



*Students' Union*  
MIDDLESEX UNIVERSITY

# MEDIA PACK

2019-20

[WWW.MDXSU.COM/ADVERTISE](http://WWW.MDXSU.COM/ADVERTISE)





# HELLO!

We are Middlesex University Students' Union, a registered charity that represents and supports all 18,000 students at Middlesex University. We support student groups, provide jobs and voluntary roles, and organise hundreds of events for students every year.

We are passionate about providing tailored opportunities that benefit both our students and our partners. Using our knowledge of MDX students, we are here to help you develop and deliver effective campaigns – whatever your organisation, aims and budget.

Read on to find out more about MDXSU and how you can work with us, or get in touch:

**marketing@mdxsu.com**

020 8411 6450





# WHY US?



01

## Our diverse North London community

We represent every single student at the University, and can give you the best advice on how to market to our 18,000 diverse students.

02

## Our relationship with students

When a student enrolls at Middlesex University, they automatically become a member of the Students' Union. It's our job to help them get the best out of their time at university, and we pride ourselves on our positive, supportive relationship with students.



03

## Our knowledge and expertise

We are experts in Middlesex University students, knowing who they are, what they like and how to reach them, and we embed this understanding in every project we work on.



04

## A packed events programme

We deliver over 200 events each year – from clubnights to conferences, award ceremonies to socials – engaging thousands of students. As well as opportunities within this diverse activity, we can also lend our expertise to help you deliver a brand-new experience for students.



05

## Our digital opportunities

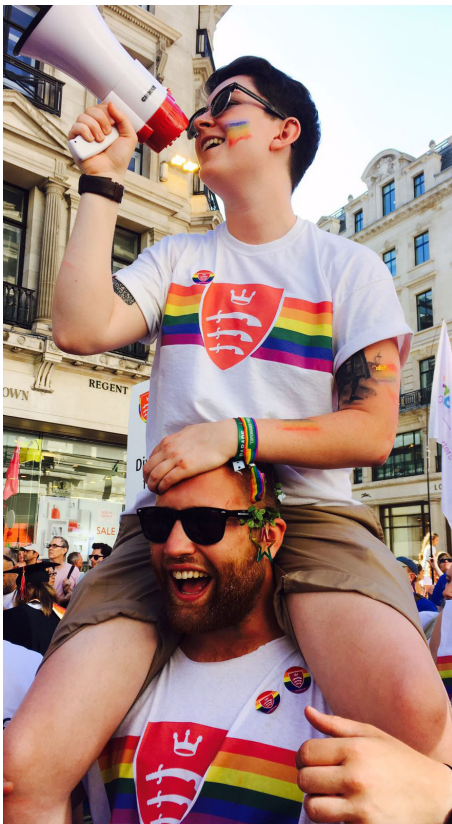
As well as face-to-face opportunities, you can also reach out to our 12,000-strong audience across Instagram, Twitter, Snapchat and Facebook, or advertise through our targeted email communications and our website.



06

## A range of offers and packages

We understand that every campaign is different, and we thrive on developing bespoke plans that work for you, your aims and your budget. We also offer package discounts on larger campaigns, and discounts for charities too.







# WELCOME MONTH

Every autumn Middlesex Students' Union delivers a month of Freshers' activities, aimed at up to 7,000 new starters, as well as the rest of our student population. This is an exciting time of year, with high engagement and a vibrant atmosphere on campus. Welcome Month is an ideal time to promote your products or services, whether on campus through events like our annual Freshers' Fair, or through our online channels and printed materials.



## FRESHERS' FAIR

**Wednesday 25 & Thursday 26 September**

Freshers' Fair is one of the biggest events of Welcome Month, and is attended by up to 6,000 students across the two days. It's a fun event with a great atmosphere, and gives you unrivalled opportunities to meet and speak to new and returning students.

STALLS	1 DAY	2 DAYS
<b>Premium</b> Premium locations and stalls larger than 3m x 3m	£800	£1500
<b>Standard</b> Our most popular option: a 2.5m x 2.5m area including a table	£700	£1250
<b>Charity</b> We offer discounted rates for charities	£200	£350
<b>External</b> Our outside pitches provide space for larger activities or marquees	£900	£1650



## GOODIE BAGS

We give out 4,000 free, MDXSU-branded canvas bags at Freshers' Fair, filled with valuable info and freebies.

**Bag sponsorship**  
Contact us for further information

**Inserts (flyers, freebies)**  
£400



## WELCOME EVENTS CALENDAR

Our free, fold-out calendar is the go-to guide for Welcome Month social events. This is given out to students prior to and during Welcome, and links to the full event programme on our website.

Prices start from **£300**



## MDXSU GUIDE

Our annual wall calendar features key events throughout the entire academic year, and is available free to students.

**Prices start from £400**



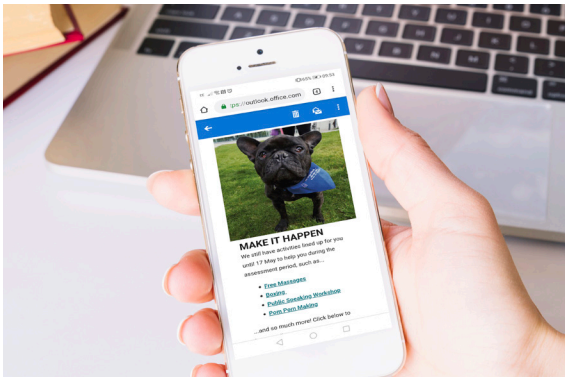
## EVENT SPONSORSHIP AND EXPERIENTIAL ACTIVITIES

MDXSU organise almost 100 events during Welcome Month. As well as a Boat Party and multiple clubnights – included in our sell-out Welcome Wristband package – we also organise a range of free and inclusive on-campus activity each day. Get in touch to find out more.

Prices shown are exclusive of VAT



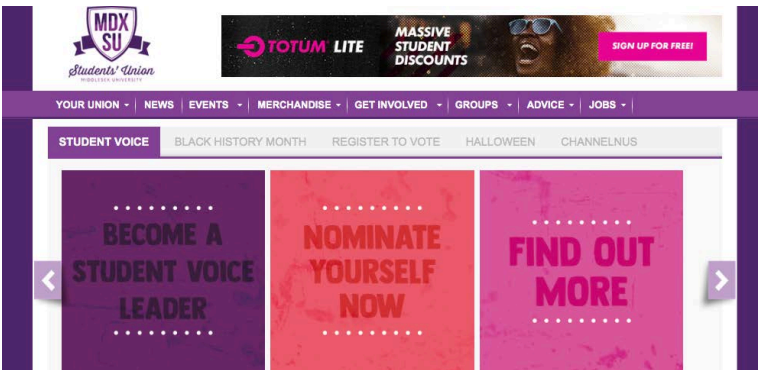
# DIGITAL OPPORTUNITIES



## EMAILS AND NEWSLETTERS

We can include an advert in our fortnightly newsletters, reaching around 18,000 students. We also offer adverts in targeted emails based on students’ interests, and solus email campaigns.

Email advert	From <b>£150</b>
Solus emails	<b>7p per recipient</b>
	<b>(min. £150)</b>



## THE MDXSU WEBSITE

Our website is more than just news and information – it’s an online Students’ Union, with students using it to join societies, book tickets, vote in elections, share ideas and more. The number of users is increasing year on year, and between August 2018 and June 2019 the website had a total of 215,000 sessions.

Web Banner (homepage and all site pages)	<b>£200</b> per week
Featured article	<b>£200</b>
Event listing	<b>£100</b>
TOTUM App	Contact for more



## SOCIAL MEDIA

We currently have an audience of over 12,000 across our main social media channels. We can advise you which channels will work best for particular content and audiences, and can help you develop content which will achieve your aims. Get in touch for more information on our reach and engagement.



	WELCOME MONTH (September, October)	REST OF YEAR
Facebook	<b>£150</b> per post	<b>£100</b> per post
Instagram	<b>£150</b> per post	<b>£100</b> per post
Instagram Story	<b>£75</b> per story post	<b>£50</b> per story post
Twitter	<b>£75</b> per post	<b>£40</b> per post
Snapchat	<b>£100</b> per post	<b>£75</b> per post

# OTHER OPPORTUNITIES



CAMPUS STANDS & POP-UPS

Come onto campus and chat to our students face-to-face.

MDX House foyer (2mx2mspace max.	from <b>£200</b>
MDX House Terrace	from <b>£300</b>
The Quad	from <b>£400</b>



LEAFLETTING

Provide us with promotional materials and our trained student-staff will share your brand with students on campus.

1 day leafletting, peak campus hours (11am – 2pm)	<b>£175</b>
2 days leafletting, peak campus hours (11am – 2pm)	<b>£300</b>



STUDENT GROUPS AND MEDIA

We support over 90 student groups, including national, religious, academic and general interest societies.

You can also promote through our student media channels, including a recently relaunched newspaper, a radio station and a TV channel.

## EVENT SPONSORSHIP & EXPERIENTIAL ACTIVITIES

From sponsorship to experiential activity, our events are a great way to get involved with student life.

As well as Freshers’ activity, we also organise:

- **Clubnights:** Celebrating the highlights of student life, from themed nights such as Halloween and UV parties, to specific music genres, each of our regular on-campus clubnights are attended by over 400 students.
- **MDXmas Market:** Our annual festive market showcases the best student and local crafts and talent, and is attended by up to 1,200 people from the university and wider community.
- **Summer Ball:** Help students celebrate the end of exams and the beginning of summer! With indoor and outdoor activity, this is one of our biggest clubnights, with over 600 guests, and promo reaching thousands more.
- **MDXSU Awards:** Our annual student awards ceremony is a prestigious event celebrating student achievement. Around 150 guests attend this off-campus event, with hundreds submitting nominations for who should win.

**Alongside these large-scale events, we also run regular activity focused on student wellbeing, employability and other organisational priorities - contact us for further information.**



To find out more, book in some activity, or enquire about a specific idea, get in touch! Give us an email or a call on the details below, and we’ll help you find the best way to reach out to students.



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 [fb.com/mdxsu](https://fb.com/mdxsu)

 [@MiddlesexSU](https://twitter.com/MiddlesexSU)

 [@MDXSU](https://www.instagram.com/MDXSU)

 [@MiddlesexSU](https://www.snapchat.com/add/MiddlesexSU)