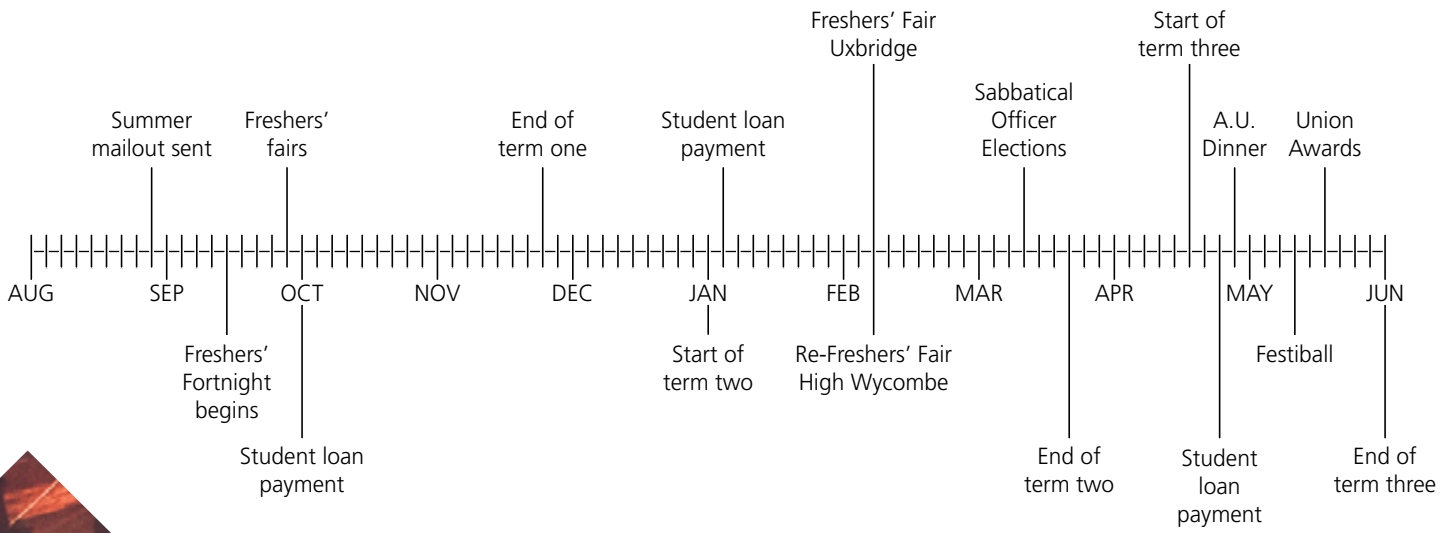


# MEDIA PACK

2016-17



# CALENDAR 2016-17



# INTRODUCTION

## A LITTLE BIT ABOUT US

Bucks Students' Union represents all students at Bucks New University and is at the very core of the student experience. We offer a huge number of different opportunities, a range of support services and are the main voice of the student body.

With access to over 9,000 students, advertising through us can offer you the perfect opportunity to reach out and engage with our students in a range of different channels.

Whether you are looking to advertise to our students, engage with the student market, trial a new product, or better understand the student audience through research, we can help you reach students in a variety of unique and effective ways by creating tailored packages to meet your needs.

Bucks Students' Union is a registered charity, therefore income generated through advertising and sponsorship is reinvested back into improving our services for our members and ensuring that we offer the necessary support to enable them to succeed.



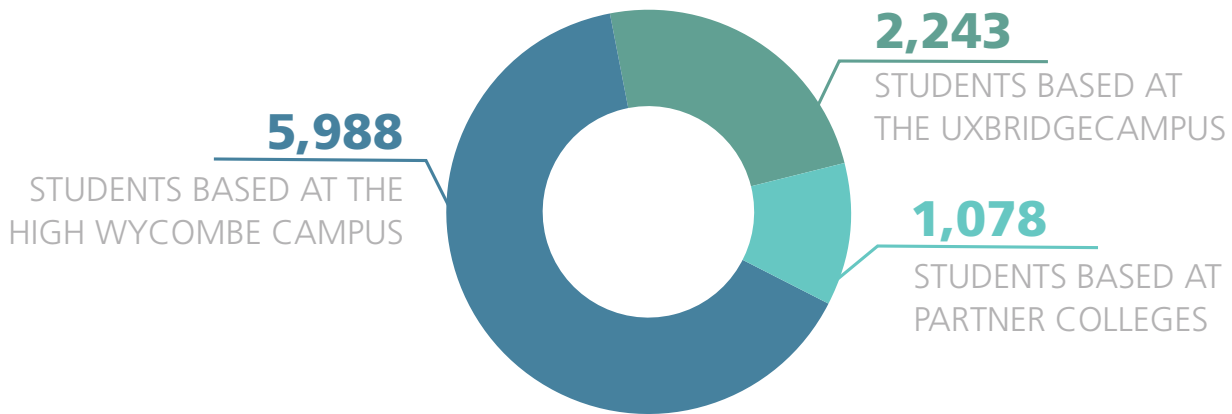
# WHY ADVERTISE WITH US

Students are a hugely important demographic for any company wanting to either introduce a new product to the market, or build on an existing brand name, and nobody knows Bucks students better than us. Here are just a few reasons why you should consider advertising directly through our media channels.

- **Traditional forms of advertising, such as mainstream radio, TV and billboard advertising campaigns, are not ideal channels for reaching today's students.**
- **Their preference for interactions is via social media, with students being 1.7 times more likely, than the UK average, to log into Facebook on a daily basis and 2.5 times more likely, than the average, to check Twitter every day. A significant proportion of Bucks students follow our social media pages.**
- **Students are at a key time in their life when brands can make a major impression and generate a long-term loyalty that will pay dividends once they have moved into the workplace.**
- **The average student now spends around £8,940 per year (National Student Money Survey 2015). This puts the total size of the student market at over £20bn annually.**

# OUR MEMBERS

TOTAL STUDENTS **9,309**



POPULAR SUBJECTS INCLUDE:  
**BUSINESS & MANAGEMENT**  
**PRE-QUALIFYING NURSING**  
**TRAVEL AND AVIATION**

# DIGITAL OPPORTUNITIES

## WEB ADVERTISING FROM £60

- i** Each year, our website has in excess of 800,000 visits. It is the main online hub for all departments and highlights events, news, jobs and various opportunities from both the Students' Union and wider University community. It also is the main online presence for all societies and sports teams.
- p** Advert spec: w560 x h234px  
(can be supplied as a static JPG or animated GIF).

## PRICES

- £ One week - £60**  
**One month - £120**  
**One term - £360\***

\*Based on a ten week term.

## PLASMA SCREEN ADVERTISING FROM £54

- i** Advertise on seven plasma screens located in various popular high footfall areas in our bar, Students' Union reception area and a Study Lounge. Adverts are displayed on rotation alongside music videos and general adverts.
- p** Advert spec: w1920 x h1080px

## PRICES

- £ One week - £54**  
**Two weeks - £108**  
**One month - £216**  
**One term - £360\***

\*Based on a ten week term.

## SOCIAL MEDIA ADVERTISING FROM £24

- i** Posting on our Facebook and Twitter pages can enable you to reach a large group of students very quickly. We have almost 13,000 followers across both sites.  
  
Add your very own custom graphics to our Facebook pages or Twitter account to really help boost your campaign.

## PRICES

- £ Facebook - £36**  
A plug on our main page - three times over a two week period.
- Twitter - £24**  
A plug on **@bucksu** - twice over a two week period.
- Cover images - £60 per day**  
Available as Facebook cover image or Twitter header image.

For more information and to book,  
please call **01494 603 151** or  
email **simon.mcdowell@bucks.ac.uk**





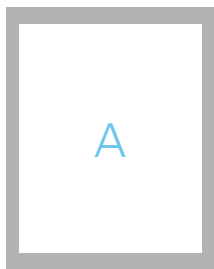
# PRINT OPPORTUNITIES

## THE BUCKS STUDENT FROM £125

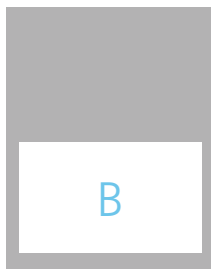
- i** The Bucks Student is our free student newspaper and is released roughly every three weeks - both printed and online. Each edition has an average print run of 1,500 and is the perfect medium to advertise to a potential market of 10,000 students and staff.
- p** Print run: 1,500 copies (on average)  
Colour: Full colour throughout  
Booking deadline: Five working days before the newspaper is published.

### PRICES

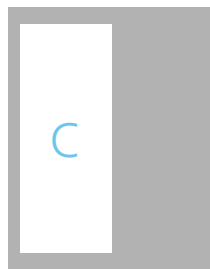
- £ Full page (A) - £350**  
**½ page (B/C) - £200**  
**¼ page (D/E) - £125**



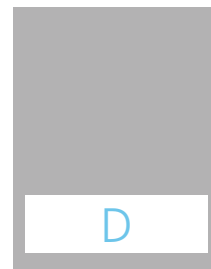
w261.5 x h339mm



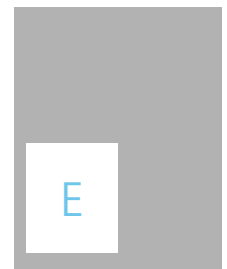
w249.5 x h160mm



w114.5 x h339mm



w249.5 x h80mm



w114.5 x h160mm

For more specific information on the Bucks Student (including release dates), please refer to our newspaper media pack.

## PRE-FRESHERS' EDITION FROM £150

- i** During the summer, we produce a freshers' special edition which highlights all sessions, events and activities during Freshers' Fortnight. A newspaper gets posted out to every single student as part of our summer mailout. This is a fantastic chance to advertise to students before they arrive at university.
- p** Print run: 7,000 copies  
Colour: Full colour throughout  
Booking deadline: Friday 5 August 2016

### PRICES

- £ Full page (A) - £450**  
**½ page (B/C) - £250**  
**¼ page (D/E) - £150**

## STUDENT INVOLVEMENT GUIDE FROM £300

- i** The annual student involvement guide outlines the various ways that our members can engage with our services during their time at Bucks. A large proportion of the guides are posted out in late August as part of our summer mailout. They also get distributed throughout the year at various events including open days and careers fairs.
- p** Print run: 10,000  
Size: A5 portrait (plus 3mm bleed)  
Colour: Full colour throughout  
Booking deadline: Friday 15 July 2016

### PRICES

- £ Full page - £500**  
(148mm x 210mm)  
**½ page - £300**  
(148mm x 90mm)

## COMMUNITY GUIDE FROM £300

- i** The community guide covers all the essentials needed for moving into a new area - from fire safety to crime prevention. It is produced in partnership with Thames Valley Police and Wycombe District Council and is distributed to students and members of the local community.
- p** Print run: 3,000 copies  
Size: A5 portrait (plus 3mm bleed)  
Colour: Full colour throughout  
Booking deadline: Friday 29 July 2016

### PRICES

- £ Full page - £300**  
(148mm x 210mm)

All prices quoted include VAT at the standard rate, where applicable.







# DISTRIBUTION OPPORTUNITIES

## ON-SITE DISTRIBUTION **FROM £120**

- i** Ideal if you want to reach students through leafleting but don't require a stall. You can either bring your own staff, or, if you don't have the time or the manpower, we can offer staff to hand out leaflets or products on your behalf. The staff employed will be fully briefed on the offer, product or service to enable them to help reach your marketing objectives.

### PRICES

- £ 1 Day - £144**  
Distributed by your staff  
**1,000 - £192**  
Campus wide by our staff  
**1,000 - £120**  
Bars and cafes by our staff

## FRESHERS' GOODY BAGS **FROM £180**

- i** Just before the students arrive in September, we place a freshers' goody bag in every room throughout halls. This is an ideal opportunity to get promotional materials directly into the hands of students when they first arrive in their new room at Bucks. You can insert leaflets, brochures or promotional items.

Number of rooms: 900  
Booking deadline: Friday 2 September 2016

### PRICES

- £ £180**

## HALLS DROPS **FROM £360**

- i** We have over 900 rooms split across three different sets of halls in High Wycombe. Advertising in halls provides an excellent opportunity to get information out to a captive audience rather than passing distribution. This opportunity is only available using our staff to distribute your product or leaflets.

### PRICES

- £ £360\***  
\*depending on product

## SUMMER MAILOUT INSERT **FROM £540**

- i** Every August, we post out around 6,000 packs to both new and returning students. Each pack includes a number of different leaflets, a pre-freshers' edition of the newspaper, a student involvement guide, and a number of commercial leaflets. This pack is the ideal way to engage with students just before they arrive at Bucks.

Booking deadline: Friday 12 August 2016

Weight and size restrictions apply - please contact us for more information.

### PRICES

- £ Freshers'**  
**3,000 leaflets - £540**
- Returners'**  
**3,500 leaflets - £630**
- Both**  
**7,500 leaflets - £1,020**

For more information and to book,  
please call **01494 603 151** or  
email **simon.mcdowell@bucks.ac.uk**

# ON-SITE OPPORTUNITIES

## FRESHERS' FAIR FROM £100

**i** The Freshers' Fair is one of the key highlights during Freshers' Fortnight. It is a fantastic way to promote your business through face-to-face interaction with students and typically has a footfall of around 4,000 students and staff throughout the day (numbers based on the High Wycombe Freshers' Fair). Electricity and Wi-Fi access can be arranged prior to the event.

**p** High Wycombe: Thursday 22 September 2016  
Running time: 10am-4pm

Uxbridge: Wednesday 21 September 2016  
Running time: noon-3pm

Booking deadline: Thursday 1 September 2016

## PRICES

**£** **High Wycombe:**  
**Standard - £475**  
**Charity - £225**

**Uxbridge:**  
**Stall - £100**

## ON-SITE STALLS FROM £100

**i** The Students' Union venue is an ideal space for an on-site stall. This option offers you a high footfall throughout the day and is the perfect way to engage with students and promote your business.

## PRICES

**£** **Day hire - £100**  
**Week hire - £400**

Based on 9am-5pm, Mon-Fri

## RE-FRESHERS' FAIR FROM £125

**i** We hold a Re-Freshers' Fair, at the High Wycombe Campus, in February, giving you another chance to promote your business through face-to-face interaction. This is a great way to engage with students who start mid-year.

**p** Tuesday 7 February 2017  
Running times: 10am-3pm

## PRICES

**£** **Stall - £125**

## FEB FRESHERS' FAIR FROM £60

**i** We hold a February Freshers' Fair in Uxbridge, giving you another chance to promote your business through face-to-face interaction. This is a great way to engage with students who start mid-year.

**p** Wednesday 8 February 2017  
Running times: noon-3pm

## PRICES

**£** **Stall - £60**

As part of our ongoing commitment to the environment, exhibitors are not permitted to distribute plastic bags at the fair. We encourage bags that are reusable or environmentally friendly. Please contact us for further information.

For more information and to book,  
please call **01494 603 151** or  
email **simon.mcdowell@bucks.ac.uk**







# PREVIOUS CLIENTS





  
**BUCKS**  
STUDENTS' UNION

## **Bucks Students' Union**

Queen Alexandra Road, High Wycombe, Bucks HP11 2JZ  
Tel: **01494 601 600** Email: **union@bucks.ac.uk** Website: **bucksstudentsunion.org**

Bucks Students' Union is a registered charity - no. 1144820  
VAT Reg. no. 669 0980 87

© Bucks Students' Union 2016

This media pack was produced by Bucks Students' Union in June 2016 and is accurate at the time of going to press. Prices quoted in this pack are subject to change. Full terms and conditions can be found on our website at **bucksstudentsunion.org/advertisingtermsandconditions**