

# native for Advertisers

2022/23 Media Kit



# Unifying the student market

Providing advertisers frictionless access to student consumers.

Armed with first party insights, and decades of student marketing experience, we're perfectly positioned to help you build sustainable and impactful relationships with 1.6 million students, through our unique suite of campus media and marketing solutions.



# The student audience

## Age

**68%**

18-21

**24%**

22+

## Sex

**56%**

Female

**44%**

Male

## Level of study

**73%**

Undergraduate

**27%**

Postgraduate

## Mode of study

**79%**

Full-time

**21%**

Part-time

## Gender Identity

**1.4%** have a gender different to their sex registered at birth

## Student domicile

**76%** Home**16%**  
International  
(Non-EU)**6%**  
International  
(EU)

# Audience insights

- 100% of students spend on average 15 hours on campus per week
- 58% of students can recall ads displayed on digital screens in their Students' Union (+14% vs traditional OOH media)
- 90% of Gen Z's want to engage with brands physically as well as digitally

Students contribute **£33bn** to the UK economy each year.

81% of Freshers are wide open to trying new brands

77% of 16-24s will spend more with sustainable companies

80% of Gen Zs miss tangible brand experiences

**£421**

Average spend in freshers week per student

**£235**

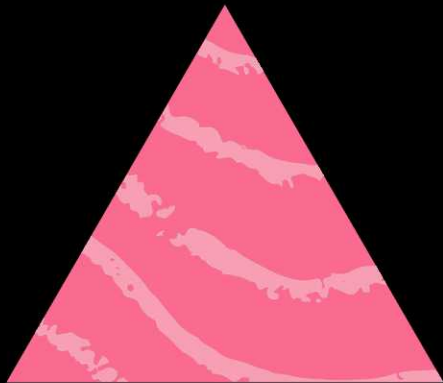
Average spend in a normal week per student

# Unrivalled reach into the student market

One point of contact, **1.6 million** student's eyes on your message, refreshing each year.

Reach

1,600,000



native

132,000



SU Network

59,000



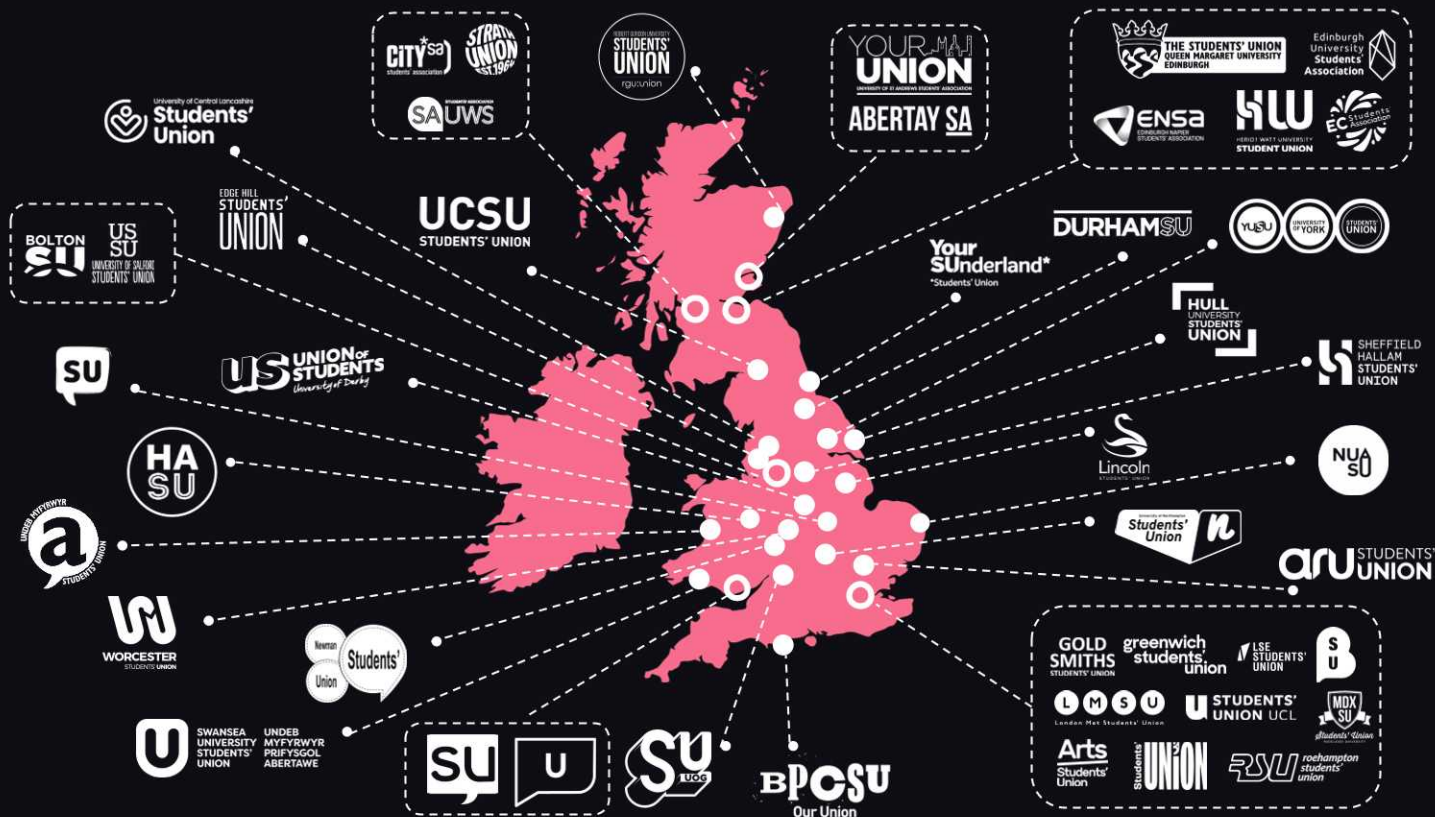
Thirteen Media

# 741%

More reach than SU  
Network and Thirteen  
Media combined

## Exclusive Media Partners

native.





# Campus Media and Marketing Suite



Reach students

Online

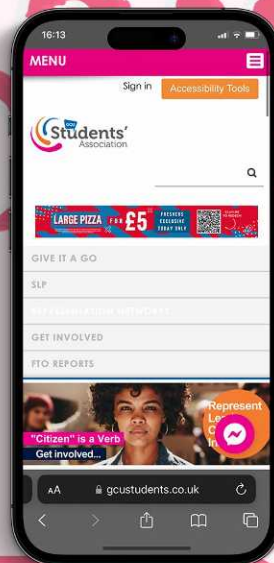
Today's students are mostly Gen Zs – known for being digital natives, they spend an average of **10.6 hours** online per day. Stop their scroll with our digital media opportunities:

Social media

Get your brand on the social channels of Students' Unions across the UK

native.fm

native.

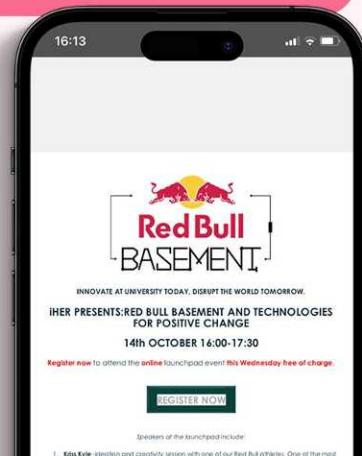


Web banner

Get on the homepage of Students' Unions across the UK

Inform students about all your brand has to offer in a newsletter/ solus

Email

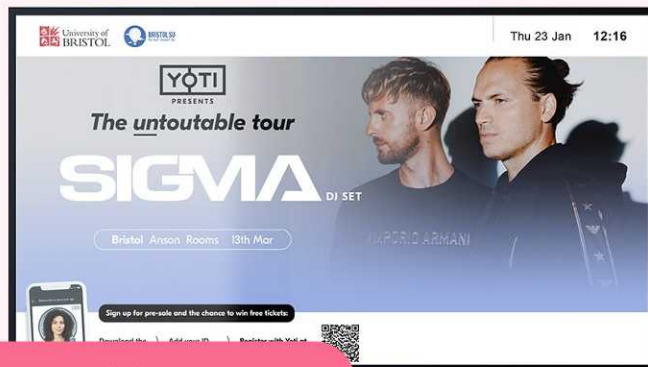




Reach students

On Campus

Hit your full-funnel goals through exclusive access to physical media assets at 50+ Students' Unions.



Posters & Digital Screens

In areas of high footfall across campus

native.fm



Freshers Fair



Halls sampling



Campus sampling



Bespoke Marketing Activity

Students spend an average of 15 hours per week on campus

native.

# native in a nutshell

## Experiential Services

### Media Platform

Our media platform makes it easy for you to book our exclusive media placements to target students digitally. It's as simple as setting up a Facebook Ad campaign!

Social Media

Email

Web Banner

Our team of student marketing experts will bring your brief to life, so you can engage the student consumers that matter most to you.

Whether you want to take a year-round or seasonal approach, we'll combine our digital advertising with on campus experiences to hit your specific goals.

Freshers Fairs

Bespoke  
Marketing activity

Halls sampling

Campus  
sampling

# You're in good company

Meet some of our brand partners, across a wide range of student-friendly verticals.



THATCHERS



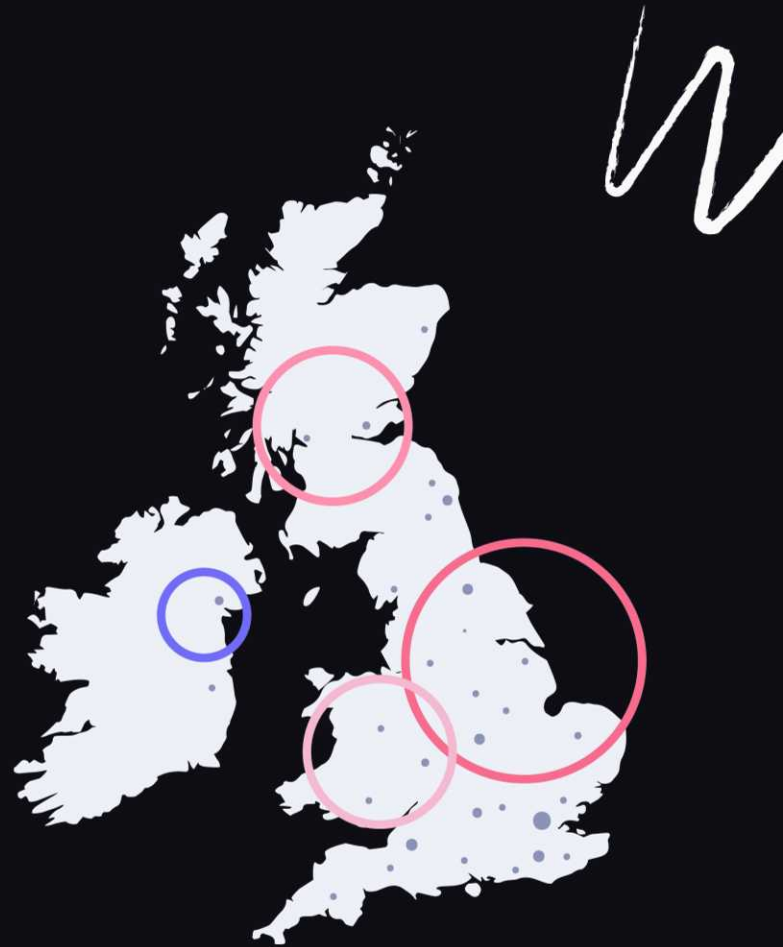
ODEON  
EVENTS

STUDENT  
ROOST

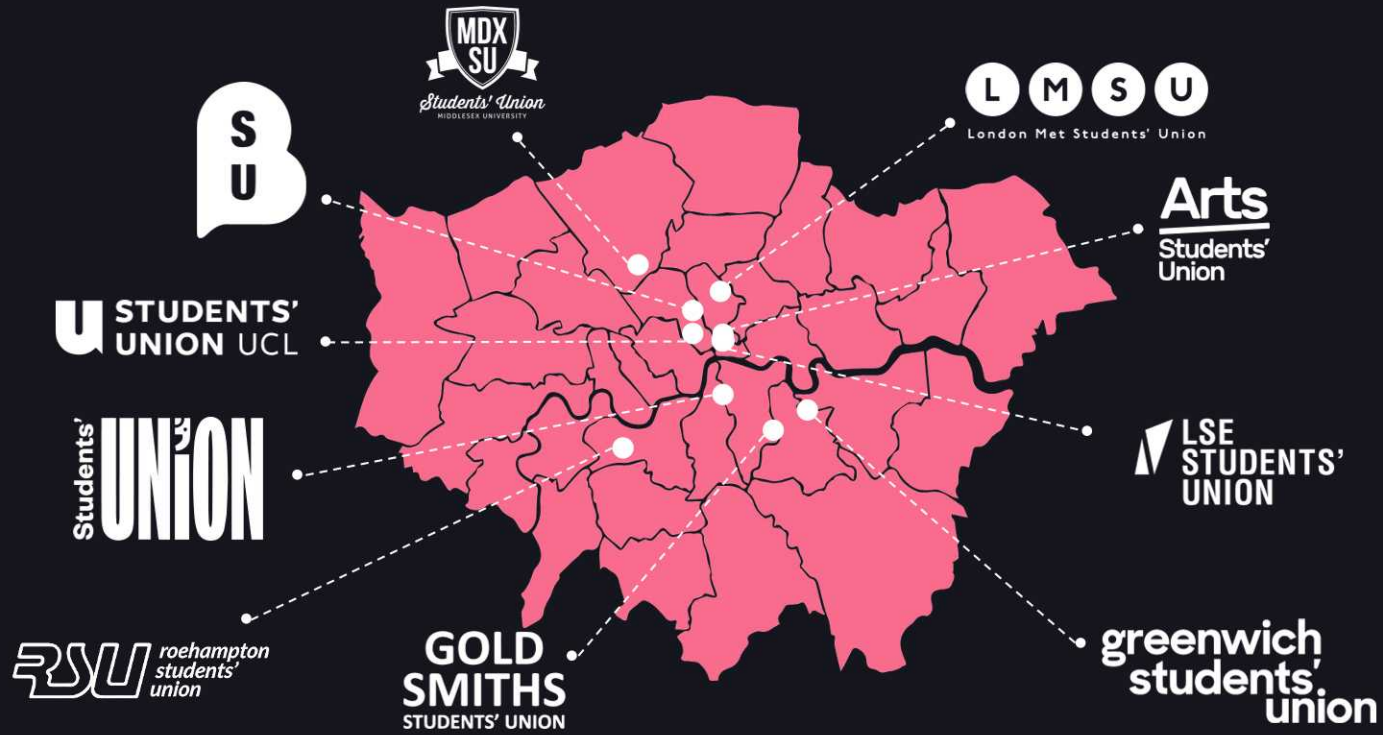
gopuff

Art Fund\_

# Regional Packages



# London Media Partners





# London Media Packages

Double down on media across your preferred channel; sample packages are:

## Social Package

**£3,000 + VAT/month**  
Total Reach: **165k+/month**

This package ensures you reach students through social media advertising placements across Instagram, Facebook, Twitter, and TikTok at 11 London universities.

## Digital Package

**£6,000 + VAT/month**  
Total Reach: **250k+/month**

This package includes digital assets including web banners, solus emails, student newsletters, and social media across 11 London universities.

## Posters & Digital Screens Package

**£5,500+ VAT/month**  
Total Reach: **200K+/month**

Reach students on campus, through strategically placed poster points and digital screens across 11 London universities.

# London Media Packages

Options to suit your desired level of reach into the student audience.

## Bronze

**£3,300 + VAT/month**  
Total Reach: **185k+/month**

This package includes digital assets including web banners, solus emails, student newsletters, and social media across 11 London universities

## Silver

**£6,000 + VAT/month**  
Total Reach: **270k+/month**

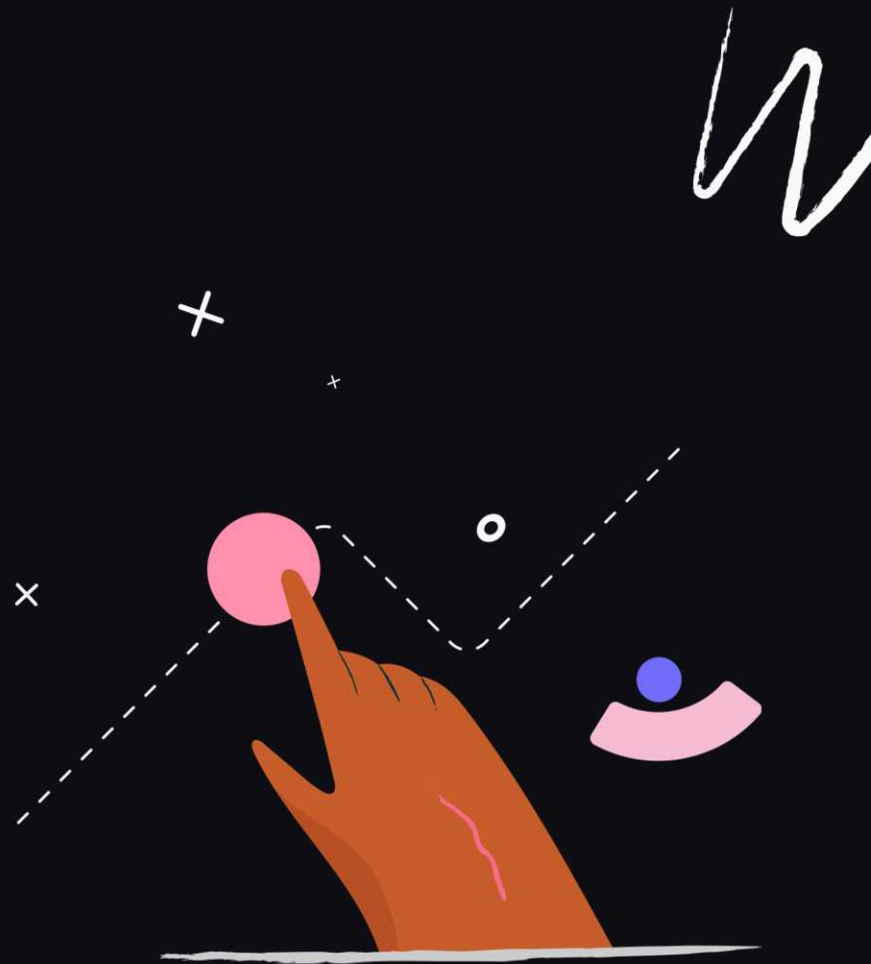
This package includes digital assets including web banners, solus emails, student newsletters, and social media across 11 London universities

## Gold

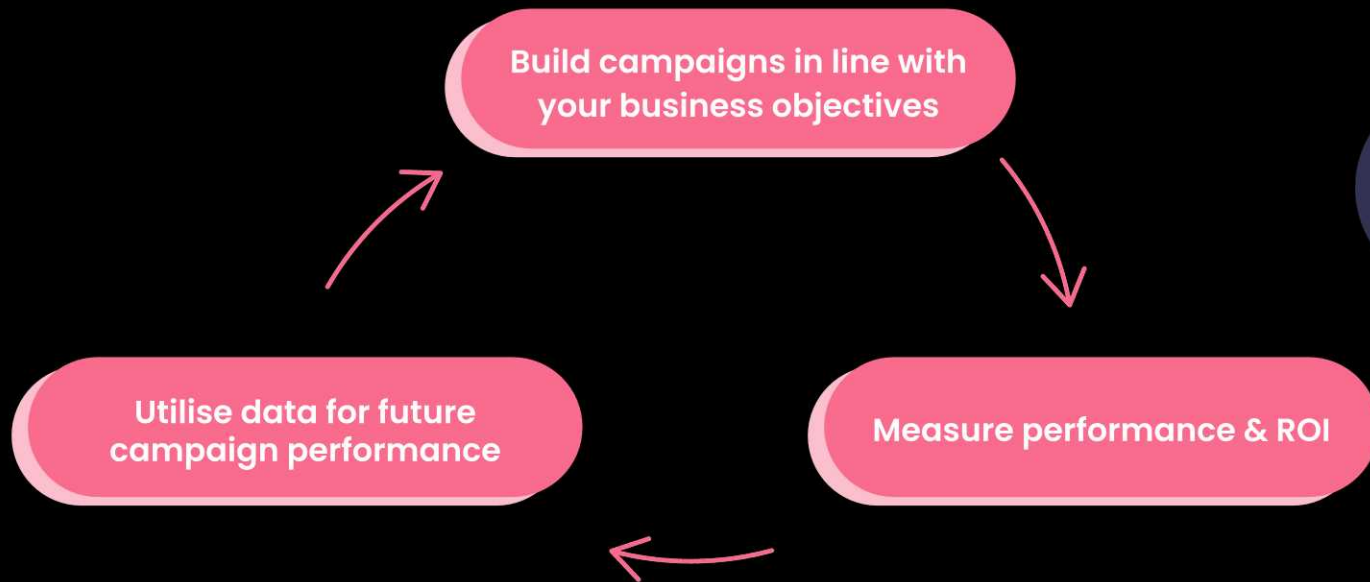
**£15,000 + VAT/month**  
Total Reach: **500k+/month**

This package includes digital assets including web banners, solus emails, student newsletters, and social media across 11 London universities

# Reporting & Insights



# Reporting & Insights





To find out more contact us at

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