

The Cambridge Student

The Official Cambridge Student Newspaper



Since it was founded in May 1999, "The Cambridge Student" (TCS) has put new life in the news market in Cambridge.

With broad-minded, intelligent and professional writing "The Cambridge Student" is the official free newspaper of The Cambridge University Students' Union

Reaching over 22,000 readers every week of the full academic year, there is simply no better way to target Cambridge students, graduates, academics and University staff than by advertising in the official, full colour tabloid newspaper - "The Cambridge Student".

Whether you are advertising for graduate recruitment, retail promotion, to promote your events or to raise your company profile, The Cambridge Student has proved to be an effective advertising option for promoting your business.

We deliver up to 10,000 (12,000 for the first edition in Michaelmas) print copies free to all 31 colleges in the University where students and staff have immediate access to the publication. Copies are also delivered to University teaching faculties, University buildings and selected retail and leisure locations right across Cambridge. Around a further 12,000 online PDF versions of the newspaper are downloaded from the CUSU website each week. (Source: CUSU web server statistics: 11864 copies downloaded of Lent 2010 Issue 3 in a single week - 28/1/10 - 5/2/10).

The Cambridge Student website (www.tcs.cam.ac.uk) itself achieves the following stats: Monthly: Req (Hits): 520,371 (March 2010) - Pages (UPI) 460,634 (March 2010).

In addition to our blanket distribution across the University of Cambridge, the publication is also distributed in locations such as Sainsbury's, Santander Bank, Anglia Ruskin University, and selected local sixth form colleges. Our advertisers greatly value our efforts to ensure the distribution of the Newspaper to the wider population of Cambridge and its visitors. There are 120,000 residents in the City of Cambridge including 20,000 Cambridge University students and 10,000 academic staff (Source: Cambridge City Council 2007) - in addition 4.6 million tourists visit Cambridge each year (Source Visit Cambridge 2008). Also, each week personalised copies are sent via post and courier to around 200 key University staff (including heads of all teaching faculties and the masters of each college) further copies are also sent to other key individuals throughout the UK.

There is simply no better way to target Students, Academics, University Staff and all the key decision makers at Cambridge University. The Cambridge Student is seen throughout the University as the key publication for reference by providing original and stirring content, features and listings.

TCS Publication Dates

We publish weekly, every Thursday during the Cambridge term except during the exam period.

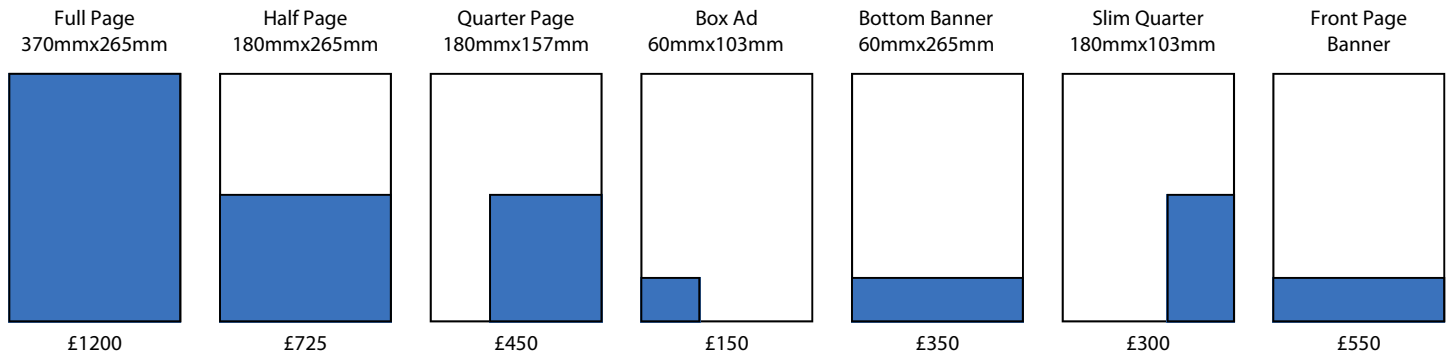
Lent 2012: 19th January, 26th January, 2nd February, 9th February, 16th February, 23rd February, 1st March, 8th March

Easter 2012: 26th April, 21st June

Michaelmas 2012 :

27th September, 4th October, 11th October, 18th October, 25th October, 1st November, 8th November, 15th November, 22nd November.

TCS Display Advertising Rates



Inserts: We are able to insert flyers and brochures up to A4 into the paper at the cost of £400 per 10,000

Technical: Advertising copy should be submitted as PDF files with all fonts embedded. Screen Ruling: 100 lines per inch. Paper 54 gsm UPM Matt Colour Space: CMYK four colour separation. Artwork up to 10MB can be emailed to business@cusu.cam.ac.uk. Deadline for artwork is 4pm on the day before publication.

Online Advertising

TCS Online - www.tcs.cam.ac.uk

With the web being the prime source of information for the student generation this is fast becoming a key advertising strategy.

Monthly Req (Hits): 520371 (March 2010) - Pages (UPI) 460634 (March 2010)

Advertising costs:

Small Side Bar

Size (Pixels): Width 130x300 Height (Embedded to display on all pages of the site)

Artwork required: GIF file (Can be animated)- Click thru link to your chosen URL

Rate per week: £40

Rate per term: (12 weeks); £300

Large Side Bar

Size (Pixels): Width 130x600 Height (Embedded to display on all pages of the site)

Artwork required: GIF file (Can be animated)- Click thru link to your chosen URL

Rate per week: £80

Rate per term: (12 weeks); £600

Bottom Banner

Size (Pixels): Width 600x150 Height (Embedded to display on all pages of the site)

Artwork required: GIF file (Can be animated) - Click thru link to your chosen URL

Rate per week: £100

Rate per term: (12 weeks); £800

"Live" Text Link (Embedded to display on all pages of the site)

Company name, and brief message - Click thru link to your chosen URL

Rate per week: £25

Rate per term: (12 weeks); £200

For More Information

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All Prices shown exclude VAT