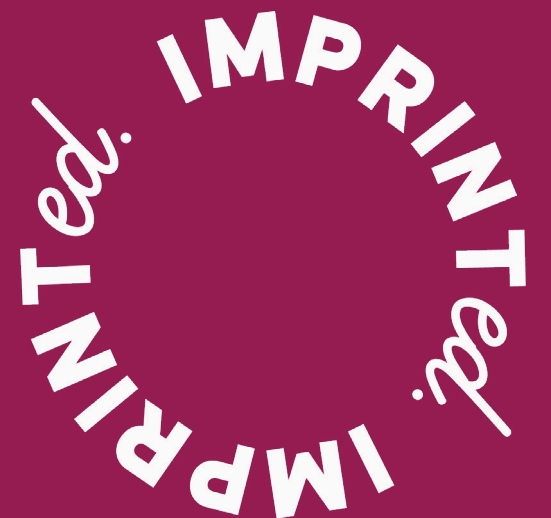
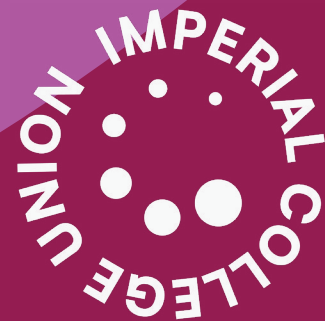


MEDIA PACK

2025

kclsu
Our Students' Union



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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.

King's College London is a world-renowned institution with a vibrant community of 42,736 students representing over 160 countries. Offering more than 190 undergraduate programmes and over 350 postgraduate taught programmes, King's provides a diverse and dynamic academic environment. As the second largest university in London, it plays a central role in the city's educational and cultural landscape.

**Students
from over**

160
countries

2nd
**largest London
university**

STATS

Every King's student automatically becomes a member of KCLSU. This provides endless opportunities for you to elevate your brand through a range of advertising opportunities.

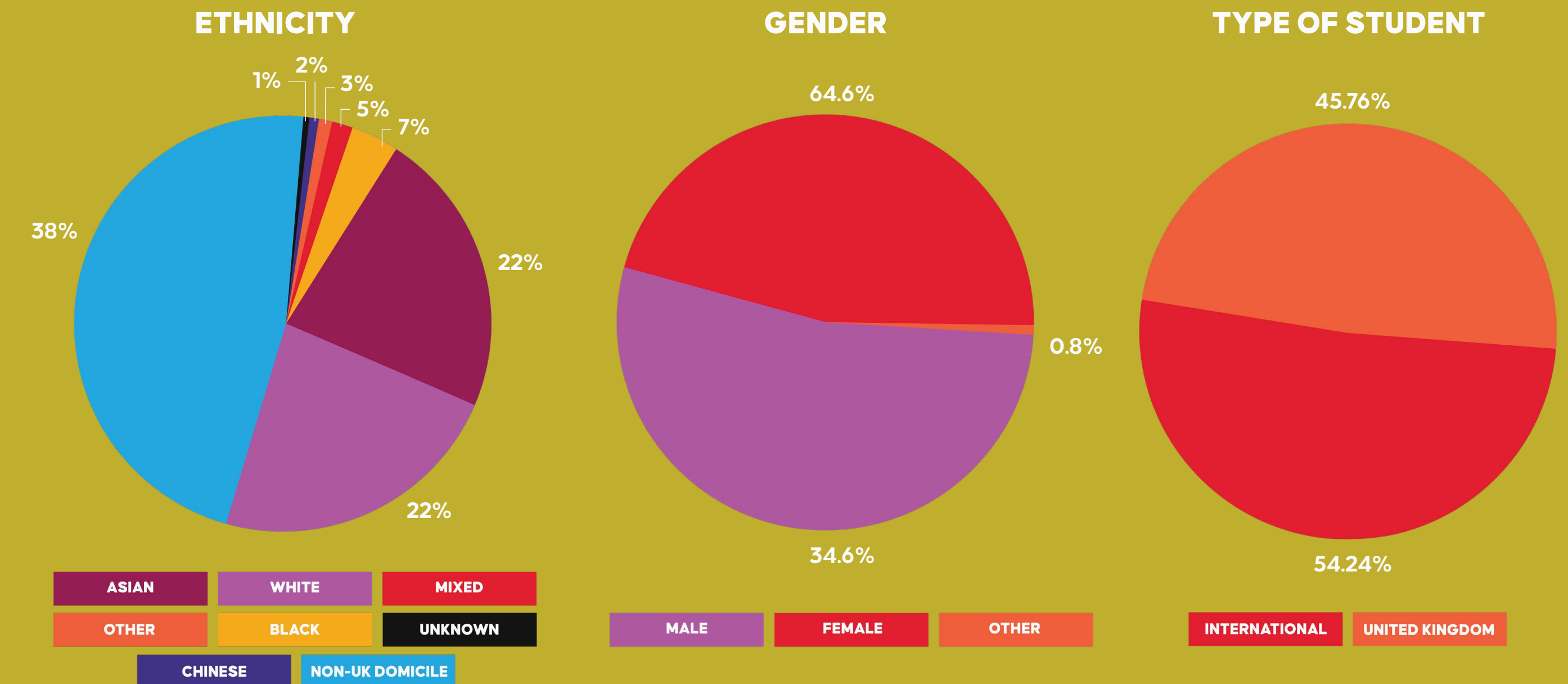
Over
10,000
students at our
Welcome Fair

Over
100
brands we work with

Over
42,000
students at King's
College London

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!





WELCOME *Fair*

Showcase Your Brand at King's College London Students' Union.

Engage with over 10,000 students at our major Welcome Fair on 22nd September, running from 10am to 8pm at the Old Billingsgate, London. It's an incredible chance to connect with a vibrant and diverse student audience at one of the UK's leading universities.

You'll be alongside a dynamic mix of national names, local favourites, and student-led initiatives during one of the biggest student events of the year. Plus, take advantage of additional advertising opportunities throughout Welcome Week to maximise your brand exposure.

Opportunities are limited – reserve your space now to be part of the Welcome Fair at King's.

over
10,000
students

Day 1 on
22
September

PRICING

CHARITY	LOCAL	STANDARD	PREMIUM
1 Day	1 Day	1 Day	1 Day
£700	£900	£1,400	£2,000
This includes a 6ft trestle table	This includes a 6ft trestle table	This includes a 6ft trestle table	This includes a 12ft trestle table

PREMIUM PACKAGE
From £2,300
This includes a space from 12ft and Welcome advertising of your choice

WELCOME WEEK *marketing*

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

Goody Bag Insert	£500
We're producing up to 10,000 goody bags for Welcome Fair – always in high demand. Make sure your brand stands out by including a flyer or a product sample.	
Student Handbook advert	£600
Wall Planner Advert	£600
Web Square	£300
Headline Sponsor	From £3000
Exclusive naming right of the whole event 'KCLSU Welcome Fair brought to you by...' This includes a premium stall, logo on all graphics, and digital advertising.	
Premium Package	From £2,300

MAKE YOUR MARK

DIGITAL *ads*

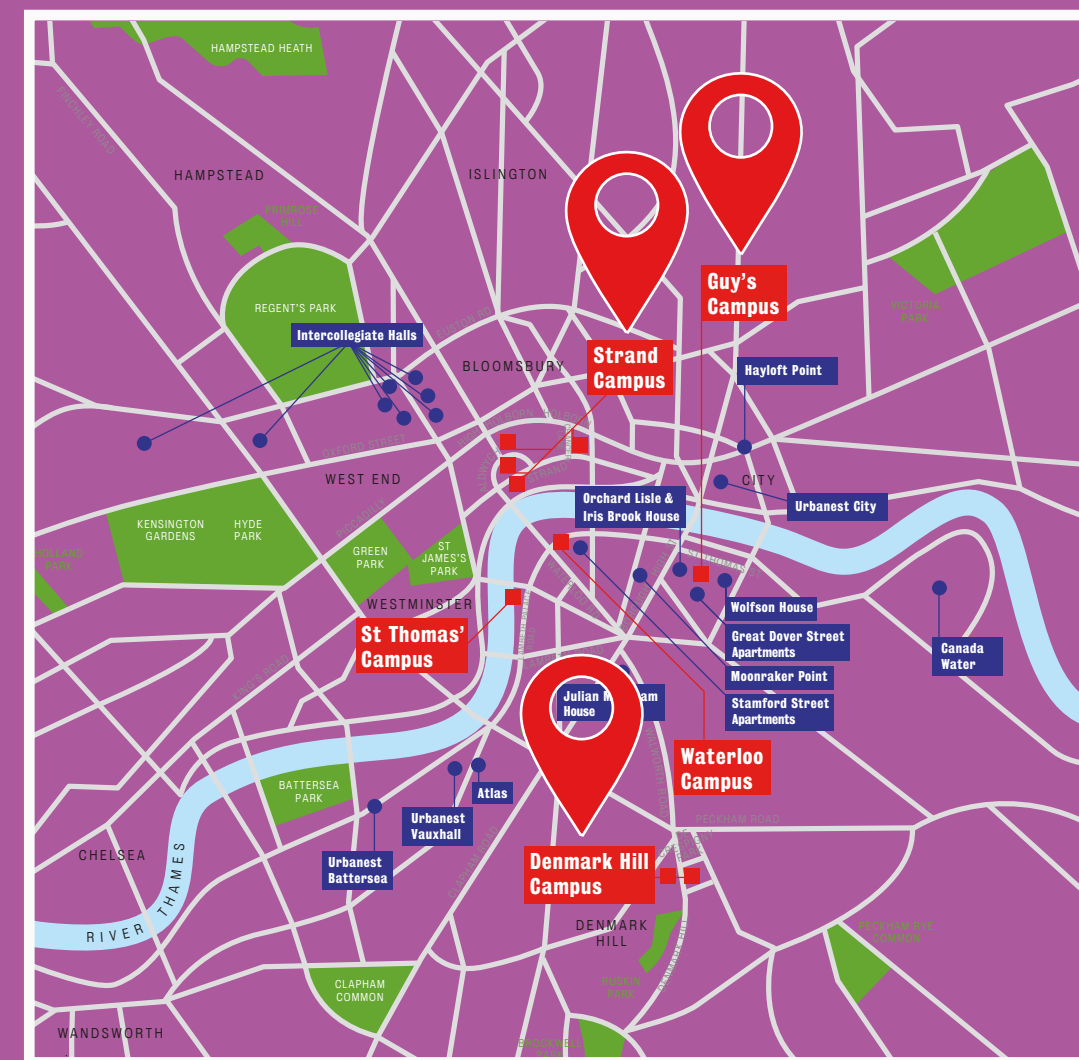


DIGITAL *screens*

15 Digital Screens

Locations:

- 10 screens across Bush House
- 4 screens across Guys Campus
- 1 screen in Denmark Hill



From
£600
per month

£900
per term

1920px
x
1080px

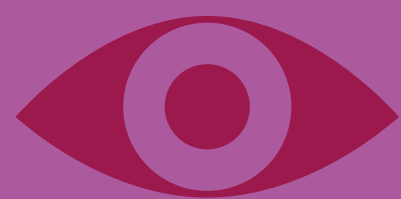
WEB *banner*

Benefits of a web banner:

- 71k views in one month
- Feature on 5 popular web pages which includes our homepage, events page, student login page, activities page and our online shop
- Trusted Brand Recognition
- Brand Exposure

£600
per month

£900
per term


5M
views per year

1200px
x
400px

STUDENT *deals*

Advertise your offer on our Student Deals page, and boost visibility by featuring as a headline deal with an interactive countdown timer showing exactly when your offer ends.

Benefits of student deals:

- Direct Access to Students
- Boosted Sales
- High Engagement

1280px
x
680px

£500
per month

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 60k students
- 25% Open Rate
- Measurable Results
- Instant Delivery

**600px
x
200px**

**£650
per month**

SOLUS *emails*

Reach over 6,500 students directly with your own branded solus email – delivered to a highly engaged audience with a proven high open rate.

Benefits of a Solus Email:

- Undivided Attention
- Highly Targeted Reach
- High Engagement Rates
- Strong Brand Visibility

Specs are through your own
HTML code format.

**£600
per month**

SOCIAL *media*

King's students are highly engaged online and our social media channels reflect this, with over 43,000 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 and Tik Tok.

40K+ FOLLOWERS



19k followers

specs: (1080px X 1920px)

**£200
per story**



1k followers

specs: (1080px X 1920px)

**£150
per post**

OUR *partners*



Deloitte.



QATAR
AIRWAYS القطرية



JOHN LEWIS
& PARTNERS

**Umberto
Giannini**

B B C

AlphaSights

itv

POPWORKS



the
gym.

Handshake



scape



Specsavers

collect+
parcels made easy



NeoTaste



★ **RATEMY
PLACEMENT**

LOVESPACE®



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 leads, 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



OTHER *opportunities*

AWARDS NIGHT

The KCLSU Awards takes place in May and celebrates students who've made outstanding contributions to the King's community. This highly anticipated event features a formal dinner and ceremony, offering a unique chance to engage with our most active and influential students at a time of celebration.

VARSIITY

Varsity takes place in March and is an eight-day sporting showdown between King's and UCL, ending with the iconic rugby final at Allianz Park. It's an exciting and much-loved King's tradition.

ONE WORLD

One World celebrates King's rich cultural diversity through a series of popular events, including the standout Culture Kitchen, where international students share dishes from home. It's a growing favourite in the KCLSU calendar and a great opportunity that you could be a part of.

MACADAM CUP

The Macadam Cup is a lively one-day sports event between KCL and GKT clubs, held each spring at Honor Oak Sports Ground. It's packed with matches, activities, and prime branding and media opportunities.

MAKE
YOUR
mark
20

CONTACT *us*

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☎ | 07701210692

