

THE YOUNG DRIVER'S GUIDE

COMPANY BACKGROUND

Firstcar Limited is the UK's market-leading, multi-award winning publishing company specialising in the new driver market. Established over a decade ago, **FirstCar** stands alone, targeting every learner and newly qualified driver in the UK. **FirstCar** publishes 2.5m+ new driver magazines annually, has a growing digital presence via firstcar.co.uk and a responsive, growing email database of new

- drivers. FirstCar Academy is an innovative
- free-to-use, e-learning platform designed for
- 15-21-year-old pre-learner, learner and newly
- qualified drivers to make new drivers smarter,
- whilst the FirstCar Awards are a consumer
- facing, young driver awards rewarding
- excellence in the new driver market.
- **FirstCar's** market reach is, unique, unrivalled
- and impressive.





THE MAGAZINE

The Young Driver's Guide is the original **FirstCar** publication, first published over a decade ago, it is firmly established in the market. The 116-page magazine is the most comprehensive new driver's guide on the market. With in-depth sections on learning, buying, insuring, owning and driving, it provides essential driving information for the new driver.

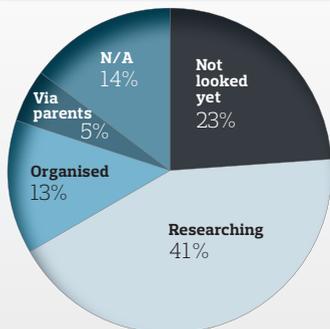
Having won numerous awards, including the prestigious Prince Michael Road Safety Award, the magazine targets new drivers, being a key reference tool for them as they start their motoring journey. The magazine is widely respected and receives unrivalled support from the road safety community.

Published bi-annually, in March and September in a handy A5 format, it's entertaining yet informative, and written in non-preachy way to help engage with the young audience, communicating a wealth of expert driving advice. It covers learning to drive, car buying advice, insurance explained, maintenance, and driving advice. We mix in celebrity interviews and offer the chance to win a car too!

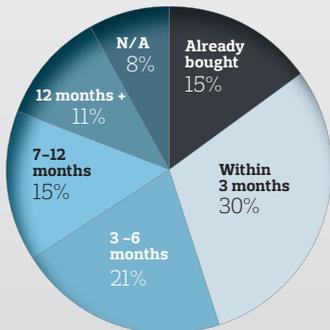
DISTRIBUTION

150,000 copies are sold annually and distributed nationwide to an established network of road safety professionals. These organisations include county council road safety teams, police forces and fire and rescue teams who buy the magazines in bulk and distribute directly to the young drivers via educational establishments such as schools, colleges and universities. The magazines are an essential educational resource to support the good work they do to reduce casualty rates with this high-risk set of drivers.

HOW CLOSE ARE YOU TO ARRANGING YOUR CAR INSURANCE? *



WHEN ARE YOU PLANNING TO BUY YOUR FIRST CAR?*



*FirstCar reader survey 2017



Target market*

The average age of the reader is 19 years. Over half of the readers are currently learning to drive with 75% planning to take their test in the next two months. 75% of

them are currently researching or have not looked at insurance products quite yet with over half planning to buy a car in the next six months.



KEY INFORMATION

ADVERTISING RATES (cost per insertion)

	6 month campaign	12 month campaign
Double-page spread	£3450	£5750
Outside back cover	£2100	£3500
Inside front cover	£1950	£3250
Inside back cover	£1890	£3150
Whole page	£1770	£2950
Half page	£1170	£1950
Quarter page	£570	£950

Bespoke sponsorship is available on request.

INSERTS

£25 per thousand plus any additional postage

MAGAZINE MECHANICAL DATA

Double-page spread	210mm (h) x 298mm (w)
Full-page size	210mm (h) x 148mm (w)
Half-page trim size	105mm (h) x 148mm (w)
Quarter-page trim size	105mm (h) x 74mm (w)

TIMING

Spring 2019 edition

■ Copy deadline 8 February 2019

■ Published 18 March 2019

Autumn 2019 edition

■ Copy deadline 26 July 2019

■ Published 2 September 2019

ARTWORK

■ Please supply finished artwork for the printed magazines as a high quality (press) pdf with all fonts converted to outlines and with no transparency.

■ Please ensure a minimum 5mm clearance from your copy to the trim area.

■ Full page adverts designed to bleed off page should have 3mm bleed allowances in addition to the advertisement size.

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THE YOUNG DRIVER'S GUIDE

■ FirstCar has been a great channel for us to be able to reach our target audience and has helped us to significantly build our brand awareness. The publication clearly understands our philosophy and shares our passion and dedication to support young drivers. **Crispin Moger, MD, Marmalade**

■ We've been very impressed with FirstCar since starting working together in 2012. Their publications are packed full of fantastic content, presented perfectly for their audience of young drivers. The results we've seen continue to impress, and the whole process has been thoroughly enjoyable! **Luke Eales, Chief Marketing Officer, ingenie**

■ As a newly launched niche business we were keen to attract quality leads relevant to our brand and products. We identified FirstCar as a suitable partner and with their help and support were able to place our adverts quickly and easily. Within a few hours of the publication going live we received our first young driver lead and sold two policies. We continue to receive good quality responses. I have been impressed with the FirstCar team and would certainly have no hesitation in recommending them.

Simon Jackson, Managing Director, Policywise and Girls Drive Better

TESTIMONIALS

■ FirstCar is a unique opportunity to present our products specifically to young drivers. The high-quality content targeted at a receptive audience lends the magazine great credibility, and Adrian Flux's exposure to this important motoring sector has grown as a result of our advertising. **Gerry Bucke, Sales & Marketing General Manager, Adrian Flux**

■ FirstCar provided RED Driving School a unique opportunity to reach young drivers nationwide. As with any FirstCar publication, the quality of the editorial was high and the returns generated were almost immediate and have more than justified the investment.

Dominic Cohen, Head of Marketing, Red Driving School

■ GoSafe has worked in collaboration with First Car magazine for several years, and their commitment to young driver safety is important and valued. The publication is relevant and informative and well presented for the target audience. The team are professional and hardworking and we are proud to work with them.

Teresa Healy, Operations Manager, GoSafe

■ The Stationery Office have worked with FirstCar for many years now, and have always been impressed. Their publications reach our target market and therefore advertising with them is perfect! FirstCar are always happy to help and offer great advice if necessary!

Francesca Mallen, Marketing Executive, TSO

FIRST CAR®

BRAND PORTFOLIO



FirstCar Theory

handed to all learners via test centres on receipt of their theory test results. 1.1 million copies printed annually and published quarterly. Published under exclusive license from the DVSA.



The Young Driver's Guide

116-pages of essential information for the young driver. Published in March and re-printed in September, 150,000 copies bought and distributed by road safety professionals.



FirstBike

targeting 16-24 year-old new bikers. 75,000 copies bought and distributed by road safety professionals annually, published in March and re-printed in September.

YOUNG DRIVER FOCUS

Young Driver Focus

an annual, one-day road safety conference specifically addressing young driver issues. Wide range of experts speakers addressing 200+ road safety professionals.



FirstCar Academy

a free-to-use, e-learning platform designed for pre-learner, learner and newly qualified drivers. 14 education road safety videos help make new drivers smarter.

PRINT

FirstCar Practical

handed out to all candidates competing their driving test by the driving examiner. 825,000 copies published annually, printed quarterly. Published under exclusive license from the DVSA.



Intelligent Instructor

the leading, independent, driving instructor brand. 15,000 magazines distributed monthly, with 5,000+ email database and growing digital presence. Target instructors or the learners they heavily influence.



DriveOn

targeting the older driver; 65yrs+. Published in March and re-printed in September. 50,000 copies bought and distributed by road safety professionals.



EVENTS

FirstCar Awards

awards ceremony rewarding the very best consumer facing brands for young drivers. Car of the Year, Driving Instructor of the Year, In-Car Product of the Year.



DIGITAL

FirstCar Online

firstcar.co.uk is the online hub for new drivers with 20k+ unique users per month. E-shot the 100k+ new driver database, and/or the 3k new sign ups each month.

