



media pack

kent su

connecting you to students
sunetwork.co.uk

KSU
KENT
STUDENTS'
UNION

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about us

why su network

Reach over 300k students
through onsite activation, digital
promotion and sponsorship

We expect
over 150k students
to attend our
Freshers Fairs
in 2025

We represent
28 university
campuses
and support bookings
for many more

In 2024/25,
we connected over
500 partners with
the student market

about us

kent students **union**

**over 20k
students**

**21% are
international**

**over 12k
followers**

**on our
Instagram page**

**100k views
per month**

**on KSU's
website**

connecting you to students



testimonials

our clients



“It’s a pleasure to work alongside the team at SU Network, across three of their SU partners. They really are the dream to work with in that they listen to your needs and requirements, and try their absolute best to meet and deliver these and enhance the overall client experience”

Nadine Mullan – SK Group



connecting you to students



welcome fair



SU Network

welcome fair

prices & attendance

thursday 2nd & friday 3rd october

As one of the most popular events in the student calendar, taking place in October at the heart of the Canterbury campus, it's the perfect way to connect with the next generation of students, with over **8,000** students expected each day.

standard pitch

£800 | **£1,200**
one day | two days

6ft x 2ft
a standard stall

premium pitch

£1,100 | **£1,600**
one day | two days

double table
a premium stall

combo package

£1,500

freshers & refreshers
a standard stall for all 3 days of
freshers & refreshers - save £400

freshers marketing

digin bags

Advertising in our Digin Welcome Bags is a powerful way to get your brand directly into the hands of thousands of students. Delivered to every student in university accommodation, it ensures guaranteed reach and high engagement right from day one. Perfect for driving awareness, traffic, and loyalty from the start of their student journey.



**advert on
flyers in
digin bags**

pricing

**5450 bags
from £250**

**tbc
specifications**

A photograph of a diverse crowd of people at an outdoor event, possibly a festival or protest. The image is overlaid with a semi-transparent blue filter. In the background, there are trees and a building. A sign on the left partially reads "EVENT" and "ION".

digital media

A photograph of a crowd of people at an outdoor event, similar to the one above, but with a different blue overlay. The image is semi-transparent blue.

 **SU Network**

digital media

digital screens

Advertising on a digital screen opens up a world of opportunities to elevate your brand's presence and create a lasting impression on your target audience. With our screens strategically placed in high-traffic areas, it guarantees wide exposure and maximum visibility.



pricing

portrait screens

x9

£350
per month

£800
per term

1080px x
1920px

mp4/jpeg/png

10 seconds long

digital media

digital screens

Advertising on a digital screen opens up a world of opportunities to elevate your brand's presence and create a lasting impression on your target audience. With our screens strategically placed in high-traffic areas, it guarantees wide exposure and maximum visibility.



1080px x 1920px
mp4/jpeg/png
landscape
10 seconds long

pricing

£300 | **£600**
per month | per term

**landscape
screens x4**
across su spaces

digital media

digital screens

Advertising on a digital screen opens up a world of opportunities to elevate your brand's presence and create a lasting impression on your target audience. With our screens strategically placed in high-traffic areas, it guarantees wide exposure and maximum visibility.

1920px x 1080px
digital
screen

3k footfall
per day

1080px x
1920px
digital
screen

pricing

**all portrait &
landscape screens
across campus**

£1,000 per month	£1,800 per term
----------------------------	---------------------------

£3,000
per year

digital media

website homepage

By advertising on the homepage, you ensure maximum visibility and by aligning your brand with Kent Student's Union, you can enhance your credibility and build trust with our students. Offering an invaluable opportunity to capture attention, generate leads, and establish a strong online presence for your brand.

600px x 600px
web homepage

(PNG/JPEG/GIF)

page visits

100,000 views
per month

pricing

£350	£450	£700
per	during	per
month	freshers	term



digital media

discounts page

Capture the student market and boost your brand's visibility and revenue by advertising on our student discounts page. Advertise on our student discounts page and unlock a world of opportunities to grow your brand, drive sales, and establish lasting connections with Kent Student Union's student body.



600px x 600px
discounts
page

pricing

£200
per month

£500
per term

connecting you to students

digital media

e-newsletter

By featuring within the e-newsletter, you can drive traffic to your website or landing page, ultimately boosting conversions and achieving your marketing goals. This provides a valuable platform to connect with a receptive audience, establish brand awareness, and drive measurable results for your business.

sent to
over 13k
students

36%
open rate

600px x 600px
e-newsletter

(PNG/JPEG/GIF) + URL

£300
per advert



digital media

instagram

Instagram stories provide interactive features such as swipe-up links, polls, and quizzes, enabling users to engage directly with your brand and take immediate action. This interactivity fosters deeper connections and encourages user participation, increasing brand engagement and generating valuable leads.



over 1.2k
views

over 12k
followers

£250
story
advert

£550
reel
advert

1080px x
1920px
instagram
story

A photograph of a shop window display featuring a wavy-edged awning and several bags with the 'KENT UNION' logo and the website 'KENTUNION.CO.UK'.

brand activation

A photograph of a shop window display with clothing racks, a 'KENT UNION' bag, and a sign for 'Tote Bag £25 KENTCLOTHING'.

 **SU Network**

brand activation

promo stalls

Brand activations provide an opportunity to generate buzz and create a viral effect through having a physical presence on campus which can then be seen through social media and be spread through word-of-mouth.

**3k footfall
per day**

**brand
activation**

from £600
depending on size
and capacity

**promo
stall**

from £250
one standard
table size located on
the main plaza





print media



print media

Inquire newspaper

Inquire is our on campus student publication. It is written by students, for students. Opportunities include contributing to content, or purchasing half page or full page adverts. This will allow you to reach the students that work hard in producing this content.



2,000
copies

£250
per issue

274mm x 164mm
half page ad



connecting you to students

print media

posters & leaflets

Advertising on posters allows businesses to target a specific audience, benefit from high visibility, leverage an engaged community, maintain cost-effectiveness, build long-term brand recognition, and explore potential partnerships.

posters

from £300
per month

£600
per term

£1,500
for the
year



leaflets

£250 for 1,000
per month

Flyers distributed
across tables
in campus



testimonials



SU Network

testimonials

our clients



“I have now been working with SU Network for 5 years and in terms of a working partnership, I don't think I can think of another one that has given us so much success.

The team give us access to several universities, without the partnership with SU Network we wouldn't have been able to build the amazing relationships we now have with these universities

They are also extremely easy to work with and enjoy getting to know your business, which always helps when someone is managing your advertising budget. Thank you to the team and we look forward to working with you more”

**Chris Bazen –
Spaceways Storage**





opportunities



SU Network

opportunities

club sponsorship

team kent

Opportunity to sponsor a sports team, there are 60 clubs, with the package suiting both you and the sports team. Opportunities can include access to activities fund, sponsoring a specific team and promotion of your brand throughout the club.



**Enquire for more details
on further opportunities**



varsity

The annual head-to-head friendly rivalry between University of Kent and Canterbury Christ Church University, with the event holding over 8,000 spectators and 60 fixtures per week. Opportunities can include promotion of your brand throughout the event series.

opportunities

event sponsorship

summer ball

As a final end of the year party, with over 4,000 students, you can sponsor the event which features live artists and entertainment.

awards night

Annual celebration of students' succession on campus, spreading your brand throughout the student community.



opportunities

venue hire & fundraising

venue hire

Kent Student's Union has a range of spaces available to hire, from Woody's bar, the Venue nightclub, to a radio studio. Whether it's a party or occasion, large scale activation or event, or for corporate purposes, we can offer the most suitable space, with additional packages including food and drink.

Get in touch to find out how we can cater to your requirements



fundraising

Fundraising campaigns may include special events or initiatives to generate excitement and participation. These can range from charity runs, auctions, to community engagement activities, partnerships with local businesses, or crowdfunding initiatives.

Enquire for more details on further opportunities

eighteen24

digital signage provider

Eighteen24 is the UK's leading on-campus digital signage provider. They offer the largest, premium D6 screens, exclusively across not just Kent SU, but also over 120 other campuses nationwide. Reach an audience of over 2 million Gen Z students – that's 70% of all university students! With over 20 years in the #1 spot, Eighteen24 (formerly Redbus Media) have built a reputation as the trusted SU media partner.

If you wish to book space on D6s at Kent SU or any other sites in their network, please contact kentsu@eighteen24.com.



contact

kentsu@eighteen24.com

Eighteen²⁴



contact us

email

hello@sunetwork.co.uk



call

01227 852801



visit

sunetwork.co.uk



linkedin

su-network



instagram

su_network



all prices quoted are excluding VAT

connecting you to students

