

# 26 ADVERTISING 27 PACK

Media Sales & Advertising Team  
Edge Hill Students' Union  
[SUmediasales@edgehill.ac.uk](mailto:SUmediasales@edgehill.ac.uk)





# EDGE HILL UNIVERSITY

Edge Hill University is an award-winning institution recognised nationally for its outstanding student experience, high-quality facilities, and strong graduate outcomes. Named University of the Year for Student Experience in the Daily Mail University Guide 2026, Edge Hill is known for creating a supportive and vibrant environment where students live, study, and socialise on a 160 acre modern campus. Edge Hill is located between Manchester and Liverpool

The university has also received international recognition at the Global Student Living Awards, winning Best Moving-In Experience, while its beautiful campus has held the Green Flag Award for 14 consecutive years, reflecting the quality of its environment and facilities. Edge Hill is also ranked Top 10 in the UK for Employability by Uni Compare and Top 20 in the UK for University Facilities at the Whatuni Student Choice Awards, highlighting the strong student experience offered across campus.

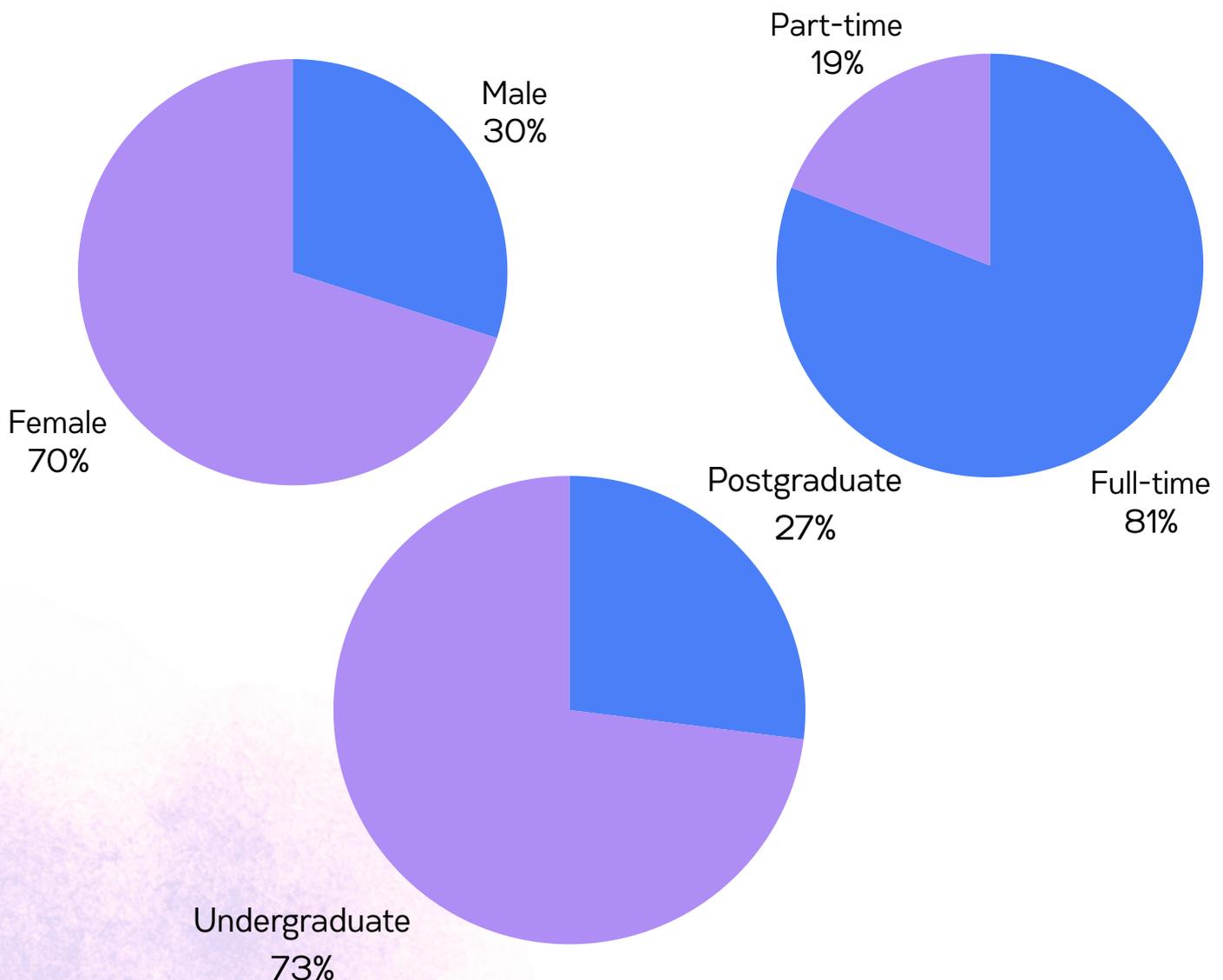
With around 14,000 students, Edge Hill provides organisations with access to a large and engaged student audience. Our students represent the future leaders, thinkers and consumers of tomorrow, making them an ideal audience for brands looking to build awareness, create meaningful engagement, and establish long-term relationships with the next generation of consumers.



# STATS & FIGURES

Edge Hill University has a vibrant and engaged student population of around 14,000 students, creating a large and active audience for on-campus communication and advertising. Students live, study, and socialise within the campus environment.

The university also offers over 2,500 rooms in on-campus accommodation, meaning thousands of students live directly within the university grounds. This provides consistent daily exposure to advertisement and activations on campus.





# OUR SOCIALS

Partnering with us gives your organisation direct access to a highly engaged student audience through our growing social media presence. Our platforms are used daily by students to discover events, stay updated with campus life, and engage with content that reflects their university experience.

Through our channels, brands can reach students in an authentic and impactful way. We regularly promote events, activations, and student opportunities across our social media, allowing partners to benefit from targeted promotion, branded content, and increased digital visibility.

Our social media platforms reach over 25,000 followers across Instagram, Facebook and TikTok, allowing brands to connect with students both on campus and online through targeted promotion, digital campaigns and event coverage.

 **Post impressions**

**3,539,783**  
impressions

August 2024 - July 2025



# FRESHERS' WEEK

Freshers' Week is designed to set the foundations for student life at Edge Hill University. It brings thousands of new and returning students together through events, activities, and experiences across campus. This period is when students are most open to discovering new brands, services, and opportunities that can support their university lifestyle.

Research from UCAS suggests students can spend up to around £350 during Freshers' Week on activities, events, and experiences. With around 14,000 students at Edge Hill University, Freshers' Week provides organisations with a valuable opportunity to engage directly with a large and highly active student audience through on-site activations, brand experiences, and event partnerships.

Get in touch to find out more about prices and packages available - [SUmediasales@edgehill.ac.uk](mailto:SUmediasales@edgehill.ac.uk)



# »»» FRESHERS' WEEK 2025 »»»

During Freshers' Week 2025 we had over 80 activations from sports teams and local businesses to charities and national brands. With over 3500 attending students and queues across central campus, it was the place to be. But don't just take our word for it, see the video below



# MONDAY MARKET



Market Monday is a bi-weekly opportunity for organisations and brands to connect directly with students on campus. It allows businesses to showcase products, services, and offers while engaging face-to-face with the student community.

Market Monday offers an affordable and effective way to promote your brand, distribute samples, run activations, and build awareness among thousands of students.



# MONDAY MARKET



# PACKAGES

Gold Package	Double Stall/Boulevard - Freshers Fair
	Double Stall/Boulevard - Welcome Back Fair
	Wall Planner Ad
	Leaflet/Sample/Voucher Insert
	Brand on tote bags
	Bar EPOS screens - September 26 - August 27
	2 additional on-site activations
	Web Banner - Till March
Instagram or Facebook story posts = 10 in total	
Silver Package	Double Stall/Boulevard - Freshers Fair
	Double Stall/Boulevard - Welcome Back Fair
	Leaflet/Sample/Voucher Insert
	Wall Planner Ad
	Bar EPOS screens - September 26 - March 27
	1 additional on-site activation
Web Banner - Till December	
Instagram or Facebook story posts = 5 in total	
Bronze Package	Single Stall - Freshers Fair
	Single Stall - Welcome Back Fair
	Wall Planner Ad
	Bar EPOS screens - September 26 - December 26
	1 additional on-site activation
	Instagram or Facebook story posts = 3 in total

£6000

£4500

£3000

PRICES EXCLUDE VAT





# FRESHERS' WEEK ADVERTISING

## FRESHERS' WEEK BAGS

Hit the ground running by advertising with our branded bags given out during Freshers' Fair. These reusable bags contain information, vouchers and freebies for students to enjoy. There are opportunities to have inserts within these bags or to have your own logo on the bags themselves. With students turning greener, you should see them throughout the year being re-used on campus and surrounding areas.

<b>OPPORTUNITY</b>	<b>PRICE</b>
<b>LOGO BRANDING ON BAGS</b>	<b>£900.00</b>
<b>INSERT IN BAGS LEAFLETS/SAMPLES/VOUCHERS</b>	<b>£450.00</b>
<b>ADVERT ON WALL PLANNER</b>	<b>£450.00</b>

PRICES EXCLUDE VAT





# SOCIAL MEDIA

With over 25,000 followers on our socials and over 3.5 million impressions between August 2024 to July 2025, its a great place to promote your brand.

<b>OPPORTUNITY</b>	<b>1 POST</b> ON ONE PLATFORM	<b>3 POSTS</b> ON ONE PLATFORM	<b>5 POSTS</b> ON ONE PLATFORM
<b>FRESHERS GROUP POST FACEBOOK</b>	<b>£200</b>	<b>£450</b>	<b>-</b>
<b>TIMELINE/REELS POST TIKTOK/ INSTAGRAM/ FACEBOOK</b>	<b>£150</b>	<b>£330</b>	<b>£525</b>
<b>STORY POST INSTAGRAM/ FACEBOOK</b>	<b>£100</b>	<b>£225</b>	<b>£350</b>

PRICES EXCLUDE VAT





# OTHER

With a busy calendar of events, including social events and fundraisers, and as a popular hub for students to socialise, the SU provides an excellent opportunity for advertising.

<b>OPPORTUNITY</b>	<b>1 MONTH</b>	<b>3 MONTHS</b>	<b>12 MONTHS</b>
<b>EPOS SCREENS OR WEBSITE BANNER</b>	<b>£200</b>	<b>£500</b>	<b>£1600</b>
<b>A1 POSTER X1 OR A3 POSTER X 2 - TOILETS</b>	<b>£150</b>	<b>£375</b>	<b>£1300</b>
<b>UNIFORM</b>	<b>-</b>	<b>-</b>	<b>£2000</b>

PRICES EXCLUDE VAT





# GET IN TOUCH

If you're interested in partnering with us, booking a space, or running an on-campus activation, we'd love to hear from you. Our team is happy to discuss opportunities that help your organisation connect with the student community at Edge Hill University.

We offer a range of opportunities including Freshers' Fair partnerships, Market Monday stalls, generic bookings for promotional space, and on-campus activations.

Whether you're looking to promote a service, launch a product, distribute samples, advertise accommodation, or engage students through interactive experiences, we can help create a package that suits your goals.

To find out more, discuss availability, or secure your space, please get in touch with our team today. - [SUmediasales@edgehill.ac.uk](mailto:SUmediasales@edgehill.ac.uk)

