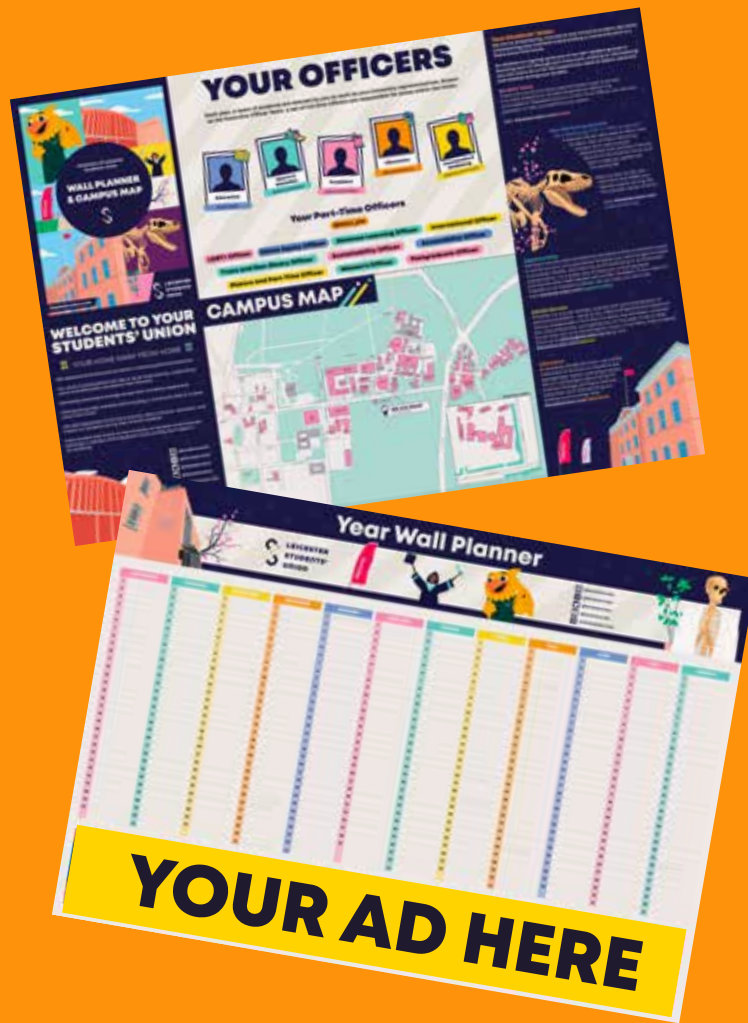
Local Rate

1 Day	£675
2 Days	£1100

Outdoor pitches also available!

Enquire for sponsorship opportunities | 20% charity discount available

FRESHERS ADDITIONAL OPPORTUNITIES



We also offer additional Freshers marketing opportunities.

Printed insert in
welcome bags

£450 + VAT

Advert in wall
planner

£450 + VAT

Event sponsorship and bespoke packages available – get in touch!

FAIRS AND EVENTS

We hold fairs and events throughout the year beyond our freshers event offering the chance to promote your business to students all year round.

BEYOND FRESHERS 6 OCTOBER 2026

Deliver a lasting message to students by joining our Beyond Freshers Fair taking place 2 weeks into the term.

Standard
Stall

£325

Small Sellers
Pitch

£325

HOUSING FAIR

We hold two housing fairs across the year, one in term 1 and one in term 2. This is the only chance for student housing providers to engage with our student population on campus.

1 Fair

£650
+ VAT

2 Fairs

£1100
+ VAT

OPPORTUNITIES FAIRS

Our students are always on the look out for new opportunities whilst studying. We hold several opportunities fairs across the academic year which are always very well attended!

Opportunities can include part time work, volunteering, travel, languages, skills etc.

Per Stall

£300
+ VAT

EMAIL MARKETING

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

SU NEWSLETTER ADVERT

SU Newsletter
Banner Ad

£300 + VAT

Artwork size: 1250x300px

SOLUS EMAILS

We send bespoke fortnightly solus emails to 6k students.

Commercial
solus email

£400 + VAT
per mail



DIGITAL SCREENS

We have 11 landscape digital display screens around the Students' Union – Percy Gee building.

Digital screen
7 Days

£250 + VAT

Digital screen
1 Month

£500 + VAT

Digital screen
1 Term

£1000 + VAT



WEBSITE ADVERTS

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

A banner or tile advert is 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!

HOMEPAGE BANNER

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

Artwork size: 2000x675px
Mobile size: 1080x800px

HOMEPAGE TILE

7 Days	£200 + VAT
1 Month	£350 + VAT
1 Term	£500 + VAT

Artwork size: 1200x400px

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
1x £150 + VAT



Story Post
1x £75 + VAT



20,000
Followers



Feed Post
1x £150 + VAT



11,800
Followers

POP UP STALLS

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

£400 +VAT

Stall in Centenary square (outside)

£450 +VAT

Shop or Fair in O2 Academy

£550 +VAT

Suitable for larger sales

PREVIOUS CLIENTS



Superdrug 

national
express

SUBWAY 


wagamama

SHOWCASE

las
IGUANAS


Sulets

ROCKSTAR
P R O M O T I O N S



amazon 



Nando's


Red Bull

POST
OFFICE 



REVOLUTION



 Graduate
Recruitment
Bureau

GET IN TOUCH

leicesterunion.com/advertise

su-sales@leicester.ac.uk

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