



Cardiff
Students'
Union

Undeb
Myfyrwyr
Caerdydd

Freshers Media Pack

2024



1 Freshers Media Pack 2024

Introduction

Freshers' Week

Cardiff Students' Union is located at the heart of the city and can offer your company/brand access to over 33,000 students through a range of marketing channels. We were recently voted 2nd in the UK by students in the WhatUni student choice awards 2022, 2023 & 2024!

Effective advertising can make a lasting impression and develop long-term brand awareness. We have a comprehensive knowledge of our student audience, and our advertising opportunities ensure our clients receive maximum exposure.

The Centre for Student Life is a service-led project delivered in partnership with Cardiff Students' Union and is a part of the biggest campus upgrade in a generation. The new building has enhanced links with the Students' Union and has helped to increase footfall levels.

Your Sales Team
Cardiff Students' Union

Cardiff Students' Union | Park Place | Cardiff | CF10 3QN
w: cardiffstudents.com t: 029 2078 1403 e: susales@cardiff.ac.uk @cardiffstudents

**Fancy being
a headline
sponsor?**

See Page 10 & 11



Fairs

Our Freshers' Fair is a fantastic opportunity to interact and engage face-to-face with students when they first arrive at University. We also have many returning students who love to get involved, providing you with the chance to reintroduce your brand. Meet our students and showcase your brand with giveaways, vouchers, leaflets, or data capture.

- ☆ **5 fairs across 4 days**
- ☆ **21k attendees over 4 days**
- ☆ **One-way system**
- ☆ **Largest fair in Wales**
- ☆ **Exclusive outdoor activation spaces available**
- ☆ **Dedicated floor to commercial partners**
- ☆ **Access to 33,000 Cardiff University students through a range of marketing**

Require assistance with staffing for your activities?

Look no further! Our Jobshop team is at your service. Who better to understand Cardiff students than Cardiff students themselves!



Stall prices

Day 1

Freebies & Sports Fair

Monday 23rd Sept

Standard Stall £1000 + VAT

Premium Stall £1500.00 + VAT

Day 2

Freebies & Sports Fair

Tuesday 24th Sept

Standard Stall £1000 + VAT

Premium Stall £1500.00 + VAT

Charity stall £300 + VAT

Day 3

Freebies & Societies & Volunteering Fair

Wednesday 25th Sept

Standard Stall £1000 + VAT

Premium Stall £1500.00 + VAT

Day 4

Freebies & Societies & Volunteering Fair

Thursday 26th Sept

Standard Stall £400 + VAT

Premium Stall £500 + VAT

Charity Stall £300 + VAT

Standard Stall (3m x 2m)

Premium Stall (5m x 4m)

Outdoor space available – **See page 5**

Stall prices

Heath Park Freshers' Fair

Wednesday 25th Sept

Freshers' Fair dedicated to our Medics, Nursing and Physio students.

Standard Stall £300 + VAT

Charity Stall £250 + VAT

Interested in renting an entire room for Freshers' Fairs?

The lodge is an ideal space for large activations and clothing sales. Positioned at the heart of the fair and integrated into the one-way system, it offers prime visibility.

Reach out for more details!

Refreshers Fair

Tuesday 28th January 2025

Reintroduce your brand after the Christmas break and target over 2,800 students.

Standard Stall £550 + VAT

Premium Stall £900 + VAT

Charity Stall £300 + VAT

Outdoor £1200 + VAT

SAVE £100! Book your stall for Freshers' & Refreshers to enjoy significant savings.



5

Freshers Media Pack 2024

Outdoor Spaces

We can accommodate custom requests. Reach out to us for more information.

Area 1



£1700 + VAT

Area 2



From £800 + VAT

Printed Opportunities

Freshers' Hall Pack

Add your printed insert to the Freshers' packs or send us a gift or sample to make your brand stand out. Bespoke options are also available upon request. [Price on enquiry](#)

Freshers' Gair Rhydd

Gair Rhydd is an award-winning weekly student newspaper. This free paper includes sections on the latest news.

Full Page £800 +VAT

Vinyls

- > **Table**
- > **Bathroom**

Get in touch to find out more

Welcome Boxes

Become a sponsor of Cardiff Student Letting agency welcome boxes and include fun items that highlight your brand, gaining direct exposure to 600 students as they transition into their new homes. We have over 250 properties in our managed portfolio!

Flyers, magnets, playing cards, and tea towels are just a few ideas. We're also open to hearing your suggestions! **Get in touch.**

Give it A Go Booklet

Where will your advert be seen?

- > Halls of Residence
- > International and Erasmus students
- > Cathays door to door distribution
- > In-person distribution

Full Page

£450.00 + VAT

Inside Front Cover

£750.00 +VAT

Contact SUSales@cardiff.ac.uk for a targeted advert location with the GIAG booklet.

Online Opportunities

Between August and September, our website is flooded with new students keen for information on our Freshers' week and their new University. Our website generates an average of over **530,000** views per month

Web Banner

- > **August: £1000.00 + VAT**
- > **September: £1200.00 + VAT**
- > **August & September: £2000.00 + VAT**



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Pre-arrival Freshers' E-Newsletter

Say hello before term starts and reach up to 10,000 new students with an advert placed at the bottom of the E-Newsletter to students before arriving at the University.

£650.00 + VAT

Social Media

- Instagram Story £250 + VAT**
- Facebook Post £250 + VAT**
- X Post £250 + VAT**

Solus Email

Feature your organisation and brand to our targeted and ever-growing audience of over **12,000** subscribers.

Average open rate **40%**

£600.00 + VAT

**Over 30,000
followers on
our socials!**

See more on page 9

Onsite Opportunities

Digital Screens

Our digital display screens are an integral part of our advertising offer providing high exposure and one of the most visually attractive and cost-effective display platforms available.

We have up to 8 portrait screens located in high footfall areas of the Students' Union building, playlist is 60 seconds long with your ad showing for a minimum of 10 seconds per minute.

The costs are per screen as we feel this is the best way to cater to all client requirements and budgets. However, we do offer the below packages.

Prices per week

1 screen 150 + VAT

Stairwell package / 3 screens £450 + VAT

Stairwell package / 6 screens £750 + VAT

All 8 screens £850 + VAT



Media Stats

530,000

website views
per month

33,000

students that receive
our weekly 'What's On'
newsletter

12,300

students on our
SOLUS email
database

36k Facebook followers

22.2k X followers

23.3 Instagram followers

4k TikTok followers

Freshers' Headline Sponsor

The Students' Union Freshers' Team is made up of approximately 200 student volunteers each acting as a Students' Union ambassador throughout the Freshers' period.

The team will be responsible for having conversations with new and current students, introducing them to the University experience.

In return you will receive:

- › **Variety of digital and print advertising.**
- › **A standard size stand in Freshers' Fair.**
- › **Logo feature on a micro-site hosted on cardiffstudents.com, with 10 pages of brand-able content**
- › **Bright brandable t-shirt, lanyard and printed brandable FAQ quick guides.**
- › **Get in touch for more opportunities to showcase your business.**

**Headline
Sponsor**

**£2500.00
+ VAT**

YOLO Sponsorship

Join the exclusive student nightclub scene in Cardiff! YOLO happens every Wednesday throughout term time, and you could become our next headline sponsor for the UK's biggest attended weekly student club night!

86,046 students attended in 23/24 and we are on target for 100,000 this year! 4k weekly attendance

Themed clubnights e.g Snowlo, Yoloween

Guest Headline DJ's

Number 1 VK consumer in the UK

Key elements we can include in a package

- > Bars screens
- > Photo booth logo vinyls
- > Logo on ticketed events
- > Logo on all Yolo event website pages
- > Web banner on Yolo Freshers Event
- > 1 pop-up stall at one event per term to promote at the venue
- > Watermark logo on Yolo club night photos





cardiffstudents



The heart of Cardiff student life
Calon bywyd myfyrwyr Caerdydd