



Media & Advertising Pack

Connecting brands to Kingston students

Content

About Kingston Students' Union.....	03
Audience Snapshot.....	04
Why Advertise with KSU.....	05
Indoor Space Booking.....	06
Outdoor Space Booking.....	07
Posters on Campus.....	08
Flyer Distribution.....	09
Website Banner Advertising.....	10
Instagram Promotion.....	11
Campus TV Screens.....	12
Student Newsletter Feature.....	13
Exclusive Student Deal on our Website.....	14
Bundle Opportunities.....	15
Brands We've Worked With.....	16



A photograph of two young women standing on a city street. The woman on the left has long, vibrant pink hair and is wearing a black long-sleeved top over a white patterned crop top and blue jeans. She is holding a clear plastic cup with an orange drink and a white straw. The woman on the right has long brown hair and is wearing a brown jacket over a black top and a grey skirt. She is holding a purple shopping bag with white text that includes 'ASSAULT.CO.UK'. In the background, other people and buildings are visible, suggesting a busy urban environment.

About Kingston Students' Union

Kingston Students' Union (KSU) represents and engages a diverse, highly active student population across Kingston University campuses.

We offer brands direct access to students through on-campus activations, digital advertising, and targeted communications, enabling meaningful engagement at key points in the student journey.

Audience Snapshot



Total student population:

20,000+



Campuses covered:

04

Average age range:

18-25



Why Advertise with KSU



Students are early adopters with strong brand loyalty



Direct access in trusted university environments



High dwell time compared to traditional outdoor advertising



Ability to combine physical and digital touchpoints



On-Campus

Advertising Opportunities



Indoor Space Booking

2m x 2m indoor activation space

£300 + VAT

Ideal For

- Brand sampling
- Product demos
- Student sign-ups
- Lead capture

On-Campus

Advertising Opportunities



Outdoor Space Booking

3m x 3m outdoor space (own gazebo/setup)

£300 + VAT

Ideal For

- High-impact brand activations
- Food and beverage promotions
- Freshers and campaign launches

On-Campus

Advertising Opportunities



Posters on Campus

£20 per poster per week

Specs

- **Sizes accepted:** A4 or A3
- **Locations:** High-footfall academic buildings, SU spaces,
- Print supplied by advertiser

On-Campus

Advertising Opportunities



Flyer Distribution

£150 + VAT per campus

Includes:

- Hand-to-hand distribution
- Peak student hours
- Staffed by SU-approved teams

Digital

Advertising Opportunities



Website Banner Advertising

£200 + VAT per week

Specs

- Format: JPG / PNG
- Click-through URL included
- Monthly page views:

Average Monthly users: **12,000**



Instagram Promotion

£150 + VAT per Instagram Story

Specs

- Size: 1080px x 1920px
- Format: JPG / PNG / MP4
- Duration: 24 hours
- Link sticker included

Followers: **9,000+**

Average story views: **1,000+**

Digital

Advertising Opportunities



Instagram Feed Post or Reel

£500 + VAT per placement

Specs

- Format: JPG / MP4
- Caption with CTA included
- Brand tagging included
- Published to main feed

Optional Add-on

Content Creation: **+£200**

Includes concept, filming or design, editing, 1 revision.

On-Campus

Advertising Opportunities



Campus TV Screens

£400 + VAT per week

Specs

- Orientation: Landscape
- Format: MP4 / JPG / PNG
- Max duration (video): [10–15 seconds]
- Loop rotation across multiple campus locations

Digital

Advertising Opportunities



Student Newsletter Feature

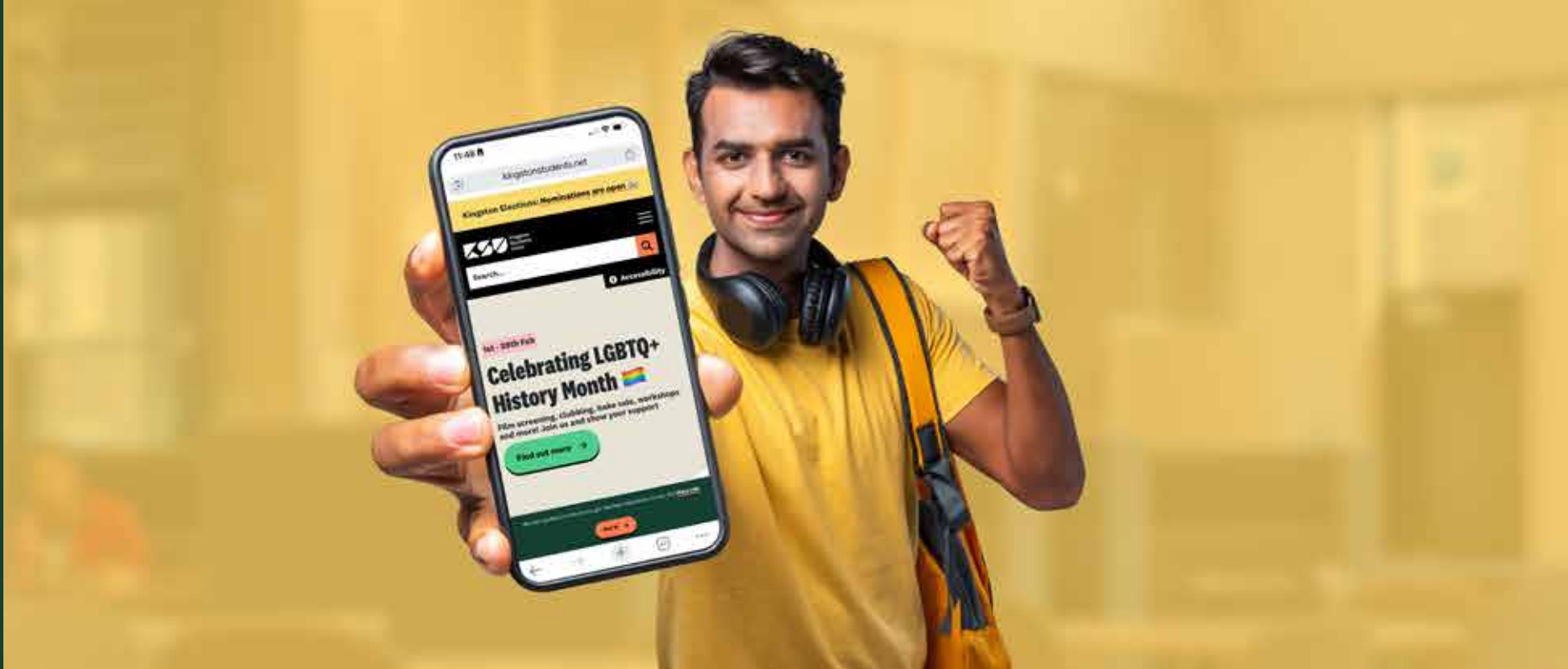
£500 + VAT per newsletter

Specs

- Format: JPG / PNG / GIF
- Click-through URL included
- Subscribers: 24,000+
- Average open rate: 20%

Digital

Advertising Opportunities



Exclusive Student Deal on our Website

£250 + VAT

Includes:

- Featured placement on our website
- Offer description (up to 200 words)
- Logo + link

Ideal for:

Retail, food, subscriptions, services

Bundle Opportunities

(Custom packages available)

Brands can combine:

- On-campus activations
- TV screens
- Social media
- Newsletter features



Some brands We've Worked With





For more Information

✉ marketing@kingston.ac.uk

☎ +442084179000

🖱 kingstonstudents.net