

# FIRST CAR<sup>®</sup>

## THEORY

TARGETING  
LEARNER  
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 Theory** is published under exclusive license from the Driver & Vehicle Standards Agency (DVSA) and was launched in 2012. The magazine is handed out to every single learner driver who completes their theory test and at the point of them receiving their theory test results.

The A5, 52-page magazine contains

perfectly tailored editorial for the learner, helping inform, educate and enthuse the readers on all things motoring: learning, buying, insuring and owning. The magazine reaches these drivers at an early stage as they begin to form brand opinions and make key purchasing decisions. It's the perfect platform for advertisers to build brand affinity and connect with this audience.

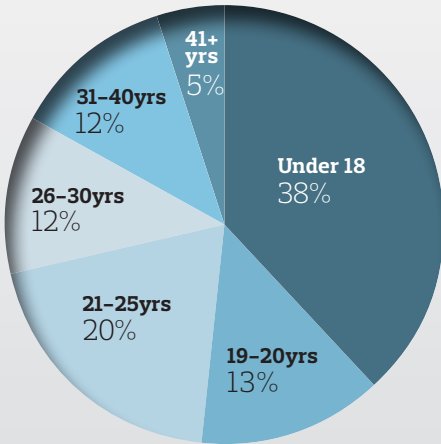


### TARGET MARKET

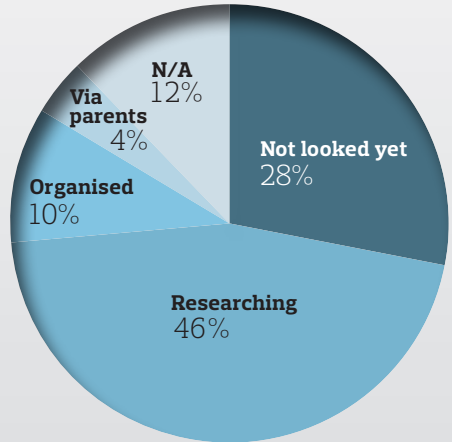
Every learner driver in the UK. All theory test candidates are handed a copy of the magazine in the theory test centre on completion of their test – pass or fail. 1.8m theory tests were conducted in the last 12 months with 832k passes\*.

A third of readers plan to take their test within a month and 82% within two. Three quarters are researching or have not looked for post-test car insurance yet. Over half will be buying 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 magazines into all 120+ theory test centres nationwide. Deliveries predominately take place monthly or quarterly, depending upon the test centres' requirements and we have a dedicated resource to help ensure the correct number of copies are supplied in a timely fashion.

Candidates are handed a copy of the magazine on receiving their theory test results – pass or fail – as part of the formal process.





### KEY INFORMATION

#### MAGAZINE ADVERTISING RATES (cost per insertion)

	3 months	6 months	12 months
Double-page spread	£17,450	£28,950	£49,950
Outside back cover	£14,950	£25,950	£43,950
Inside front cover	£13,250	£21,950	£36,450
Inside back cover	£10,450	£17,450	£32,950
Whole page	£9,250	£15,950	£28,950
Half page	£5,950	£10,450	£18,250
Quarter page	£3,950	£5,950	£10,950

**Bespoke sponsorship and multi-magazine packages are available on request.** An exclusive agreement is in place precluding any companies promoting learner driver insurance products.

**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 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.

### CONTACT US: 08451 308 853

#### RICHARD STORRS

Commercial Director

■ M: 07707 564 422

■ E: richard.storrs@firstcar.co.uk

#### RUSSELL WHITEHOUSE

Sales Director

■ M: 07716 154 584

■ E: russell.whitehouse@firstcar.co.uk

#### RACHAEL BUTLER

Advertising Manager

■ M: 07974 186 445

■ E: rachael.butler@firstcar.co.uk



## ADVERTISER TESTIMONIALS

■ 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 Theory** has both 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 & Operations Manager, Think Insurance**

■ **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**

■ 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**

■ 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**

■ **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 have worked with **FirstCar** on a number of campaigns now, and we've always been more than impressed. **FirstCar** Theory reaches our target market, so advertising with them is perfect! **FirstCar** are always happy to help and offer great advice if necessary!

**Timothy Key, Marketing Executive, The Stationery Office**

# FIRST CAR<sup>®</sup>

## 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.



ADI National Joint Council



Intelligent Instructor Awards 2020

#### 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.

