

Media Pack

Welcome 2026

Monday 21 & Tuesday 22 September

Why advertise during Welcome?

The Guild of Students is the hub of student activity at the heart of the University of Birmingham and we're responsible for putting on an amazing programme of Welcome activity for over 38,000 students.

Each September, we welcome around 8,000 new students to Birmingham, holding a giant two-day Welcome Fair (formerly known as Freshers' Fair). Our Welcome Fair is the best way to target students, many of whom are new to the city of Birmingham, to ensure they know all about your product/service and what you can offer them.

Take a look at some of the exciting media options we have available for Welcome, at the Guild of Students. We are open to innovative suggestions and are on hand to create tailored packages. If you want to discuss options or have any queries, please contact us at **mediasales@guild.bham.ac.uk**





Reasons to get involved...



38,000

Students



8,000

New students



350+

Student Groups



27,000

Facebook followers



15,000

X followers



25,000

Instagram followers



86%

Open rate on emails
sent out to our
commercial email list



5.2 million

Page views on our
website between 1 Aug
2024 and 31 July 2025



487,000

Visitors to our website
between 1 Aug 2024
and 31 July 2025

Welcome Fair

Premium Stall

Includes: prime stall location near entrance, 6'x2' table, electricity & internet

Monday

£1,095 +VAT

Tuesday

£1,095 +VAT

Two Days

£1,995 +VAT

Standard Stall

Includes: 6'x2' table / stall, internet

Monday

£895 +VAT

Tuesday

£895 +VAT

Two Days

£1,495 +VAT



Welcome Week Fair Sponsorship

£2,500 +VAT

Includes: premium two-day package, logo and branding on all advertising and digital assets for the Fair including signage and bespoke banner, full run Welcome Bag inserts

Bespoke Packages and Charity Rates

To find out more about tailored packages and charity rates, please contact Karina Kaur: mediasales@guild.bham.ac.uk



Wi-Fi and power available on request

Activations – Indoor & Outdoor

Outdoor Locations

Mermaid Square

Located outdoors, in the centre of the Guild building, Mermaid Square sees high footfall and is suitable for a range of activities.

**Prices on request,
from £995 +VAT**

Car Park

Located next to the main entrance to the University Campus, the Guild has its own car park at the front of the building suitable for large vehicles and activations.

**Prices on request,
from £1,495 +VAT**

Indoor Locations

Guild Reception

Located next to the main reception this high footfall area is centrally located on the ground floor of the Guild building.

**Prices on request,
from £895 +VAT**

Retail Area

With Wetherspoon, Nisa, and Subway nearby, this high-traffic location is ideal for smaller activations looking to engage passing audiences.

**Prices on request,
from £895 +VAT**

*Prices are based on individual campaign requirements and may vary accordingly.

Indoor and outdoor premium spaces, suitable for experiential activity and activations are available throughout Welcome. These spaces are available all week, on the days of the Welcome Fair (Monday & Tuesday) as well as other days hosting other high footfall activities, such as Student Group and Society Fairs (Wednesday – Friday).



Welcome Bags & Sampling

As part of Welcome, 8,000 tote bags are produced by the Guild to welcome new students to Birmingham.

Opportunities are available for leaflet and voucher inserts, as well as sampling. All leaflets and samples are packed on your behalf, with bags distributed to students on the days of the Welcome Fair by the Guild's Welcome Team.



Full Run Inserts (8,000)	£725 +VAT
Full Run Samples (8,000)	Prices on request

Sampling

Other sampling opportunities are available, prices on request.

Digital media

Display Screens

We have five screens in our busy membership and reception areas where students meet, study and socialise.

Week

£195

Welcome Fortnight

£295

Social Media

With an engaged Instagram community of more than 25,000 followers, our stories generate an average of 5,000+ views throughout September.

Other social channel advertising, available on request.



25,000

Instagram
Followers

£300 per post



**Talk to us
about
TikTok!**

£TBC

Website promo

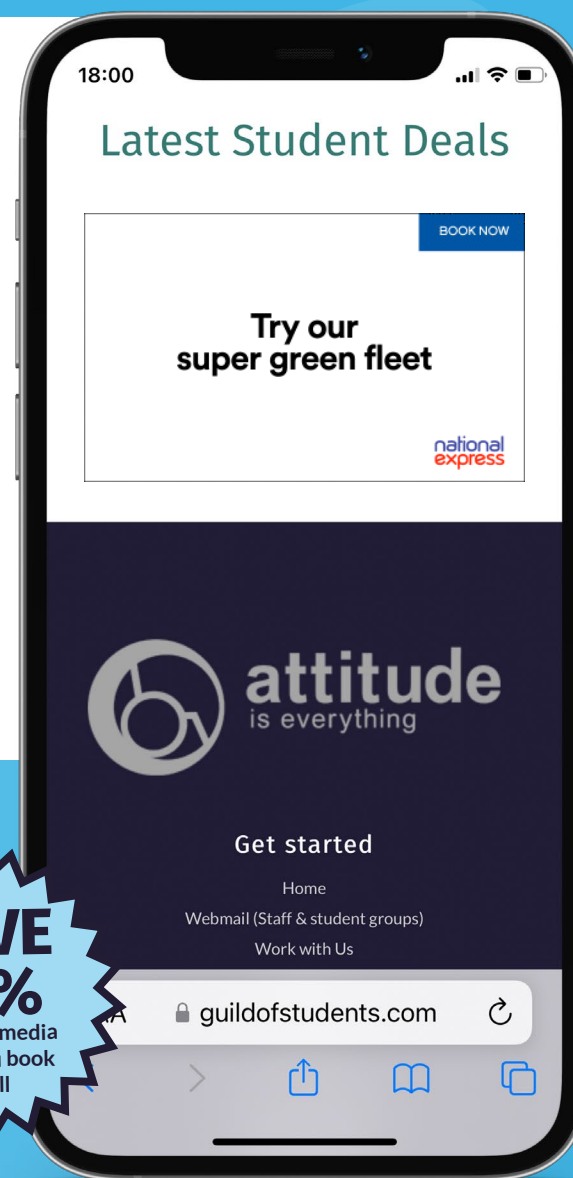
The Guild of Students' website is the main portal for our students to visit for the latest updates and essential student information during Welcome. This includes buying tickets for events and communicating with societies.

Week

£175

Welcome Fortnight

£225



**SAVE
25%**
on digital media
when you book
a stall

Get in touch

Our vision is that together we can create a fun and memorable experience for our students through the medium of advertising.

We welcome innovative and forward-thinking ways of introducing your brand to our students. If you haven't found what you're looking for in this pack, just give us a call or send us an email to discuss our tailored packages.

Want to be involved with us again? We have year round advertising and sponsorship opportunities, including a Refreshers Fair in 2027.

To find out more or to discuss a bespoke marketing package, please contact Karina Kaur:
mediasales@guild.bham.ac.uk

