



*A friend  
dropping in...*

## DERBYSHIRE'S BEST LOVED FREE LIFESTYLE MAGAZINE

# Media Pack 2024



## “Leading The Way In Advertising For Derbyshire Since 1994”

### Why Advertise With Country Images?

As a local business, established and trusted in the heart of the community for the past 30 years, Country Images Magazine has provided a strong advertising platform for local businesses in print and on-line. This joint marketing campaign offers our customers the best of both worlds, the time tested and trusted platform of print, alongside the growth of digital platforms. Whilst digital advertising provides a certain platform we still believe, like many around the country, that advertising in print is still the key to keeping your business embedded in peoples minds.

Over these years we have developed a good grasp of our readership and an in depth understanding of the local area. When people read Country Images Magazine they are investing time and are concentrating on the local content that it contains. This can only be a benefit to our advertisers who actively offer their products and services.

#### WHY ADVERTISING IN PRINT WORKS

A printed advert in Country Images targets the right customers and reaches thousands of potential customers in the local area. Regular readers of a trusted magazine such as Country

Images are active readers who enjoy engaging with the editorial content alongside trusted businesses whose adverts appear regularly. These readers are frequently looking for goods to purchase from the regular advertisers in Country Images. Alongside these readers are those who we would call passive readers, who just at that moment in time aren't actively in the market to buy, but the right eye-catching advert may tempt them into a purchase.

This is the main reason why the design and production department at Country Images encourage advertisers to change their advert regularly to showcase the latest products that they have on offer.

Whilst the printed, home delivered edition of Country Images is providing this front line service it is backed up by a strong on-line presence where the magazine and its related articles can also be read. Each month an email or text is sent to those who subscribe free to alert them that the latest edition is available to read. In this way we feel that the advertisers in Country Images Magazine are getting the best of both worlds.

The tried and tested 'through the letterbox' distribution of Country Images is controlled and monitored in house, alongside a network of trusted distributors who relentlessly get the magazine to the required target audience.

Country Images is the leading original Free Full Colour A4 quality magazine for Derbyshire that has been produced every month since 1994.

With our high editorial content, we focus on the wealth of treasures Derbyshire offers, from delving back into the area's rich and varied history, to looking forward to the latest leisure trends. Country Images has something for all interests.

Creating 'platforms' ideally suited for local companies: Country Images gets your message right to the heart of where it should be - into the home. We control our own distribution network throughout Derbyshire targeting homeowners, offering you peace of mind that your message really does reach 'home'.

Our Staff are local people with a wealth of marketing experience, and are happy to visit customers face to face and will provide a tailor-made marketing package.

Our Design Studio based in the heart of Derbyshire offers our advertisers a FREE artwork design service.

With an average circulation of 17,000 for our north edition and 12,500 for our Derby edition, Country Images has the biggest circulation of any lifestyle magazine in Derbyshire.

## Media Pack 2024





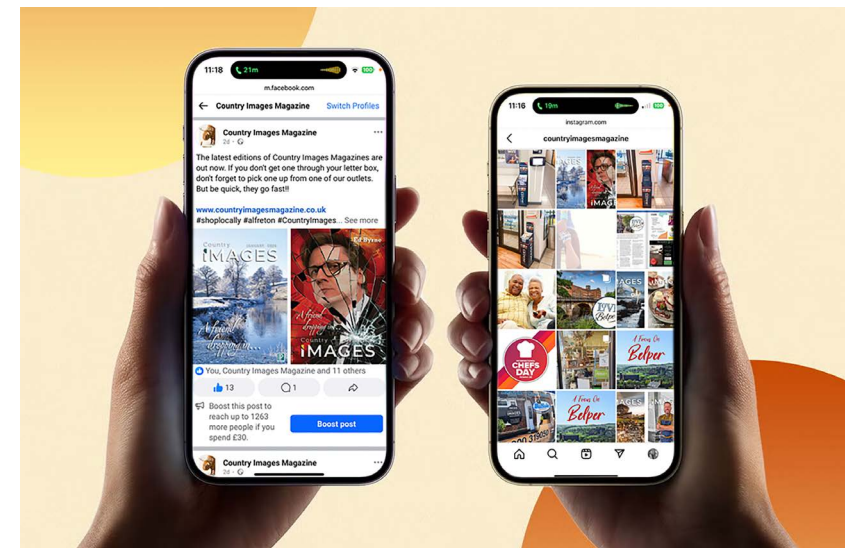
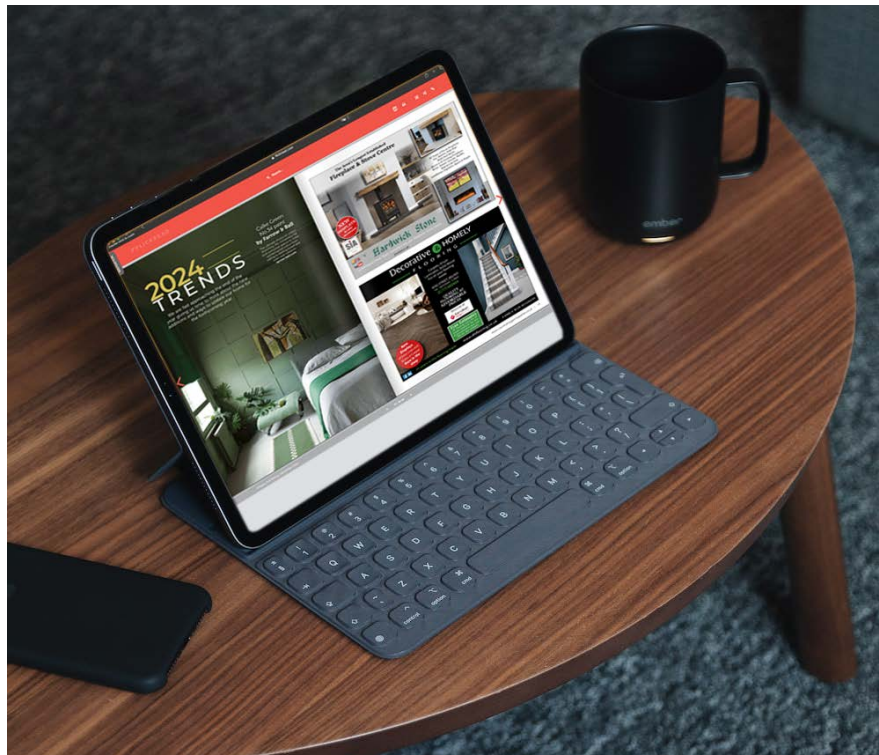
# 'The perfect balance of print and digital'

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Country images work well together with print, digital editions, and social media because they complement each other in reaching a wider audience and creating a cohesive brand image.

Print editions provide a tangible and trustworthy medium for showcasing country images, while digital editions allow for dynamic visual experiences.

Social media platforms enable easy sharing and engagement with a global audience, further amplifying the reach and impact of country images. This integrated approach enhances visibility, engagement, and overall effectiveness in conveying the essence of a country.



Available on:



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A friend  
dropping in...

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“Country Images reliably hits our target audience and never fails to bring in new faces to the business and is now our preferred print advertising for both the Nursery and Tea Rooms plus the magazines are a great attraction as well.”

**Meynell Langley Gardens**

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“We have advertised with Country Images for a number of years and have been delighted with the increased sales and brand image and recognition our advertisements, in the magazine, have brought. We have also had great success from Food and New Venue Editorials, over the years, which have been extremely well written, portrayed us perfectly and got our message out to our target market very professionally. Country Images are the first local magazine we turn to, when wanting to promote our business or to sell our services.”

**Bespoke Inns**

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## What Our Advertisers Say

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“We almost exclusively advertise with Country Images Magazine, in the magazines and also on-line.. We have always received many leads and their service is brilliant, always keeping our adverts up to date with our latest products.”

**Simon and Mark, Directors  
Architectural Windows**

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“We have advertised continuously with Country Images magazine since 2008, during that time we have attracted new clients installing thousands of Kitchens and Bedrooms in the local area. For us at Holtams Kitchens and Bedrooms, Country Images magazine is the perfect magazine for us to promote ourselves.”

**Richard, Holtams Kitchens &  
Bathrooms**

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“We have always been delighted with the service and coverage that we receive from Country Images Magazines and it has helped us to grow our business over the years.”  
**Catherine and Richard, Owners  
Kedleston Heating**

“We have advertised in Country Images for many years and are very happy with the support and service we receive. We find it a great platform to advertise our restaurant and farm shop it brings us new customers through our doors. We have had Food Edits/ Reviews with them to promote new menus including Meet The Chef which always generates awareness and brings us new customers from different areas.”

**Oakfield Farm Shop**

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“I wouldn’t hesitate to recommend advertising with Country Images. We found the quality glossy finish of the magazine, and reasonably priced options for advertising space certainly helped us, at the Seafood Cave and Grill, reach a new target audience that social media and traditional newspaper adverts couldn’t reach. The food review edit on the restaurant definitely helped us achieve greater sales revenue, and drive new customers to book and visit the restaurant in Matlock Bath.”

**Seafood Cave, Matlock Bath**

“We have been advertising in Country Images for the Golf Club for a number of years and have always been happy with the exposure it gave us. Since we took the bar and Catering services back in house almost 2 years ago, combined with being open to the general public, we were looking to increase our clientele and what better way than to advertise in Country Images for Fairways. The month we advertised our winter/festive menu we saw a significant increase in enquiries which led to an uplift in actual bookings in the bar and restaurant.”

**Fairways, Chevin Golf Club**

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**Simon and Mark, Directors  
Architectural Windows**

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# Where your advert goes

## Distribution Areas

At Country Images we have strategically selected areas within the county, targeting the correct customer demographic areas to bring the optimum results to your business. Our focus is on delivering your message straight to our readers homes. Added to this are specifically chosen pick-up locations, making Country Images freely available to everyone.

### North

Alfreton	Wessington	Brinsley
Belper	Crich	Shirland
Riddings	South Wingfield	Higham
Swanwick	Oakerthorpe	Waingroves
Ripley	Holbrook	Marehay
Holloway	Duffield	Fritchley

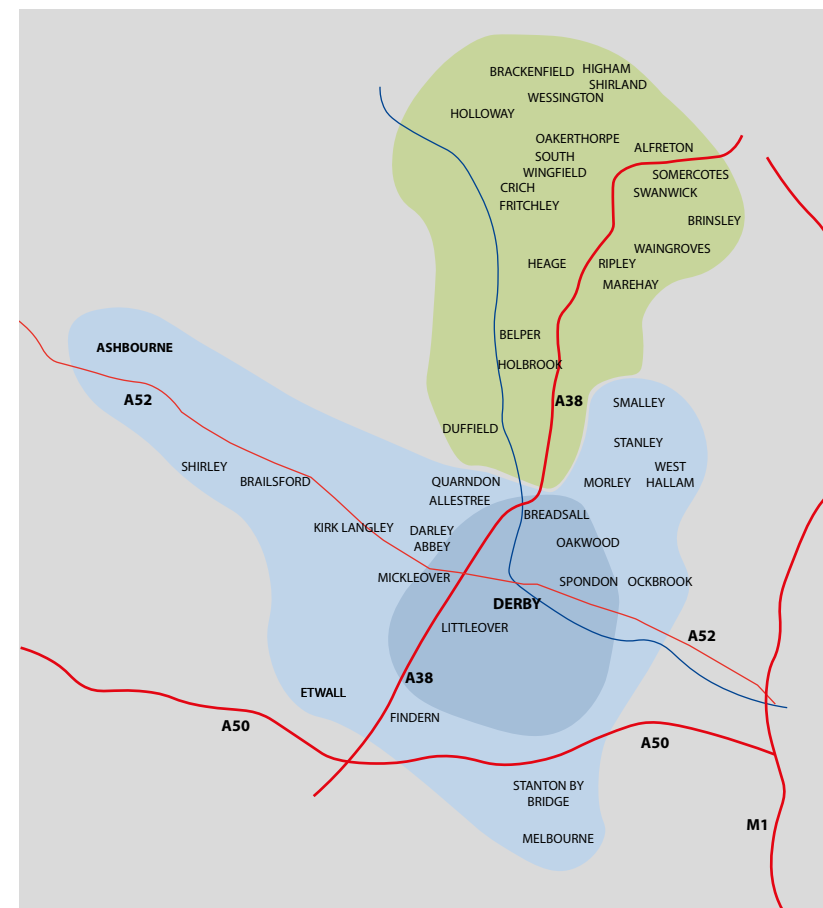
### Derby

Mickleover	Quarndon	Smalley
Ashbourne	Spondon	Morley
Brailsford	Draycott	Stanley Common
Shirley	Oakwood	West Hallam
Littleover	Ockbrook	Findern
Etwall	Breadsall	Melbourne
Allestree	Darley Abbey	Swarkestone

In addition to our printed distribution, thousands of people read Country Images Magazine digital editions, which are available to read for free on our website and also by downloading our free App.



Our printed editions are distributed through letter boxes of homes in the local areas selected to give the advertising the greatest impact. 2024 will also see a growing number of 'Country Images Pick Up Points' throughout the county.



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## Country **IMAGES** MAGAZINE

### Contact Images Publishing

#### General

website	<a href="http://www.countryimagesmagazine.co.uk">www.countryimagesmagazine.co.uk</a>
phone	01773 830344
general email enquiries	<a href="mailto:info@imagespublishing.co.uk">info@imagespublishing.co.uk</a>
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