

# VARSITY



**Media Pack - Academic Year 2021/2022**  
**SPECIAL DISCOUNTS FOR SELECTED CLIENTS**



# VARSLTY



**There is simply no better way to target Students, Academics, University Staff, College Staff and Cambridge Alumni....**

Varsity is the only award-winning student newspaper in Cambridge. Established in 1947, we are one of only three fully independent student newspapers in the UK. Unlike other student newspapers affiliated to student unions or University authorities, Varsity retains full editorial and financial independence, making it the most established and trusted news source for anyone with an interest in the University of Cambridge, its' Colleges, associated institutions, an interest in higher education or a broader general interest in the City of Cambridge itself.

Varsity prints up to 19 issues a year, as well as continually publishing online at [Varsity.co.uk](http://Varsity.co.uk). We have an unparalleled reach that extends to all 31 Cambridge colleges plus Cambridge University faculties and departments and selected retail outlets and other social spaces throughout the city (plus the Oxford & Cambridge Club in Pall Mall, London!) - our newspaper has over 160 separate distribution points in total. Our free newspapers are professionally delivered directly to colleges, teaching faculties, key Cambridge University locations and across the rest of Cambridge early on a Friday morning (including Addenbrooke's Hospital).

We print between 8,000 and 10,000 copies per edition, although thanks to our huge alumni readership, our reach into the wider local community and those with an interest in Cambridge itself, higher education and of course the global brand that is Cambridge University - the PDF and browser versions of the newspaper online means a further 20,000+ weekly readers - we have a huge reach well beyond students currently studying at Cambridge. We have also introduced a postal subscription service for readers outside of Cambridge, or those unable to obtain copies locally.

Our advertisers also greatly value our efforts to ensure the distribution of our newspaper to the wider population of Cambridge and its visitors. We also have branded Varsity newspaper distribution stands in Cambridge including The Grand Arcade shopping centre in the heart of the city where local residents and tourists can pick up copies too!

Online, [Varsity.co.uk](http://Varsity.co.uk) has been providing up-to-the-minute breaking news and commentary for the past twenty years, making us one of the first student newspapers to have an online presence. Our website boasts an average of 47,000 unique visitors each week, with over 50% of visitors logging on from University locations world-wide.

## **Publication Dates:**

*We publish on regular Fridays during full Cambridge University term except during the exam period (Easter Term).*

**Academic Year 2021/2022 Michaelmas 2021:** 1 October, 15 October, 29 October, 12 November, 26 November.


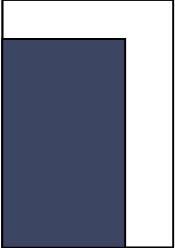
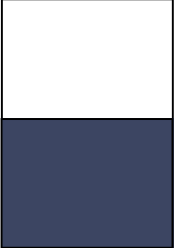
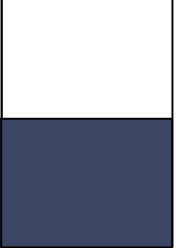
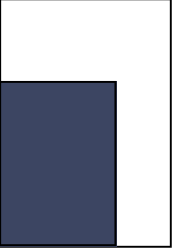
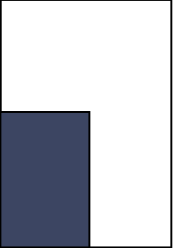

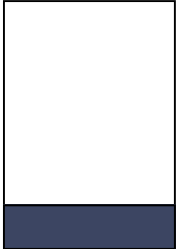
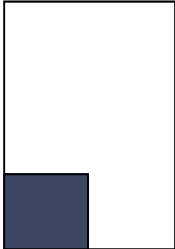
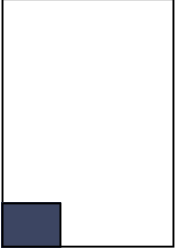
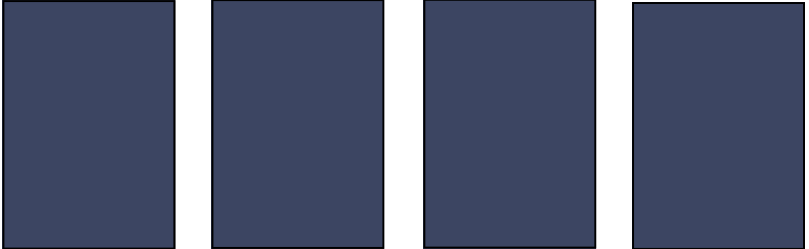
**Lent 2022:** 21 January, 4 February, 18 February, 4 March

**Easter 2022:** 22 April, 10 June (The Varsity Review & Yearbook)

# VARSLTY

## Display Advertising Rates

(Same prices apply for "Commercial Features" where we set the space for you in the style of our publication).

<b>Full Page</b> W 270×345mm H  <b>£600</b>	<b>3/4 Page</b> W 215×263mm H  <b>£500</b>	<b>Page 3 Half Page</b> W 270×170mm H  <b>£350</b>	<b>Half Page</b> W 270×170mm H  <b>£300</b>	<b>Big "Quarter"</b> W 160×200mm H  <b>£220</b>	<b>Quarter</b> W 130×170mm H  <b>£150</b>	<b>Front Page Bar</b> W 270×45mm H  <b>£350</b>
<b>Back Page Bar</b> W 270×45mm H  <b>£300</b>	<b>Large Box</b> W 105×120mm H  <b>£75</b>	<b>Small Box</b> W 105×60mm H  <b>£55</b>	<b>Full Wrap Round - Front Cover, Inside Front Cover, Back Cover, Inside Back Cover</b> Four Pages Total - W 265×370mm H  <b>£1200</b>			

**Technical:** Advertising copy should be submitted as PDF files with all fonts embedded. Artwork must be supplied as a PDF File (with all fonts embedded) no large than 50MB. All colours should be in CMYK and all images at least 300dpi. Total Ink Limit: 240% Black Ink Limit: 95%.

Artwork should be received one week before publication date.

Send your artwork to [business@varsity.co.uk](mailto:business@varsity.co.uk)

*If you need help, we can assist with creating basic artwork for you, print or online - free of charge!*

**Leaflet Distribution:** We are able to distribute your flyers and brochures up to A4 in size to all Cambridge colleges and faculties as inserts with the newspaper. We can accept your printed material up to A4 in size and distribute these into the paper at the cost of £60.00 plus VAT per thousand - £600 plus VAT for a full run. Please contact us below for further information.



**All Prices subject to VAT where applicable. For more information please contact:**

Mark Curtis, Business Manager, Varsity Publications Ltd, University of Cambridge,  
16 Mill Lane, Cambridge, UNITED KINGDOM, CB2 1RX

Email: [business@varsity.co.uk](mailto:business@varsity.co.uk) or [business@varsity.cam.ac.uk](mailto:business@varsity.cam.ac.uk) Tel: 01223 337575



# Varsity

## Online Advertising Rates

Varsity.co.uk has been providing up-to-the-minute breaking news and commentary for the past twenty or so years, we were one of the first student newspapers to have an online presence. Our website was fully redesigned and upgraded in April 2016, making its appearance, content and functionality rival that of any national newspaper website.

Our website boasts an average of 47,000 unique visitors each week, with over 50% of visitors logging on from University locations. On request, full statistics can be provided when your campaign finishes, including total impressions per day and clicks per day as appropriate.

We appreciate that for some, online advertising can be a bit bewildering, so we've tried to keep things simple! In addition to normal desktop browsing, our site is fully functional with mobile phones and tablets. We don't charge any extra for mobile phone/tablet banner advertising, but do give you the option of submitting two ads (one for mainstream desktop, laptop users and one optimised for mobile and tablet users) at no extra cost to you - this will ensure your proposition is presented in the best possible way to all our site visitors.

We can accept almost all types of online advertisement formats including JPEG, PNG, animated GIF, flash and HTML files.

All Varsity online articles are also widely circulated on our Twitter feeds, Instagram and Facebook pages.

In addition, all our website articles also appear on the established Google and Apple news feeds etc.

**We can also offer sponsored articles/commercial features on our website - please contact us for details.**

### **Leaderboard Banner (displayed on all pages)**

Industry standard Size

Main Dimensions (pixels): 728 pixels W x 90 pixels H

Mobile/Tablet Dimensions: 600 pixels W x 200 pixels H

Cost per week: £150 plus VAT.

### **Top Banner: (displayed on all pages)**

Industry standard size

Main Dimensions (pixels): 468 pixels W x 60 pixels H

Mobile/Tablet Dimensions: 300 pixels W x 50 pixels H

Cost per week: £100 plus VAT.

### **MPU: (displayed on all article pages)**

Dimensions (pixels): 250 pixels W x 300 pixels H

Single artwork works for mobile, tablet desktop and laptop users.

Cost per week: £80 plus VAT.

### **Skyscraper Banner: (displayed on all pages)**

Industry standard Size.

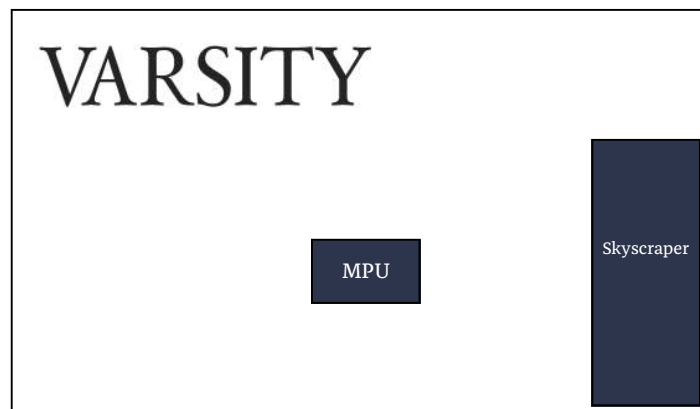
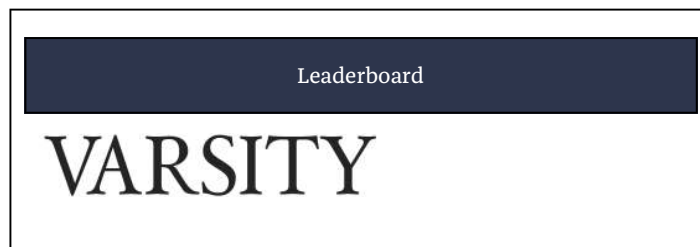
Main Dimensions (pixels): 160 pixels W x 600 pixels H

Cost per week: £90 plus VAT.

### **Sponsored Text Weblink:**

Displayed on homepage and all article pages.

Cost per week: £25 plus VAT.



# Varsity Guide to Careers 2021-2022

(with option for an extra careers feature  
article on the Varsity website)

Written by Cambridge students for Cambridge students, Varsity is once again publishing the definitive guide to the best graduate recruitment schemes, internships, work placements and post graduate study options available to Cambridge University students.

Varsity is now offering companies the chance to reach a wide market of over 20,000 of the brightest student minds at prices starting at just £200 plus VAT.

This year's publication will again be directly distributed free to all 31 Cambridge colleges as well as all University faculties, departments and selected social spaces, shops, café's etc throughout the city; with over 160 separate distribution points in total, all delivered professionally.

*Remember, that Varsity's distribution network and ability to get our publications into the hands of students is second to none in Cambridge.*

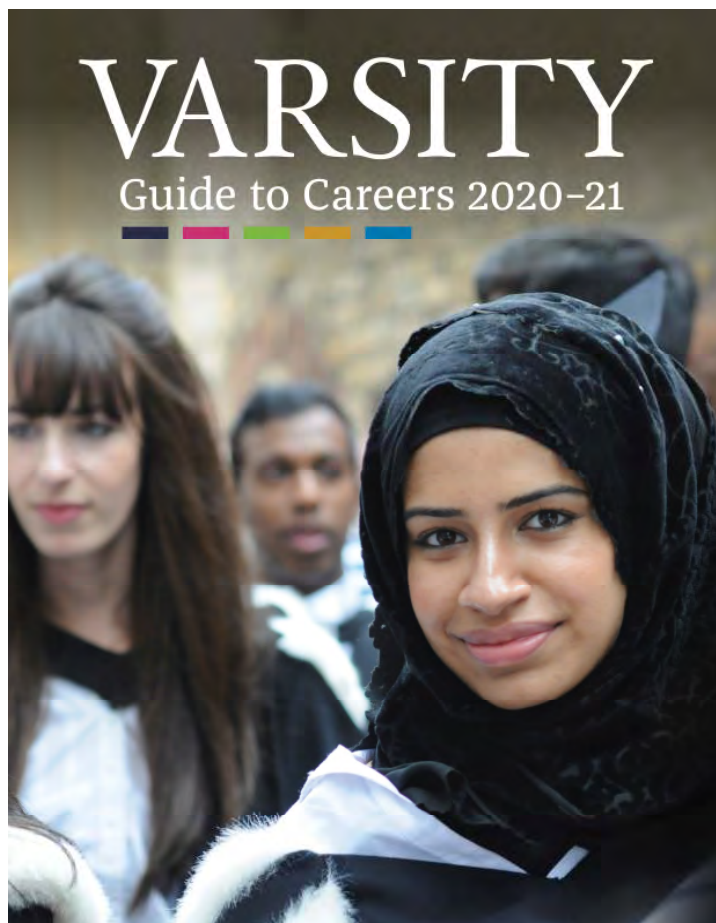
This is (to the best of our knowledge!) the only regular student run careers publication in the UK. This means that the publication has real significance and relevance to its' core readership.

There is also an added optional extra for Careers Guide clients can have their editorial published on the Varsity newspaper website for an additional £250 plus VAT for the entire academic year - these articles can be longer than the profiles in the guide - up 1,000 words if you wish! The Varsity newspaper website at [www.varsity.co.uk](http://www.varsity.co.uk) boasts an average of 47,000 unique visitors per week.

With editorial content about post-university life written by award-winning student journalists and featuring profiles of the best graduate schemes and post graduate education options available, this guide aims to be a comprehensive and invaluable handbook for all undergraduate and postgraduate students - plus recent graduates and alumni too, who can view and download electronic copies via our web resources.

The guide will be published late October 2021 also, an electronic version is also placed on the Varsity publications website and will be available for download for the academic year.

Our 2020-2021 print edition was incredibly well received by students with over 10,000 copies being distributed across Cambridge. The guide (print and electronic versions) are also widely promoted via our social media



channels, in our newspaper and on our news website year round.

**Publication Date:** Late October 2021.

**Production:**

**Maximum 60 pages—custom 'Q fold' size - Full colour throughout. 210mm width x 270mm height.**

**Deadline for receipt of artwork:** 10 October 2021.

**Advertising Rates:**

Company Profile - 300 words - £200.\*  
Company Profile + Quarter Page Advert  
100 mm width w x 135 mm height - £300.  
Company Profile + Half Page Advert  
200mm width x 135 mm height - £400.  
Company Profile + Full Page Advert  
200mm width x 270mm height - £600.  
Company Profile + Inside Back Cover Advert -200mm  
width x 270mm height - £800.  
Company Profile + Inside Front Cover Advert - £800.  
Company Profile + Outside Back Cover Advert - £1000.

**(Optional extra) Company profile as a Commercial Feature on the Varsity newspaper website for the academic year - £500 plus Vat.**

*All artwork requires an additional 3-5mm bleed on all edges. All prices are subject to VAT.*

(\*Each company profile typically contains information on internships and grad schemes, including company details and description, careers offered, location and starting salary).

# The Varsity Review & Yearbook 2022

We are planning a major re-design and re-branding for 2021, Varsity is planning a new, larger publication in a high quality glossy magazine with a broad content appeal, making it attractive to all students at the University, staff and visitors too! There will be an increased circulation and a wider delivery schedule than in earlier years.

Still with a focus on finalists/graduating students, the publication will centre around a full review and analysis of all the news and events of the academic year plus additional features.

The publication will be delivered directly all 31 Cambridge colleges plus Cambridge University faculties and departments and selected retail outlets and other social spaces throughout the city (plus the Oxford & Cambridge Club in Pall Mall, London!) - 160 separate distribution points in total.

Our advertisers greatly value our efforts to ensure the distribution of our newspaper to the wider population of Cambridge and its visitors. We also have branded Varsity distribution stands in Cambridge including The Grand Arcade shopping centre in the heart of the city where local residents and tourists can pick up copies too!

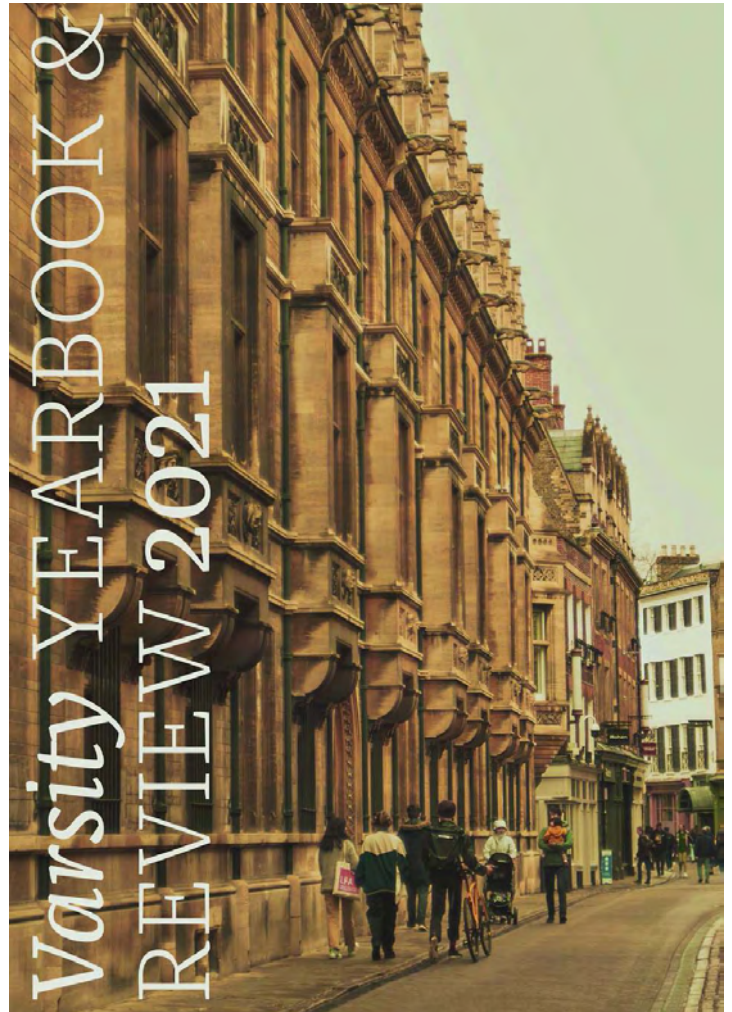
This year we are looking to partner with key brands locally and further afield; whether they be local businesses - or national and international companies simply wanting to reinforce their brands by associating themselves with success here at the University of Cambridge.

In addition, we believe that the publication would be of interest to companies looking to offer a wide range of propositions (for example property or financial services) to the parents of students and their extended families too.

We also believe the publication will be of interest to major retailers looking to advertise high value items that are frequently bought as graduation presents for students or even estate agents, property companies and developers - advertising property for sale or for letting as graduating students begin to move on with their lives!

This well-read and high-profile publication is a must if you wish to target students and their families either as consumers or as potential employees.

Graduate recruiters will find this publication of great interest in order to attract students, particularly finalists, to their graduate recruitment, training, internships, work placements, post graduate education courses etc.



By its very nature the publication will be a much treasured possession for graduating students, and is well-read not only by the Cambridge students themselves - but also by their friends and families, along with other university and college staff too! The publication as a result, along with its' wide readership has an incredibly long "shelf life" in the homes of graduating students, their families and within Colleges and departments at the University itself.

The publication (both print and electronic versions) will also be widely promoted via social media.

**Deadline for receipt of artwork:** 1st May 2022.

**Print Distribution:** 10,000 + copies - June 2022 onwards.

**Specifications:** 64-80 pages - 80 gsm Silk A4 - 210mm width x 297mm height

## **Advertising Rates:**

Full Page: £600 - A4 (portrait)

Half Page: £300 - A5 (landscape)

Inside Back Cover: £1300 Inside Front Cover - £1300

Outside Back Cover: £1800

Artwork requires an additional 5mm bleed on all edges.



# Varsity Academic Year Planner 2022/2023

The Varsity University of Cambridge Academic Year Planner (Wall Planner) will cover the full forthcoming academic year (Starting October 2022).

We will be printing 20,000 copies - one for every student!

The Year Planner has proved to be an indispensable accompaniment to Cambridge University life - including term dates and many other key University events including The Boat Race, the Varsity rugby matches at Twickenham, May Balls, graduation dates and much more. It also includes space on each date for students to add their own notes and reminders.

This publication guarantees year-round exposure for local and national advertisers.

Not only attractive to graduate recruiters - the Year Planner is also an essential publication for local business and national advertisers in order to attract student custom.

So, this high-profile publication is a must if you wish to target students either as consumers or as potential employees.

This publication will be distributed as inserts in the first edition of Varsity of the academic year. It will also be distributed directly to College admissions offices, JCR's MCR's and at various Freshers' Week arrival days at Colleges etc.

Last year's edition was another huge success, proved to be really popular with the students, was met with huge demand and extremely positive feedback from various college admissions offices and key university departments.

Also, an electronic version is also typically placed on the Varsity publications website and is available for download for the entire



academic year. The planner will also be widely promoted via social media.

## Circulation:

20,000 Copies.

## Deadline for receipt of artwork:

September 2022.

**Production:** A2 (Double sided folded to A4) 130 gsm silk - Full Colour.

## Advertising Rates:

### Horizontal Ad:

Width 118.5 × 60mm height (7 single slots available) plus 5mm bleed on all edges - £300.

### Vertical Ad:

Width 60 × 120mm height (6 single slots available) plus 5mm bleed on all edges - £300.

Double space ads are available for £500.

## Year Planner Sponsorship:

We are also looking for a sponsor for this publication. This will give you, your company logo and any key message on the front page, also a full back page size A4, inside cover A4 full page, plus two vertical ads on the planner itself.

**Full Sponsorship Price:** £1,500

All prices are subject to VAT.

# VARSLITY

## Trivia!

**Varsity provides a unique learning opportunity for those students interested in journalism, photojournalism, media, communications, publishing and design to experience the elements of the trade in a professionally-run environment, with the same pressures of deadlines, accuracy and quality to be met as at any other publication. We are a not for profit company, with any annual profit typically reinvested into our registered charity - The Varsity Trust. The trust is a unique venture, created in 1992, with the principal object of furthering the education of students in journalism by the provision of funds in the form of scholarships, bursaries or grants to students for future study.**

- Varsity has its origins in a newspaper first published in 1931, re-establishing itself in 1947 despite the rationing of newsprint after World War II, in the basic form we are now familiar with. In the mid-1970s it merged with the radical paper 'Stop Press' and was known for some years as 'Stop Press with Varsity' before reverting to the more well-known Varsity branding.

- Well known ex-editors include TV presenter and journalist Jeremy Paxman (centre in photo on the right), Sir David Frost, film director Sir Michael Winner, TV presenter Richard Whiteley OBE, TV presenter and Factory Records founder Tony Wilson, Financial Times editor Andrew Gowers, BBC Media Editor & Radio presenter (and judge for the BBC Student Media Awards) Amol Rajan, writer Graham Lord, EastEnders producer Matthew Robinson, historian Jonathan Spence, theatre director James Dacre, Vogue editor Suzy Menkes OBE, novelist Robert Harris, writer and art historian Laura-Jane Foley, novelist Preti Taneja and online editor of The Spectator, Lara Prendergast.

- Other notable past student contributors include Lord Snowdon, comedian and actor David Mitchell (a regular Varsity columnist and writer), comedian and actor Ben Miller, playwright Michael Frayn, former Foreign Secretary Charles Clarke, Rupa Huq MP, Germaine Greer, Clive James CBE and even HRH Charles, Prince of Wales!

- There are a huge number of former Varsity team members who have gone on to succeed in the field of journalism and the media. They include film & tv critic, broadcasting executive and founder of the 'Halliwell's Guide' Leslie Halliwell, BBC & London Evening Standard journalist Andrew Gilligan, Observer political editor Gaby Hinsliff, BBC sports presenter Eleanor Oldroyd, Guardian New York correspondent Oliver Burkeman, Guardian music critic Alexis Petridis, author & columnist Iain Hollingshead, BBC sports editor Dan Roan, chief sports writer at The Times Matt Dickinson and from The Independent (The I Newspaper) - news editor Oliver Duff, foreign news editor Archie Bland, New York correspondent Stephen Foley, columnist Johann Hari & Deputy Political Editor Hugo Gye.

- Douglas Adams, author of 'The Hitchhiker's Guide to the Galaxy' & many other bestsellers (he was also a BBC TV Dr Who writer & script editor) was a Varsity writer. His first contribution to the newspaper was published in November 1972 - it was an interview with a certain Mr John Cleese!

- Many former Varsity members have succeeded outside of the media/entertainment industries too! Former features editor Ayesha Vardag is the founder of world-famous celebrity lawyers - Vardags, Sir Martin Sorrell, founder and CEO of WPP was one of our first technology reporters and Suranga Chandratillake OBE was our first web manager.

- Varsity has a long tradition of attracting notable guest writers - these include children's author Enid Blyton, legendary comedian Spike Milligan, broadcaster and comedian Kenneth Horne and artist and illustrator Sir Quentin Blake. Also, believe or not - Sir Stephen Hawking took up music journalism for a week and took charge as head reviewer for our 1997 coverage of the Brit music awards!

- Some of Sylvia Plath's earliest poems and J G Ballard's first published story appeared in Varsity.

- Legendary comedian Peter Cook met his first wife while posing for a Varsity May Ball photoshoot!

- Former Varsity Business Manager, Rachel Flowerday went on to co-create two hugely successful TV Dramas - Father Brown and The Moonstone along with writing for Holby City, Doctors, Casualty and EastEnders, she also developed an adaptation of Enid Blyton's Malory Towers book series for BBC TV in 2020.

- Novelist Zadie Smith was first noticed by literary agents after her short story appeared in the 1997 edition of 'The Mays' - an annual collection of short stories, poems and art by Cambridge and Oxford students published by Varsity.

- The Mays is still published by Varsity to this day. Notable guest editors in recent years have included Stephen Fry, Kate Bush, Arlo Parks, Nick Cave, Jarvis Cocker, Patti Smith, Sir Quentin Blake, poet laureate Ted Hughes, Rupi Kaur, Sir Philip Pullman, Louis de Bernières, Oscar Murillo and many more!

- Varsity has a special place in Lord David Owen's heart. In 1959 - his final year at Cambridge, he saw an advert in our pages for a place on 'the Cambridge-Afghanistan expedition', which he took up - "It changed my life, really...it opened my horizons - influenced me when I was Foreign Secretary, influenced me in many ways."



- Varsity has made a number of appearances on screen, most famously in the 2014 Stephen Hawking biopic - "The Theory of Everything" (blink and you'll miss it!). More recently, we gave permission to the BBC to use the Varsity crossword, which was central to the plot in "The Riddle of the Sphinx" - an episode of the comedy drama "Inside No. 9" which aired in March 2017.

- In May 1953, Varsity was one of the first newspapers in the world to report the discovery of DNA by Watson and Crick.

- In his youth, legendary Pink Floyd guitarist David Gilmour enjoyed a brief career as a male model (!) and prominently featured in a Varsity May Week fashion shoot. Gilmour of course, did not attend the University but lived in the City at the time.

- 1960/70's 'supermodel' Victoria Nixon featured in a Varsity fashion photoshoot early in her career.

- Comedian and broadcaster, John Oliver was one of the first recipients of a Varsity Trust bursary award in 1994.

- We don't like to show off, but The Guardian used to run conferences for student newspaper editors entitled "Why your paper isn't as good as Varsity" (!) Varsity has won countless national awards over the years - our best haul was in 2009, when Varsity took home six prizes for student journalism at the (now defunct) Guardian Student Media Awards. Our writers and their work continue to receive attention world-wide today.

- We are one of only three UK student newspapers to be independent of their student unions and universities.