

BOOST YOUR PROFILE



MD
Marketing
Derby

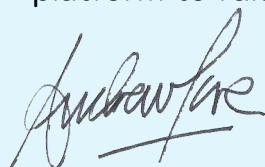
DIGITAL ADVERTISING
MEDIA PACK



AT A GLANCE

The Marketing Derby eShot is distributed every Tuesday, Wednesday and Thursday and is a highly-respected digest of business and leisure news from Derby and Derbyshire.

With a list of high-quality subscribers, predominantly from managerial or senior managerial roles, this is an excellent platform to raise the profile of your brand.



Andrew Lowe
Marketing and Communications Manager
andrew.lowe@marketingdereby.co.uk

5,500 Subscribers

High-quality recipients from Derbyshire, the Midlands and the South-East

Above Average Click-through Rate

Our readers know we focus on high-quality content and in turn we benefit from high open rates 37.8% (20.9% average) and click-through rates 4.7% (2.7% average)

High Profile Exposure

The best way to gain exposure to our huge list of Bondholder contacts and other subscribers.

eSHOT ADVERTISING

There are two advertising positions available for each eShot every **Tuesday, Wednesday and Thursday** - priority or supporting adverts can be booked individually. Great savings can be made with our two package deals, Silver and Gold, for multiple adverts.

RATE CARD AND PACKAGE DEALS

	Priority Advert	Supporting Advert	Price Plus VAT
Supporting advert	-	1	£75
Priority advert	1	-	£150
Silver Package	2	1	£275
Gold Package	3	1	£400

ARTWORK DIMENSIONS

Marketing Derby can provide assistance with the design if required. Both priority and supporting adverts dimensions: (w) 600px by (h) 120px



Priority
£150 →
Plus VAT



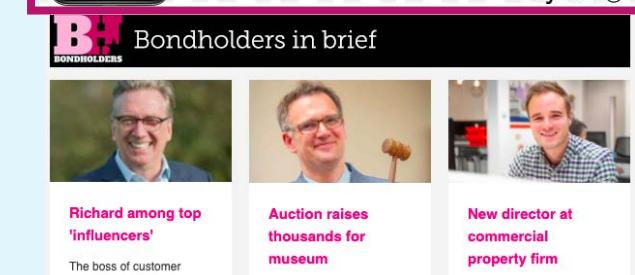
Bondholder Derby College Group (DCG) has recently welcomed the Minister for Apprenticeships and Skills, Gillian Keegan MP, to see how its new T-Level qualification study programmes will be developed.

DCG is the first FE provider in the East Midlands to launch the new two-year T-Level qualifications, which will see students spend 80% of their time in College and 20% on an industrial placement.

[Read more →](#)



Supporting
£75 →
Plus VAT



DEDICATED ESHOT

In addition to advertising within our eShots, there are exciting opportunities for exposure of broader messages through a dedicated eShot.

On any Monday or Friday, subject to availability, you would be able to “takeover” our eShot distribution list of 5,500 subscribers and send out your exclusive content.

There are multiple options to build an email to include as many stories as you wish, banner adverts or links to videos. Marketing Derby will assist and advise on the optimal layout for your needs - you would just need to supply the wording, images and weblinks and we'd put it together for your approval before sending it out.

The eShot would then be sent to our full subscriber list and the only thing we would require adding is that the eShot has been sponsored.

The example on the right has one lead story, a banner advert and two supporting stories all of which would link to web pages for further content.



The Marketing Derby logo is in the top left corner, featuring the letters 'MD' in a red box, followed by the text 'Marketing Derby' in a black sans-serif font. In the top right corner is a blue logo with a stylized bird or wing design. Below the logo is a photograph of a team meeting. A woman in a black patterned dress is standing and pointing at a whiteboard with a blue marker. A man in a dark blue shirt and jeans is standing to her right. In the foreground, a person's head is visible, and a laptop and a small potted plant are on the table. A large screen in the background displays a grid of small images.

Business as Unusual - Success in challenging times

Doubling online sales and upping conversion rates – the team at [Purpose Media](#) have been supporting businesses to pivot their approach throughout 2020, and now the marketing agency are giving Bondholders support to do the same.

PM are offering the opportunity to win one of five marketing audits that can help businesses thrive going forward.

Far from a software generated basic report, the audit is an interactive session with Purpose's in-house experts, producing an in-depth look at tactics and highlighting where improvements can be made.

Red flags that may hinder efforts will be investigated and winners will receive guidance and ideas to take forward.

Ready to up your game?

[ENTER NOW](#)

The header of the Purpose Media website. It features the text 'PURPOSE MEDIA.' in white on a green background on the left, and 'READY TO UP YOUR GAME?' in white on a pink background on the right. There is a thin white horizontal line separating the two sections.



Marketing with your back against the wall?

Purpose Media's MD, Matt Wheelcroft, shares his advice on what businesses should do to push forward, and how digital transformation could be the answer.

[Read more →](#)



Stepping up ambitious expansion plans

Purpose Media continues exciting digital marketing expansion, supporting more businesses pivot their marketing to focus online.

[Read more →](#)

A bespoke eShot sent on behalf of [Purpose Media](#) - to discover how to book yours, [click here](#) for our media pack or email andrew.lowe@marketingderby.co.uk.



[Forward](#)



INVEST IN DERBY AND DERBYSHIRE ESHOT

In addition to our eShots sent three times a week, Marketing Derby produce a monthly eShot focussed on the large regeneration and investment stories in the city and county.

Advertising is available in two positions, priority and supporting adverts. As this is produced monthly, there is very limited availability - early booking is highly recommended.

ARTWORK DIMENSIONS

Marketing Derby can provide assistance with the design if required. Both priority and supporting adverts dimensions: (w) 600px by (h) 120px

Priority
£150
Plus VAT

Supporting
£75
Plus VAT

The schemes that will boost Derby's recovery in 2021

Derby's economy is expected to bounce back stronger than anywhere in the East Midlands, according to a new report.

The latest UK Powerhouse report, published by law firm Irwin Mitchell and the Centre for Economics and Business Research (Cebr), predicts that the city's annual GVA growth in the second quarter of next year will be 25% ahead of Leicester (24.9%) and Nottingham (23.2%).

[Read More →](#)

Raise the profile of your products and services

FIND OUT MORE ABOUT ADVERTISING WITH US

MD Marketing Derby

Work starts on new business park infrastructure

Work has started on a multi-million pound scheme to unlock land for employment and housing development in Ashbourne.

[Read More →](#)

National aesthetics firm chooses Derby for new clinic

A national aesthetics clinic has signed a long-term lease on premises at Irwell Buildings - resulting in the historic Derby city centre property being full for the first time in decades.

[Read More →](#)

Market hall cinema plan moves closer

Plans to create a new cinema in a town in the Derbyshire Dales have moved an important step forward.

[Read More →](#)

Share our investment news with a colleague

CLICK HERE

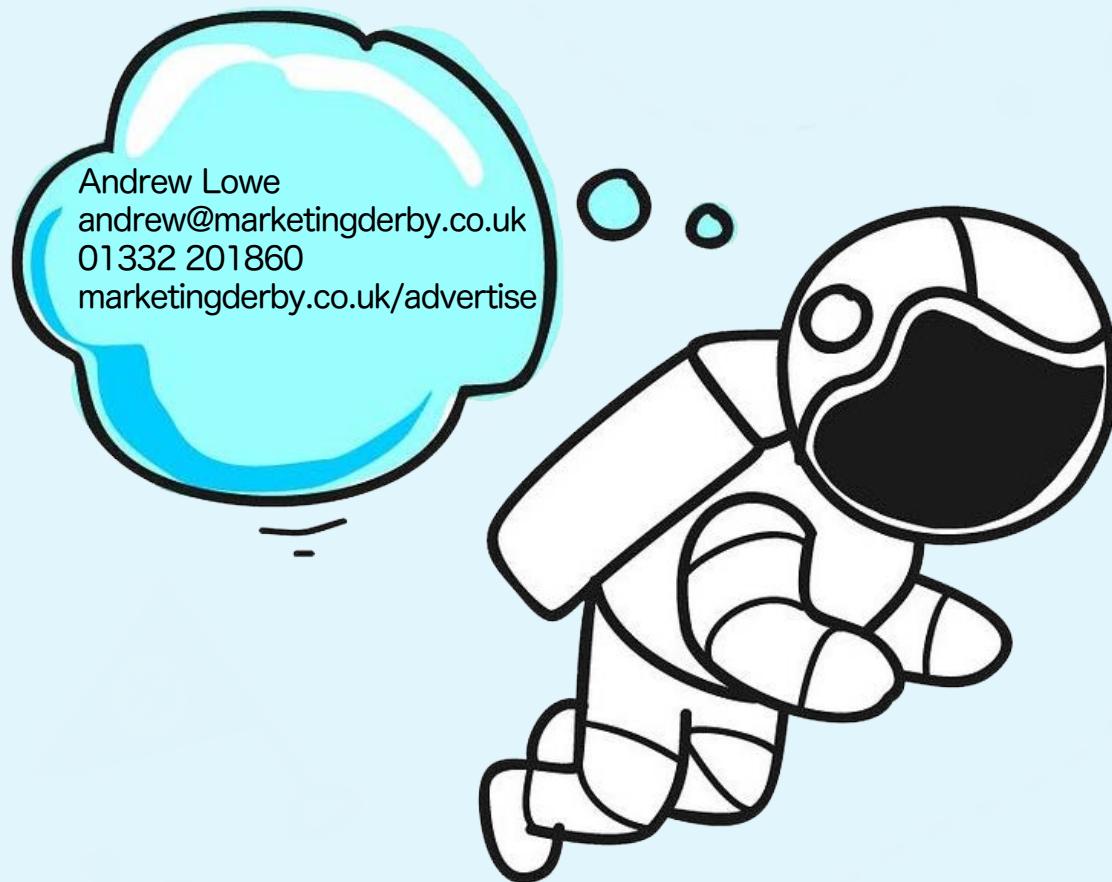
Investment Insights

Three small images showing a residential development, a large industrial building, and a person standing in a room.

INFORMATION AND BOOKING

Typically advertising slots book up quickly, so enquire early to check availability and secure a date for your advert.

For more information and to book digital advertising spaces, contact:



The Cavendish Building
Agard Street
Derby
DE1 1DZ