

FRESH

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FRESHERS MEDIA PACK 2024/25

Th1rt3en Media is a trading subsidiary of the University of Manchester Students' Union.





This is Manchester, we do things differently here.

TONY WILSON

Freshers Week

Our welcome at Manchester actually lasts longer than a week, we have International Students arriving in the city for orientation a fortnight before the start of term along with many of our returning students arriving back early.

We have over 46,000 students studying at the University of Manchester so it is fair to say that our Freshers Week is one of the biggest and best in the country attracting high footfall and engagement making it the perfect location to showcase your brand or product.

Many of our students are away from the parental home for the first time and university life gives them the opportunity to decide which brands to buy, use and trust. This means that there is great potential to create long-term brand loyalty if communicated to successfully.

The start of the academic calendar offers some of the most valuable marketing opportunities of the whole year. Manchester Freshers is an intense fortnight where over 12,000 new students are introduced to university life. We have a range of marketing channels available during this period giving you a great opportunity to promote your brand and potentially create lifelong customers.

In addition to the marketing opportunities included in this pack we have an array of additional opportunities so whatever your marketing objectives, we have the channels to connect you with our students.

Paul Parkes

Head of Commercial Development

Thirteen Media / University of Manchester Students' Union



Commercial Freshers Fair

MONDAY 16TH & TUESDAY 17TH SEPTEMBER

Commercial Fair Stall

The Commercial Fair is the undoubted highlight of our Freshers Week activity. The fair takes place in the Manchester Academy and is the greatest single opportunity to expose your brand, interact and engage face-to-face with our students when they first arrive at university.

With an average of almost 20,000 visitors over the two days, this is the perfect opportunity to make a lasting impression and develop long term brand awareness. Spaces are limited so book your space early to secure your presence.

1 DAY: £1,200.00 / 2 DAYS: £2,200.00

Stall Space 2.8m x 1.5m

All prices subject to VAT at the current rate



Commercial Freshers Fair Outdoor Space

MONDAY 16TH & TUESDAY 17TH SEPTEMBER

Commercial Fair Outdoor Space

We have limited outdoor space available on both days of our Welcome Fair and the layout and entrance system means that every visitor has to pass through the outdoor space area.

The space available is up to 5m x 4m and can easily accommodate a vehicle, we can also give access to power both single and three phase up to 32 amps.

With an average of 20,000 visitors across both days so this is the perfect opportunity for you and your brand to engage with our students.

1 DAY: £2,500.00 / 2 DAYS: £4,000.00

Marketing Space 5m x 4m

All prices subject to VAT at the current rate





Societies & Groups Fairs Outdoor Space

**WEDNESDAY 18TH, THURSDAY 19TH
& FRIDAY 20TH SEPTEMBER**

Societies & Groups Fairs Outdoor Space

Our Societies Fair hosts over 300 different student groups showcasing a wide range of activities ranging from volunteering initiatives, student media projects and competitive sports to recreational hobbies, cultural events and career focused development.

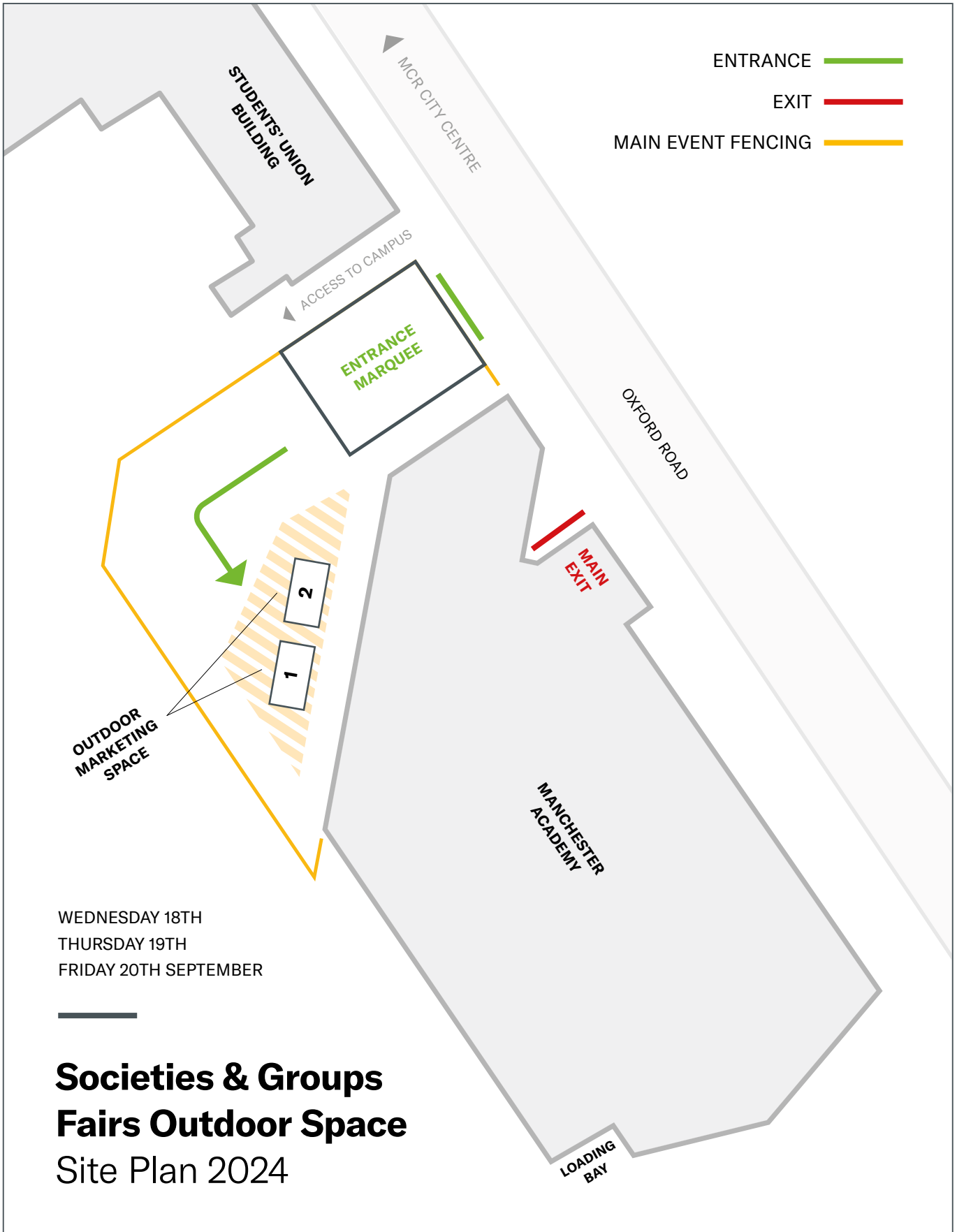
The range of activity on offer helps ensure the fair connects with our diverse student population and remains a central event in our Freshers Programme, with over 17,000 students attending across two days in 2023.

1 DAY: £1,500.00 / 2 DAYS: £2,500.00 / 3 DAYS: £3,000.00

Marketing Space 5m x 4m

All prices subject to VAT at the current rate





Display Advertising

Students' Union Digital

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 18 portrait screens located in high footfall areas of the Students' Union building, their eye catching nature is ideal for getting your message across during this busy fortnight that attracted over 150,000 visitors during previous Freshers Weeks.

The playlist is 60 seconds long with your ad showing for a minimum of 10 seconds per minute when the screens are on between 8am and 8pm so over 700 times per screen per day. The costs are per screen as we feel this is the best way to cater for all client requirements and budgets.

SEPTEMBER 2024 / £150.00 (PER SCREEN / PER WEEK)

OCTOBER 2024 / £100.00 (PER SCREEN / PER WEEK)

NOVEMBER 2024 - JULY 2025 / £150.00 (PER SCREEN / 2 WEEKS)

All artwork should be sent 1920px x 1080px in Jpg format. Animated artwork should be sent as an MP4 file.

All prices subject to VAT at the current rate



Display Advertising

Digital Video Wall

Located in the main foyer area of the Students Union building our 2.8m x 1.8m HD video wall is the main focus of this space with approximately 7,000 visitors per day and with dwell time high, this is the perfect way to promote your brand or product.

SEPTEMBER 2024 - JULY 2025 / £500.00 (PER WEEK)

Halls of Residence Digital Screens

We have a network of 13 x 50" Digital screens located in the Unsworth Park accommodation on the University of Manchester campus. All of the screens are positioned in entrance areas, including the resident hub where footfall is high and views are guaranteed.

Each ad will show for 10 seconds every minute - around 900 times a day per screen giving over 11,000 potential screen views a day across the network.

13 SCREENS / £500.00 (PER WEEK)

All artwork should be sent 1920px x 1080px in Jpg format. Animated artwork should be sent as an MP4 file.

All prices subject to VAT at the current rate



Digital Advertising

Online Advertising

Our website is the heart of the Union's digital presence receiving monthly traffic in excess of 20,000 unique visitors, providing students with the latest in news and events. A hub of information and a channel to measure student engagement, our banner adverts provide the perfect visual opportunity online.

Through the use of URL linking, our banners provide an effective method for directing students straight to your website, increasing traffic and awareness.

The site starts to get pretty busy from A-Level results day, so advertising early with us is a great way to reach out to students before they arrive in Manchester. Needless to say, traffic increases even further during Welcome Week with society online registrations, attracting over 64,500 unique visitors.

 manchesterstudentsunion.com

REACH: 30,000 AHV

1 WEEK: £275.00 / 2 WEEKS: £450.00

3 WEEKS: £650.00 / 4 WEEKS: £800.00

All prices subject to VAT at the current rate

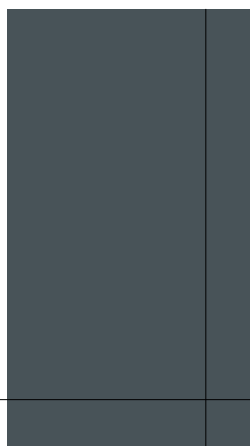


Digital Specifications

Digital Screens



1080px x 1920px (L)

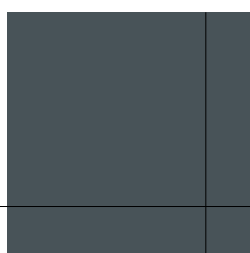


1920px x 1080px (P)

Web Banners

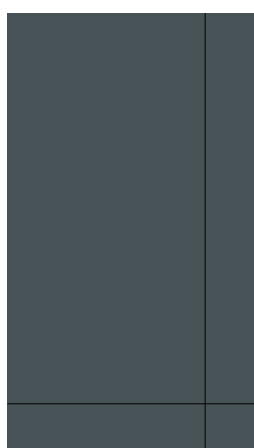


1920px x 400px



1080px x 1080px (Mobile)

Instagram / X / Facebook



1920px x 1080px



1350px x 1080px



1080px x 1920px

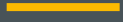
All files should be received as JPEG or MP4 format





Our Fairs

2024 / 2025



 thirteenmedia.co.uk

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— MEDIA —

