



DERBY ONE

THE MUSIC DERBY LOVES



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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.

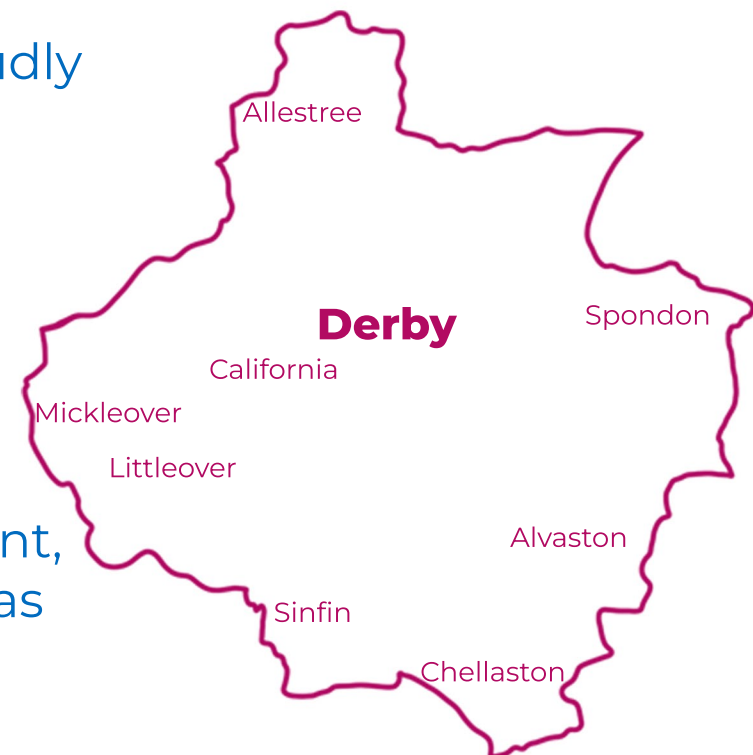
Accessible via our free mobile app, online, and on smart speakers "play Derby ONE", and soon to join Derby's DAB digital radio line-up.

We're wherever your audience wants to tune in.

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.



Our Audience

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.

They:

- **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

Bronze Package - £70.00 per week

28 adverts a week - 4 each day

That's just £2.50 per advert

Silver Package - £94.50 per week

42 adverts a week - 6 each day

That's just £2.25 per advert

Gold Package - £112.00 per week

56 adverts a week - 8 each day

That's just £2.00 per advert

Platinum Package - £147.00 per week

84 adverts a week - 12 each day

That's just £1.75 per advert

Airtime Campaigns

Targeted on-air packages to suit any budget, hitting your customers when it matters most.

Commercial Production

We will work with you to tailor your advert to your aims and goals.

Sponsorships

Align your brand with shows or features like the weather, traffic, or local news.

Promotions & Competitions

Drive engagement by giving listeners the chance to win, creating positive brand connections.

Presenter Reads

Our trusted voices talk about your business live on air, ideal for offers, events, or recruitment.

Event Hosting & PA

Bring personality to your event with Derby ONE presenters as hosts.

Online & Digital Advertising

Cost-per-click or time period campaigns across our website, mobile app, and smart-speaker presence.

Sponsorship Packages

Weather

Sponsor tag at top of hour 24 hours a day.
Advert and link on website weather widget
Advert on weather page on website.

13 weeks = £200 per week
26 weeks = £175 per week
52 weeks = £150 per week

Traffic and travel

Sponsor tag at the start of travel bulletins (2x
per hour 6am-10am and 2x per hour
4pm-7pm)
Advert on travel page on website

13 weeks = £175 per week
26 weeks = £150 per week
52 weeks = £125 per week

Top of hour

Sponsor tag played directly before the news
'it's coming up to the top of the hour with....'

13 weeks = £175 per week
26 weeks = £150 per week
52 weeks = £125 per week

Breakfast

Sponsor tag 3x per hour 6am-10am (TOH
and into the two ad breaks)
Promo played every other hour at all other
times

Advert on website
Big Advert on breakfast page

13 weeks = £200 per week
26 weeks = £175 per week
52 weeks = £150 per week

Daytime

Sponsor tag 3x per hour 10am-2pm (TOH and into the two ad breaks)

13 weeks = £150 per week

26 weeks = £125 per week

52 weeks = £100 per week

Afternoon Anthems

Sponsor tag 3x 2pm-3pm (TOH and into the two ad breaks)

13 weeks = £60 per week

26 weeks = £50 per week

52 weeks = £40 per week

Drive

Sponsor tag 3x 3pm-7pm (TOH and into the two ad breaks)

Promo played 4x per day before 3pm each weekday

Advert on website

13 weeks = £175 per week

26 weeks = £150 per week

52 weeks = £125 per week

Evenings in Derby

Sponsor tag 3x per hour 7pm-10pm
Sun-Thurs (TOH and into the two ad breaks)

13 weeks = £75 per week

26 weeks = £60 per week

52 weeks = £50 per week

Derby Chilled

Sponsor tag 3x per hour 10pm-1am
Sun-Thurs (TOH and into the two ad
breaks)

13 weeks = £60 per week

Overnights

Sponsor tag 3x per hour 1am-6am 7
days a week (TOH and into the two ad
breaks)

13 weeks = £60 per week

Weekend Breakfast

Sponsor tag 3x per hour 8am-12pm
Sat & Sun (TOH and into the two ad
breaks)

13 weeks = £125 per week

Weekend Afternoons

Sponsor tag 3x per hour 12pm-4pm
Sat & Sun (TOH and into the two ad
breaks)

13 weeks = £100 per week

Floorfillers

Sponsor tag 3x per hour Fri-Sat
7pm-1am (TOH and into the two ad
breaks)

Promo played 24 times per week.

13 weeks = £60 per week

26 weeks = £50 per week



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