



Boom's Path to Partnership Guide

Advertising Media Pack

Updated for 2026



@boom_magazine_derbyshire

www.boommagazine.co.uk

Follow us on social media for more

Contact us at advertising@boommagazine.co.uk
to discuss or arrange a call at a convenient time

WHAT IS BOOM ?

Boom is a beloved magazine by many families in Derbyshire, our aim is to get that name shared to Nottinghamshire now too!

We have recently had a little change up of the logo & design of the magazine from our first issue in September 2025!

We have had such great feedback following the rebrand & it has helped to really grow the brand with followers up by 35% & views up by over 200% from July 2025 to September 2025! This is something we hope continues & we can grow Boom from a household name in Derbyshire, to further afield!!

DISTRIBUTION & REACH

Boom Magazine is lovingly received by over 4,000 families in Belper, Ripley, Alfreton, Heanor, Wirksworth, Ashbourne, Derby City, Matlock, Matlock Bath, Cromford, Milford, Duffield, Quarndon, Allestree, Darley Abbey & many places in between. We are also now expanding to parts of Nottinghamshire, such as Mansfield, Eastwood, Sutton in Ashfield, and more!

Copies are shared through nurseries, schools & health visitors, and can be found at local libraries, leisure centres, cafes, classes & groups for 0-11 year olds.

Boom is also read online, through our popular website & a diverse mix of content is enjoyed on our active social media.

Finally! We now have our monthly e-shot that has doubled in subscribers since our takeover in July 2025! This is something we are constantly looking at growing, and sharing more of boom with more families who love it!

We are constantly growing & developing our social media & have over 7,500 followers across all platforms . This is now a key aspect of the Boom Community.

HOW CAN WE HELP?

We want to help your business thrive and get your name out there!

Our USP is that we are chosen to be read by so many families, & those that pick up the magazine are people that want to see local small businesses, classes & groups, and they want to help them THRIVE! By supporting them!

By putting your advert in boom, in one way or another, you achieve being seen by those families, but not only do you get an advert printed you get our full support where we can to help get your business seen!

You get FULL social media support, from sharing posts, collaboration posts & a review of your business from our Boom Buddy Families. An online feature in our directory for a YEAR after your ad finishes, from your ad (NOT just the issue!!), free class listings & events in the magazine!

BOOM BUDDIES

Did you know that we work with a number of Derbyshire & Nottinghamshire families to share their adventures, review days out, classes, cafés and more. This means that our readers can make the most of their precious family time, knowing someone has already been there and done that?

Our Boom Buddies are carefully selected from many applicants, to ensure they fit the Boom community & beliefs.

This is a unique opportunity from us, to get your business out there in an unconventional different way!

Our reach on instagram since taking over has been at least 59k views every 7 days, often more.

The reach on Facebook is at least 65k every 7 days, often more.

We are also actively starting up our TikTok account.



DISTRIBUTION REACH

Boom is distributed in 4 main ways, to over 12,500 people! -

In Print

Boom is lovingly designed by Jess & Steph on a bi-monthly basis. This is then sent for print around the 5th of the month before print. We are currently printing around 4,000 copies, and these are then distributed by our fabulous buddies & helpers to local schools, nurseries, childminders, cafes, play centres & many more.

Online

With direct links to the website & blog posts shared actively across our social media, and QR codes to the website featured in the magazine. We have an actively growing view rate of over 9000 views on the website, in the last year.

Socials

Boom Magazine has a large follower count, that has actively grown in views of over 200% since Jess & Steph's takeover in July 2025. This is something we are keen to continue growing, & are always looking for new ways to be able to reach new audiences. In the first instance launching a TikTok, as this is now a widely used platform by many.

The views are over 55k on both Instagram & Facebook, which the magazine & advertisers are shared across.

Subscribers

Our active subscribers for our monthly e-shot is currently at over 500 subscribers, gaining nearly 200 in the past month (September). This is something that is growing daily, and we are showcasing on our social media to ensure that more people get to experience Boom and all the content!

Website
Over 9k
Visits

Instagram
Over 3k
Followers

Facebook
Over 4k
Followers

TikTok has
been started
in August
2025

2026 DATES

issue	covering period
43	Jan - Feb 26
44	Mar - Apr 26
45	May - June 26
46	July - Aug 26
47	Sept - Oct 26
48	Nov - Dec 26

For the latest issue
SCAN ME!



READER & ADVERTISER TESTIMONIAL:

Jacqui – Twistin’ Tots

I've always supported Boom magazine - it's a great local resource for parents as it covers a range of key local activities and unlike many other child-focussed magazines has a lot of very useful articles written by local mums, for local mums. They are always interesting and relevant, rather than just being advertorial. Parents at my classes are always on the look out for the next issue!

Amy - Primrose Art Club

BOOM Magazine's team is enthusiastic and friendly. I came back to work after being on Maternity Leave towards the start of this year and they have been incredibly supportive whilst I got my art club back up and running. The team regularly check in on how art club is doing and that the listing details are all right. I highly recommend them to anyone looking to advertise their business in a local magazine.

Baby Sparks Derby West

I can't recommend Boom Magazine highly enough! Advertising with them has been such a positive experience. Their Boom Buddies have visited my Baby Sparks classes, creating fantastic posts, reels and blogs that truly capture what we do. They're always sharing my content on social media and including my classes in their weekly updates, helping me reach even more families. Their team is incredibly responsive, supportive, and helpful, making the whole process seamless. It's more than just advertising, it feels like a real partnership. If you're looking for genuine support and great exposure, Boom Magazine is the way to go!

Victoria Harrison – Belper Cloth Nappy Library

We are really pleased to be hearing from parents who want to hire our cloth nappy kits thanks to our listing in Boom Magazine. Previously, we had no engagements via email, but since our email address appeared in Boom Magazine we've heard from loads of families! Thanks Boom Magazine for helping us to reach out to so many families with babies and young children in our local community.



RATES

Non-Profit Rate have 10% off the above prices

Advert Size	1 Issue (Or pay monthly)	3 issues SAVE 7.5% (Or pay monthly)	6 Issues SAVE 10% (Or pay monthly)	8 Issues SAVE 12.5% (Or pay monthly)
Eighth - W 61.7mm x H 46mm	£40 (£20)	£111 (£18.50)	£216 (£18)	£280 (£17.50)
Quarter - W 61.7mm x H 92mm	£84 (£42)	£233 (£38.83)	£453 (337.75)	£588 (£36.75)
Half - W 126mm x H 92mm	£130 (£65)	£360 (£60)	£702 (£58.50)	£910 (£56.87)
Full - W126mm x H 188mm	£210 (£105)	£582 (£97)	£1134 (£94.50)	£1470 (£91.87)
Inside Front/Back Page - W126mm x H 188mm	£250 (£125)	£694 (£115.66)	£1350 (£112.50)	£1750 (£109.37)
Back full page - W126mm x H 188mm	£300 (£150)	£832 (£138.66)	£1620 (£135)	£2100 (£131.25)
Class Lister - Name, Location, Description & Contact details on our listing pages	£10 (£5)	£27.75 (£4.63)	£54 (£4.50)	£70 (£4.37)
Feature on the Special Offers / Discount Page - includes logo & your unique offer for readers	£10 (£5)	£27.75 (£4.63)	£54 (£4.50)	£70 (£4.37)
Childminder / Nursery / After School Club with enrollment availability - Deteails & Contact info in our dedicated section.	£10 (£5)	£27.75 (£4.63)	£54 (£4.50)	£70 (£4.37)

OTHER ADVERTISING OPTIONS

Online Directory Rates

Online Directory	Cost Per Month	Cost for 6 month SAVE 7.5% (or pay monthly)	Cost for 12 months SAVE 10% (or pay monthly)
Feature (all in alphabetical order)	£6	£33.30 (£5.55)	£64.80 (£5.40)

A great opportunity to;

- ✦ promote special events
- ✦ launch new products
- ✦ advertise special offers
- ✦ improve brand awareness

EMAIL E-SHOT - MONTHLY:

Reach our community further, for those who have opted in.

Our 'E-Shot' is currently sent monthly, to our opt-in subscribers, why not feature an article or just your ad, telling them about your business, with a direct link to your website, an quick way to generate instant leads/enquires. You write the article/ad, your article will then stay listed on our blog posts on the website, we will design it (you can proof it, if you wish), we will add a snip & a link to the full blog to our next months e-shot and send it to our subscribers

AD - £30/ Article - £100

discount available on multiple bookings

ISSUE PARTNER: Stand out with our special opportunity to be an issue Partner & feature on the front cover & mentions throughout the issue £289

Discount available on multiple bookings

RECRUIT A BUDDY / GAIN A REVIEW: Want a boom buddy visit in exchange for some PR / an a honest review shared across our socials.

We are happy to arrange this, all we ask is the buddy visits your class free of charge or receive a discount on your services.

this is available to anyone that has an active booking with us

PREMIUM LISTING: really stand out in print, your ad/listing/event will be highlighted in a Boom logo colour, to ensure it stands out to the community. This also entitles you to a spot on our monthly e-shot to our subscribers. £10 per Ad/per issue

** Discounts available on multiple bookings **

FULL PAGE ARTICLE / EDITORIAL: Write an article in relation to subjects for families and children of your choosing, that really helps spotlight your business and use the opportunity to advertise your business.

Article pages give you an opportunity to showcase your business in a lot more detail, with a large header, photos relevant to your article/business. £150

HOW TO BOOK

1. Choose your advert option
2. Choose how many months
3. Contact Jess & Steph at advertising@boommagazine.co.uk



Advertising Terms & Conditions

Please read these terms and conditions carefully.

This form confirms the terms of an existing verbal agreement. These terms and conditions will be deemed as accepted and payment due (with the printing or publishing of an advertisement) once a signature has been provided.

The advertiser agrees to provide information to Boom Magazine in accordance with the deadlines established by Boom Magazine. If the advertiser fails to furnish copy by the deadline date, it is agreed that the advertiser shall forfeit any payment already made and the ad will print as is.

Boom Magazine reserves the right to reject and suggest changes to any ad, for any reason, and to refund the advertiser's payment.

Boom Magazine is not liable for any loss caused by failure of an advertisement not being printed on a specific date. Boom Magazine will always endeavour to act in the advertiser's best interest and will not, to the best of our team's knowledge or effort, misrepresent or mislead any parties.

Boom Magazine does not accept liability for printing errors. Although every care is taken on printing, credits and refunds will not be made unless corrections are notified immediately following the publication of the first insertion, advertisers are advised to check the first insertion carefully.

Credits will not be issued due to minor errors which do not corrupt the substantive nature of the advertisement. Preferred position in the printed magazine is on a first come first served basis, unless specifically included in the booking arrangement.

Payment can be made by BACS, standing order, or direct debit and is due on the 1st of the month from the day of advertisement beginning. NO CASH payments will be accepted.

If it becomes necessary for Boom Magazine to place an advertiser's account with a collection agency or solicitor, the advertiser agrees to pay all costs of collection, including solicitor's fees associated with such collection.

Boom Magazine cannot guarantee any advertising performance or level of response. No verbal estimate as to effectiveness should ever be interpreted as a guarantee of results.

In the event that an advertiser sells or assigns their business, it is agreed that the advertiser will pay the balance of their account owed in full under this contractual agreement.

Boom Magazine reserves the right to reject this contract in part or whole upon receipt and subsequent review by both Directors.

This contract is non-cancellable by the advertiser after the 14 day cool-off period, & full payment is due upon cancellation if advertisement is still outstanding within the term.

Boom Magazine may, at their option, publish your artwork on social media during the length of this contract unless specifically embargoed (information must be provided at time of booking).

If, for any reason, there is a delay in distribution, customer agrees to a pro-rata credit equal to the value of lost time.

Should an auto credit card payment be declined during the length of this contract, Boom Magazine reserves the right to charge the declined amount, at any time, through the duration of the term of this contract.

Your advertisement and any created logo are the products of our designers' creative abilities (unless provided to us by you and your advertising agency). Therefore, they are the property of Boom Magazine and the use of the advertisement or logo for any other printed purpose is strictly forbidden, unless otherwise agreed in writing. You may purchase the ownership of your advertisement for £30 or the created logo for £60.

Once paid, the advertisement and/or logo will be yours to do with as you wish. The artwork will be saved in multiple formats, including layered files, to allow manipulation by other artists. We will retain the original advertisement and/or logo for your future use in our advertisement sources.

The placement of an order will be deemed as an acceptance of these conditions.

To book or for any questions contact Jess & Steph at advertising@boommagazine.co.uk to discuss or arrange a call at a convenient time

