

# MEDIA PACK

2025

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MAKE YOUR  
mark.

## ABOUT *us*

We are Imprinted, a specialist agency helping Students' Unions unlock new revenue through social media sales, national brand partnerships, and smarter commercial operations. Brought to you by Imperial College Union.

Our mission? To keep every pound generated within the student movement - funding vital services for students. We combine commercial expertise with a not-for-profit mindset, delivering high-impact campaigns, centralised booking, and in full financial transparency.

Imperial College London is unique. It is unlikely any other university in the country. It is the #1 university in the UK and Europe, and ranked 2nd in the world. It is home to the greatest concentration of high-impact research of any major UK university. It is also the only university in the UK focusing exclusively on STEM (science, technology, engineering, mathematics) as well as medicine and business.

**1st**  
in the UK &  
Europe

**2nd**  
in the world

# OUR *partners*

MAKE YOUR  
mark



# STATS

Every Imperial College student automatically becomes a member of the union. Therefore, endless opportunities for you to elevate your brand through a range of advertising opportunities.

Over  
**10,000**  
students at our  
Welcome Fair

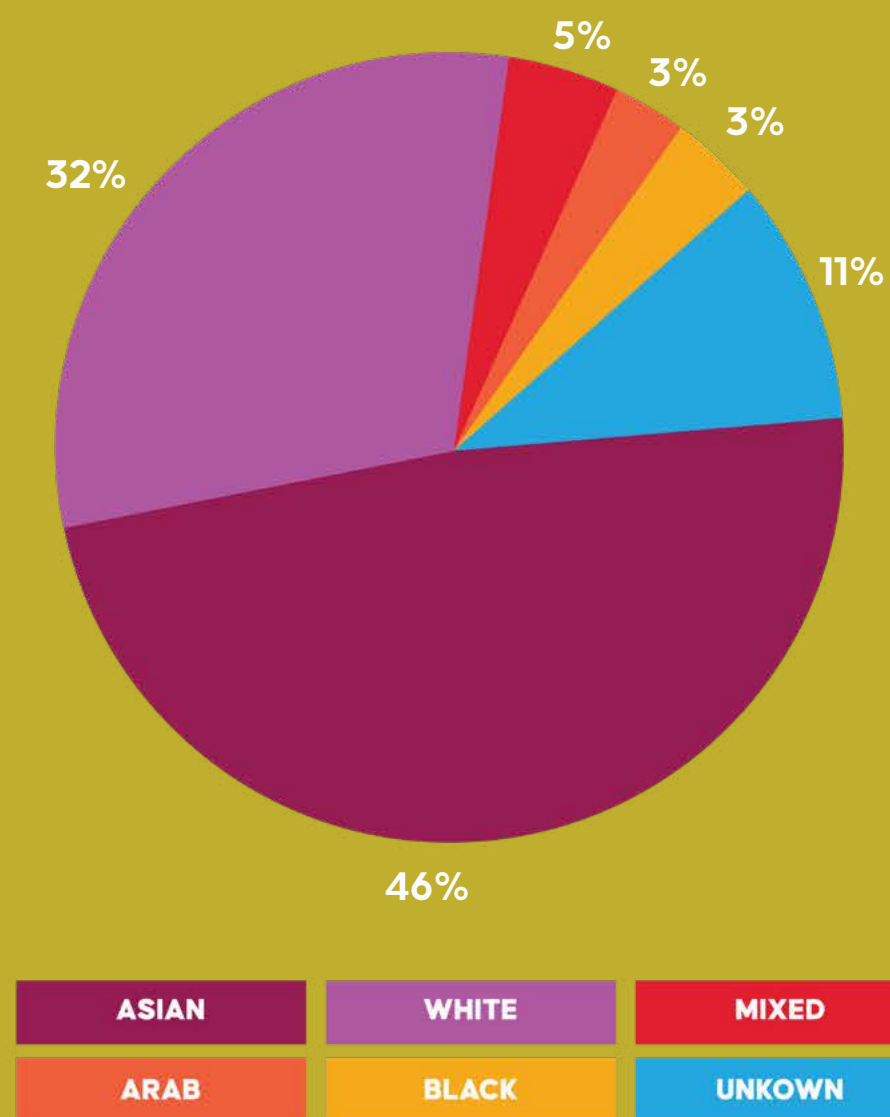
Over  
**100**  
brands we work with

Over  
**24,000**  
students at Imperial  
College Union

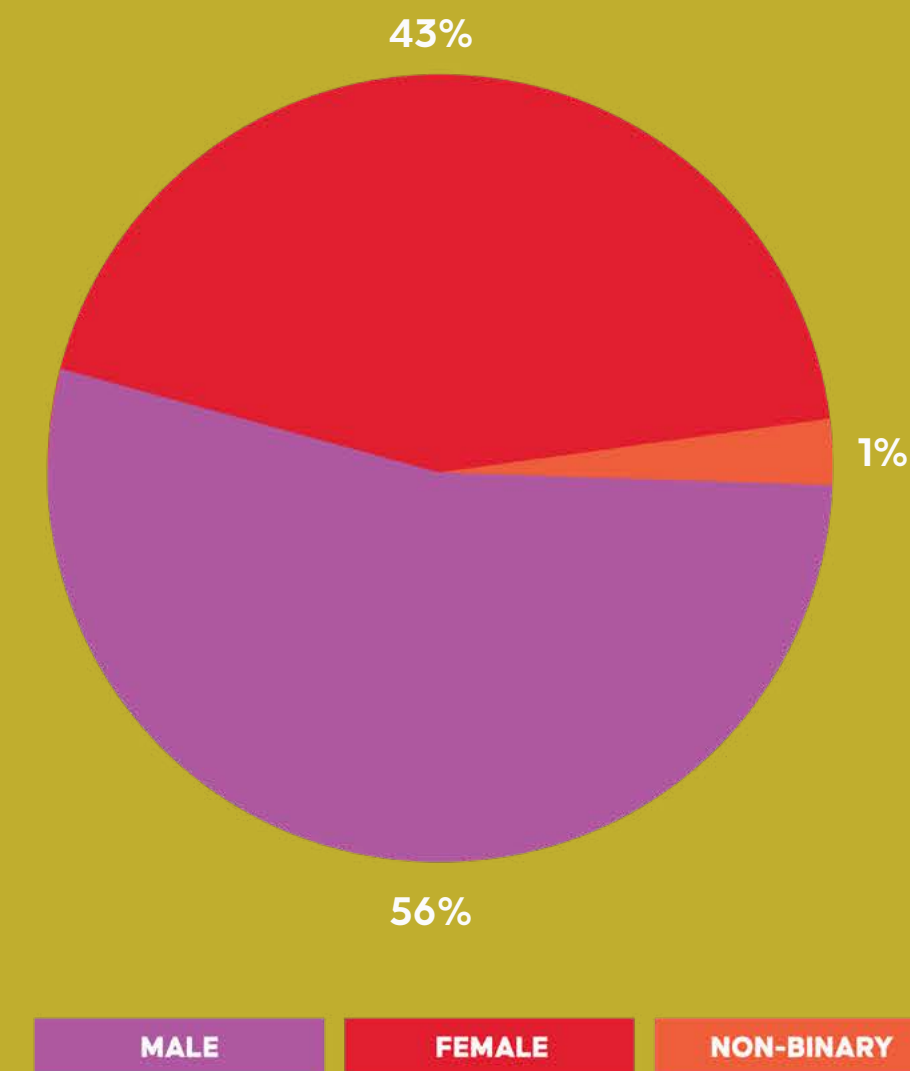
# AUDIENCE *insights*

Here's a breakdown of our student community, whether it be targeted marketing or a campaign for everyone, we can do it all!

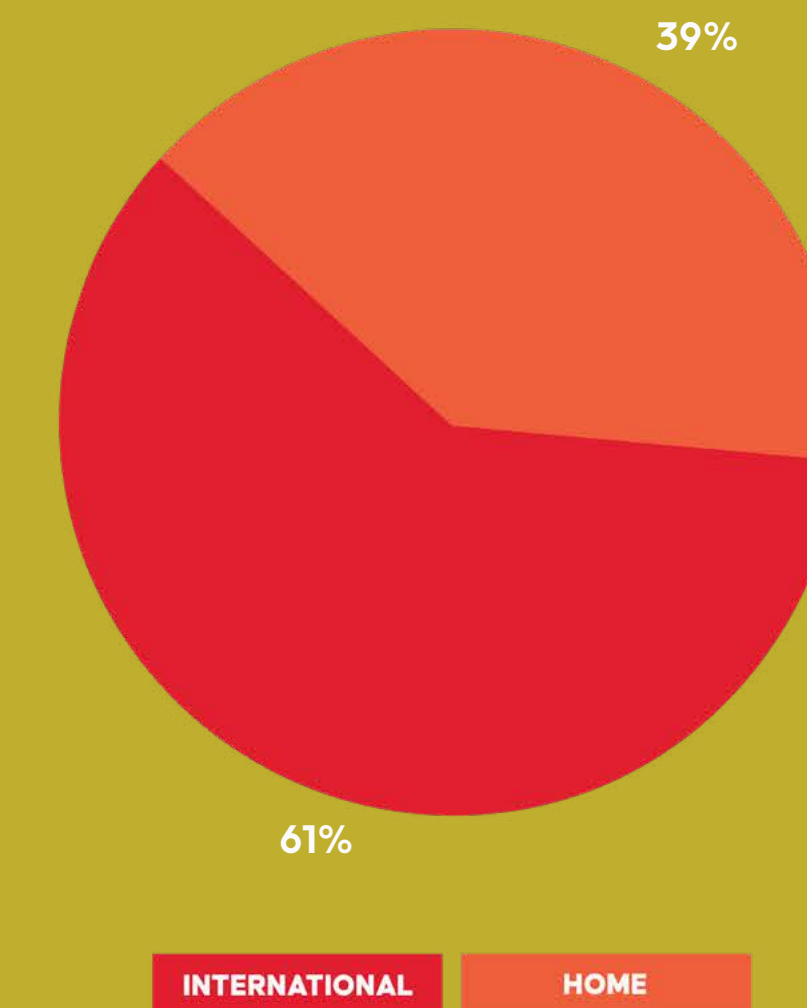
### ETHNICITY



### GENDER



### TYPE OF STUDENT





# WELCOME *Fair*

Position Your Brand at the heart of Imperial College London.

Connect with over 10,000 students at our flagship two-day Welcome Fair on 30th September & 1st October – a standout opportunity to make a lasting impact at one of the world's leading universities.

Join a curated mix of national brands, local businesses, and student-led groups during the most anticipated week of the year. Extend your reach with high-impact advertising options throughout Welcome Week.

Spaces are limited – secure your place today and start building meaningful brand connections at Imperial.

over  
**10,000**  
students

Day 1 on  
**30th**  
September

Day 2 on  
**1st**  
October

# PRICING

# WELCOME WEEK *marketing*

CHARITY	STANDARD	PREMIUM	PREMIUM PACKAGE
1 Day	1 Day	1 Day	From <b>£2,600</b>
<b>£700</b>	<b>£1,400</b>	<b>£2,300</b>	<i>This includes a space from 12ft and Welcome advertising of your choice</i>
2 Day	2 Day	2 Day	
<b>£900</b>	<b>£1,800</b>	<b>£2,600</b>	
<i>This includes a 6ft trestle table</i>	<i>This includes a 6ft trestle table</i>	<i>This includes a 12ft trestle table</i>	

Our premium packages can include a range of marketing as per below:

- Student handbook advert ————— **£700**
- Wall planner advert ————— **£700**
- Till screen advert ————— **£300**
- Web square ————— **£300**

Premium Package from **£2,000**

MAKE YOUR *mark*



# DIGITAL *ads*

## DIGITAL *screens*

6 Digital Screens

Benefits of a digital screen:

- INCREASED VISIBILITY
- INCREASED BRAND AWARENESS
- DYNAMIC CONTENT
- TARGETED TO STUDENTS
- ELEVATED ENGAGEMENT

**2K FOOTFALL  
PER DAY**

From  
**£500**

**£900**  
per term

1080px  
x  
1920px

# WEB *square*

## Benefits of a web square:

- 1.1 MILLION UNIQUE VISITORS
- 4.3 MILLION WEBSITE VISITS
- TRUSTED BRAND RECOGNITION
- BRAND EXPOSURE



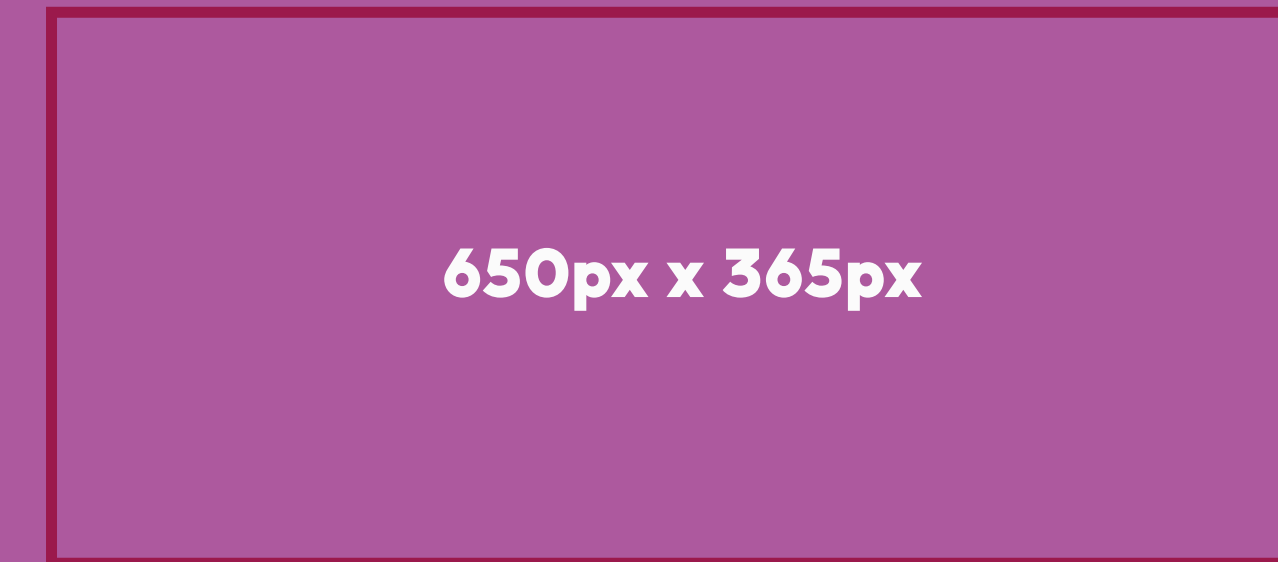
1.1M  


# E-NEWSLETTER

An e-newsletter advert is a promotional placement within an electronic newsletter. These newsletters often contain key information for students, with your advert and URL link included.

## Benefits:

- WIDE REACH - OVER 33K STUDENTS
- 35% OPEN RATE
- MEASURABLE RESULTS
- INSTANT DELIVERY





# SOCIAL *media*

Imperial students are highly engaged online and our social media channels reflect this, with over 40,000 followers combined across our channels. A post to one of our channels is a great cost-effective way to put your message out to our students.

We offer posts and stories on Instagram, X and Facebook.

**f** **17k followers**  
specs: (up to 75 words + URL link)

**ig** **17k followers**  
specs: (1080px X 1920px)

**x** **9k followers**  
specs: (up to 75 words + URL link)

**40K +  
FOLLOWERS**

**£200  
per post**

**£250  
per story**

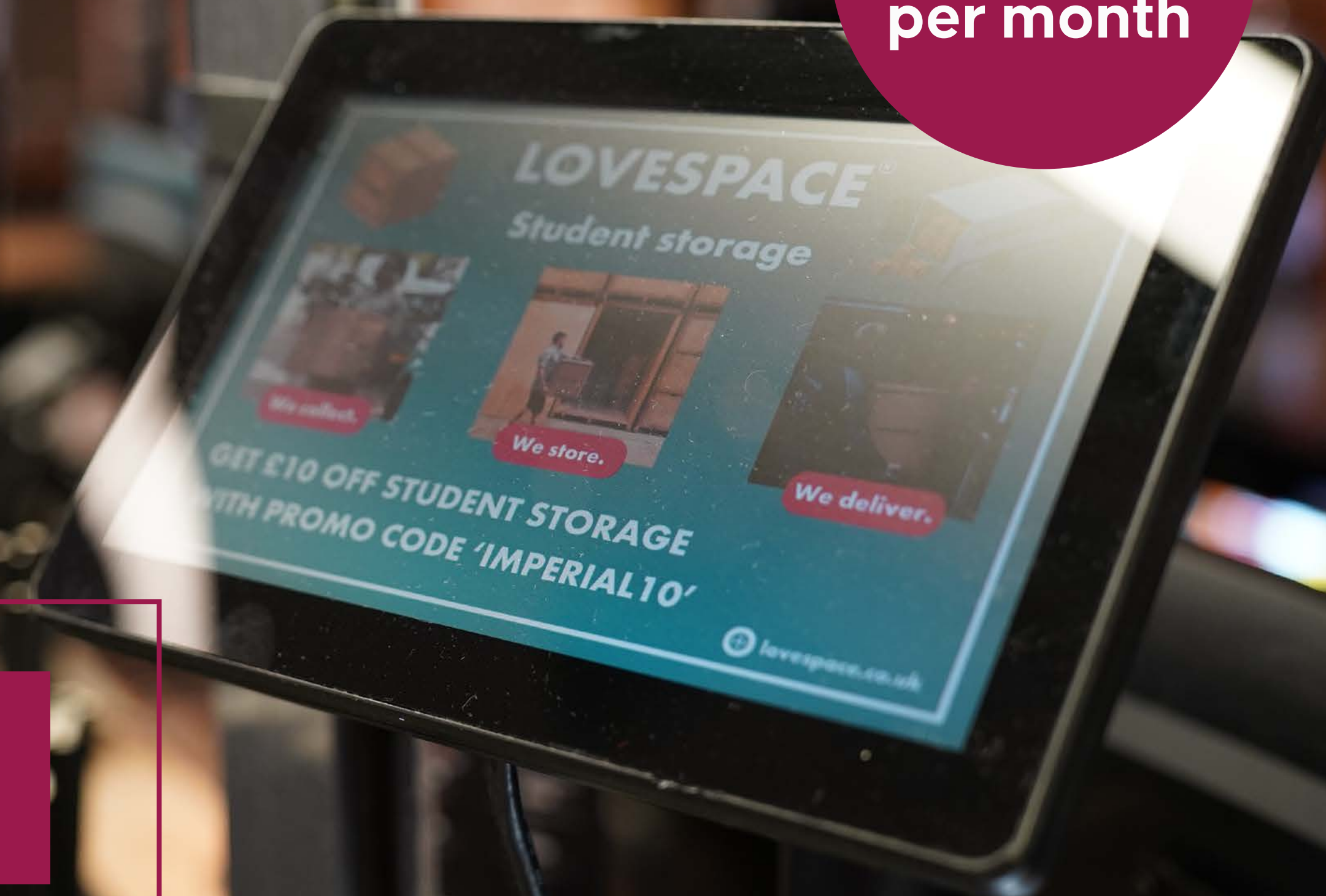
**£150  
per post**

# TILL SCREEN *ads*

Till screen ads can promote a variety of messages, such as special offers, upcoming events, new products, or services, making them an effective tool for reaching students at a key point of their purchasing experience.

**£500  
per month**

**1280px  
x  
847px**



# BRAND

# activation



## BRAND *activation*

Come and do a pop-up on campus and engage with our students in person. This is a great way to raise brand awareness and create mailing lists, generate lead, and build genuine connections.

A brand activation like this allows students to experience your brand firsthand - whether through product sampling, competitions, giveaways, or creative experiences - leading to stronger brand recall and positive associations that go beyond traditional advertising.

**3k**  
footfall per  
day

From  
**£500**

# SUMMER *Ball*

over  
**3000**  
tickets sold

# SUMMER *Ball*

The Imperial College Summer Ball is the biggest event of the year. It takes place on the Queen's Lawn, the most central point of our South Kensington campus. This year, our event will take place on Saturday 21st June.

Our festival has **SOLD OUT** with 3000 students, a mixture of graduating students but also returning students, making it a great opportunity to introduce trends for the following year. The entertainment is a blend of professional acts and student performances. We also offer a variety of experiential entertainment, such as fairground rides, bingo, photo booth and walkaround acts.

We offer our partners a range of sponsorship packages, from supporting with structures and equipment to our Headline Sponsor, which includes year-round benefits.

From  
**£1000**

MAKE  
YOUR  
MARK

# CONTACT *us*

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