Hello and welcome to Birkbeck Students’ Union. Found in the centre of London, our campus is right in the heart of student life in London in the beautiful and bustling Torrington Square. Birkbeck Students’ Union is part of a unique institution, Birkbeck College, the only University in the UK that specialises in evening teaching. Because of this, we have one of the most unique and diverse student bodies!

Advertising and sponsorship opportunities with us are the most effective and official ways to reach students at Birkbeck. We hope you find this pack useful to help you find the most suitable channel for your business!
REACH UP TO 13,000 STUDENTS IN CENTRAL LONDON.
WHY US?

LOCATED IN THE HEART OF LONDON
Birkbeck is located in in Torrington Square, a unique area of London that truly is the centre of all student life here. We share the square with other neighbouring institutions, meaning that outside our doors is a wide cross-section of students from a range of Universities.

PART OF THE UNIVERSITY OF LONDON
The University of London has over 160,000 students attending every year, and Birkbeck makes up a very unique part of that figure.

NOT YOUR AVERAGE STUDENT BODY
Being an evening teaching University, our students are not your typical student. Evening teaching and great part-time courses open studying up to so many more people. The average age of our student body is 31 - although the 18-21 year old Undergraduate numbers are on the rise - and we have an incredibly diverse population, with people from all walks of life.

CONSTANTLY GROWING REACH
We have over 12,000 students on our mailing list, and over 6000 followers across Twitter, Facebook and Instagram and this is growing all the time! We are continuously growing our reach and engaging with our students.
WHY US?

1,936 likes on our Facebook page

3,561 followers on Twitter

1,000+ monthly users on our website

13,000 FTE students

12,000+ students on our mailing list
The Students’ Union Freshers Fayre is the biggest event of orientation week, and the best way for local and national businesses and charities to advertise to new students, as well as thousands of returning students. These students are looking to get to know the area they will be a part of while studying at Birkbeck. We want to help students get the best out of their University life, and want them to have great experiences. So we have double or single stalls available for national and local organisations, NFP’s and Charities for you to tell thousands of students all about you.
SUNDAY 29TH SEPTEMBER 2018

IN OUR BIGGEST VENUE YET,
STUDENT CENTRAL

FRESHERS FAYRE

PRICE LIST

Double National: £1000
Single National: £850
Double Local: £700
Single Local: £550
NFP: £350
Charity: £250

All prices exclude VAT
WE HAVE OVER 12,000 STUDENTS ON OUR MAILING LIST
**DIGITAL**

- Twitter: £100 each for Facebook & Twitter
- Web banner: £250 per ad
- E-Newsletter: £200 per month

**PRICE LIST**

- E-Newsletter: £250 per ad
- Web banner: £200 per month
- Social media posts: £100 each for Facebook & Twitter

All prices exclude VAT

Twitter: 3,561 followers
Facebook: 1,935 likes
Web banner: 728 x 90 px
E-Newsletter: 600x300 or 200x200 square with a short blurb
WE’RE PART OF THE UNIVERSITY OF LONDON, HOME TO 160,000+ STUDENTS
PRINTED & ON-SITE

PRICE LIST

On-site stall (outside Students’ Union) £450
On-site stall (inside Students’ Union) £200
Flyering (outside Students’ Union) £200
Posters (A3 x 60 spaces) £15 each/
£100 for 10 (for one month)

All prices exclude VAT