

# Advertising Opportunities at Glasgow University Magazine

## Why GUM?

We appreciate that it's an important question that you're going to ask: why should companies use this publication to increase their revenue and profile?

The simple answer to this question for GUM is that it's the best student magazine available. That's why, in 2006, it was awarded Best Magazine by the Herald Media Awards.

Students listen to GUM. It's designed for, and by, students of Glasgow and as a result it's got its finger on the pulse. GUM is cool and chic: there's a buzz around campus for the magazine, and people listen to it.

Students themselves have a lot of time, and disposable income, so targeting them can significantly improve sales and interest in your organisation.

We've included some more information in this booklet about why advertising in GUM is a great opportunity.

The logo for Glasgow University Magazine (GUM) is the word "gum" in a bold, lowercase, sans-serif font. The letters are thick and black, with a slight shadow or 3D effect, giving it a modern and dynamic appearance.

# Content

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We pride ourselves on writing about issues that will engage, entertain and challenge students. We have a team of some of the most innovative and creative students on campus. As a result, GUM is considered to be sexy, clever, and chic. Students listen to its opinions, and seek out copies.

We include articles about fashion, politics, sport, and media as well as highprofile celebrity interviews. We also make sure to include Glasgow-specific articles, including reviews of venues in Glasgow.

The design of GUM has consistently been of the highest quality. We experiment with ideas, and the result is a fresh, interesting read. We have redesigned the magazine for this year: it is now 36 pages just under A4 size (267x210) with simple, full colour design focusing on original art and great photography.

The magazine is released quarterly.

## Distribution

3000 copies of the magazine are distributed throughout Glasgow. We target locations that are popular with students, including bars, cafes and clubs. We also ensure that all buildings on campus are stocked with the magazine, so that students know exactly where to find the publication. Copies are regularly replaced: the magazine is in the public eye for an entire term, not just a week or two after its release.

## Profile

There are regular meetings for students to contribute to the magazine throughout each term. These meetings are also used to train students in a variety of mediarelated skills including graphic design, proofreading, computing skills, and editing.

We also ensure that there are posters detailing the content of the magazine, and any news that the magazine has, throughout campus so that people are constantly aware of it.

This term we will also be hosting a GUM event open to all students, involving DJs, bands and artwork, which will continue to raise the magazine's profile.

# Rates and options

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There are a range of options for taking out advertising with GUM.

First, full page or half page adverts can be placed in the magazine. We are happy to help with, or fully design the adverts.

Alternatively, we can include sponsored articles: articles which directly promote the sponsor, but with an interesting angle that is relevant to students. This option is often popular, because it allows students to really engage with the product.

Because we create each issue from scratch, we are more than happy to discuss different options with our advertisers to ensure that they are entirely happy with the final result.

Rates for these options are below:

All pages are 267x210mm (an inch shorter than A4), full colour, 150 gsm (paper weight).

<b>Ref. code</b>	<b>Size of ad.</b>	<b>Place in Magazine</b>	<b>Cost</b>
GMA001	Full page	Inside front cover	£400
GMA002	Full page	Inside back cover	£400
GMA003	Full page	Back cover	£500
GMA004	Full page	Inside page	£350
GMA005	Half page	Inside page	£250

Sponsored articles vary in cost.

## Classified adverts

This issue we are also including a classifieds section in the magazine. We understand that small businesses in Glasgow often cannot afford half-page or full-page advertising, but we are still eager to have their contributions and further the awareness students have of their business.

Classified adverts (60x45mm) will be arranged by type of business and will be included in a 'GUM recommends' section. They are an ideal way of communicating with the student population without any financial strain.

Adverts cost £30 and we are more than happy to design them for a fee of £10.

## **Further information**

GUM is available to view online at [www.glasgowstudent.net](http://www.glasgowstudent.net). If you would like to see a copy of the magazine, please get in touch and we can send one via post, or drop one off to you personally.

If you require more information, or are interested in advertising with GUM, please email Zoe Grams at [gum@src.gla.ac.uk](mailto:gum@src.gla.ac.uk) or call 07912 077 588 and we will get back to you as soon as possible.

## **Release dates**

As we have mentioned, 4 issues of the magazine are produced each year. This ensures that the magazines are of the highest quality, and that they are often reread and passed on to other students.

The first issue, released in Freshers' Week has been a huge success. The next issue will be released at the beginning of December.

Booking deadline for adverts for the Winter issue is November 15th.