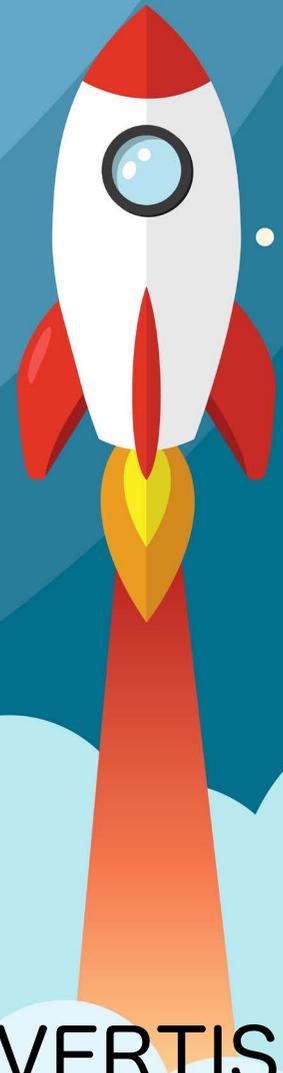


# BOOST YOUR PROFILE



**MD20**  
2006  
2026  
**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



### **5,600 Subscribers**

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

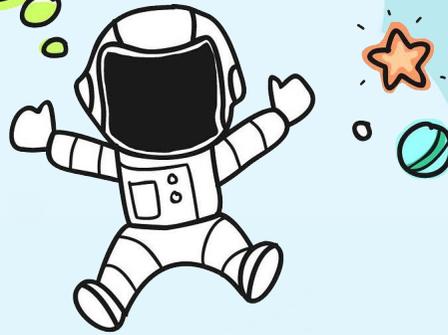
### **Above Average Click-through Rate**

Our readers know we focus on high-quality content and in turn we benefit from high open rates 37.8% (20-25% average) and click-through rates 4.7% (2-3% 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.

citytaxis ©

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 **Lozy 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 5,600 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.

“We were genuinely impressed by the response to our Digital Marketing Skills Bootcamp campaign through Marketing Derby’s e-shot. The engagement from the Marketing Derby community was incredible. It reached exactly the right audience, local professionals eager to develop their skills, and became our most successful recruitment channel by far.”

Anna Hutton,  
Director of Communications & Behaviour Change, TMLA

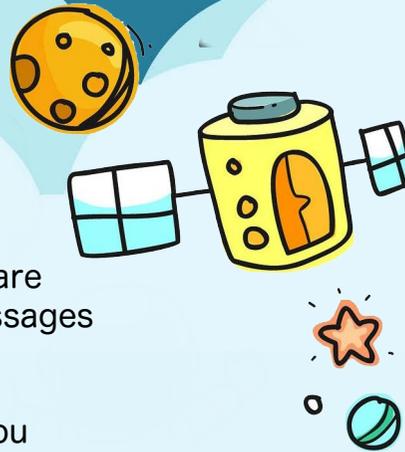
**Open Rate - 61.7%**

(20-25% industry average)

**Click-through Rate - 18.9%**

(2-3% industry average).

TMLA Bespoke eShots Stats



Discover what makes  
Marketing Derby tick

Click here to watch  
the Showreel video.

tmla

## Secure your place on TMLA's Digital Marketing Skills Bootcamp

Develop the digital marketing skills in your team with our 12-week Digital Marketing Skills Bootcamp starting 10<sup>th</sup> September.

Funded by the Department for Education and delivered in partnership with award-winning marketing agency, MacMartin, the course is designed to equip learners with the knowledge, tactics and confidence to succeed in digital marketing and make a tangible impact in their business.

With a flexible study format to work alongside staff schedules, the Skills Bootcamp incorporates a blend of in-person sessions, online workshops and independent study.

Course content starts with an introduction to digital marketing fundamentals, then delves into practical, real-world areas, including:

- Branding and positioning
- Websites and Web Optimisation
- Social Media Marketing
- Email and CRM
- SEO (Search Engine Optimisation)
- Content Marketing

If your team member is aged 19 or over and lives or works in Derbyshire or Nottinghamshire, don't miss your chance to build their digital marketing skills, knowledge and confidence through this government-funded framework.

Apply now to train your staff with the East Midlands' CIM-accredited experts.

[Apply now →](#)

12 week  
funded  
course

## Digital Marketing Skills Bootcamp

[Apply now →](#)



### How our marketing agency, MacMartin, shapes TMLA teaching

Running an award-winning behaviour change agency alongside TMLA means our learners not only benefit from insider know-how, they also get unique insight into current behaviour change campaigns.

[Read more →](#)



### The biggest skills gap in marketing teams – and how you can close it

Marketers today are expected to be both creative and commercial, tactical and strategic. But despite all the noise around trends and tools, we keep seeing the same challenge holding teams back...

[Read more →](#)



### Get the right training for your business

Explore the ways we can support your staff development with practical, accredited training, whatever career stage your team is at. We offer a range of short courses, plus full CIM qualifications to help you bring more knowledge and impact to your business.

[Download our Employer Guide →](#)



# 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

Investment news for Derby and Derbyshire

**SmartParc**  
Schools of Food Production

**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

**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 11 Royal 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**

## 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:



Andrew Lowe  
andrew@marketingderby.co.uk  
01332 201860  
marketingderby.co.uk/advertise

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