



THE MUSIC DERBY LOVES

Introducing Derby ONE

Derby ONE is Derby's new local commercial radio station, and we've built it for the people who live, work, and shape our city.

Accessible via our free mobile app, online, and on smart speakers "play Derby ONE", and soon to join Derby's DAB digital radio line-up.

A large crowd of people is gathered on a grassy field at sunset. The people are mostly seen from behind, looking towards the horizon where the sun is setting. The scene is bathed in the warm, golden light of the late afternoon. The crowd is diverse in age and appearance, and they are sitting on the grass, some on blankets. The background shows trees and a clear sky with a few birds flying.

**We're wherever your audience
wants to tune in.**

What We Do

Our mission is simple: to be the soundtrack to our city. Derby takes pride in what's theirs, and Derby ONE is proudly theirs.

We play The Music Derby Loves: an upbeat, familiar mix spanning the last 45 years, blended with today's biggest hits.

Derby ONE is rooted in our city. We talk about what's happening in Derby through local news, engaging content, and features that entertain, inform, and celebrate Derby as the beating heart of the East Midlands.

Derby ONE speaks to Derby's heartland, primarily 25–50-year-olds who live, work, and socialise in the city they're proud to call home.

Our listeners are active, hard-working, and family-minded, many are married with children, balancing busy work lives with making the most of their free time.

Our Audience

- **Back The Rams on match day.**
- **Shop at places like Derbion, St Peters Street, The Wyvern, Kingsway & Meteor Retail Parks.**
- **Spend lazy Sundays in Markeaton Park.**
- **Enjoy evenings around Iron Gate and Sadler Gate.**

They choose DerbyONE because it's their station, the place to hear what's happening in Derby, alongside an energetic, familiar music mix from the past 45 years.

They want to be entertained. They want to have fun. And they want their radio to be as rooted in Derby as they are.



Advertising Packages

Advert campaigns start from just **£49*** per week

Sponsorships start from just **£40*** per week

Advert production starts from **£85***

*All prices shown are excluding VAT

Contact us and we'll tailor the perfect campaign for you!

Email sales@derbyone.com or call Paul on 07775 722578

