



# Media Pack

2025 / 2026



## Who are we?

East London Students' Union is a membership organisation representing around **25,000 students**. We have three campuses in Newham – one in Docklands and two in Stratford – providing inspiring spaces for students to study, live and have fun.

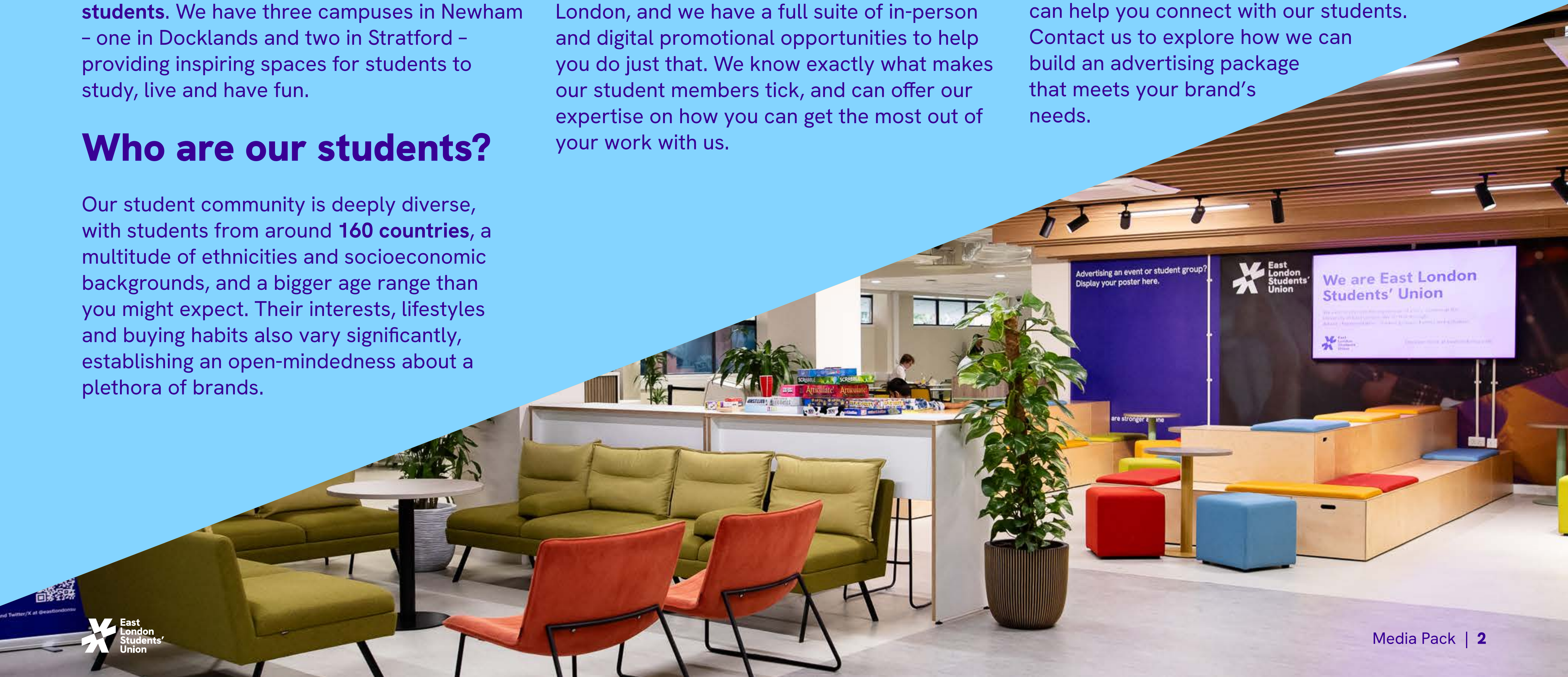
## Who are our students?

Our student community is deeply diverse, with students from around **160 countries**, a multitude of ethnicities and socioeconomic backgrounds, and a bigger age range than you might expect. Their interests, lifestyles and buying habits also vary significantly, establishing an open-mindedness about a plethora of brands.

## How can we help?

Advertising with us is one of the best ways to tap into the buzzing student market in east London, and we have a full suite of in-person and digital promotional opportunities to help you do just that. We know exactly what makes our student members tick, and can offer our expertise on how you can get the most out of your work with us.

As we prepare for the new academic year, there's no better time to explore how we can help you connect with our students. Contact us to explore how we can build an advertising package that meets your brand's needs.





# Students' Union fair

Our largest event of the year is the Students' Union fair. It will take place on **Friday 26 September**, with up to **100 stalls** including the Students' Union, student groups and societies, University services, sport, and external brands and organisations.

The fair is the biggest opportunity of the year to engage with receptive and excited University of East London students as they get to grips with university life. Our one-way system ensures all students pass every stall, meaning brands have the chance to speak to every single attendee.

**Large/national: £450**

**Small/local: £250**

**Charity/not-for-profit: £150**

To book a stall at the Students' Union fair on **Friday 26 September**, please complete the form on our website.

Stall includes 3m x 2m floor space; 1.8m x 0.75m table; backboard for posters; up to two chairs; electricity socket.



# Email

Every student is subscribed to our regular emails by default, making our email newsletters the biggest and most effective channel for communicating with our student members throughout the year. We email more than **25,000** students every week during term time.

**£250 per email**

# Social

We have a considerable presence on Instagram, X and Facebook, with the opportunity for brands to book ad posts to promote their products and services directly to scrolling students.

**£200 for a series of six posts**





## Digital screens

We have six large digital screens in Students' Union areas, including the Stratford common area, and newly-opened coffee shop and common room at Docklands. Get your message in front of off-duty students in HD. Static and video advertisements (without sound) can be displayed.

Email us to build a package that suits your needs

## On-campus activation and print distribution

Whether you'd like to hand out flyers and freebies on campus, or you need space for an exciting brand activation, we'll make that happen. Indoor and outdoor options and electrical access available.

**Six large**  
digital screens  
in Students'  
Union areas



## Booking

To reserve a stall at the Students' Union fair on **Friday 26 September**, complete the form on our website.

To discuss any other opportunities, contact us on [su.marketing@uel.ac.uk](mailto:su.marketing@uel.ac.uk)

## Other opportunities

If you wish to pursue several of the above options, please contact us on [su.marketing@uel.ac.uk](mailto:su.marketing@uel.ac.uk) to discuss how we can build you a package that meets your brand's needs.

[eastlondonsu.com/advertise](http://eastlondonsu.com/advertise)