

ADVERTISE TO OUR STUDENTS



THE STUDENT MARKET IS UNIQUE & OPEN-MINDED

With an estimated spending power of over £19.7 billion per year, students are a sought after demographic. Arriving at university they become independent consumers for the first time, and engaging with them effectively can make a lasting impression.

Let us help you to create and deliver highly effective campaigns across a range of physical and digital platforms.

With over 38,000 members, why not advertise with one of the largest students' unions in the country - Leeds University Union.



"I am forever grateful to Leeds University Union for helping us market to their students. It's a vital part of our business and for retaining and gaining extra sales. The staff at LUU are incredibly helpful, open and honest - the perfect combination for making sure your marketing is a success. I completely, 100%, recommend you use them."

Nadine Mullan, University Sales Manager, Domino's Pizza

"Leeds University Union is always a pleasure to work with - the team are always happy to help and tailor our marketing agreement to individual requirements."

Emma Pethybridge, Strategic SU Marketing Executive, Endsleigh Insurance

TOTAL STUDENT POPULATION:

38,000+

SOCIAL MEDIA FOLLOWERS:

100,000+

WEBSITE PAGE VIEWS

(01 September 2019 - 31 August 2020):

2.8 million

GET IN TOUCH:

advertising@luu.org.uk

FACE-TO-FACE SPACES

Leeds University Union is the hub of student life on campus, boasting a consistently high footfall. We offer a range of physical spaces, enabling you to meet our students in person.

DISCOUNTS FOR CHARITIES
AVAILABLE ON REQUEST.

STANDARD INDOOR STALL
(2m x 1m table and two chairs):

£630 + VAT

PREMIUM INDOOR SPACE
(3m x 3m):

£730 + VAT

STANDARD OUTDOOR
SPACE

(Up to 3m x 3m):

£1,460 + VAT

PREMIUM OUTDOOR
SPACE

(Larger than 3m x
3m): Price on request.

FLYERING CAMPAIGN

£320 + VAT



STUDENT STAFF

If you wish to have a presence in our Union, but are unable to attend yourself, why not let our students help? Through our in-house recruitment team Joblink, you can employ students to promote on your behalf.

For more information, please get in touch.

GET IN TOUCH:

advertising@luu.org.uk

LUU DEALS

The digital home for brands and deals.

Help our students save money by advertising your offers and discounts.

DISCOUNTS FOR CHARITIES
AVAILABLE ON REQUEST.

1 MONTH:
£500 + VAT

1 YEAR:
£2000 + VAT

MAIN ADVERT ON LUU
DEALS HOMEPAGE:
(per week):
£1000 + VAT



GET IN TOUCH:
advertising@luu.org.uk

SOCIAL MEDIA

LUU has over 100,000 followers across four major social media platforms, opening your brand to a huge audience.

TWITTER FOLLOWERS:

39,000+

INSTAGRAM FOLLOWERS:

14,000+

WECHAT FOLLOWERS:

3,500+

FACEBOOK FOLLOWERS:

48,000+

3 TWEETS:

£160 + VAT

1 INSTAGRAM STORY:

£160 + VAT

1 WECHAT ARTICLE:

£160 + VAT

WeChat is a Chinese social media and messaging platform that is extremely popular with our Mandarin speaking students. Our WeChat articles are written in Mandarin.



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DIGITAL SCREENS

Displaying your campaign on a digital screen will ensure your message reaches thousands of our students every day.

Your advert will show on one screen for ten seconds every minute.

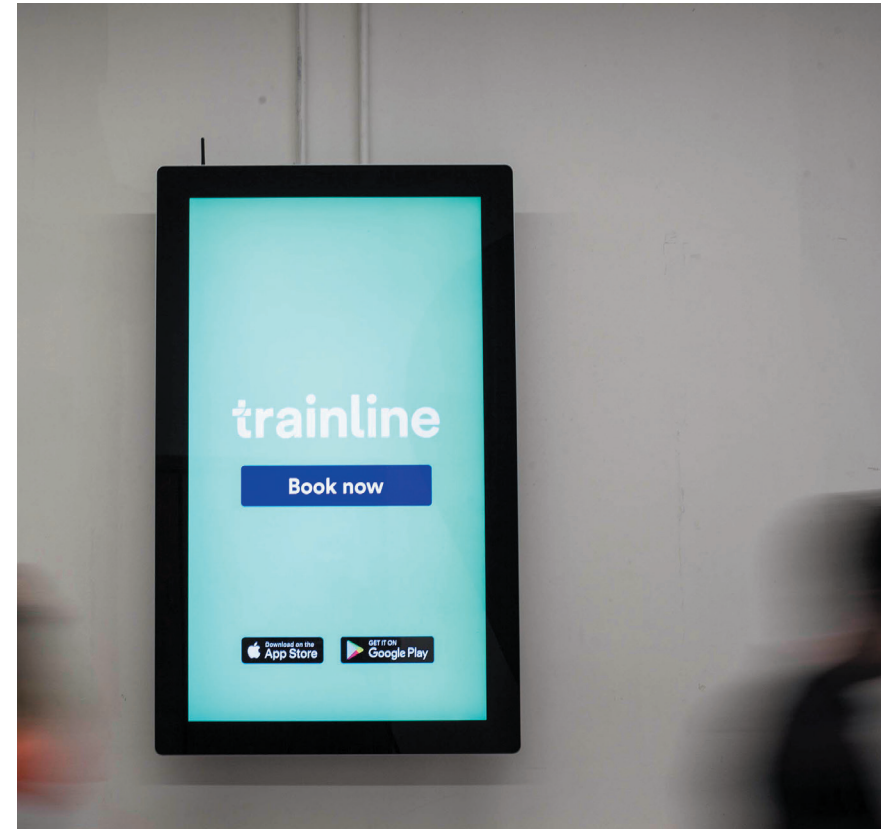
7 DAYS:

£160 + VAT

14 DAYS:

£260 + VAT

DISCOUNTS FOR CHARITIES
AVAILABLE ON REQUEST.



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WELCOME WEBSITE

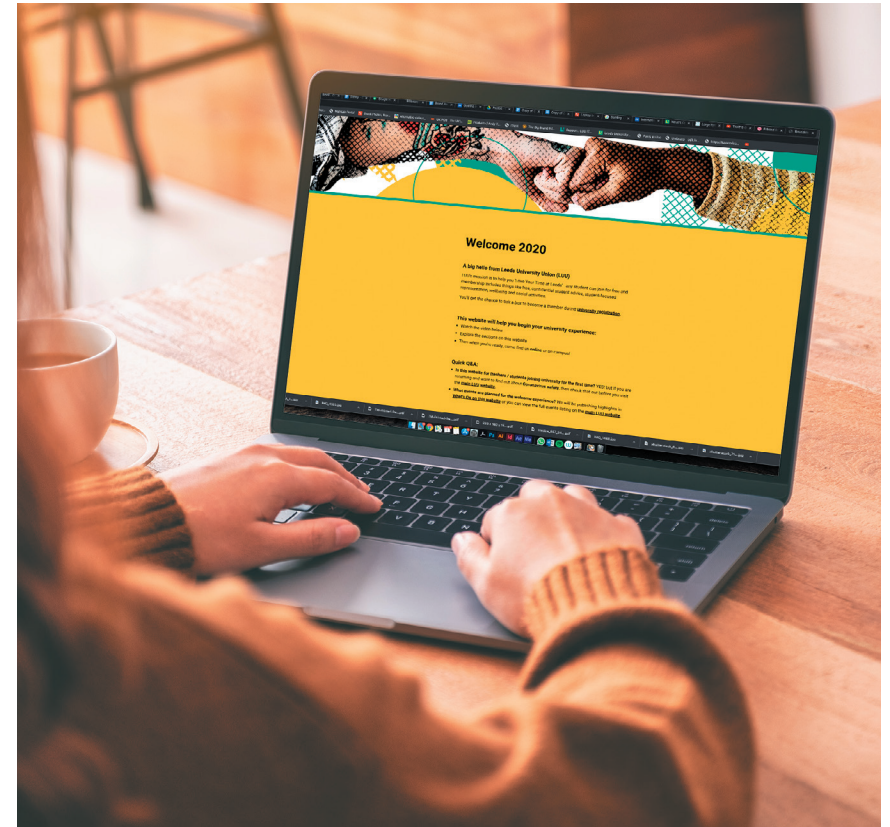
Our Welcome Website is full of important and interesting information for our new arrivals that they'll consult throughout the academic year.

Your brand can feature as a footer banner on one of the pages. Additional students due to arrive in January 2021.

1 MONTH:
£500 + VAT

6 MONTHS:
£1000 + VAT

DISCOUNTS FOR CHARITIES
AVAILABLE ON REQUEST.



GET IN TOUCH:
advertising@luu.org.uk

WEEKLY EMAILS

Our weekly email to student subscribers is a great opportunity to send your campaign directly to their inbox.

1 X BANNER:
£320 + VAT

DISCOUNTS FOR CHARITIES
AVAILABLE ON REQUEST.



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POSTERS

Situated on the back of toilet doors, posters catch the eye and imagination of our members.

Posters are A3 and frames are sold in units of ten.

1 MONTH:
£260 + VAT

DISCOUNTS FOR CHARITIES
AVAILABLE ON REQUEST.



GET IN TOUCH:
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EVENTS – BE PART OF SOMETHING BIGGER

For more information about these higher footfall events, please get in touch.

FRESHERS FAIRS

With over 10,000 new arrivals every year, there is no better time to introduce your brand.

FRESHERS FAIR 2

Welcome our students back to campus after the Christmas break. What better time than a New Year to refresh their memory and encourage them into new habits?

LEEDS BALL

Our end-of-year ball has an unrivalled reputation. With a guaranteed 6,500 attendees, this is a fantastic event at which to promote your brand.

HOUSING FAIR

This event will attract students who need advice regarding living in Leeds. It is a great opportunity for landlords and agents to speak with our students directly about their properties.



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THANK YOU

Leeds University Union is a registered not for profit charity that exists to support over 38,000 members through the good times as well as the bad, to ensure they all love their time at Leeds.

By working with us, you are enabling our advice and support services to develop and grow. Thank you.



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