



LSE STUDENTS' UNION

Media Pack

welcome To LSESU

With over 12,000 students, London School of Economics (LSE) is one of the world's leading academic institutions.

The LSE Students' Union has a direct connection with this uniquely cosmopolitan student body and we offer a wide array of advertising, sponsorship and collaboration opportunities throughout the entire year which you can use to reach them.

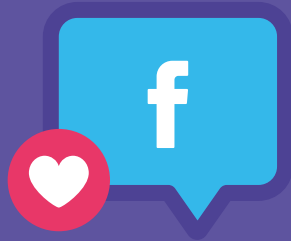
12,000+
students

54%
are international

Over
150
countries
represented on campus

DIGITAL opportunities

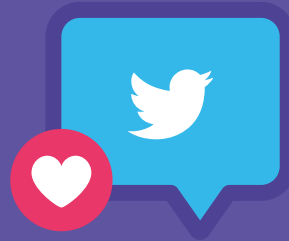
Take advantage of our popular and highly active social media channels through individual or cross-platform marketing to ensure you promote your organisation efficiently and effectively.



23,000+

Followers

£200+ VAT per post



18,500+

Followers

£100+ VAT per post



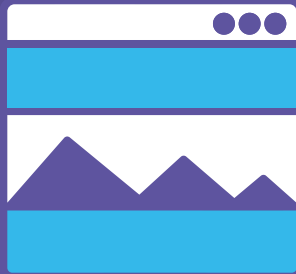
7,500+

Followers

£100+ VAT per story

We provide discounts to selected organisations such as not-for-profits, local independent retailers and certified B-corps. Contact us at advertise@lsesu.com to find out more.

Web Banner



20,000+
avg. visitors per month

LSESU.com is the online hub for students. It contains the latest information for students on news, events, societies and activities within the Students' Union and LSE. Each year our website has in excess of over 230,000 visitors, making the web banner a great tool for exposure and click-through. The web banner can be placed on various pages on our website, including the homepage.



2 weeks: £250 + VAT

1 month: £450 + VAT

E-Newsletter



12,000+
students subscribed

Feature in our weekly e-newsletter sent directly to 12,000+ students, with higher-than-average industry standard open rates. We tailor your promotions to work with our content strategy, so you achieve the best results, and our students get the information they need.

The newsletter updates students on the latest events, opportunities, news and special offers they should take advantage of, providing a great way for organisations to obtain maximum awareness and engagement.

Newsletter feature: £350 + VAT



THE Beaver

The Beaver is an institution among members of the LSE community and is read by more than 12,000 students, staff, alumni, visitors and professionals. The paper is produced by current LSE students and published weekly during term time, both in print and online.

With 21 issues printed in the academic year, there is no better way to reach LSE students than by advertising in their treasured newspaper, The Beaver.



LSESU's Student
Newspaper since

1949

The Beaver Online

www.beaveronline.co.uk

In addition to the published newspaper, The Beaver has a dedicated website which reports on all the latest global and LSE news, including comments, features, arts and culture reviews, and sports and entertainment articles.

Please note, The Beaver does not accept guest posts from advertisers or contributors not related to the LSE community.

For more information, please refer to The Beaver's media pack.

ON-SITE opportunities

The perfect opportunity to speak directly with LSE students and get your organisation promoted on campus, through both indoor and outdoor spaces with high footfall and engagement. We've worked with clients such as Uber Eats, Amazon, Ribena and YouTube Premium, to name a few!

Not sure how our on-site promotions could benefit your brand? Reach out to us and we'll explain the best way to market your brand on campus in the most cost-effective way.



OUTDOOR SPACE SHEFFIELD STREET

Occupying a space directly outside our student union building!



PROMO SPACE 1ST FLOOR

Located on the first floor, this space obtains footfall from busy staircases and from our students visiting the café.

FLYERS

Staff from your organisation handing out flyers on-site, or alternatively storing your flyers across our student union building for students to pick up.



Storing flyers:

£200 + VAT per 1,000 flyers

Your staff handing out flyers:

£350 + VAT



POSTERS

Placed throughout our student union building on staircases, lift shafts and 3rd floor reception desk.



FROM £10 + VAT
per poster, per week.
Specification: A3, A2



We're always open to new and exciting ways for brands to market their products or services to our students. So if you'd like to try something different, let us know and we'll find the best rates for you.

ON-SITE opportunities

SPONSORSHIP opportunities

With so much going on throughout the year, from Welcome Fairs to Summer Balls, there is ample opportunity for organisations to get involved!

Get in touch with us at advertise@llesu.com to find out how your organisation can sponsor our upcoming events and activities.





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