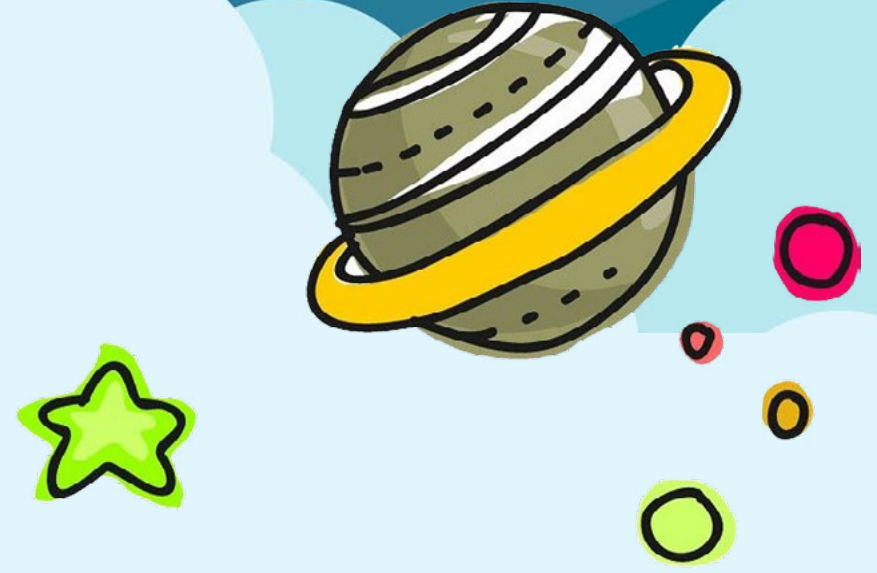


BOOST YOUR PROFILE



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

4,000 Subscribers

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

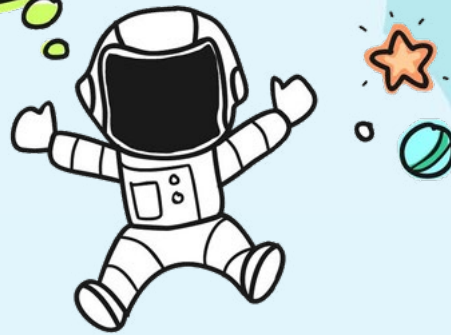
Above Average Click-through Rate

Our readers know we focus on high-quality content and in turn we benefit from high open rates 33.8% (20.9% average) and click-through rates 3.9% (2.7% average)

High Profile Exposure

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

PRICES FROM
£75
Plus VAT



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.

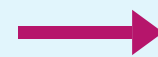
RATE CARD AND PACKAGE DEALS

	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



Hospital quality products, shipped directly to your door

Shop now

Supporting
£75
Plus VAT



Getting you there, safely.

100% of our Derby saloon vehicles have protective screens.

download the app

Ministerial visit for DCG

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 →](#)

Business expansion announced

Bondholder [Easy Direct](#) is expanding to new premises to support its ambitious growth plans.

[Read more →](#)

'Good to Go' Ground

Home of Bondholder [Derbyshire County Cricket Club](#), The Incona County Ground, has been recognised by Visit England as a "We're Good To Go" events venue.

[Read more →](#)

Summer sports celebration

After having its busiest ever summer of coaching, Bondholder [Progressive Sports Derbyshire](#) says sport should be at top of the curriculum.

[Read more →](#)

BH Bondholders in brief

Richard among top 'influencers'
The boss of customer

Auction raises thousands for museum

New director at commercial property firm

DEDICATED ESHOT

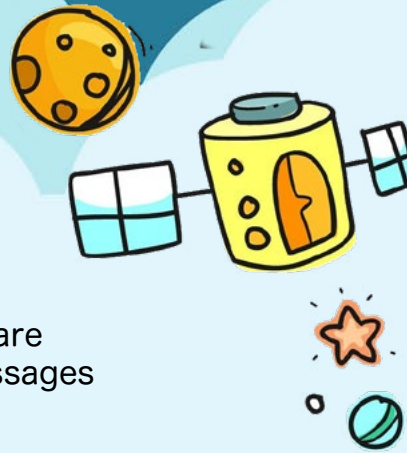
In addition to advertising within our eShots, there are exciting opportunities for exposure of broader messages through a dedicated eShot.

On any Monday or Friday, subject to availability, you would be able to “takeover” our eShot distribution list of 4,000 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.



MD Marketing Derby

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

PURPOSE MEDIA. **READY TO UP YOUR GAME?**

Marketing with your back against the wall?

Purpose Media's MD, Matt Wheatcroft, 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.love@marketingderby.co.uk.

[f](#) [t](#) [v](#) [in](#) [g+](#)

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 screenshot shows a digital advertisement for 'Investment news for Derby and Derbyshire'. At the top, there's a header with the text 'Investment news for Derby and Derbyshire' and a background image of city buildings. Below this is a large image of a modern industrial building labeled 'SmartParc'. A purple banner below the image reads 'The schemes that will boost Derby's recovery in 2021'. The main text states: '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 26%, ahead of Leicester (24.9%) and Nottingham (23.2%)'. A 'Read More' button is visible. Below this is a dark banner with the text 'Raise the profile of your products and services' and 'FIND OUT MORE ABOUT ADVERTISING WITH US'. The main content area features three news items: 'Work starts on new business park infrastructure', 'National aesthetics firm chooses Derby for new clinic', and 'Market hall cinema plan moves closer'. Each item includes a small image and a 'Read More' link. At the bottom, there's a teal banner that says 'Share our investment news with a colleague' and 'CLICK HERE', followed by a section titled 'Investment Insights' with three small images.

INFORMATION AND BOOKING

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

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



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01332 201860
marketingderby.co.uk/advertise

MD
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Derby

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