



# Bucks Students' Union Media Pack 2019-20

Connecting your brand to over 10,000 students  
[bucksstudentsunion.org/advertise](https://bucksstudentsunion.org/advertise)



**We can help  
you reach 10,000  
students**

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## Hello, we're Bucks Students' Union

Advertising and marketing opportunities with us are the most effective way of reaching students at Bucks.

This media pack will take you through the many exciting marketing and sponsorship opportunities that we have available. We hope that you find this pack useful in helping you choose the most suitable channel for your business or organisation

## Let's get started...

We're happy to work with you to find the best channels – that both fits your needs and budgets. We're always open to unique and innovative ways to create tailor-made packages, so feel free to get in touch with us.

For more information or to discuss any opportunities, please contact us at:

**[simon.mcdowell@bucks.ac.uk](mailto:simon.mcdowell@bucks.ac.uk)**

01494 601 600

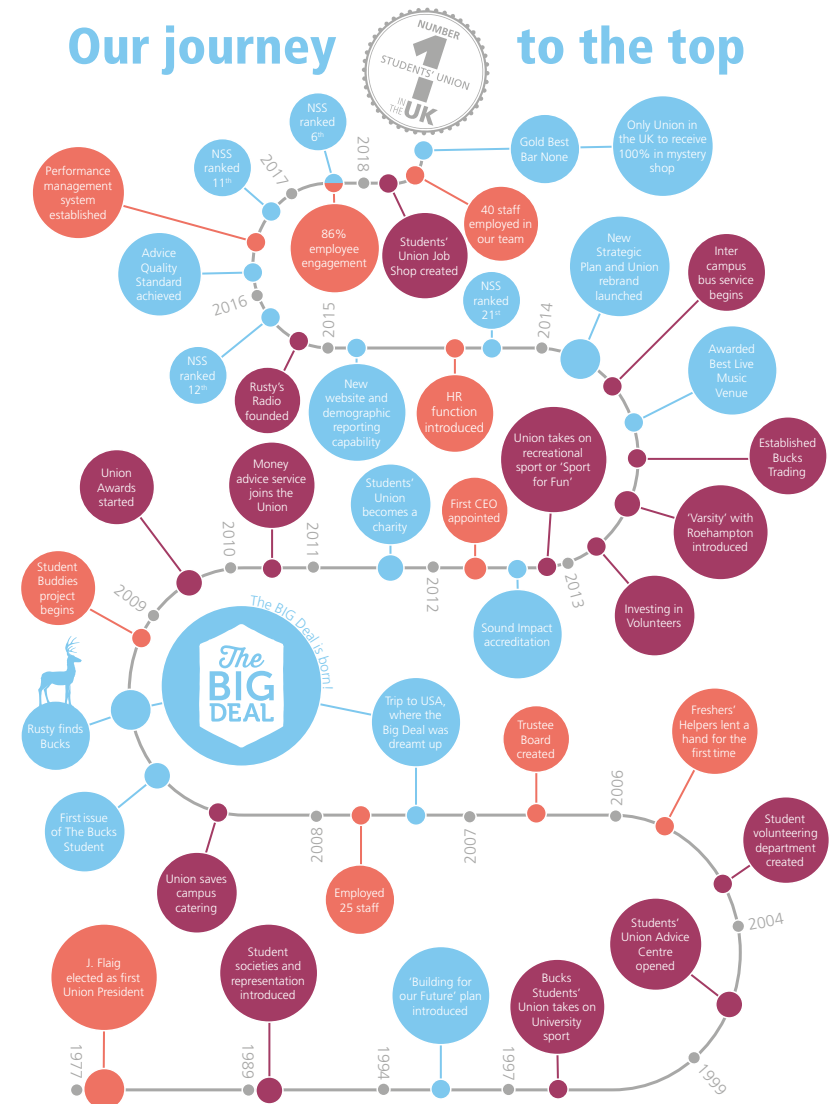
# Why us?

## Bucks Students' Union is the number one students' union in the UK

We are made up of all the students at Bucks New University – who are all members of Bucks Students' Union. We represent all students and are at the very core of the student experience with over 10,000 studying on a range of courses.

We are in an ideal position to provide effective marketing opportunities to our vibrant and diverse student population while offering your organisation access to our student body.

We are a registered charity, therefore, income generated through our advertising channels is reinvested into improving our services and ensuring that we offer the necessary support, to enable our members to succeed.



# Freshers' advertising

## Freshers' fairs

Our freshers' fairs happen right at the start of the academic year and offer a high footfall. We have, on average, over 2,000 new arrivals each year and there is no better way time to influence and nurture our members. A stall at any of our events, gives you the chance to exhibit, demonstrate and promote your products, or services, to enthusiastic and engaged members.

At every event, we can provide: a table, two chairs, space behind for pop-up banners and access to electricity and Wi-Fi, if required.

## High Wycombe Campus

Thursday 26 September 2019, 10am-3pm

<b>Standard stall . . . . .</b>	<b>£475+VAT</b>
<b>Outside stall . . . . .</b>	<b>£450+VAT</b>
<b>Charity stall . . . . .</b>	<b>£225+VAT</b>



## Uxbridge Campus

Wednesday 25 September 2019, 12.30-3pm

<b>Standard stall . . . . .</b>	<b>£100+VAT</b>
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## Uxbridge re-freshers' fair

February 2020, 12.30-3pm

<b>Standard stall . . . . .</b>	<b>£60+VAT</b>
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# Freshers' advertising

## Freshers' goody bags

We produce over 2,000 freshers' goody bags that get individually handed out at enrolment. This is an ideal opportunity to get promotional materials directly into the hands of students when they first arrive at Bucks and you can insert leaflets, brochures or promotional items.

**Freshers' goody bag insert. . . . .£180+VAT**



## Summer mailout

Every August, we post out around 6,000 welcome packs to both new and returning students. Each pack includes a number of different leaflets and guides from the Union and is the ideal way to engage with our members just before they arrive at Bucks.

**Freshers' mailout (3,500 inserts) . . . . .£630+VAT**  
**Returners mailout (3,000 inserts) . . . . .£540+VAT**  
**Combined freshers' and returners (6,500 inserts). £1,000+VAT**



# Freshers' advertising



## Pre-freshers' newspaper

Within each summer mailout pack, we post out a pre-freshers' edition of the Bucks Student, our printed student newspaper. The pre-freshers' special contains heaps of useful information about freshers' fortnight and beyond.

<b>Full-page advert</b> . . . . .	<b>£350</b>
<b>Half-page advert</b> . . . . .	<b>£200</b>
<b>Quarter-page advert</b> . . . . .	<b>£125</b>

## Academic wallplanner

Our academic wallplanners are really popular with our members and highlight important events that are running throughout the year.

<b>Half-page advert</b> . . . . .	<b>£150+VAT</b>
<b>Quarter-page advert</b> . . . . .	<b>£75+VAT</b>

# Be seen on campus

We are in a unique position to help your brand engage directly with our members through a wide range of different promotional opportunities.

We have exclusive distribution rights across all of our campuses and University managed halls.

## Leaflet and product distribution

Distributing leaflets, vouchers, promotional items or samples is one of the best ways to directly engage with students. We have excellent promotional teams who can distribute materials on your behalf, around our campuses.

**1,000 leaflets distributed across campus . . . . . £192+VAT**

**1,000 leaflets distributed across our cafes . . . . . £120+VAT**



## Stalls on-site

On-site promotional stalls are a great way to engage with our members, face-to-face, at popular and high footfall areas around campus.

**Day hire, in our venue . . . . . £80+VAT**

**Week hire, in our venue . . . . . £300+VAT**

Based on Monday to Friday, 9am-5pm



# Be seen on campus

## Halls leaflet drop

We have around 700 rooms split across three different University managed halls, in High Wycombe. Advertising in halls takes your product or service direct to students and gets the information across to a captive audience.

**Halls leaflet drop . . . . . £360+VAT**



## Posters

Advertise around our campuses in popular, high footfall, areas.

**One week . . . . . £20+VAT**  
12 x A3 posters

**One month. . . . . £50+VAT**  
12 x A3 posters



# Let's go digital

## Social media

Advertising on our social channels gives you the ability to target students instantly. You can use our channels to promote a product or service and provide a link through to your site or online presence.

Our Facebook account has around 6,000 likes and our Twitter account has 7,500 followers.

<b>Facebook post, on our main page . . . . .</b>	<b>£36+VAT</b>
Three times over a two-week period	
<b>Twitter post, on our main account. . . . .</b>	<b>£24+VAT</b>
Twice over a two-week period	

## Digital screens

Bring your campaign to campus by promoting it across our digital screens, located at our busy reception.

<b>One week . . . . .</b>	<b>£45+VAT</b>
<b>Two weeks. . . . .</b>	<b>£90+VAT</b>

## Website advertising

Our website, bucksstudentsunion.org, has in excess of 450,000 visits each year. Our banner adverts are highly visible on the homepage of our website and can link directly through to your site or online presence.

## Website banner

<b>One week . . . . .</b>	<b>£60+VAT</b>
<b>One month. . . . .</b>	<b>£120+VAT</b>
<b>One term . . . . .</b>	<b>£360+VAT</b>

<b>One month. . . . .</b>	<b>£180+VAT</b>
<b>One term . . . . .</b>	<b>£300+VAT</b>

# What we print

## Membership guide

The membership guide covers all of the various ways that our members can benefit through their students' union and how to make the most out of their time at Bucks. Annually, we print 8,000 copies with the majority of guides being posted out as part of the summer mailout with the remainder being handed out at University open days and other key events.

<b>Full-page advert (A5 size)</b> . . . . .	<b>£500</b>
<b>Half-page advert (A6 size)</b> . . . . .	<b>£300</b>

## Community guide

Our community guide covers all the essentials needed for moving into a new area – from fire safety to crime prevention – and is produced in partnership with Thames Valley Police and Wycombe District Council. Annually, we print 3,000 copies that are distributed within the first few weeks of the new academic year.

<b>Full-page advert (A5 size)</b> . . . . .	<b>£300</b>
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## The Bucks Student

The Bucks Student is our free student-led newspaper and is released every three weeks, during term-time (both printed and digitally). Each edition has a print run of 1,500 and is a great way to advertise directly to our members and staff.

<b>Full-page advert</b> . . . . .	<b>£350</b>
<b>Half-page advert</b> . . . . .	<b>£200</b>
<b>Quarter-page advert</b> . . . . .	<b>£125</b>



# Sponsor an event and be a part of something special

## FestiBall

Our three-day, end of year, 'festival' has thousands of visitors right across the weekend and features headline artists, outdoor areas, a headphone disco and is a hugely memorable weekend.

## Varsity

Our pinnacle sporting fixture of the year where we compete against the University of Roehampton in multiple fixtures with the winning side lifting the official trophy. This event is played at alternate universities on an annual basis.

## Union Awards

The Union Awards is one of the most established events that we run throughout the year and formally recognises and success and achievements of some truly inspirational students and members of staff.

## Athletic Union Awards

This event is specifically sports-focused and celebrates the end of the sporting season with a range of different awards for both players and teams.



Various tailored packages are available for each event, please contact us to discuss how you and your brand can engage at any of these events:

**[simon.mcdowell@bucks.ac.uk](mailto:simon.mcdowell@bucks.ac.uk)**

01494 601 600

# Companies that trust us

Over the years, we've worked with small independent companies, right up to large corporate and national brands. Some of the brands, that we've had the pleasure of working with, include:



For more information or to have an informal chat about working together, please contact us: [simon.mcdowell@bucks.ac.uk](mailto:simon.mcdowell@bucks.ac.uk) | 01494 601 600



## Bucks Students' Union

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

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This media pack was produced by Bucks Students' Union, in June 2019, 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 at [bucksstudentsunion.org/advertise](http://bucksstudentsunion.org/advertise).