THE STUDENTS' UNION
QUEEN MARGARET UNIVERSITY
EDINBURGH

MARKETING PACK 2026-27

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

Everything you need to know about opportunities to target our students

QMUSU

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

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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.

Place your brand or service in front of over 6,500+ engaged students.

QMU KEY DATES

Arrivals Weekend	1 -6 September
Welcome Week Events	7-18 September
Freebies Fair	15 September
Revision Week/Exams	7-14 December
Winter Holiday	23 Dec– 5 Jan
Refreshers Week	18-25 January
Varsity	March TBC
STaR Awards (Teaching & Representation)	9March TBC
Grand Ball (Sports & Societies)	31 March

QMU STUDENT BODY

73%	Undergraduate
27%	Postgraduate
80%	UK
7%	EU
13%	International
18-21 41%	
22-25 25%	
26 or over	34%
75%	Female
24%	Male
1%	Other

We can offer you tailored digital and onsite promotions to help you reach out to the Edinburgh student market.

Please don't hesitate to contact us if you have any questions or if you are a charity.

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QMU WELCOME WEEK 2026 (FRESHERS)

This is the perfect opportunity to place your brand first and foremost in the minds of both new and returning students.

The event will be held in our sports hall on our Musselburgh Campus EH21 6UU

FREEBIES FAIR 15 September (1 Day Event)

Footfall is expected to be over 1500

All prices subject to VAT at the current rate

OPTIONS

Premium Stall
6 foot table with 2 chairs and access to power + coffee voucher & mineral water (10 tables)
£600+VAT

Standard Stall
6 foot table with 2 chairs – no power access
£400+VAT

Outside Premium Stall
2 x 6 foot table with chairs and access to power + coffee voucher & mineral water (2 stalls)
£750+VAT

Outside Standard Stall
6 foot table and two chairs no access to power
£600+VAT

Stall + Digital Packages
Combine a stall with digital advertising and we will tailor a package for you to achieve your goals.

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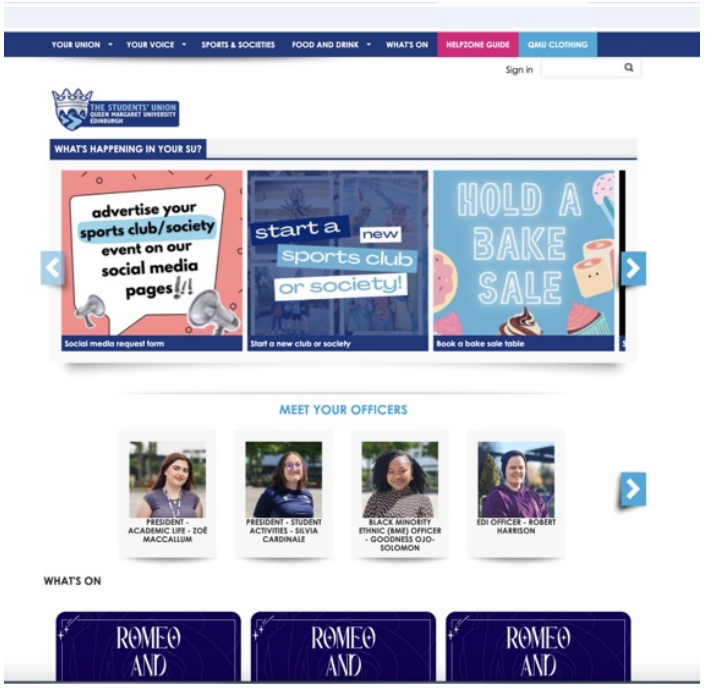
QMUSU DIGITAL CAMPAIGNS

WEB BANNER

We have a mix of digital options including screens, website and newsletter banners and social media.

Our website is the heart of QMUSU digital communication. Students use the site to access the latest news, what's on info, purchase tickets for events and more.

With over 111K views a year you can place your brand directly in front of over 6,500 highly engaged students 24 hours a day.



WEB BANNER

Our advertising banners are located in prime positions on our website qmusu.org.uk

1 Week	£100
4 Weeks	£300
1 Semester	£900

All prices subject to VAT at the current rate

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QMUSU DIGITAL CAMPAIGNS

NEWSLETTER BANNER

Engage with our students with a click through banner advert on our monthly newsletters.

Sent to over 4,000 students with an average open rate of 38.4% it's a great way to directly communicate a service or offer.

NEWSLETTER BANNER

The opportunity to place a click through banner advert on the footer space of this email

£150 Each

All prices subject to VAT at the current rate

SPECS

- **File format:** PNG, JPEG, GIF
- **Dimensions:** 600px (W) X 200px (H)

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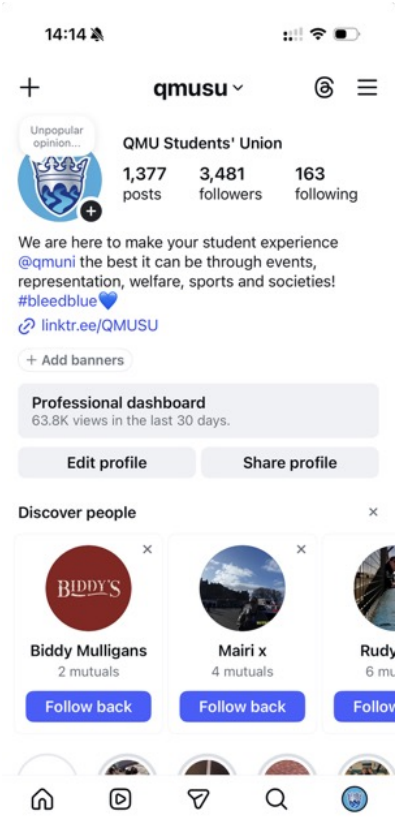
QMUSU DIGITAL CAMPAIGNS

SOCIAL MEDIA

Promote your brand through sponsored Stories and reach students where they spend their time online.

Stories are one of the most engaging social media formats, delivering your message directly to students in a full-screen, mobile-first experience.



SOCIAL MEDIA	
24-hour Story on Instagram (3.5k) & Facebook (5.4k) followers	£150

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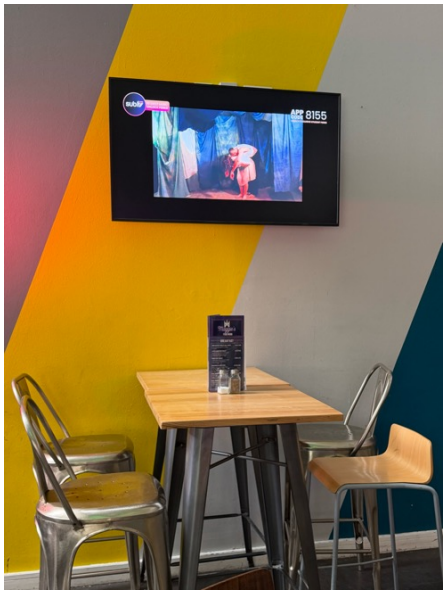
QMUSU DIGITAL CAMPAIGNS

5 x LANDSCAPE SCREENS

Advertise on the digital screens in Maggie's, QMU Students' Union's vibrant bar and café.

Located at the heart of campus, Maggie's attracts students throughout the day for coffee, lunch, study sessions, socialising and evening events.

Digital screen advertising offers a dynamic and eye-catching way to promote your brand, products, services or opportunities, reaching students in a relaxed environment where they have time to engage with your message.



5 LANDSCAPE SCREENS

1 Week £100
4 Weeks £300
1 Semester £900

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QMUSU ON-SITE ACTIVATORS

On-site activations are your opportunity to connect with students during term-time. An excellent option for sampling campaigns and increasing your brand awareness. Standard power is available in all spaces, special requests must be submitted in advance.

INDOOR SPACE - MAGGIE'S BAR & CAFÉ

Maggie's Bar & Café is the vibrant heart of campus life — a welcoming social space at the Students' Union where students come together. From casual catch-ups and food to live social events and study sessions, Maggie's offers brands a unique opportunity to connect with a diverse and highly engaged campus community.

£100+VAT

OUTDOOR SPACE - THE SQUARE

This busy location is central to main campus, directly in front of the union and also close to the main transport hub. Ideal for larger activations with high visibility.

£400+VAT

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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 fill in a booking form **here**.

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

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