

cardiffmet  metcaerdydd



MEDIA PACK 2021/22

CONNECT WITH OVER 12,000 STUDENTS

A photograph of four students walking along a paved path on a university campus. From left to right: a young woman with blonde hair wearing a black top and orange trousers; a young man with glasses wearing a dark jacket over a checkered shirt and jeans; a young woman with dark hair wearing a black t-shirt with the text 'WE JUST WANNA CHANGE THE WORLD' and jeans; and a young woman with dark hair wearing a green polka-dot top and a red skirt. They are all smiling and looking towards the right. In the background, there are green trees and a brick building. A black geometric line graphic is visible in the bottom left corner of the image.

WHY PARTNER WITH US?

Cardiff Met Students' Union represents the growing student population at one of the leading universities in Wales, and Welsh University of the year 2021 winner in the Times and Sunday Times Good University Guide 2021, and has direct access to the lucrative student market in Cardiff and South Wales that your organisation needs.

This pack outlines the range of marketing and promotional opportunities available to your organisation that will give you access to over 10,000 current students, making any marketing campaign you wish to advertise easier and more effective!

If you can't find exactly what you are looking for, we can advise on bespoke package deals and tailor our media offers to suit your business. If you would like to discuss advertising options or have any queries, please do not hesitate to contact us.

Despite the Covid-19 pandemic, admissions to Cardiff Met are considerably up year for year and there is no better time to advertise with us!

Dave Jackson | djackson@cardiffmet.ac.uk | 029 2020 5938

ABOUT OUR STUDENTS

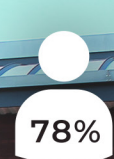


10,000 +
Students



Full Time
82%

Part Time
18%



Under
Graduate
78%



Post
Graduate
22%

18 - 21

47%

22 - 25

28%

26 - 30

9%

Over 30

16%

School Of Sport And Health Sciences
42%

School Of Management
22%

School Of Education And Social Policy
19%

School Of Art & Design
12%

School Of Technologies
5%

Wales

54%

UK (Other)

33%

Overseas

13%

More than 140
countries!

FRESHERS' ESSENTIAL GUIDE

The Fresher's Guide is a great opportunity in delivering Fresher's information before the new students arrive in the city, and is sure to get the students talking and create a strong buzz for the forthcoming Fresher's week and first term. Last year, we emailed every single new starter a copy of our Freshers Essential Guide on issue.

The Fresher's Guide acts as an essential guide for new students, providing them with information they need to get involved in upcoming events and is a great opportunity to promote discounts and promotions.

INSIDE FRONT COVER (29.7X21CM)	£600
INSIDE BACK COVER (29.7X21CM)	£550
BACK COVER (29.7X21CM)	£550
FULL PAGE ADVERT (29.7X21CM)	£400
HALF PAGE ADVERT (15X21CM)	£250
QUARTER PAGE ADVERT (15X10.5CM)	£150



FRESHERS' FAYRE

The Freshers' Fayre is one of your first opportunities of the year to promote your business to over 4000+ new and existing students at Cardiff Met. Taking place within our National Indoor Athletics Centre on the Cyncoed Campus, the Fresher's Fayre is one of the most important events in the student calendar and is not to be missed.

As an all day event, the Fayre provides your organisation with the opportunity to meet prospective customers face to face, as well as being a fantastic opportunity to increase brand awareness. This annual event attracts all Cardiff Met Sports clubs and societies looking to recruit new members and demonstrates success year after year with our clubs signing over 1100 memberships alone every year.

This year the fayre will be fully Covid-19 compliant and we expect it to be a huge hit with not just the 2021/22 intake of students, but also the 2020/21 year group who missed out on a face to face fayre last year!

SINGLE STAND (3 X 2 M)

£500

PREMIUM STAND (6 X 2 M)

£750

PLATINUM STAND (6 X 2 M + ADDITIONAL MARKETING) **£1000**

VIRTUAL FRESHERS' FAYRE

The Freshers' Fayre is one of your first opportunities of the year to promote your business to our new and the returning students at Cardiff Met. The Virtual Freshers' Fayre will be an interactive web page where the students can explore different stands exactly like they would any other year in addition to our famous face to face Freshers' Fayre.

Recieve a **FREE** Virtual Freshers' Fayre stand when you sign up to our face to face Freshers' Fayre.

VIRTUAL STAND

£250

Official Cardiff Met Freshers 2020

#CMetSUVirtualFreshers

A Welcome from our Vice President - Virtual Fres...

A WELCOME FROM OUR VICE PRESIDENT

VIRTUAL FRESHERS FAYRE

Watch on YouTube

Welcome to our Freshers Fayre, but with a virtual twist!

We'll miss meeting you all at the our usual location for the Fayre at Cyncoed NIAC this year, but don't worry! We've been working hard to bring you this Virtual Fayre! With virtual stalls including us, the Student's Union, SU Sport, Sports, Societies, Food, Drink, Activities and even a stage, full of live events and Q&A sessions - We're all here!

With EXCLUSIVE deals from all of our commercial partners, take a look around and grab everything that's on offer!

ACUTE, BINTO LINGO, nexttokebab, prime student, DOMINO'S, wilko, national express, and many others.

SU, SU Sport, Sports, Societies, Food, Drink, Activities, and more.

Cricket Men, Cricket Women, Football Men, Football Women, Hockey Men, Hockey Women, Rugby Men, Rugby Women, and more.

Library & Information Services, Cardiff Met Student Ambassadors, and more.





ENGAGE DIGITALLY

Digital marketing through Cardiff Met Students' Union is a fantastic way to increase brand awareness of your business to our students. A tried and tested channel, email marketing delivers a demonstrable return on investment and can form an invaluable part of your marketing strategy. One of our most popular methods of advertising – the results speak for themselves.

To get maximum impact when planning your digital campaign, we suggest combining digital channels. For example, the use of a home page web banner alongside a sponsored news article to deliver your information; or the power of a solus email in combination with wider reaching social posts to drive engagement and interaction.

TARGET A UNIQUE DEMOGRAPHIC
WITH SOME SERIOUS SPENDING POWER

EMAIL MARKETING

SOLUS EMAIL £500

Engage in a measureable way, directly with our database of over 10,000 opted-in students.

WEBSITE

HEADLINE WEB BANNER £300 P/M

(2000px x 450px)

Features in our loop of main alternating banners our website's Homepage.

WEB BANNER £100 P/M

(1170px x 110px)

Features in our loop of alternating adverts on our website's Homepage.

NEWS STORY £200 P/M

(360px x 180px)

Have your press release feature in our Students' Union news feed.

ENGAGE DIGITALLY

www.cardiffmetsu.co.uk acts as the main source of information for our students to find out all they need to know about Students' Union services, current and upcoming events, sports and societies and so on.



2,600 +
Followers



7,300 +
Followers



8,600 +
Followers

SOCIAL MEDIA

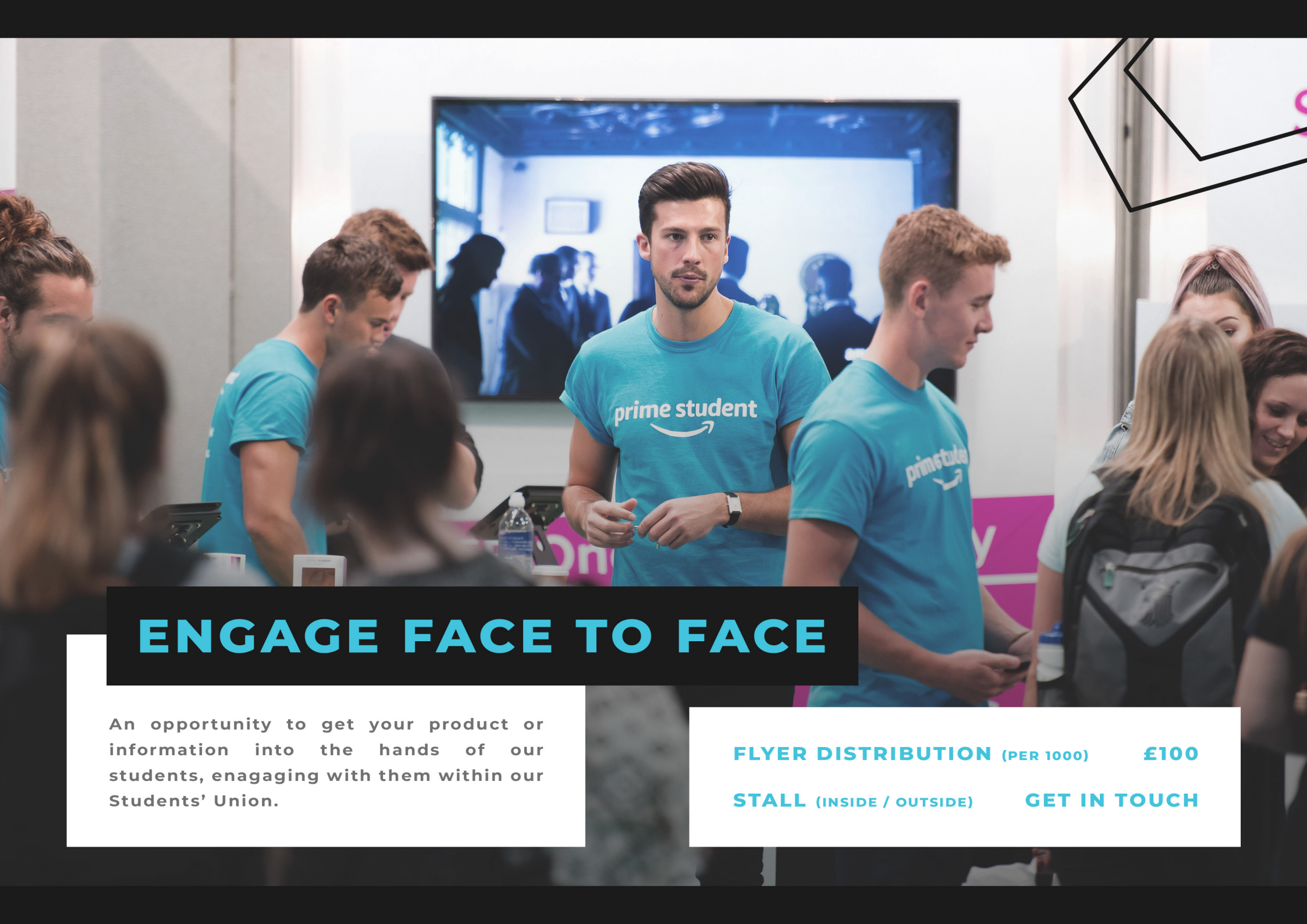
With close to 20,000 followers across our social media platforms, a social media campaign is an ideal way to interact with our huge engaging online audience.

Our ever growing accounts allow us to communicate your messages & advertising campaigns directly to our student audience in real time, delivering high impact communication in a cost effective way.

ONE POST **£50**

TWO POSTS **£95**

THREE POSTS **£125**



ENGAGE FACE TO FACE

An opportunity to get your product or information into the hands of our students, engaging with them within our Students' Union.

FLYER DISTRIBUTION (PER 1000) **£100**

STALL (INSIDE / OUTSIDE) **GET IN TOUCH**

ENGAGE IN PRINT

Prime Poster space is bookable all around our two fantastic campuses, all space is located within high footfall areas such as main corridors, SU Bar / restaurant and outside the libraries.

10 X A3 POSTERS

£40 P/W

1 X A1 POSTER

£30 P/W

Domino's
50% OFF PIZZAS
WHEN YOU SPEND £30 ONLINE ALL ACADEMIC YEAR!
USE ONLINE CODE: **METMAG50**

f Domino's Pizza Cardiff
t @CardiffDP
i @CardiffDP

DELIVERING UNTIL **5AM**
7 DAYS A WEEK

THE NEW VEGAN FRIENDLY RANGE
IT'S WORTH THE WAIT
VEGAN MARGHERITA & VEGAN VEGI SUPREME
NOW AVAILABLE ONLINE!

Order on the Domino's UK app or from [dominos.co.uk](https://www.dominos.co.uk)

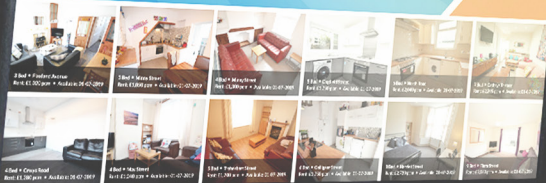
50% off pizzas when you spend £30 online. 50% off relates to pizza only all other items in your basket will be charged at full menu price. Offer available online at www.dominos.co.uk. Offer cannot be used in conjunction with any other offer or promotion. Offer expires 31/05/2021. Food & food.gov.uk ratings: 1 good, 2 fair, 3 needs improvement, 4 poor, 5 very poor. Food hygiene rating of our business: 5. Food hygiene rating of our food hygiene rating when you order.

Looking for a
student property to rent?



PINNACLE
Letting & Estate Agents

Hundreds of properties online. Book and
view now: www.pinnacle-group.com or call
02920 640 200.



ENGAGE IN OUR VENUES

Your own advert can feature on loop
between music videos within one of the
busiest places on our campuses! Thinking
about booking a large campaign? Get in
touch for reduced rates.

**PLASMA SCREEN
ADVERTISING**

(1920px x 1080px)

£300 P/M

EVENT & CLUB SPONSORSHIP

Event & Club Sponsorship is one of the best ways to get your organisation recognised by the student population. Sponsorship offers your organisation the opportunity to establish a lasting association of your brand with the student population.

Our annual Summer Ball is the biggest event of the year and a great opportunity for you to reach out to the 1,000+ students that attend.

We offer a vast range of packages and advertising opportunities that can be tailored to suit your brand or organisation. If you would like to get involved with any events that take place during the year then please contact us to discuss how event sponsorship can help you reach our student population.



CURRENT & PREVIOUS CLIENTS

amazon.com
Prime

Domino's

national
express

Red Bull

Nando's



Lucozade

POT
noodle

Santander

Virgin
media

Camp
America

MARMITE

Spotify

traveline
.cymru

PINNACLE
Letting & Estate Agents

DRAGON
TAXIS

GREGGS

95-106
CAPITAL
FM

It's been a pleasure working with Cardiff Met SU over the last few years, their media pack is always full of options and offers great value for money!

We have worked in partnership in regards to advertising and event attendance, from emails, social media and attending Freshers' Fayres.

Their dedicated team of staff are always on hand to ensure your advertising needs are met and they are always willing to offer their expertise to improve how our brand resonates with students.

This has enabled Endsleigh to remain the number one provider of student insurance for students studying at Cardiff Metropolitan University.

- Stuart Jones
Account manager

endsleigh

BOOKING FORM

Company Name:

Company Address:

Post Code:

Telephone:

Email:

Invoice Address:

Purchase Order Number:

Name:

Position:

Date:

Signature:

Freshers

Fresher's Fayre

Single Stand (3 x 2 m) £500 ☐

Premium Stand (6 x 2 m) £750 ☐

Platinum Stand (6 x 2 m across additional marketing) £1,000 ☐

Fresher's Guide

Inside Front Cover (29.7 x 21 cm) £600 ☐

Inside Back Cover (28.7 x 21 cm) £550 ☐

Back Cover (29.7 x 21 cm) £550 ☐

Full Page Advert (29.7 x 21 cm) £400 ☐

Half Page Advert (15 x 21 cm) £250 ☐

Quarter Page Advert (15 x 10.5 cm) £150 ☐

Online

Email Marketing

Salus Email £500 ☐

Website

Headline Web Banner £300 p/m ☐

Web Banner £100 p/m ☐

News Story £200 p/m ☐

Social Media

One Post £50 ☐

Two Posts £95 ☐

Three Posts £125 ☐

Onsite

Screens

TV Screen Advert £300 p/m ☐

Posters

10 A3 Posters £40 p/w ☐

1 A1 Poster £30 p/w ☐

Flyers

Flyer Distribution (Per 1000) £100 ☐

Stalls

Inside / Outside Stall ☐

Total

Total + VAT

Terms & Conditions

All prices quoted are subject to our standard conditions of sale. Cheques must be payable to Cardiff Metropolitan University. Marketing is the trading subsidiary of Cardiff Met Students' Union, registered charity number 1076960.

Please return completed form to djackson@cardiffmet.ac.uk

PAYMENT MUST BE RECEIVED BEFORE COMMENCEMENT OF ADVERTISING CAMPAIGN