

THE MAGAZINE FOR THOSE DOING BUSINESS IN DERBY ... AND THOSE WHO WOULD LIKE TO

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SPRING 2015

A Derby Telegraph publication



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SUMMER 2015

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**BIG TALK: HOW DO WE TACKLE THE HOUSING CRISIS?**

**WHY WE'RE ON TO A WINNER WITH SPORT**

**UNLEASH THE MIDLANDS POWERHOUSE**



**CATHEDRAL QUARTER: 20-PAGE SECTION INSIDE**

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AUTUMN 2015

A Derby Telegraph publication



**BUILDING THE CITY'S NEW MASTER PLAN**

**WHY OUR SILK MILL IS ON THE VERGE OF ANOTHER INDUSTRIAL REVOLUTION**

**THE OFFICE THAT COULD BE GOOD ENOUGH FOR GOOGLE**

**HOW DERBY CAME OUT FIGHTING AGAINST RECESSION**

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Derby is a city with growing confidence and big ideas, and a county people are proud to belong to.

57% of Derby's inhabitants are classed as ABC1's

Derby is home to world leading brands such as Rolls-Royce, Toyota and Bombardier, and hosts an additional 16,000 companies.

1.7 million people live within 45 minutes of the City Centre, and 80% of the country's population can access Derby within a 2 hour drive.

1 in 10 of Derby's population is employed in high technology, the highest proportion in the UK.

Derby has the highest salaries of any city outside of London.

There has been a £1bn investment in the city over the last five years including a £350m Intu Derby shopping centre.

Current investment includes £300m in new leisure, office, housing, infrastructure schemes including a Sports Arena and a swimming pool, plus a further £200m investment into Infinity Park.

Derby provides an admiral cultural calendar which includes a world-class photography festival, the largest outdoor classical concert, art galleries and a visual arts and media centre.

Also, according to recent research, Derby has the fastest growing economy in the UK. The city has topped a list of places compiled by accountancy firm UHY Hacker Young, with it's growth being driven by the performance of manufacturing and engineering sectors. In fact, Derbyshire locks out the top three places in the table of 138 towns, cities and counties.

What makes the county's performance all the more impressive is that the five-year period UHY Hacker Young studied was 2009-2013 – which covers the height of the economic downturn.

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Derby is a city that despite the economic challenges, continues to punch well above its' weight.

It is one of the few places outside of the south-east where cranes on the skyline still symbolise the faith of the investors in the future.

Our publication Agenda, showcases the innovation and success of local companies and underscores Derby's attractiveness as a place to invest and trade.

Agenda, published four times a year – during Spring, Summer, Autumn and winter – is produced in a similar format to it's multi-award winning sister title, the Derbyshire Magazine, and will be put together by the Derby Telegraph's business team of Robin Johnson and Paul Whyatt.

Our friends at Marketing Derby are already on board as sponsors and help shape the content agenda. In-depth analysis of the issues affecting business in the city – and the opportunities within our economy – will be combined with profiles of those enjoying success, features on promising new companies and reports on those who are really moving and shaking things commercially.

Agenda has a circulation of 3,500 copies, with 1,500 of those direct-mailed to important decision makers within the local business community and a further 500 are used by Marketing Derby as part of their communication with potential inward investors.

We also strategically distribute copies of the magazine to key meeting places within the city including Starbucks on Pride Park, and copies are available in high traffic areas such as the First-Class lounge at Derby Railway Station. Copies can also be made available to individual businesses for use within their own marketing activities.

The Derby Telegraph already has an enviable reputation for it's business coverage. Our writers have won numerous regional and national honours and regularly break the big stories that keep the commercial community talking.

We believe Agenda is a fantastic addition to our portfolio and a valuable marketing or business-to-business vehicle for your organisation.

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## Advertising Costs and Dimensions

Position	1 Insert	2 Inserts*	4 Inserts*	Dimensions	Digital Element
Inside Front or Inside Back	£624	£544	£524	270x190mm	Includes 2,000 mobile banners
Outer Back Page	£674	£599	£474	270x190mm	Includes 2,000 mobile banners
Page 4+5 DPS	£874	£774	£624	270x560mm	Includes 2,000 mobile banners
DPS (inc Centre Pages)	£824	£724	£574	270x560mm	Includes 2,000 mobile banners
Full Page	£474	£394	£324	270x190mm	Includes 2,000 mobile banners
Half Page Portrait	£312	£262	£187	270x93mm	Includes 1,000 mobile banners
Half Page Landscape	£312	£262	£187	130x190mm	Includes 1,000 mobile banners
Quarter Page	£172	£137	£112	130x93mm	Includes 1,000 mobile banners

Contact Details – For more information, please call the Advertising Department on 01332 411888



\*To enjoy the multiple insertion rate all orders will be booked and confirmed at time of purchase