

Get direct access to 1.6 million students

Armed with first party insights and decades of student marketing experience, we're transforming the student advertising landscape to help brands like GoPuff, ODEON and Burger King build sustainable and impactful relationships with student consumers, through our unique suite of campus media and marketing solutions.

Why students?

Students contribute **£33bn** to the UK economy each year.

£421 Average spend in Freshers week per student

£235 Average spend in a normal week per student

81%

of Freshers are wide open to trying new brands

77%

of 16-24s will spend more with sustainable companies

City of Glasgow College Students' Association



50% Female, 47% Male, <3% Other

78% Domestic, 21% International

On campus

Poster Points
In high areas of footfall

Digital Screens
In high areas of footfall

Physical Activations

native are very helpful, flexible and go above and beyond to ensure all advertising requests are met – even if at short notice.

- UNITE Students

Online

Web Banners
Av. monthly impressions: 21,725

Email Newsletters
Opt in: 11,200
Open rates: 52%

Social Media Followers
Instagram: 1415, Facebook: 4100, TikTok: 1900

A holistic campaign approach

Whether your goal is to grab students' attention, get them to hit the 'checkout' button or nurture their lifelong loyalty, our team of student marketing experts will work with you to design and deliver a high-impact campaign, selecting the appropriate channels to optimise your spend for results.

Reach Extender: Scotland

A regional approach to increase your impact

Total Reach

193,743

SU Media Sites

12

Student Domicile



72%
Home (UK)



22%
International (Non-EU)



6%
International (EU)

Reach Extender: National

A national approach to increase your impact

Total Reach

1,600,000

Media sites

60+

Student domicile



76%
Home



20%
International (Non-EU)

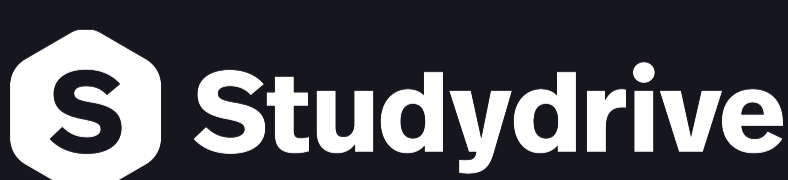


4%
International (EU)



You're in good company

Meet some of our brand partners, across a wide range of student-friendly verticals



For more information and to advertise to students,

get in touch