

# FIRST CAR<sup>®</sup>

**PRACTICAL**

TARGETING  
ALL NEWLY  
QUALIFIED  
DRIVERS



Media pack  
2020

### 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](http://firstcar.co.uk) and a responsive, growing database of new drivers. The **FirstCar Awards** is a consumer-facing, young driver awards rewarding excellence in the new driver market. **FirstCar's** market reach is unique and unrivalled.



### THE MAGAZINE

**FirstCar Practical** is published under exclusive license from the Driver & Vehicle Standards Agency (DVSA) and was launched in 2013, shortly after its sister title **FirstCar Theory** was established. The magazine is handed out by the driving examiner to all candidates, pass or fail, completing their driving test.

The A5, 52-page magazine is a valuable,

educational resource packed full of perfectly tailored motoring information for the soon-to-be independent driver. The magazine reaches these drivers at the very point of them becoming a fully qualified driver, who are interested in purchasing products and services such as their first car and insurance policy.

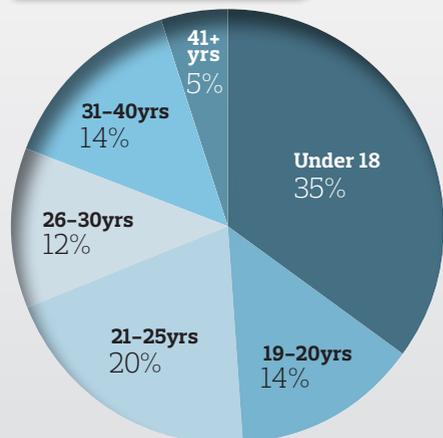
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### TARGET MARKET

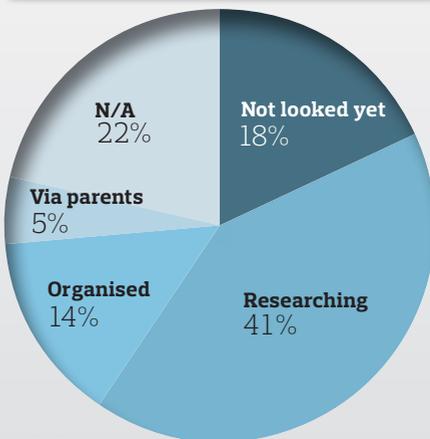
Blanket coverage of every learner and newly qualified driver in the UK. All driving test candidates are handed a copy of the magazine by the driving examiner on completion of their test, pass or fail. 1.63 million practical tests have been conducted in the last 12 months with 750k passes.\*

69% of readers are under 25 years old, a third are under 18. Three quarters of readers plan to take their test within a month and 91% within two. 59% have either 'not looked' or are 'researching' car insurance, whilst over half plan to buy their first car within six months.\*\*

#### AGE PROFILE OF READER\*



#### HOW CLOSE ARE YOU TO ARRANGING YOUR CAR INSURANCE? \*\*



\* Official DfT statistics September 2019 \*\* FirstCar reader survey 2017

### DISTRIBUTION

**FirstCar** has exclusive rights to distribute the magazine via the driving examiners working at the 330+ driving test centres nationwide. These influential examiners hand the magazines to candidates on completion of their driving test – pass or fail.

The magazine offers a unique and cost-effective opportunity to deliver marketing messages for advertisers directly to this engaged audience at a key stage of their driving experience. The magazine ensures

blanket coverage of all learners and newly qualified drivers in the UK.

By being printed quarterly offers advertisers flexibility to refresh copy regularly, run time-sensitive campaigns or simply run shorter campaigns spanning three, six or 12 months.



## KEY INFORMATION

### MAGAZINE ADVERTISING RATES (cost per insertion)

	3 months	6 months	12 months
Double-page spread	£13,200	£22,000	£42,000
Outside back cover	£12,000	£21,000	£33,000
Inside front cover	£9,900	£16,500	£27,500
Inside back cover	£7,700	£13,200	£24,750
Whole page	£7,150	£12,100	£22,000
Half page	£4,400	£7,700	£13,750
Quarter page	£2,750	£4,400	£8,250

**Bespoke sponsorship and multi-magazine packages are available on request.**

**INSERTS** Bound in inserts £25 per 1,000.

### TIMINGS

Issue	Copy deadline	Distributed
Q1 2020	1 December 2019	January – March 2020
Q2 2020	1 March 2020	April – June 2020
Q3 2020	1 June 2020	July – September 2020
Q4 2020	1 September 2020	October – December 2020

### 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.

### MAGAZINE MECHANICAL DATA

Double-page spread	210mm (h) x 296mm (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)

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

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## ADVERTISER TESTIMONIALS

■ The magazine has allowed Peugeot to target a hard to reach audience of young drivers and allows us to showcase our highly relevant Just Add Fuel initiative to the right people. With editorial mentions as well as bespoke content focusing on the benefits of buying a new car vs an old one, **FirstCar** can achieve an all-around partnership.

**Louis Mayne, Associate Investment Director, OMD (media agency for Peugeot)**

■ 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**

■ **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, Managing Director, 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**

■ 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**

■ We've used **FirstCar** extensively, and it's delivered significant inbound enquiries for Carrot. There's arguably no better-targeted medium by which to reach the newly qualified driver audience, and the quality of the editorial content is always extremely high.

**Andrew Brown-Allan, Marketing Director, Carrot Insurance**

■ The **FirstCar** team are able to bring together like-minded groups interested in road safety, particularly around younger drivers. **FirstCar** are helping insurers, safety experts, technology providers and enforcement teams to reach young drivers through their well targeted magazines.

**Shavaun Glen, Chief Communications Officer, MIB**

■ **FirstCar Practical** has been an excellent publication to help us get our message across to our target audience of young drivers. The **FirstCar** team are excellent and the whole process has been incredibly easy. I would highly recommend **FirstCar** to anyone trying to reach newly qualified drivers with cost effective marketing.

**James Wapples, Marketing and Operations Manager, Think Insurance**

# FIRST CAR®

## BRAND PORTFOLIO

### PRINT



#### FirstCar Theory

Handed to all learners via test centres on receipt of their theory test results. 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.

#### 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. 18,000 magazines distributed monthly with 5,000+ email database and a growing digital presence. Target instructors or the learners they heavily influence.



#### Parents' Guide

An essential guide for parents to help them and their children through the learning to drive process. 50,000 copies bought and distributed by road safety professionals.



### OTHER

## YOUNG DRIVER FOCUS

#### Young Driver Focus

An annual, one-day road safety conference specifically addressing young driver issues. Wide range of expert speakers addressing 150+ road safety professionals.



Conference & Expo



#### Driving Instructor Events

Driving instructors flock to their hundreds to the 3 free-to-attend conference & expos. The Intelligent Instructor Awards gala dinner rewards instructors, school and industry suppliers.

#### FirstCar Awards

Awards ceremony rewarding the very best consumer facing brands for young drivers. Awards include Car of the Year, Best Used Car, In-Car Product of the Year etc.



#### Firstcar.co.uk

firstcar.co.uk is the online hub for new drivers with 20k+ unique users per month. E-shot the 140,000 new driver database and/or the 4,000 new sign-ups each month.

