

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

Bournemouth & Poole College Students’ Union

BPOCSU  
Our Union

Reach: **8,440**

52% Female

48% Male

<1% Other

On campus

Poster Points  
Footfall: 8,440 p/m

Digital Screens  
Footfall: 8,440 p/m

Physical Activations

native.

Online

Web Banners  
On thecollege.co.uk/student-life/students-union

Email Newsletters  
Opt in: 8,440

Social Media Followers  
318 101 79

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

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: England

A regional approach to increase your impact

Total Reach

**751,900**

SU Media Sites

**40+**

Student domicile

65% Home (UK)

25% International (Non-EU)

10% 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

