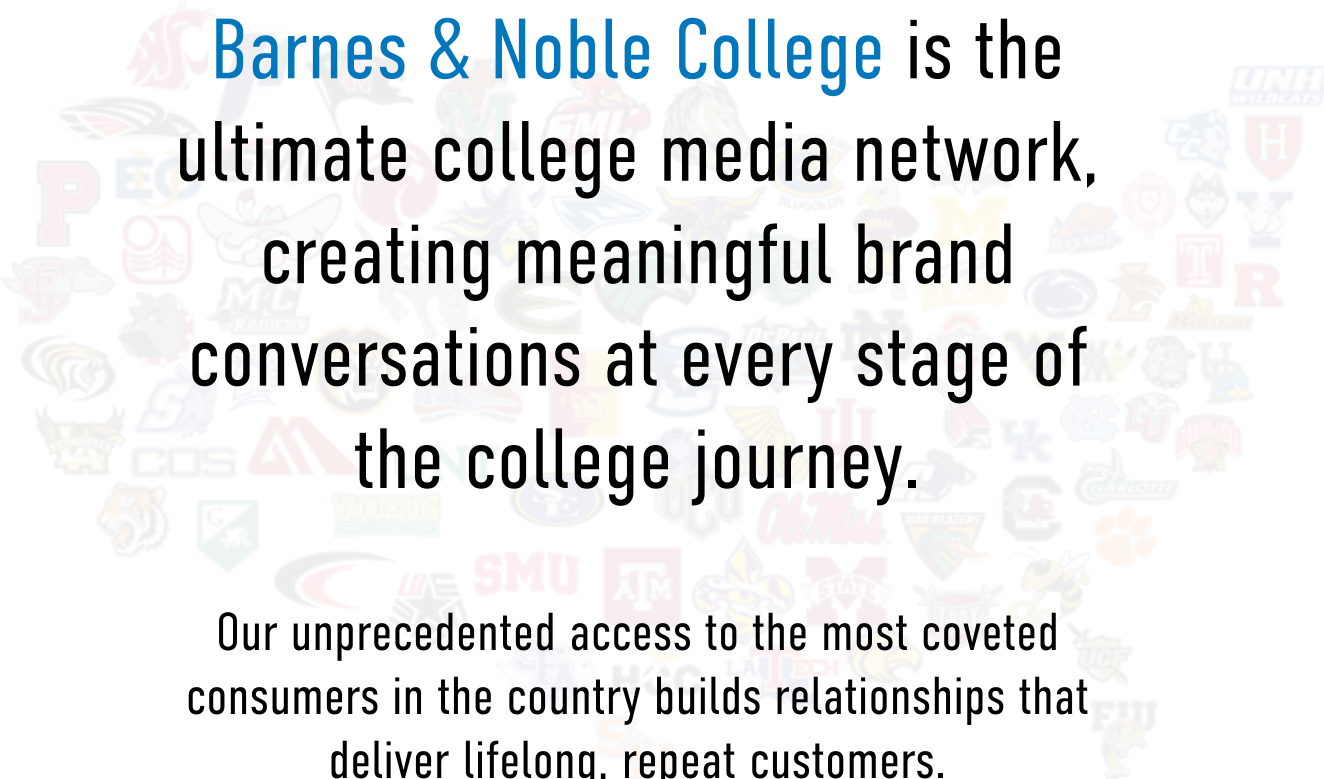




 Barnes & Noble
COLLEGE

Connecting brands with the Gen Z college audience.



Barnes & Noble College is the ultimate college media network, creating meaningful brand conversations at every stage of the college journey.

Our unprecedented access to the most coveted consumers in the country builds relationships that deliver lifelong, repeat customers.

11MM

Gen Z College Students

770+

Campus Bookstores

THE MOST EFFICIENT & EFFECTIVE GEN Z MEDIA SOLUTION

ONLINE, MOBILE
& SOCIAL MEDIA

IN-STORE SIGNAGE
& TV NETWORKS

SAMPLING
& COLLATERAL

Z360[®]

EMAIL

CAFE
MARKETING

EVENT
MARKETING

ESPORTS

RESEARCH &
INSIGHTS

BRANDED
EXPERIENCES

RESEARCH

With unparalleled access to Gen Z college students through our proprietary research platform, we deliver impactful insights that will help shape your business-critical decisions.

Leverage our quantitative and qualitative expertise:

- + Quick Polls
- + Exploratory, Deep Dive, and Tracker Surveys
- + Focus Groups
- + One-on-One Interviews
- + In-Store Intercepts

15K

Diverse, engaged, vocal
college students in our community

6MM

Students and their parents
in our email database

770+

Campuses we can meet
with students face-to-face



EMAIL MARKETING

Dedicated emails are 100% SOV, university branded, and delivered directly to students, parents, and alumni, driving to your brand's website.

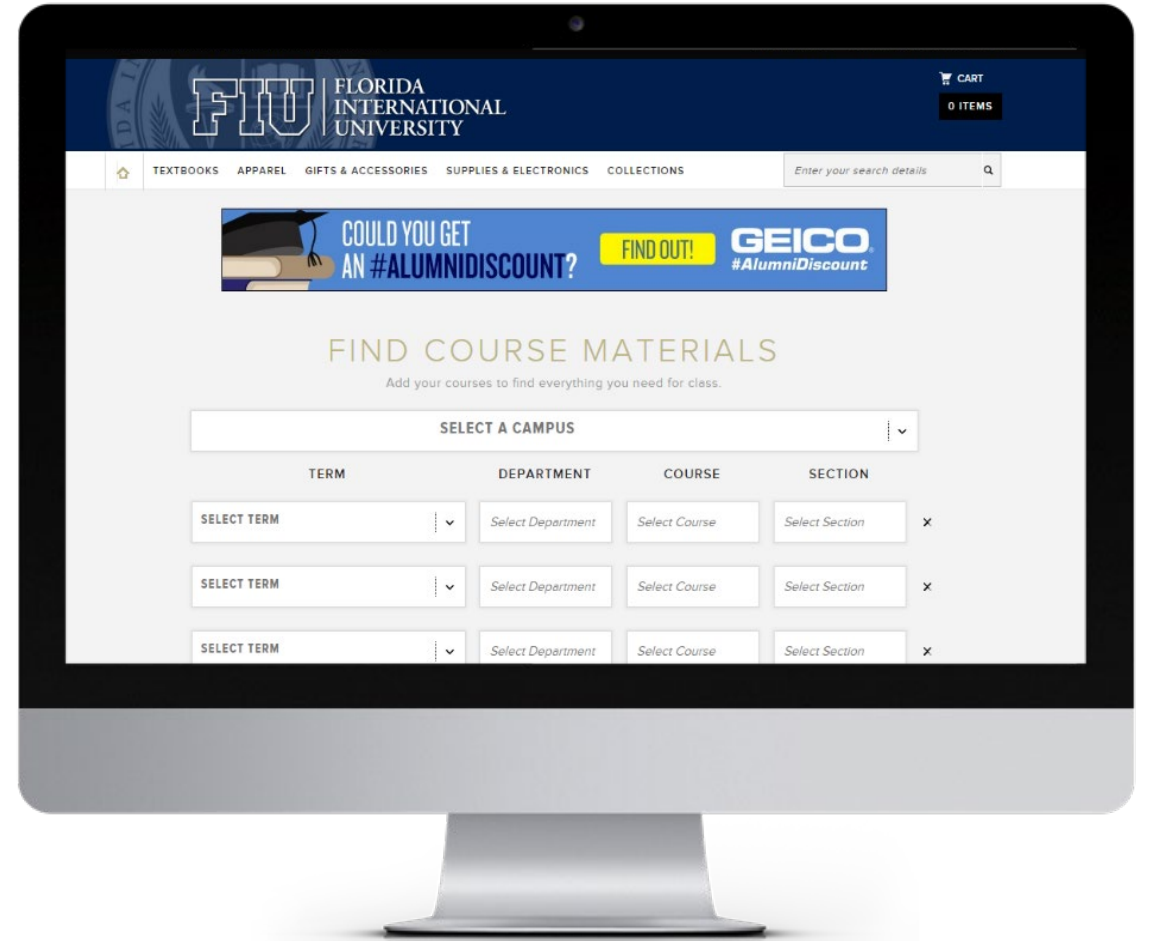
Seamlessly target your message by segment, markets, class year or gender to hone in on your target audience.

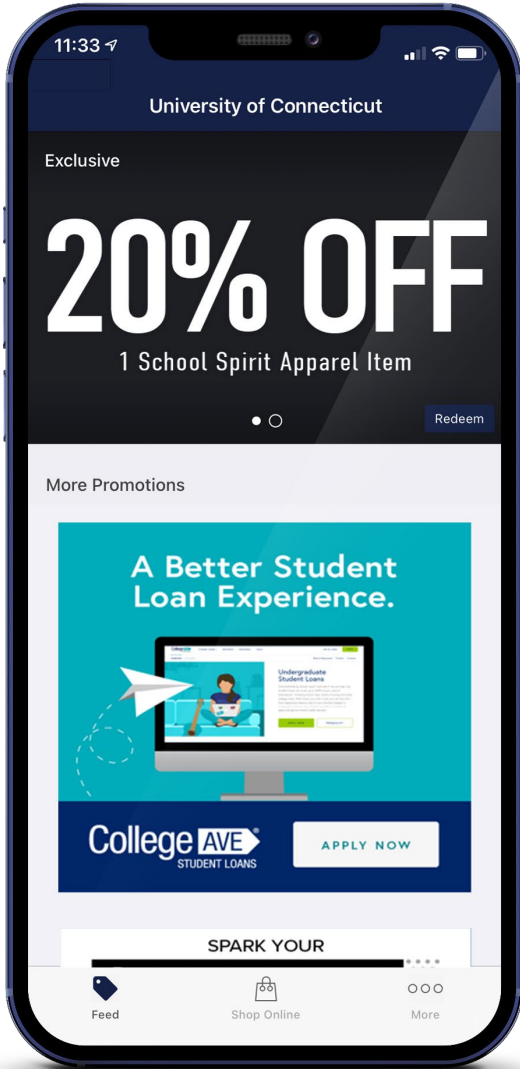
WEB ADVERTISING + AUDIENCE EXTENSION

Place ads across the Barnes & Noble College suite of college sites, keeping your brand top of mind while students, parents, and alumni are in active buying mode with credit cards in hand.

Ads can run nationally or targeted to specific markets and schools based on campaign goals.

Audience Extension gives our partners access to the BNC consumer across their daily online destinations – a direct connection to the college audience delivering highly targeted messaging.





MOBILE APP

As the first truly digital native generation, Gen Z spend more time on mobile devices than any prior generation.

The My College Bookstore mobile app allows students to receive local and national promotional offers through newsfeed posts.

OUT-OF-HOME ADVERTISING

Create a lasting impression with high impact signage in our retail locations.

- + Premier Signage
- + Point-of-Sale Signage
- + Window Signage
- + OOH TV Network



CAFÉ MARKETING

Conveniently located at the heart of campus, our on-campus cafes get a steady flow of traffic year-round. Immerse students in brand messaging with café activations.

- + Table Clings
- + Table Tents
- + Premier Signage
- + Register Signs
- + Coffee Sleeves
- + Events
- + Product Sampling



TIMING	MILESTONE
June/July	Freshmen Orientation
August/September	Fall Back-to-School, Move-In Days, Football Kickoff
October	Football, Homecoming, Family & Alumni Weekend
November/December	Finals Holidays
January/February	Spring Back-to-School
March/April	Spring Break Gear Up for Graduation
May	Finals Graduation

Did you know?

89% of Gen Z college students are more likely to purchase a product after receiving a sample.

SAMPLES & COLLATERAL

As a key point-of-market entry, college is when Gen Z is most receptive to brand messaging and offers that cater to their new life stage.

Drive trial and awareness of your products, student discount, or limited time offers with sampling and collateral distribution.

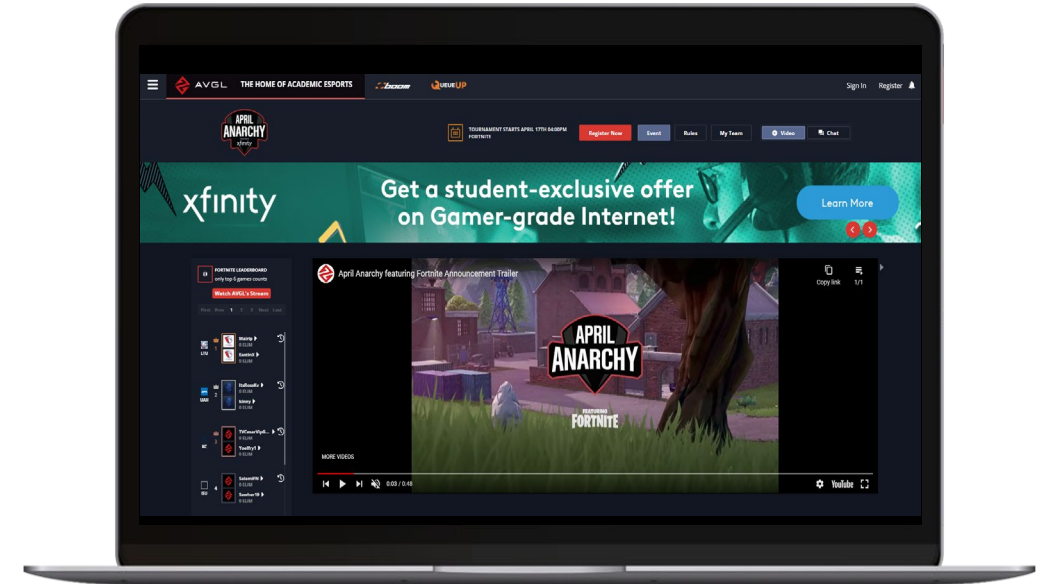
ESPORTS SPONSORSHIPS

The rise in popularity of esports has contributed positively to the development of collegiate level programs across colleges and universities nationwide; many offering Division I varsity teams, esports curriculum, gaming clubs, and scholarship offerings.

Barnes & Noble College, in partnership with American Video Gaming League (AVGL), hosts the premier college esports events of the season.

An esports sponsorship can offer brand expansion and engagement allowing your brand the opportunity to reach Gen Z college gamers, influencers, and fans nationwide.

- + Autumn Anarchy Tournament – September/October 2021
- + April Anarchy Tournament – March/April 2022
- + Custom Esports Sponsorship – Year Round





For more information, contact:
partnerships@bncollege.com

 bncollegemarketing.com

 Barnes & Noble College Brand Partnerships