

cardiffmet  metcaerdydd

MEDIA PACK 2022/2023

ACADEMIC YEAR

CONNECT WITH OVER 12,000 STUDENTS



A large crowd of students is gathered at a university event. In the foreground, a blue monster mascot with white horns and fangs, wearing a yellow and red striped shirt with 'CardiffMet.ac.uk' on it, is posing. The background is filled with many young people, mostly students, some holding drinks and looking towards the camera. A black banner with white text is partially visible in the lower left.

WHY PARTNER WITH US?

Cardiff Met Students' Union represents the growing student population at one of the leading universities in Wales. Winning both the UK University of the year in the Times Higher Education Awards 2021, and the Welsh University of the year 2021, in the Times and Sunday Times Good University Guide 2021, we have 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 12,000 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.

Admissions to Cardiff Met are considerably up year on year and there is no better time to advertise with us!

studentsunion@cardiffmet.ac.uk | 029 2020 5938

ABOUT OUR STUDENTS

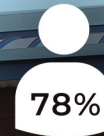


12,000+
Students



Full Time
82%

Part Time
18%



Under
Graduate
78%



Post
Graduate
22%

18 - 21

47%

22 - 25

28%

26 - 30

9%

Over 30

16%

Wales

54%

UK (Other)

33%

Overseas

13%

More than 140
countries!



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%

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. We email every single new starter a copy of our Freshers Essential Guide on issue. 1,000 guides are also given out at our Freshers' Fayre.

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 (29.7 X 21CM)	£600
INSIDE BACK COVER (29.7 X 21CM)	£550
BACK COVER (29.7 X 21CM)	£600
FULL PAGE ADVERT (29.7 X 21CM)	£400
HALF PAGE ADVERT (15 X 21CM)	£250
QUARTER PAGE ADVERT (15 X 10.5CM)	£150
DOUBLE PAGE SPREAD (29.7 X 42CM)	£600



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 1500 memberships alone every year.

SINGLE STAND (3 X 2 M)

£500

PREMIUM STAND (6 X 2 M)

£750

BESPOKE (INDOOR / OUTDOOR)

GET IN TOUCH





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 12,000 opted-in students.

NEWSLETTER BANNER **£300 P/M**

(360px x 180px)

Add a banner to feature in our monthly newsletter to over 12,000 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.



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.

**GET IN TOUCH FOR
MULTIPLE POST
CAMPAIGN PACKAGES!**



**3,800 +
FOLLOWERS**

**100,000 +
IMPRESSIONS P/M**

ONE POST £100



**3,800 +
FOLLOWERS**

**100,000 +
IMPRESSIONS P/M**

ONE STORY £75



**8,800 +
FOLLOWERS**

**80,000 +
IMPRESSIONS P/M**

ONE POST £75



**7,800 +
FOLLOWERS**

**10,000 +
IMPRESSIONS P/M**

ONE POST £75





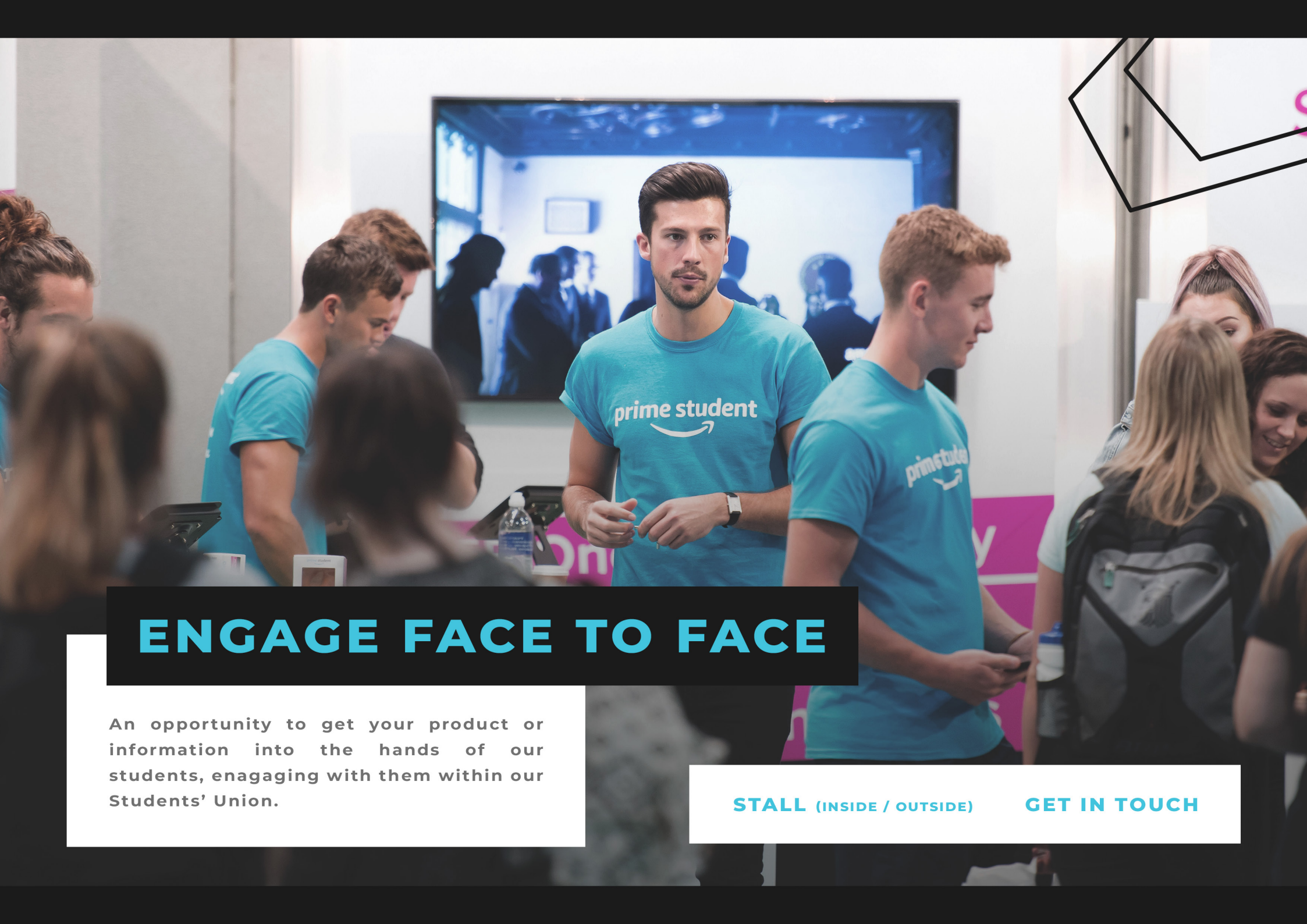
ENGAGE IN OUR VENUES

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!

**PLASMA SCREEN
ADVERTISING**
(1920px x 1080px)

£300 P/M



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.

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.

15 X A3 POSTERS

£200 P/M

1 X A1 POSTER

£150 P/M

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. Go to food.gov.uk ratings to find out the food hygiene rating of our business or ask us for our food hygiene rating when you order.

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.

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

McDonald's

Red Bull

JOHN LEWIS
& PARTNERS

CARDIFF
BLUES

GREGGS

MT.
MOVE TOGETHER EVENTS

Coca-Cola

Virgin
media

Camp
America

COLLEGIATE

Spotify

POT
noodle

national
express

DRAGON
TAXIS

traveline
.cymru

95-106
CAPITAL
FM

Working with Cardiff Met SU over the past year has been an absolute delight. Their media pack provides advertising opportunities across a variety of channels and offers great value for money!

From face-to-face stalls and event sponsorships, to email marketing and social media, we've been able to communicate with and reach students both offline and online.

This has been made possible with the support of the team at Cardiff Met SU, who have been amazing! They are very helpful, flexible and go above and beyond to ensure all advertising requests are met – even if at short notice.

This has enabled Unite Students to increase its brand awareness within a new marketplace and become a leading choice of student accommodation for students studying at Cardiff Metropolitan University.

We very much look forward to working with Cardiff Met SU for the next academic year and many more to come!

- Laura Bailey
Local Campaign Marketing Manager

UNITE
STUDENTS

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 £500 ☐
(3 x 2 m)

Premium Stand £750 ☐
(6 x 2 m)

Bespoke Stand Get In Touch ☐
(Indoor / Outdoor)

Fresher's Guide

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

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

Back Cover £600 ☐
(29.7 x 21 cm)

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

Half Page Advert £250 ☐
(15 x 21 cm)

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

Double Page Advert £600 ☐
(29.7 x 42 cm)

Online

Email Marketing

Solus Email £500 ☐

Newsletter Banner £300 p/m ☐

Website

Headline Web Banner £300 p/m ☐

Web Banner £100 p/m ☐

News Story £200 p/m ☐

Social Media

Instagram Post £100 ☐

Instagram Story £75 ☐

Twitter Post £75 ☐

Facebook Post £75 ☐

Campaigns Get In Touch ☐

Onsite

Screens

TV Screen Advert £300 p/m ☐

Posters

15 A3 Posters £200 p/m ☐

1 A1 Poster £150 p/m ☐

Stalls

Inside / Outside Get In Touch ☐

Total

Total + VAT

Terms & Conditions

All prices quoted are subject to VAT at the current standard rate. Cheques must be payable to 'Futura Marketing'. Futura Marketing is the trading subsidiary of Cardiff Met Students' Union: registered charity number 1148990.

Please return completed form to cthomas2@cardiffmet.ac.uk

PAYMENT MUST BE RECEIVED BEFORE COMMENCEMENT OF ADVERTISING CAMPAIGN