



2025/2026

# MEDIA KIT

 Barnes & Noble  
**COLLEGE**





*As curators of the college experience, Barnes & Noble College excels at placing brands within the context of college life. Our location at the heart of campus and trusted university relationships allow us to connect to over 6 million students, parents, and alumni nationwide.*

*Our deep insights and extensive experience in the college market allow us to deliver customized, on-target marketing programs that connect students with the brands and products they value most.*



## ACTIVATE WITH THE MOST EFFICIENT & EFFECTIVE GEN Z MEDIA SOLUTION

Through Z360®, our comprehensive approach to engaging with the Gen Z market, we seamlessly connect brands with students throughout their college experience. By leveraging the power and exclusive access of our media platform, your brand can authentically connect with Gen Z college students, parents, and alumni.

# OUR AUDIENCE

Gen Z, the group born 1996 or later, is now the generation that is 24 years old and younger. They are a generation like no other with approximately [\\$360 billion in spending power](#).

Their social currency matches their financial spending ability, making them your target audience of future brand loyalists.



Unprecedented Access  
to the Most Coveted  
Consumers in the Country

**600+**

On campus locations

**6MM+**

College students, parents and  
alumni nationwide

**They are vocal about brands.**

*They will praise brands they love and share their favorites with their social circles.*

**They choose brands that align with their values.**

*They seek out brands that provide quality, are authentic, and enrich their lives and the lives of others.*

**They are lifestyle driven.**

*They want shopping experiences that are as unique as they are, looking for brands to inspire them with curated collections and products.*

**They are omni-channel shoppers.**

*They are avid online shoppers, yet value personal interactions and in-person shopping experiences, like events and unique retail pop-ups.*

**They want instant gratification.**

*If they see it and like it, they will buy it. They seek the latest products in an effort to stay on trend.*

## COLLEGE PARENTS AND ALUMNI

Extend your brand reach to other segments within the college sphere – parents and alumni – each with tremendous influence and spending power of their own.

# BY THE NUMBERS

# 600+

Campus retail locations across the country



# 88MM+

Annual visitors across **600+ on campus stores**, including students, parents and alumni



# 12MM+

Sampling and collateral distribution opportunities



# 43MM+

Annual visits across our suite of college sites



# 5MM+

Total email subscribers engaging with their favorite brands

\*Category restrictions may apply





# COLLEGE MOMENTS THAT MATTER

## ◎ FALL SEMESTER

### EVENTS/FOCUS

*AUGUST & SEPTEMBER*

Back-to-School, College Football Kickoff, Welcome Events

*OCTOBER*

Homecoming, Family Weekend, Midterms, Alumni Weekend and Parents Weekend

*NOVEMBER*

Thanksgiving Break, Black Friday, Cyber Monday, Holiday Shopping

*DECEMBER*

Holiday Shopping, Finals, NCAA Bowl Games, De-Stress Fest, Textbook Returns

## ◎ SPRING SEMESTER

### EVENTS/FOCUS

*JANUARY*

Back-to-School, Winter Sessions

*FEBRUARY*

Career Fairs, Midterms

*MARCH*

Graduation Fair, March Madness, Admitted Student's Day, Spring Break

*APRIL*

De-Stress Fest, Finals

*MAY*

Graduation, Freshmen College Decision Day, Textbook Returns, Cap & Gown Pickup

## ◎ SUMMER

### EVENTS/FOCUS

*JUNE & JULY*

Summer Session, Freshmen Orientation

# GEN Z RESEARCH & INSIGHTS

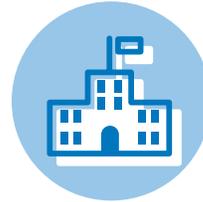
As a trusted on campus retailer, Barnes & Noble College forges relationships with Gen Z college students from the moment of acceptance through graduation and beyond. This unprecedented access allows us to gain real time insights into the mindset of Gen Z through our daily interactions.

With unparalleled access to our college students through our email network and campus footprint, BNC conducts immersive research among this generation that will help shape your critical business decisions.



**2MM+**

*Students and their parents in our email database*



**600+**

*Campuses we can meet with students face-to-face*

## OUR APPROACH

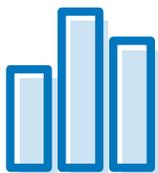
**From initial brief to final deliverable, we make the process as turnkey as possible:**

- We take the time to understand your specific business needs
- We find the right research approach
- We make sure your insights are actionable



## CUSTOM SOLUTIONS

**Our research capabilities cover a wide breadth of quantitative and qualitative methodologies including:**



**Quick Polls**



**In-Depth Surveys**



**Focus Groups**



**One-on-One Interviews**

# EMAIL MARKETING

**2MM**  
STUDENTS

**504K+**  
PARENTS

**1.6MM+**  
ALUMNI

## DEDICATED EMAILS

are **100% SOV**, delivered directly to students, intramural sports league participants, parents and alumni. Dedicated emails will drive to your brand's website (or desired destination). A strong call to action is suggested to further engage with target consumers. Emails can be deployed nationally or targeted to specific markets and schools based on campaign goals.



## BENEFITS

- Increase brand awareness
- Drive sales
- Acquire Gen Z college student emails
- Target by class year, gender, DMAs, and customer segment

## OPPORTUNITIES

- Student emails
- Parent emails
- Alumni emails
- Intramural Sports League emails
- Grad emails

# WEB ADVERTISING

## DISPLAY ADVERTISING

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.

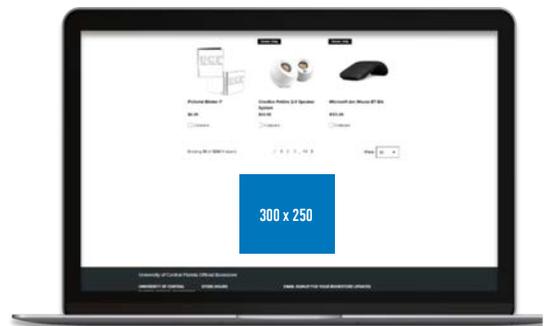
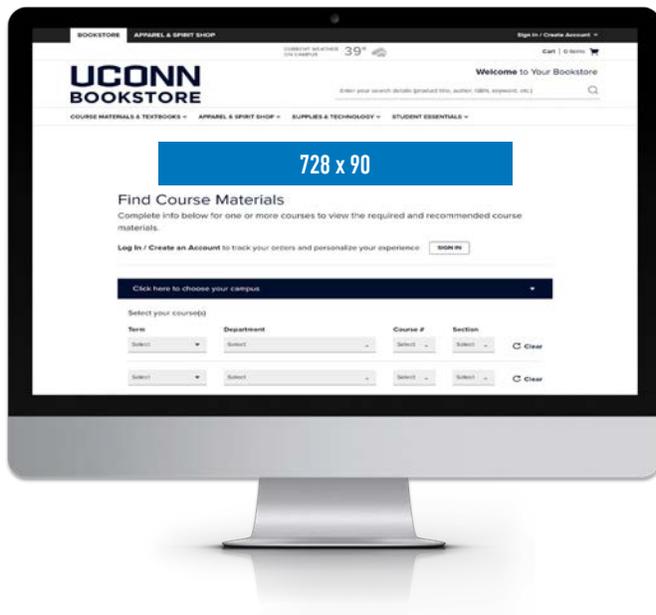
### BENEFITS

- Engage students, parents and alumni in active buying mode
- Promote current discounts & offers
- Drive sales and subscriptions

### OPPORTUNITIES

- Run-of-Site Ads
- Fixed Ad Placement

728 x 90, 300 x 250, 300 x 50



Official on-campus stores operating custom, school branded e-commerce sites.

Average Monthly Page Views

**280MM+**

Average Monthly Unique Visitors

**2MM+**

\*Participating site list may vary by campaign

# AUDIENCE EXTENSION CAMPAIGNS

## WEB & SOCIAL RETARGETING

Our Audience Extension solution gives your brand access to the BNC consumer across their daily online destinations to target millions of Gen Z student shoppers.

**Our powerful data set enables brands to focus on the right consumers, at the right time and place, delivering the highest possible ROI.**

Reach highly coveted college consumers from 600+ campus retail locations nationwide throughout their shopping journey across their daily, digital destinations including Meta.



## HOW IT WORKS



1

### IDENTIFY

When a shopper visits a BNC site, the site visit is captured via a pixel



2

### ACTIVATE

The site visit data is used to serve your brand's ad to the shopper while they browse the web and Meta



3

### CONVERT

Shopper is directed back to your site to complete the transaction

# COLLEGE ESPORTS

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 is invested in developing brand partnerships within the gaming world. An esports sponsorship can offer brand expansion and engagement allowing your brand the opportunity to reach Gen Z college gamers, influencers, and fans nationwide.

**OVER 90%**

of college students play video games, with 35% playing daily.

Source: ygam.org

*Authentically join the esports ecosystem by connecting with a highly engaged college gaming audience.*

## BENEFITS

- Create excitement and imagination around your brand
- Keep your brand relevant and top of mind by placing it within the context of college gaming
- Drive customer acquisition and sales among millions of college esports gamers, influencers, and fans

## OPPORTUNITIES

- Tournament Sponsorships
- Virtual Gaming Parties
- Livestream Branding

## 2021 ESPORTS TEMPEST AWARD WINNER - BEST ENDEMIC BRAND ACTIVATION

*The Tempest Awards acknowledges the esports industry's most innovative companies and executives, with categories that span production, talent, and technology. Judged by key members of the esports community, these awards serve as North America's top honors for the brands, the teams, the leagues, the players, and the business leaders driving the competitive gaming industry.*



**CYNOPSIS**ESPORTS

# OUT-OF-HOME ADVERTISING



## IN-STORE BRANDING & ENGAGEMENT

Create a lasting impression with high impact signage in our retail locations and cafés, located at the heart of campus with a steady flow of traffic year-round.

## IN-STORE OPPORTUNITIES



- Premier Signage
- In-store Banners
- Collateral Distribution via hand-to-hand or web box orders
- In-Store Event Activations

**88MM**  
VISITORS ANNUALLY

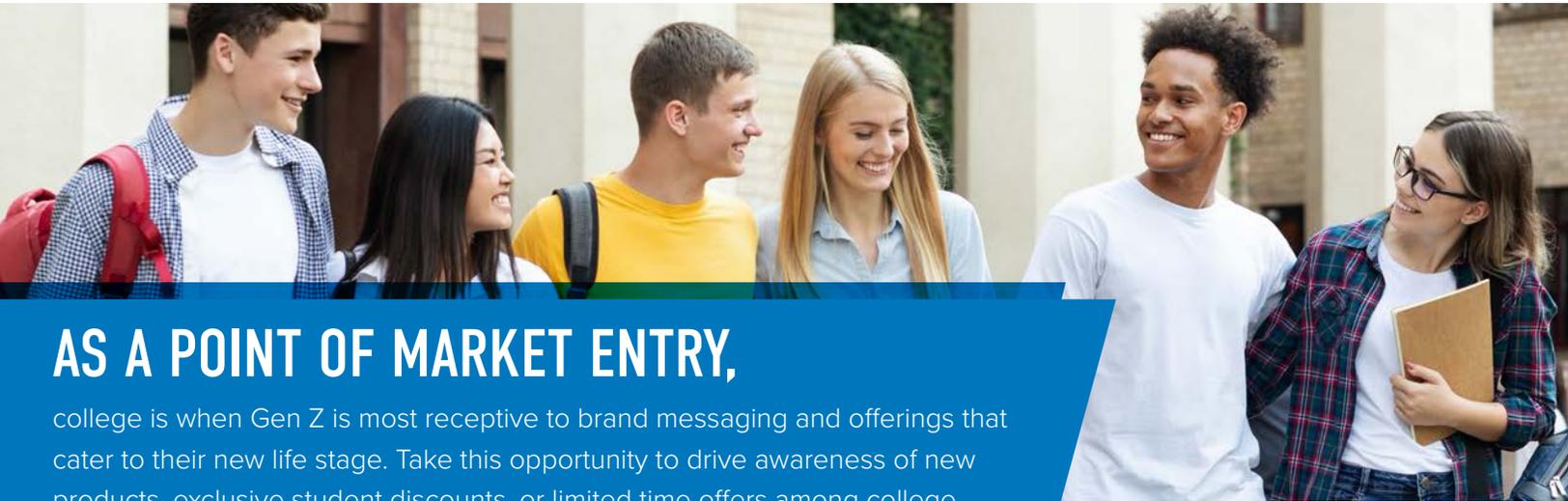
## CAFÉ OPPORTUNITIES



- Coffee Sleeves
- Table Tents
- Table Clings
- Point-of-Sale Signage
- High-Impact Signage
- Café Takeover

**51**  
CAFÉS

# SAMPLING & COLLATERAL DISTRIBUTION



## AS A POINT OF MARKET ENTRY,

college is when Gen Z is most receptive to brand messaging and offerings that cater to their new life stage. Take this opportunity to drive awareness of new products, exclusive student discounts, or limited time offers among college students during key consideration time frames throughout the school year.

TIMING	MILESTONE	OPPORTUNITY
JUN/JUL	Freshmen Orientation	<ul style="list-style-type: none"> <li>Incoming freshmen as they arrive on campus for orientation</li> </ul>
AUG/SEPT	Fall Back-to-School Football Kickoff	<ul style="list-style-type: none"> <li>Students while they're in active Back-to-School shopping mode</li> <li>Students, Parents, Alumni and Fans on gamedays</li> </ul>
OCT	Football & Homecoming	<ul style="list-style-type: none"> <li>Students, Parents, Alumni and Fans during Homecoming and Family Weekend</li> </ul>
NOV/DEC	Finals Holidays	<ul style="list-style-type: none"> <li>Students returning their rental textbooks or selling used textbooks</li> <li>Students shopping at the campus store for holiday gifts</li> </ul>
JAN/FEB	Spring Back-to-School	<ul style="list-style-type: none"> <li>Students while they're in active Back-to-School shopping mode</li> </ul>
MAR/APR	Gear Up for Graduation & Finals	<ul style="list-style-type: none"> <li>Graduating students as they pick up their cap &amp; gown in store</li> <li>Graduating students preparing for their finals</li> </ul>
MAY	Graduation	<ul style="list-style-type: none"> <li>Graduating students and their parents celebrating their achievement</li> <li>Students returning their rental textbooks or selling used textbooks</li> </ul>

89%

ARE MORE LIKELY TO PURCHASE A PRODUCT AFTER RECEIVING A SAMPLE

Source: Barnes & Noble College Student Community

# CONTACT US

---

Barnes & Noble College  
Lori Cohn  
Head of Brand Partnerships Sales  
[lcohn@bncollege.com](mailto:lcohn@bncollege.com)

