

Introducing Your  
**ALL NEW**

# Country Images Magazine

## DERBYSHIRE EDITION!

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Media Pack **2025**

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# COUNTRY IMAGES

DERBYSHIRE EDITION

Country Images Magazine has been a cornerstone of the Derbyshire community for over three decades. Established in the 1994, it has become a cherished local staple, fostering a strong sense of connection through its insightful content and dedication to all things Derbyshire.

Loyal readership is the heart of Country Images' success. Many local residents have grown up with the magazine, turning its pages for news, inspiration, and a glimpse into the vibrant tapestry of Derbyshire life. This sense of familiarity and trust keeps readers coming back for each edition, solidifying Country Images' position as a cornerstone of the local media landscape.

But Country Images isn't just about captivating stories and stunning visuals. It also plays a vital role in supporting Derbyshire's businesses. Here's where local print advertising comes into play.

## The Enduring Power of Local Print

In today's digital age, there's something undeniably special about print. Unlike fleeting online ads, a strategically placed print ad in Country Images has staying power. Readers spend quality time with the magazine, actively flipping through pages and absorbing the information. This focused attention allows your ad to make a lasting impression on potential customers.

## Building Trust and Local Recognition

Local print advertising offers a unique advantage: building trust and recognition. By consistently appearing in a trusted publication like Country Images, your business becomes familiar to a loyal reader base.

This repeated exposure fosters a sense of credibility and reliability, making potential customers more likely to consider your offerings.

Imagine your business alongside articles about Peak District walks, restaurant reviews, or upcoming events in the Derbyshire social calendar. This connection positions your brand within the very lifestyle Country Images readers cherish, fostering a positive association.

## Reaching the Right Audience

Furthermore, print ads in Country Images allow you to target a specific demographic. The magazine caters to a particular audience – those interested in Derbyshire's unique character. This targeted reach ensures your message reaches the people most likely to convert into customers, those invested in the local community you serve.

Country Images understands the power of a print and online presence. While the magazine is our core offering, we often extend promotions and content online. An advert in the magazine can be complemented by social media posts or a mention on our website [www.countryimagesmagazine.co.uk](http://www.countryimagesmagazine.co.uk), further amplifying your message and driving traffic to your business.

Over three decades, Country Images has become synonymous with Derbyshire. We celebrate the local community, share captivating stories, and offer a valuable platform for businesses to connect with our target audience. So, if you're looking for a way to reach engaged local customers and build brand loyalty, consider partnering with Country Images and becoming part of Derbyshire's vibrant story.

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## "Leading The Way In Advertising For Derbyshire Since 1994"

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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.



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# Pickup Points

Country Images Magazine is delighted to announce the addition of 18 new collection points throughout Derbyshire, with plans to expand further in 2025. These strategic locations have been carefully chosen based on the demographics that best align with the interests of our advertisers. These new points of collection complement, rather than replace, our existing letterbox distribution, ensuring that our reach is broader and more efficient than ever. This initiative shows our commitment to increasing the effectiveness of advertising in our publication.

Alfreton Leisure Centre  
Ashbourne Tourist info  
Bakewell Tourist Info  
Blenheim News Allestree  
Chatsworth Farm Shop  
Chevin Golf Club  
Costcutter Crich  
Derby Tourist Info  
Derby Garden Centre  
Holloway Butchers  
Little Eaton Stores  
Meynell Langley Gardens  
Morley Hayes, Roosters,  
Oakfield Farm Shop  
Peak Village Rowsley  
Ripley Leisure Centre  
Ripley Town Hall  
Tansley Garden Centre

and more to be added  
throughout 2025



# 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.

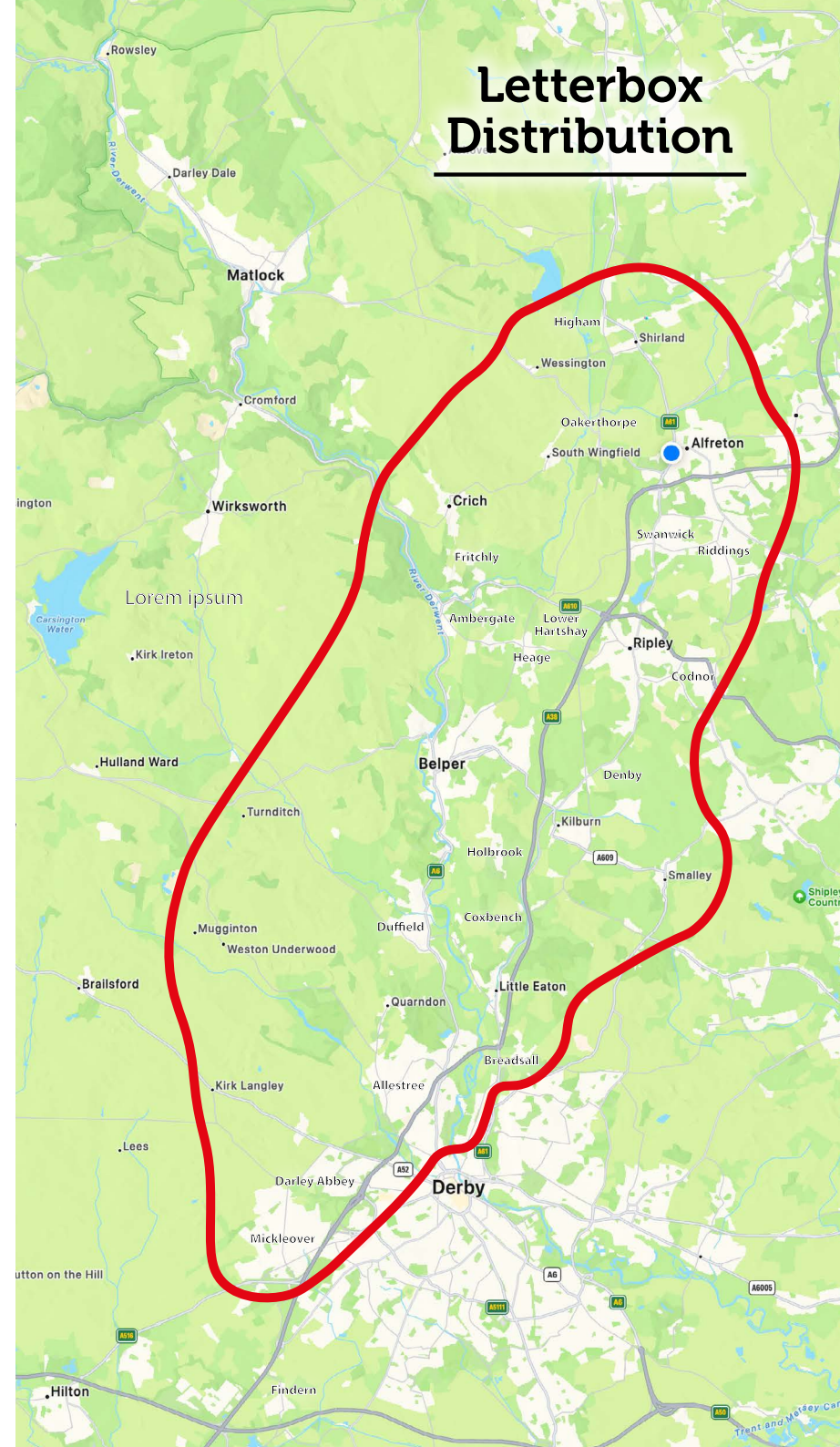
Alfreton  
Allestree  
Ashbourne  
Bakewell  
Belper  
Brailsford  
Breadsall  
Crich  
Cromford  
Darley Abbey  
Duffield  
Findern  
Fritchley  
Higham  
Holbrook  
Holloway  
Marehay  
Matlock  
Mickleover

Morley  
Oakerthorpe  
Oakwood  
Ockbrook  
Quarndon  
Riddings  
Ripley  
Rowsley  
Shirland  
Shirley  
Smalley  
South Wingfield  
Stanley Common  
Swanwick  
Tansley  
Wessington  
Wirksworth

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



# Letterbox Distribution





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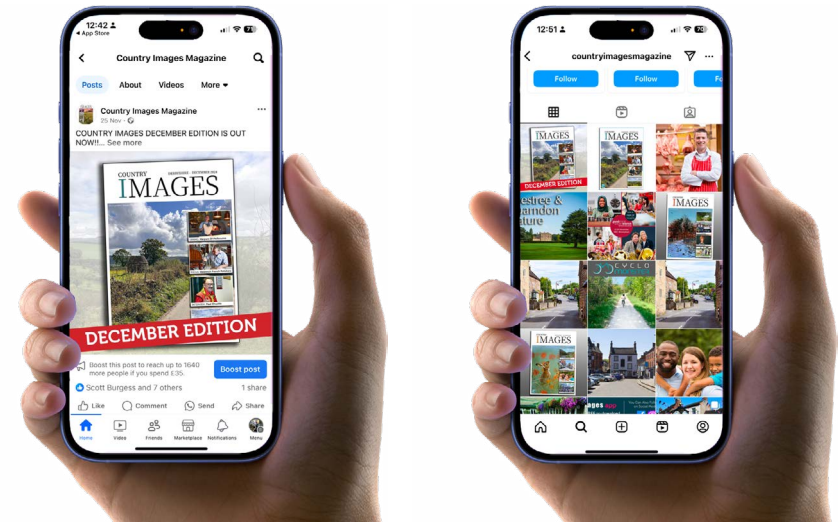
‘The perfect balance of  
print and digital’

Country Images print, digital editions, and social media 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 county.



Available on:



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*A friend  
dropping in...*

“

“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**

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**

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## What Our Advertisers Say

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“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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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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## Contact Information

### General

website	<a href="http://www.countryimagesmagazine.co.uk">www.countryimagesmagazine.co.uk</a>
phone	01773 830344
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### Our Team

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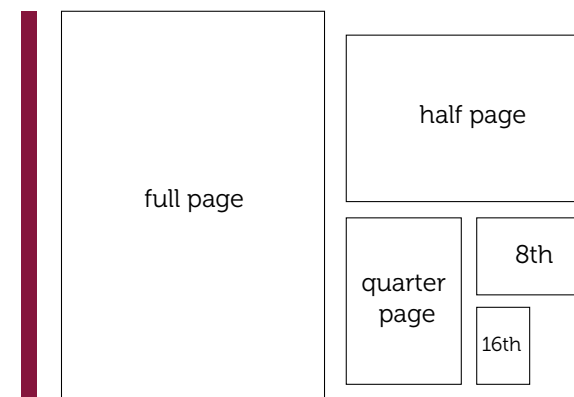


## Advertising Space Specification & Rates

SIZE	COST
Double Page Spread	£975
Full Page	£595
Half Page	£345
Quarter Page	£185
8th	£95
16th	£55

Discounts are available for block bookings.

## Advertising Space Specification



SIZE	WIDTH	HEIGHT
Double Page Spread	420mm	210mm Plus a 3mm bleed
Full Page	210mm	297mm Plus a 3mm bleed
Half Page	186mm	132mm
Quarter Page	91mm	132mm
8th	91mm	64mm
16th	42mm	64mm

## COPY FORMATS

We accept documents in the following formats: InDesign CC, Photoshop CC, Illustrator CC; Generic JPEG, TIFF, EPS, HEIC, WEBP or PDF files are also acceptable, but must be a minimum of 300dpi

We will, of course, do our very best to work with all our customers to ensure that your adverts are of the best quality and have the best impact on your clients. If you have any problems providing copy to the above specification please do not hesitate to contact us and we will do our best to find alternative ways of creating your desired advert.