



JM
SU

**MEDIA PACK
2021/22**

Liverpool Student
Media Limited

CONTENTS.

2. HELLO!

4. STUDENT LIFE BUILDING AND SPORTS BUILDING

5. STUDENT STATS

8. BEFORE STUDENTS ARRIVE

9. FRESHERS' FAIR

11. PRINT MEDIA, POSTER SITES, FLYERS IN HALLS/ON CAMPUS

12. TOTUM STUDENT CARD DISCOUNT & APP

14. EVENT SPONSORSHIP

15. AMAZING TEACHING AWARDS

16. SPORTS, SOCIETIES & VOLUNTEERING AWARDS

17. MERCHANDISE SPONSORSHIP

18. DIGITAL MEDIA

19. WEBSITE ADS

20. SOCIAL MEDIA ADS

22. REFRESHERS' FAIR

21. FACE-TO-FACE ON-SITE STALLS

23. GET IT TOUCH



HELLO, WE'RE AT THE HEART OF LJMU STUDENT LIFE.

We're JMSU, the students' union for over 26,000 students at LJMU.

We know LJMU students better than anyone and offer opportunities for you to reach our students throughout their time at LJMU, from pre-arrival, right through to graduation.

Whether you are interested in advertising to students, engaging with the student market, or looking to better understand the student audience through research; we can help you reach students in a variety of unique and effective ways by creating tailored packages to meet your needs! We are a charitable organisation, which means all income generated via media opportunities is used to improve our organisation to benefit our students.

Covid-19 has presented many challenges since early 2020 that families, businesses, and universities have had to navigate through. One thing is for certain though, students are more eager than ever for 'normality' and to enjoy their student experience at LJMU.

All events and packages within this media pack are scheduled to go ahead from August 2021, however, should any changes be made, we'll be sure to get in touch as soon as we can to make you aware.







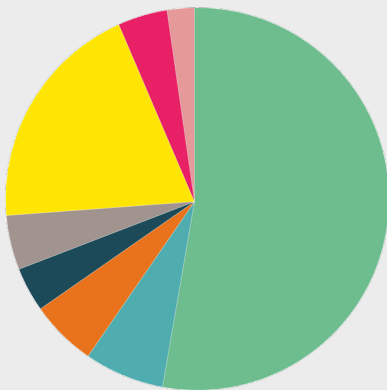
STUDENT LIFE BUILDING AND SPORTS BUILDING

The student experience at LJMU will be taken to a new level this year, as JMSU moves into our new home on the university's new Copperas Hill development.

Our new campus location is home to various university services, from careers, libraries, wellbeing, to a brand new state-of-the-art sports complex. With thousands of students visiting the campus each day, we've got lots of exciting plans for businesses to engage with students on this new site, from farmer's market, external brand activations, with space to suit any need.

If you'd like to come and have a look around our new home and have a chat to see how we can help with your student marketing needs, get in touch. You can find more information on our exciting move and images of the new spaces at www.jmsu.co.uk/copperashill.

AVERAGE MONTHLY STUDENT SPENDS



Rent - £418

Travel & Transport - £65

Socialising - £46

Books & Gifts - £28

Clothes - £29

Groceries & Takeaways - £133

Bills - £53

Other - £23

The average student now spends over £9,500 per year; this puts the spending power of LJMU students at £250 million+ per year.

LJMU STUDENT STATS



26,000 STUDENTS IN LIVERPOOL STUDYING AT LJMU

STUDENTS UNDER 21: 40%

STUDENTS OVER 21: 60%



SOCIAL MEDIA STATS



FACEBOOK LIKES: 13K

FACEBOOK FOLLOWS: 13K

TWITTER FOLLOWERS: 12K

INSTAGRAM FOLLOWERS: 4K



55% FEMALE



45% MALE

INTERNATIONAL/EU STUDENT PERCENTAGE: 9%

UK STUDENT PERCENTAGE: 91%







KICK START
STUDENT
LIFE...

BEFORE STUDENTS ARRIVE

DIRECT MAIL ADVERTISING

Each year, JMSU sends a direct mailing to each of the 7,500 students coming to study at LJMU. Inside is a Welcome Guide, information about our students' union and Freshers' Week, and limited space for A6 promotional flyers.

Closing date: 26th July 2021

SIZE	QUANTITY	COST
A6	7500	£1500

WELCOME GUIDE ADVERTISEMENTS

The 'Welcome Guide' (A6) showcases everything that a student can get involved with during their first few months of University. We produce 7,500 copies that are distributed within the mailing insert, in halls and at our Freshers' Fair. The welcome guide is a great way to showcase your brand to new students.

Closing date: 26th July 2021

AD SIZE	QUANTITY
Internal page	£600
Inside front cover	£700
Inside back cover	£700
A5 Flyer Insert	£800

NOTE!

Opportunities are limited so book early to avoid disappointment.

All rates within this Media Pack are subject to VAT.

GUIDE ARTWORK REQUIREMENTS:
A6 3mm bleed, no crop marks

FRESHERS' FAIR '21

Join us at our Freshers' Fair where we welcome 12,000 students and highlight the best that JMSU and the city has to offer. With prices that start from 9p per face-to-face interaction with students, can you really afford to miss out?

In September 2021, we're returning to the iconic M&S Bank Arena, next to the Royal Albert Dock. Make sure you get your spot to interact with up to 12,000 students. Places are limited though, so book now!

STALL TYPE	COST
Gold	£1,495
Silver	£1,295
Bronze	£995
Charity/Local	£495

Can't attend the Fair? We also have other opportunities where you can showcase your brand to students on the day! To check out the 2019 Freshers' Fair, visit www.jmsu.co.uk/advertise.

FLYERING	COST
Per 1000	£500





PRINT MEDIA

Our wall planners are an academic calendar and are distributed to 5,000 students directly within Halls of Residences, at inductions and at our Freshers' Fair. They are an unlimited way to have an ongoing impact for an all-year campaign.

Closing date: 1st August 2021

AD SIZE	COST PER AD
90 x 90mm	£500

GUIDE ARTWORK REQUIREMENTS:

3mm bleed, no crop marks

FLYERS IN HALLS/ ON CAMPUS

Get your literature or freebies delivered right into the hands of students on campus or at their doors. Stand out from others who want the students to go to them - we have a team of dedicated promotions staff to ensure your brand is there in front of students.

HALF DAY	FULL DAY
£400	£700

POSTER SITES

Our poster sites are located throughout campus in our bustling social spaces. We have a range of size options available. These are in high footfall areas of our buildings, guaranteed to give you great exposure of your brand, campaign or activity.

A3 (PER 10 POSTERS, PER MONTH)	A3 (PER 10 POSTERS, PER MONTH)
£300	£500



TOTUM STUDENT CARD DISCOUNT & APP

TOTUM Local is a free, unique way to connect LJMU students to your local business. Through the TOTUM app, you will be able to increase brand awareness through a popular, well used platform specifically aimed at University Students.

To sign up please contact us directly on mediasales@ljmu.ac.uk



**MISS IT
MISS OUT**

Graduating?
Sign-up for 3 more
years of TOTUM
before you go.
Only £24.99

TOTUM
powered by
nu5 extra

982613 6016 5581 5184
Hailey Tshuma
National Union of Students
Expiry: 27 Jun 2022

10% OFF
T & Cs apply

Join today
TOTUM
TOTUM.COM
@WEARETOTUM

nu5 extra

The advertisement features a vibrant, collage-style background with various items including a graduation cap, a pizza, a penguin, a giraffe, a flamingo, a disco ball, a camera, and a laptop. The TOTUM student card is prominently displayed in the center, showing the cardholder's name, ID number, and expiration date. The card is black with white and pink text, and the nu5 extra logo is visible in the bottom right corner.



nu5 extra

**FULL OF STUDENT
FLAVOUR**

Download
the **FREE** app

- ✓ Discounts
- ✓ Legal ID
- ✓ Campus Life

Join today
TOTUM
TOTUM.COM
@WEARETOTUM

The advertisement features a vibrant, collage-style background with various items including a graduation cap, a pizza, a penguin, a giraffe, a flamingo, a disco ball, a camera, and a laptop. The TOTUM student card is prominently displayed in the center, showing the cardholder's name, ID number, and expiration date. The card is black with white and pink text, and the nu5 extra logo is visible in the bottom right corner.



EVENT SPONSORSHIP

Do you want to be the first brand to reach students and leave a reminder on thousands of students' wrists?

We have an exclusive opportunity for a brand/company to sponsor our Freshers' Week package. Our fabric wristbands are worn by students for weeks, or until they fall off! Our wristband packages are tremendously popular amongst first year students (selling out every year) and include some of Liverpool's biggest student nights.

Don't miss this **EXCLUSIVE** opportunity to be the first to get your message across to our students.

Closing date: 31st July 2021

NOTE!

Opportunities are limited so we suggest you book early to avoid disappointment.

A sponsor can expect to receive:

- *Logo on 4000 printed fabric wristbands.*
- *Logo on all promotional materials (Posters, direct mailing to all 7,500+ new Liverpool John Moores University students, advert within JMSU Welcome Guide)*
- *Logo & text on JMSU website throughout August & September.*
- *Promotional email to all wristband purchasers.*
- *Regular social media activity (scheduling to be agreed).*
- *Opportunity for presence at night-time events.*

Opportunities are limited so we suggest you book early to avoid missing out!

All rates within this Media Pack are subject to VAT.

AWARDS

AMAZING TEACHING AWARDS

These awards are directly nominated by students to recognise LJMU staff and key students who have made a big impact on the student community through the academic year.

With over 2000 student nominations each year, and hundreds of students and staff attending the awards, this is a fantastic opportunity to promote your brand.



SPORTS, SOCIETIES & VOLUNTEERING AWARDS

The Sports, Societies & Volunteering Awards, held in April, is a celebration of the contribution and impact that our clubs and societies have on students at LJMU.

This is a chance for everyone to acknowledge and celebrate all the hard work our student volunteers put in to make our clubs and societies truly amazing, whilst also celebrating the incredible achievements of the past year.

For each event, a sponsor can expect to receive:

- *Your logo on every material produced for chosen event.*
- *3 x flying opportunities across campus (dates to be decided by you).*
- *3 x on-site stall days where you can have face-to-face interaction with our students.*
- *4 Facebook and 4 Twitter posts.*
- *Digital screen advertising for two months. 4 seats at chosen event.*
- *Present one award plus speech.*
- *Advertorial included in booklet/advertising at each event.*
- *Promotional material on tables of the awards.*



MERCHANDISE SPONSORSHIP

STAFF UNIFORM

Do you want your brand to be seen on a continual basis? JMSU employs over 100 student staff to work across our student-facing departments, from campus engagement, promotions, marketing and reception. These students always wear a branded JMSU t-shirt and hoody on-shift. This opportunity allows thousands of students to be exposed to your brand all year round.

SPONSOR/LOGO SIZE	COST
150x150mm	£2000
50x50mm	£1000





DIGITAL MEDIA

Digital Screens

Located in our main campus buildings, our 12 screens are your chance to get your brand seen by hundreds of students every day. Our adverts run for 10 seconds in a loop of 6.

TIME PERIOD	COST
Per Week	£300
Per Fortnight	£500
Per Month	£600
Per Term	£1800

All rates within this Media Pack are subject to VAT.

WEBSITE ADS

The one place that contains ALL the information students need! Our website is a social hub of need-to-know information for current and prospective students. **We have an average of 9,000 visitors and 101,000 page views each month.**

There are different ways to advertise; from banner adverts to advertorial style news pieces on our website. We can help you drive traffic to your own website and aid with measuring the effectiveness of your marketing campaigns.

Top Web Banner	COST
728 x 90 px (per month)	£600
728 x 90 px (per term)	£2000
728 x 90 px (per year)	£6,500

Mid homepage Banner	COST
1024 x 341 px (per month)	£550
1024 x 341 px (per term)	£1800
1024 x 341 px (per year)	£6000



SOCIAL MEDIA ADS

Want to get your message out to over 27,000 followers?

JMSU has an active and engaging social media presence with over 27,000 followers on Facebook, Instagram and Twitter. Prices listed are per individual post.

For multiple communications, please get in touch. We have a whole range of year-round opportunities for you to gain maximum exposure to your brand, both on campus and digitally.

INSTAGRAM TAKEOVER	COST
Promotion the day before, 15-20 words and @Tag or 45 second video OR 3 images and 6 slides, up to 10 seconds of video per slide, 15-20 words per slide and a @Tag	£400

LINKEDIN	COST
50 words, 1 photo, @ tag or link	£100

TWITTER PROMO	COST
135 characters, Maximum 2 photos, @ tag or link	£150

INSTAGRAM /FACEBOOK STORIES COMBO	COST
3 images, 15-20 words per image and a @Tag OR 45 second mp4 video with 15-20 words and a Tag	£200



FACE-TO-FACE ON-SITE STALLS

Come on-site to John Moores Students' Union where we can provide the perfect opportunity for you to interact with our students face-to-face.

We offer you the chance to engage with students whilst they're relaxing in between classes, grabbing a refreshment from the University café or using the new facilities in each of our social spaces on campus.

JMSU is based across the entire LJMU estate, ensuring that your brand, campaign or offer can reach the students you need.

STALL PER DAY	COST
Student Life Building internal	£500
Student Life Building external	£700
Other campus building internal	£400

Bulk booking discount available, get in touch for more information.



REFRESHERS' FAIR '22

We can help you remind students of your brand with our famous Refreshers' Fair in January 2021 at our Refreshers' Fair! Over 3,000 students visit us over the day visit to claim freebies and learn about products and services available.

STALL TYPE	COST
Gold	£995
Silver	£695
Bronze	£495
Charity/Local	£295

All rates within this Media Pack are subject to VAT.



GET IN TOUCH

If you'd like one of the team to get in touch with you to discuss marketing opportunities, get in touch with Victoria or Craig on the information below.

Victoria Eaton

Commercial Marketing & Events Co-ordinator


 Tel: 0151 231 4969

 Email: mediasales@ljmu.ac.uk

Craig Clarke

Head of Business Development

 Tel: 0151 231 4900

 Email: mediasales@ljmu.ac.uk

Liverpool Student
Media Limited

