

# student map .co.uk

places students love

Media Pack - Manchester  
2012/13

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# THE BEST THING SINCE BAKED BEANS



StudentMap.co.uk is at the heart of student life in Manchester.

The interactive website enables students to discover local places, discounts, events and jobs. Think of it as a *Yellow Pages* for students, but much better.

We also produce the official Student Map (p5) given to every first year in Manchester.

Through our vast expertise with the student market, we not only promote but engage with local students. Not long ago students ourselves, this is what we know.

“ Unlike costly flyering, students come across our business listing when they are actively looking to spend money. ”

Nick Steiert, Invasion Events

“ The best thing about StudentMap.co.uk is access to thousands of local students all year round ”

Steve Waters, Bridgewater Theatre Company

## Put yourself in their shoes

You're a new Manchester student

As well as having to make new friends, you're struggling to settle into a big city.

The little things, like where to get your hair cut or go on that lucky first date, become important issues.

StudentMap.co.uk points students in the right direction.

Is your business signposted?



**98,000 students  
in Manchester\***

**..spending £800m  
every year (exc. fees)**

**68% of graduates  
stay in Manchester**

that's more than any other UK city.

**how many are coming through your door?**

that's around £8,000 per student.

**how much is passing through your tills?**

students become long term customers.

**how many will remember you?**

**FEELING LEFT OUT?  
GET ON THE MAP**

\*Source: HESA, 2010

# WHY US?



## We get students through doors

StudentMap.co.uk connects you with the largest student population in the UK.

Whatever your business, we offer a unique and cost-effective opportunity not to be missed.

Students told us they want to discover new places. Now we want to listen to what you can offer.

Our exciting marketing opportunities enable you to benefit from a captive audience of eager consumers looking for your business, both on the web and the street.

Imagine speaking to 90,000 students year-round about what you have to offer. That's pretty much what we do.

Let us start helping you and your business today!

### About Grip Media Limited

- Student marketing agency
- Manchester grads & professionals
- Expertise in web design, social media, guerilla marketing, research & promotion

## A real alternative to costly and wasteful marketing

### Forget Flyering

70% of students told us they see flyers as overdone, wasteful and ineffective.

85% support StudentMap.co.uk, saying it would improve their university experience in Manchester.

### Freshers Fairs

Just two days of mayhem, a hefty budget & lots of free sweets.

A business listing on StudentMap.co.uk is affordable and delivers results all year round.





# THE PRINTED STUDENT MAP



We distribute the official student map in Manchester to 40,000 students.



## OUTSIDE PANELS

- Exclusive: Inserted in the *Freshers Welcome Packs* given to every new student at: MMU, University of Manchester and University of Salford
- A3 Foldable to A5. Can be used as a poster
- We also publish the annual *Student Housing Guide*
- Prices start from just £150. Contact for rates card
- Call us on 0161 921 8167 to book today!



## INSIDE MAP



# WE CONNECT YOU WITH STUDENTS



“THE STUDENT MAP IS THE MOST USEFUL THING I’VE FOUND TODAY”

- MMU Student, Freshers Week 2011

# WEBSITE LISTINGS

## Basic

- Business Name
- Logo upload
- Address (with map)
- 1 Phone number
- Opening times
- Description (max. 50 words)
- Related companies shown

FREE



## Professional

- Business Name & Logo
- Address (with map & directions)
- 2 Phone numbers & website
- Opening times
- Able to edit listing yourself
- +
- Recommended in Search results
- No competitors or ads shown
- Advanced Description
- 5 photos in Slideshow Gallery
- 4 Event listings (per month)
- Enquiry Form (to your email)
- Links to Facebook & Twitter
- Homepage map marker

£20 per month

## Bespoke

- Bespoke marketing service
- Tailored to meet your needs
- +
- Standard listing
- Featured on Printed Map
- Featured on Homepage
- Unlimited Event listings
- Bespoke bolt-on options
- See overleaf for services

TBA - Call 0161 9218167

## Events Promotion

- Special packages available
- Call 0161 921 8167 for details

Call us now on 0161 9218167

# MORE THAN A WEBSITE

The opportunities available to you with Student Map are clear.

We give you a presence in student halls and online, year round. But we don't stop there.

To really maximise results, we want you to benefit from our extensive knowledge and expertise.

## PREMIUM EXPOSURE

- + Banner advertising
- + Featured reviews
- + Placed on printed student map
- + Social media promotion
- + Featured in student e-newsletter
- + Subscribe to VIP discount card



## BESPOKE SOLUTIONS

- + Website design
- + Graphic design
- + Social media start-up
- + Internet marketing & SEO
- + Video production & publishing
- + Consultancy & research

“ Call us on 0161 921 8167 to see how we can help ”



# Contact details


**website:** [www.studentmap.co.uk](http://www.studentmap.co.uk)

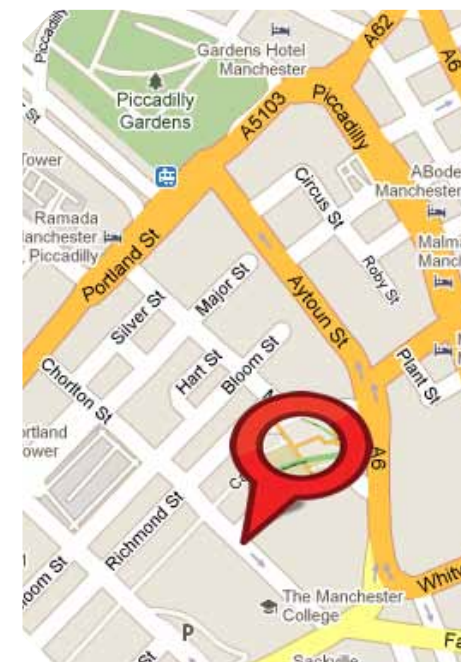
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 [/studentmap](https://facebook.com/studentmap)



**QR code:**

