



PLATFORM

MEDIA PACK

2022 / 2023

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Editor-in-Chief

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BRAND AND MISSION

Platform Magazine is Nottingham Trent University's official student print and online media outlet.

We do not just focus on social trends but cover all things positive and negative that are going on within the student community.

With three print editions throughout the academic year, and hundreds of articles published online, Platform Magazine is one of the go-to outlets for news, sport, entertainment, and culture news relating to students in Nottingham.

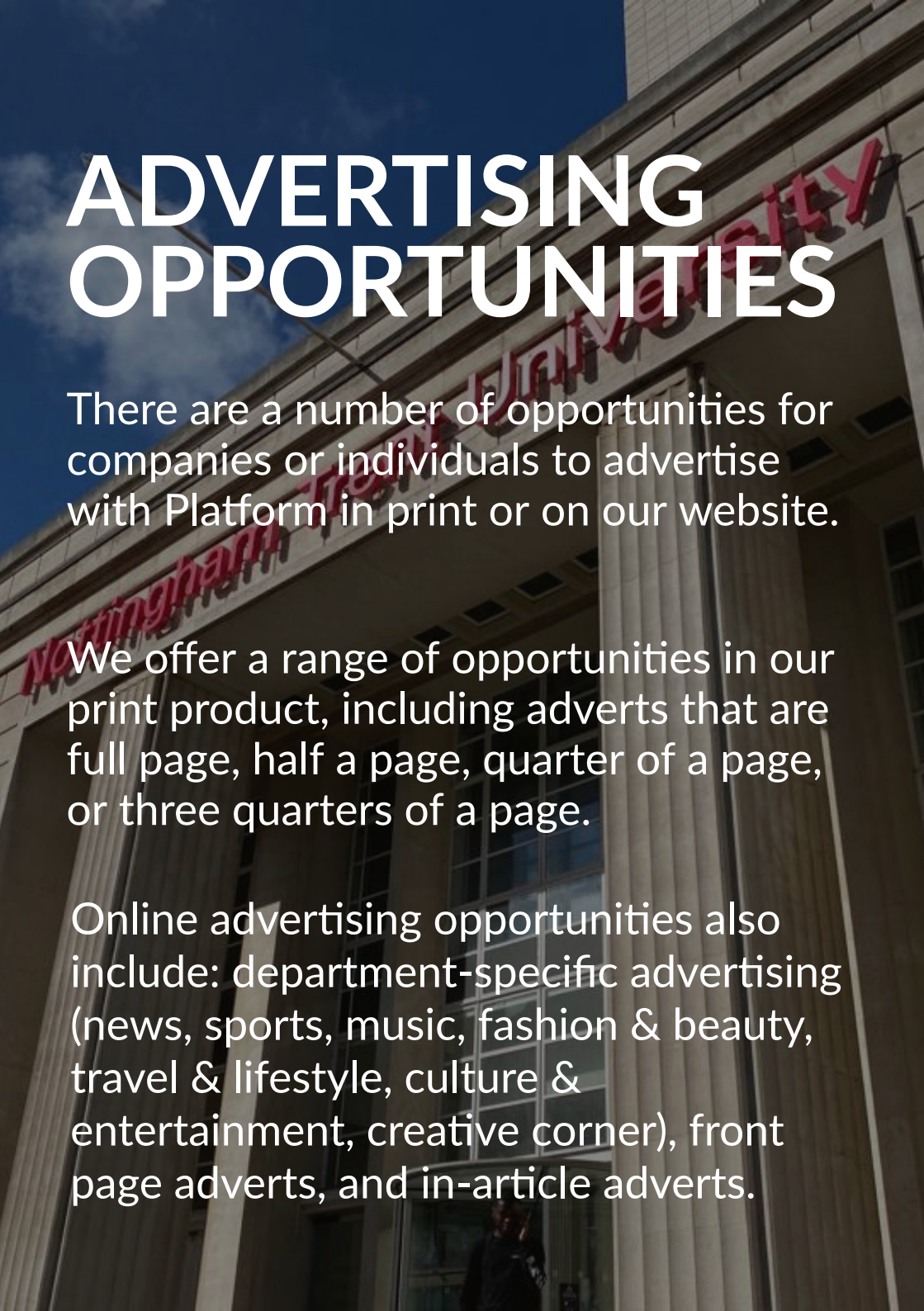
AUDIENCE

Throughout the academic year, three print editions of Platform Magazine are produced and distributed across three of Nottingham Trent University's campuses – City, Clifton, and Brackenhurst.

Around 350 copies are printed each term for students to read for free; meanwhile, digital versions are also made available.

Our website attracts an average audience of 18,000 page views per month. We also have audiences on Facebook (4,144), Twitter (2,615), Instagram (877), and TikTok (111).

ADVERTISING OPPORTUNITIES



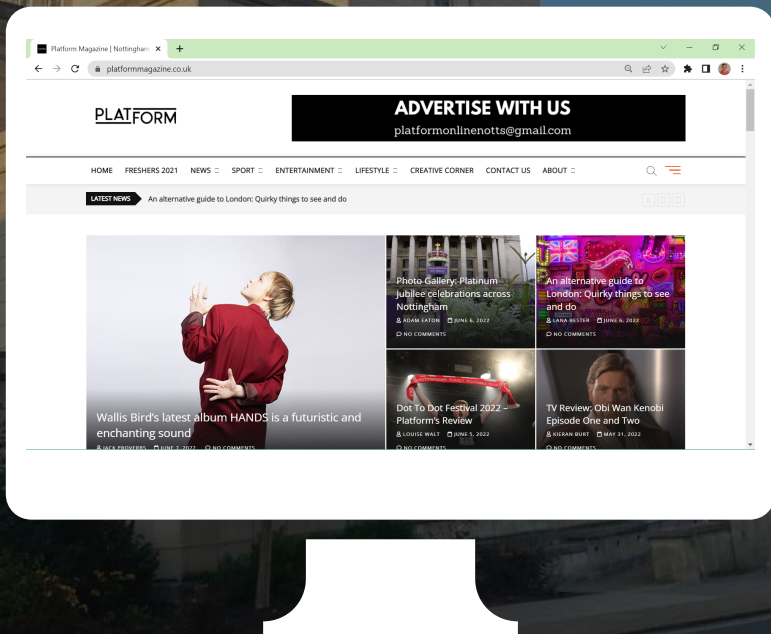
There are a number of opportunities for companies or individuals to advertise with Platform in print or on our website.

We offer a range of opportunities in our print product, including adverts that are full page, half a page, quarter of a page, or three quarters of a page.

Online advertising opportunities also include: department-specific advertising (news, sports, music, fashion & beauty, travel & lifestyle, culture & entertainment, creative corner), front page adverts, and in-article adverts.

Within the variety of online advertising opportunities that we have, we hope to find a package that works for you.

For more information regarding each opportunity, do feel free to contact us.



PRICING OPTIONS

Print

Quarter of a page (210 x 74.25mm)

£25

One half of a page (210 x 148.5mm)

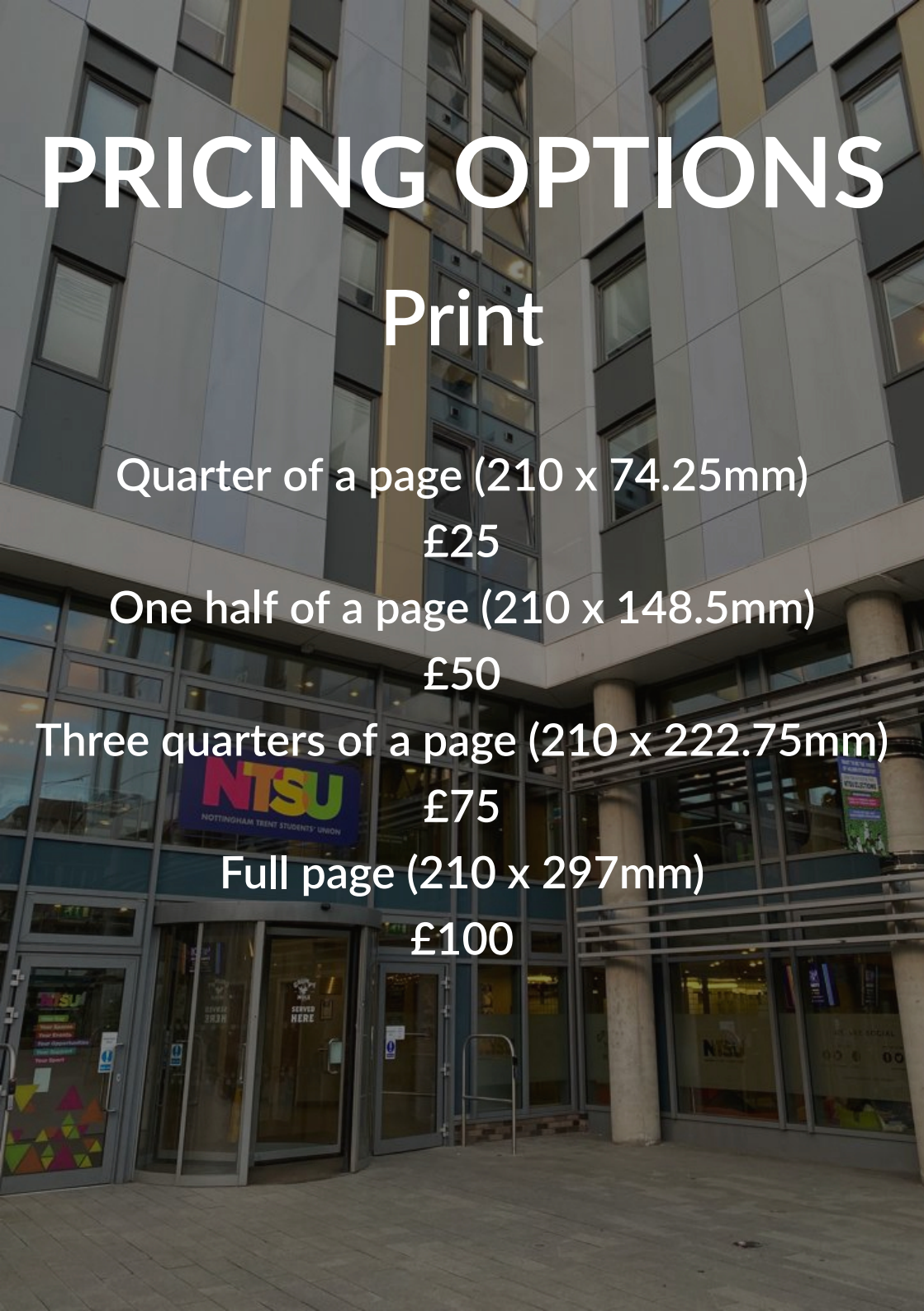
£50

Three quarters of a page (210 x 222.75mm)

£75

Full page (210 x 297mm)

£100



PRICING OPTIONS ONLINE

Department-specific advertising
£30

Homepage banner
£50

Homepage sidebar advert
£25

A low-angle photograph of the Nottingham Trent University building, featuring large classical columns and a red sign that reads 'Nottingham Trent University'. The sky is blue with some clouds.

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CONTACTS

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