

Cherwell

University of Oxford's Leading Newspaper
Independently student-run by Oxford Student Publications Limited



Media Pack 2025

For Advertisers





There is no better way to advertise to University of Oxford students, academics, and alumni.

Cherwell is the University of Oxford's leading student newspaper, independent since 1920.

We produce 15 print editions across the year (5 per academic term) which are delivered directly to **30+ colleges** across the University as well as to the wider Oxford community and alumni.

Since the very start of the web, we've published content online at cherwell.org where we regularly reach an audience of over **200,000 monthly page views** within Oxford and globally.

Cherwell has expanded its brand across social media, and now boasts **over 10,000 Instagram followers** with an average of over **500,000 views** on our posts every month.

Our content is comprehensive and wide-ranging from investigations and breaking news to profiles and culture. Students, academics, local and international readers trust *Cherwell* to keep up to date on all things Oxford.

Countless stories by *Cherwell's* writers have been picked up by national newspapers, such as The Times, The Guardian and The Telegraph, and our writers frequently collaborate with writers from these publications on larger stories.

Cherwell are the 2022 winners for the best student publication in the south east region of the UK and were on the 2023 and 2025 SPA shortlist for best publication in the UK. Our alumni include the writers W. H. Auden, Graham Greene, L. P. Hartley, and Evelyn Waugh.

In the past, we have helped businesses such as P&G, Hogan Lovells, LSE and the UK Atomic Energy Authority - we'd love for you to be next.



Cherwell



Print Advertising Rates

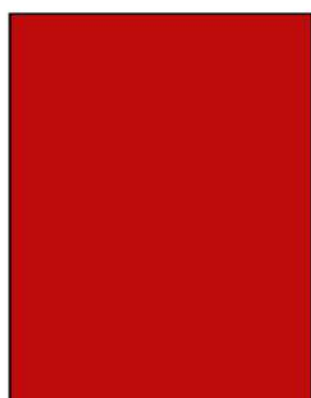
Every term, more than 8500 prints of *Cherwell* are distributed to an audience of over 35,000 Oxford students and faculty. It is the single best way for any business to advertise to the university community.

Full Page
(268mm
x 345mm)

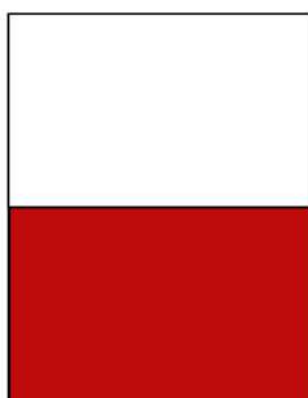
Half Page
(268mm x
172.5mm)

1/4 Page
(132mm x
172.5mm)

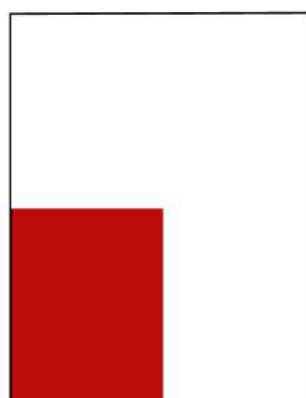
Back Page Banner
(268mm x 30 mm)



£700



£450



£300



£300

Advertorials

We offer advertorials for a price of £50 plus the space of advertisement. It can be written in-house per arrangement.

Series Discounts

3 Series: 5% 5 (full-term) Series: 7.5% 10 Series (over the space of a year): 10%

Placement

We will do our best to accommodate the advertiser. Page 3 is at a premium of £50.

Dates of Publication (advertisement graphic is due the Monday week of print)

TT 2025: 26 Apr, 3 May, 17 May, 31 May, 14 Jun.

Stuck for Primary Sources?
For everything from US Declassified Documents Online, Political Extremism and Radicalism, and the Making of Modern Law to The Times Literary Supplement and Archives of Sexuality and Gender.
For MILLIONS of fully searchable sources Use Gale - FREE through Solo
Just type "Solo" into the library catalogue, then choose "Solo Primary Sources" or visit our direct link: <https://link.gale.com/https://solo.library.ox.ac.uk>

Cherwell
PROTESTS ESCALATE: RAD CAM ENCAMPMENT ESTABLISHED, GRADUATIONS DISRUPTED
Crankstart tops UK aid, yet falls short of Ivy League
What's inside?

CHERBADLY
BREAKING: INOC list goes missing hours before release
What's inside?
JOURNALISM
FASHION
s/s
Mansfield College
7pm, Tuesday 28th May

All prices are subject to VAT where applicable. For inquiries, contact Jamie Ashley, Business Director of Oxford Student Publications Limited, Office Suite B, Salter's Yard, Folly Bridge, Oxford. Email: advertising@ospl.org

Cherwell

Online Advertising Rates



Cherwell's online website is the go-to, most reliable source of information for all Oxford students, faculty and alumni. We also attract a global audience of readers interested in the world of Oxford.

Viewership Statistics:

- Page Views year from December 2023 to December 2024: 2.4 million
- User Sessions year from December 2023 to December 2024: 1.7 million
- Reading Age Demographic: *available on request*
- Country Demographic: *available on request*

Any more statistics can be provided on request at the email address below. All information is provided in a full report after the end of the advertisement.

Our online stories are widely circulated across our social media including Instagram and Facebook.

We also offer sponsored posts/commercial features - please get in touch for details..



Sidebar Banner - visible on homepage (as seen above).

Cost: £100 per week

Online Advertorial - featured on homepage of the Cherwell website.

Cost: Priced by arrangement (writing in-house at a premium)

Sponsored Text Weblink - visible on home page and all articles in the footer.

Cost: Priced by arrangement

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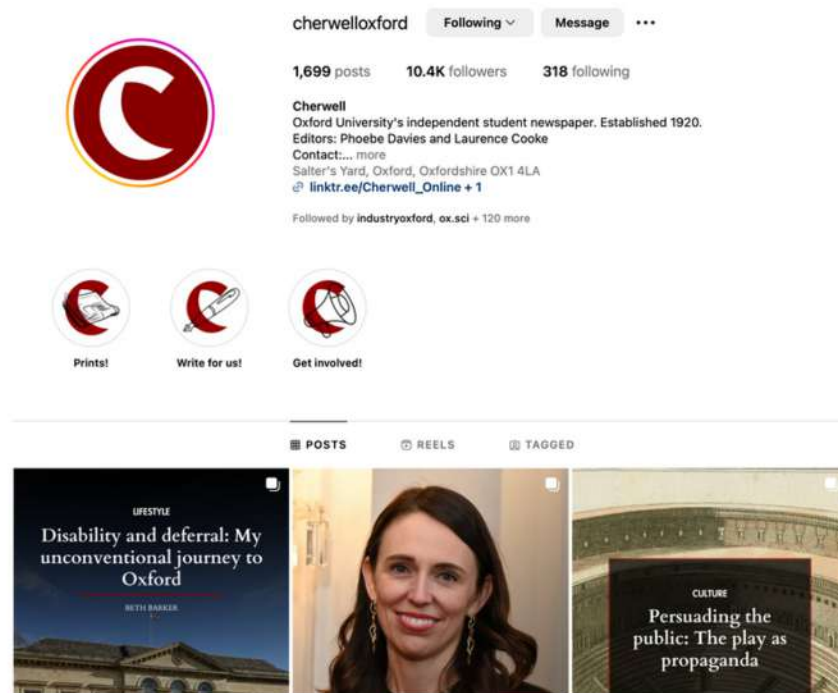
Social Media Advertising Rates

Cherwell's Instagram is the most popular Social Media account for all the latest news and stories for students at Oxford University.

Social Media Statistics:

- Followers: 10,400+ (as of Mar 2025), growing at a rate of 5% per month.
- Monthly Views across Posts: 500k+
- Views per Post: 10,000-100,000
- Views per Story: 2000-4000

Any more statistics can be provided on request at the email address below.



Story Post- live for 24 hours on our Instagram with the option of a repost or dedicated graphic (link included).

Cost: £175

Reel - video content shared on our Instagram (can be made in-house at a cost).

Cost: £250

Collaborative Post - permanent post shared across both our Instagram and the advertisers'.

Cost: £350

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