



MARKETING PACK 2025

QMU Students' Union
Queen Margaret Drive
Musselburgh EH21 6UU
www.qmusu.org.uk

Everything you need to know about
opportunities to target our students



For advice or further
information on media types,
custom deals or packages,
please email
union@qmu.ac.uk

www.qmusu.org.uk

WHY WORK WITH US

Queen Margaret University is a small university with a compact and thriving community of international students. Because we are not large, we can be closer to our students.

The Students' Union is the hub of the activity at our campus just outside Edinburgh, with hundreds of students passing through our doors everyday.

This marketing pack details effective ways to market your company to our students. We are a great place to promote your business to thousands of students.

Here at QMUSU we understand that it's important that you get the most out of your investment.

That's why we always endeavour to actively work with you, building the package that best suits your needs.

You can find a link to our order form at the end of this pack.

Please don't hesitate to contact us if you have any questions.

As a student-led and student-centred registered Scottish charity (SC012608), all money that we generate from marketing and advertising goes to ensure that students have the best university experience while studying at Queen Margaret University.



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YEAR WALL PLANNER

Reach out to new students starting university life and to returning students

Reach thousands of university students with our premium Yearly Wall Planner, a must-have for students to plan their academic year.

Distributed at the start of the academic term, this A2 size planner provides year-round exposure to your brand in student bedrooms, common areas, and study spaces.

[Click to see an example.](#)

Why advertise?

- High engagement: distributed directly to students during Welcome Week.
- Year-round exposure: your brand stays in sight for 12 months.
- Direct access to students: engage with a highly sought-after demographic.
- Exclusive limited spaces: ensure premium placement with limited advertising spaces.

Key stats & audience

- Circulation: 2000+ copies distributed directly to students and to student halls.
- Target audience: university students (ages 18-24), highly engaged in campus life.
- Distribution points: Students' Union, accommodation halls and Welcome Week events.

RATES

Single space (79mm W x 66mm H) **£500+VAT**

Double space (158mm W x 66mm H) **£800+VAT**

Deadline for receiving artwork:
30 June 2025.

Please supply artwork in high-quality pdf.

For more information, please email: czani@qmu.ac.uk



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WELCOME NEWSLETTER BANNER

**Stand out in our exclusive Welcome Newsletter
and make a strong first impression!**

Featured in our highly anticipated Welcome Newsletter targeted at incoming students, making an immediate impact and ensuring strong engagement.

This special edition kicks off the academic year for new students and it is delivered around the end of August, giving your brand maximum visibility from the start!

Why advertise?

- Targeted audience: reach incoming students actively seeking deals and opportunities as they start their academic journey.
- Exceptional engagement: our Welcome Newsletter achieves an impressive over 85% opening rate and a 54% click per uniques opens, ensuring your brand captures the attention of engaged incoming students.

OPTIONS

- Top banner – premium placement at the very top of the Welcome Newsletter for maximum visibility.
- Footer banner – a strategic placement to ensure your brand stays visible.

RATES

Top banner	£800+VAT
Footer banner	£700+VAT

SPECS

- **File format:** PNG, JPEG, GIF
- **Dimensions:** 1200px (W) X 200px (H)
- **Deadline for receiving artwork:**
11 July 2025



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NEWSLETTER BANNER

Boost your brand with banner space in our newsletter – reach more, engage better

Placed in our widely-read newsletter, your ad will reach students directly, ensuring ongoing visibility and engagement.

Our newsletter is delivered monthly - September to May - straight to their inboxes, and it is a trusted source of news, events and opportunities, ensuring your brand gains maximum exposure.

Why advertise?

- Targeted audience: reach students actively looking for offers, services and opportunities.
- High engagement: our newsletter enjoys an average 38.5% opening rate and 6.9% clicks per unique opens.
- Year-round visibility: advertise at key times in the academic year for maximum impact.
- A discount is available for customers purchasing a banner slot for the full academic year.

OPTIONS

- Top banner – prime visibility at the top of the newsletter.
- Footer banner – a cost-effective option to keep your brand present.

RATES

Top banner	£400+VAT (per newsletter)
Footer banner	£350+VAT (per newsletter)

SPECS

- **File format:** PNG, JPEG, GIF
- **Dimensions:** 1200px (W) X 200px (H)
- **Deadline for receiving artwork:**
one month in advance



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TERMS & CONDITIONS

1. All advertisements, or other publicity as detailed, must be ordered in writing. Acceptance of all advertising and publicity is subject to availability.
2. The placement of an order does not convey the right of the advertiser to renew on similar terms.
3. All advertisements and promotions must comply with the British Code of Advertising Practice and Trade Description Act, and other such acts or regulations which may from time to time be forced to ensure advertising standards.
4. Any publicity or advertising submitted to The Students' Union QMU must not contain defamatory, fraudulent, misleading or false statements.
5. The advertiser warrants that any material included in their advertisement or publicity does not infringe or prejudice the moral rights, intellectual property or copyright of any third party.
6. The Students' Union QMU holds the right to refuse any advertiser not in keeping with The Students' Union QMU's policies or moral standpoint.
7. The Student' Union QMU reserves the right to refuse any ad which may bring The Students' Union QMU or Queen Margaret University into disrepute or which may conflict with The Students' Union QMU's interest.
8. By submitting the booking form you are entering into a contract with The Students' Union QMU whereby you agree to artwork being sent by deadlines. The Students' Union QMU is not liable for any late submissions and the advertiser is still liable to make payment.
9. Adverts won't be published unless full payment has been received by the deadlines specified on the purchase order.



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BOOKING

To book any of the marketing detailed in this guide, please click [here](#) to access the booking form.

Once received, we'll process your order and send you a purchase order so that you can proceed with your selected method of payment.

Any order is subject to approval and receipt of full payment.