



## 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.

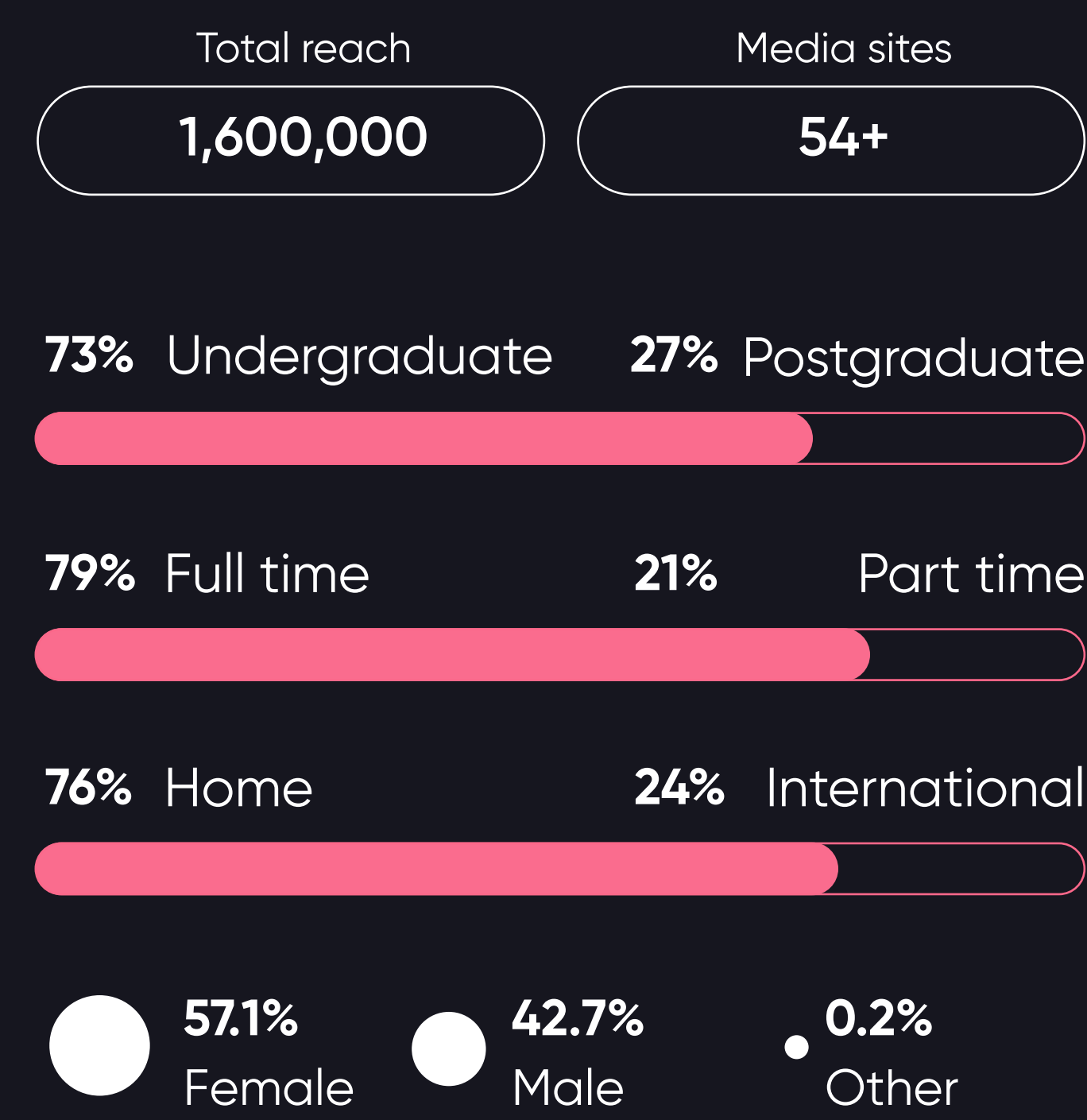
### Why students?

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



### National audience overview



Age Breakdown: **39% Under 21**  
**30% 21-25**  
**11% 26-30**  
**20% 31+**

### Media performance

**On campus**

- Poster Points**  
Footfall: 1,600,000 p/m
- Digital Screens**  
Footfall: 1,600,000 p/m
- Physical Activations**

**Online**

- Web Banners**  
Monthly impressions: 2,800,000
- Email Newsletters**  
Opt in: 928,000 | Open rates: 48%
- Social Media Followers**  
Instagram: 1,283,231 | TikTok: 133,317  
Facebook: 1,382,048 | Twitter: 991,908

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.

### 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](#)