

FIRST CAR[®] MEDIA PACK



COMPANY BACKGROUND

Firstcar Limited is the UK's market-leading, multi award-winning publishing company specialising in targeting the elusive new driver. Established in 2004, **FirstCar** pride itself on reaching this hard-to-reach new driver audience, in a unique and innovative way using a variety of different channels.

Almost two million **The Young Driver's Guide**, **Parent's Guide**, **FirstCar Theory** and **FirstCar Practical** magazines are published annually, the latter two under exclusive license from the government. These magazines are timely touch points with every learner and newly qualified driver at a key stage in their learning to drive journey.

FirstCar's digital presence continues to grow with 100,000+ new drivers registered and opted-in to receive our communications. A conveyor belt of 1,000 new drivers sign up weekly

firstcar.co.uk receives 20,000 unique users each month.

The **FirstCar Awards** is a consumer-facing, young driver digital event recognising and rewarding brands excelling in the new driver market.



THE YOUNG DRIVER'S GUIDE

THE MAGAZINE

The **Young Driver's Guide** is the original **FirstCar** publication, first published in 2004 and 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 as they embark on their motoring journey.

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 driver audience.

DISTRIBUTION

The magazine is widely respected and receives unrivalled support from the road safety community who buy the magazine in bulk. They use the magazines as an essential engagement tool to support their efforts to help drive down casualty rates within the highest risk of drivers on our roads – novice drivers.

100,000 copies are sold annually and distributed nationwide to this established network of road safety professionals: county council road safety teams, police forces, fire and rescue teams. They distribute the magazines via educational establishments such as schools, colleges, and universities and at relevant events which they arrange or attend. An increasing number of driving instructors purchase copies to hand directly to their pupils too.



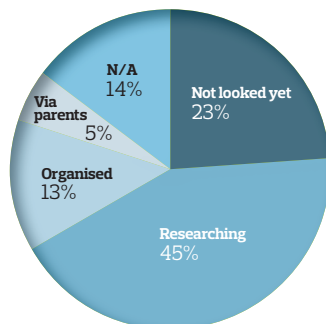
Recognising achievement and innovations
which will improve road safety

Target market*

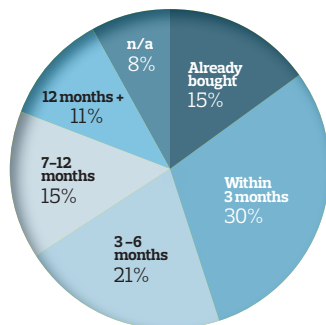
The average age of the reader is 19 years. Over half of the readers are currently learning to drive with 75% planning to take their test in the next six months. 68% of them are currently researching or have not looked at insurance products quite yet with over half planning to buy a car in the next six months.



HOW CLOSE ARE YOU TO ARRANGING YOUR CAR INSURANCE? *



WHEN ARE YOU PLANNING TO BUY YOUR FIRST CAR? *



* FirstCar reader survey 2019

FIRSTCAR THEORY

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, 36-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.

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.

DISTRIBUTION

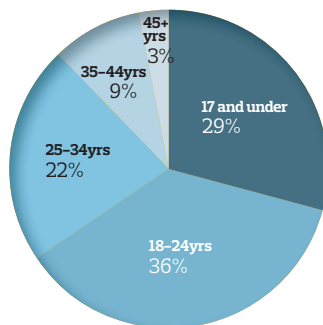
FirstCar has exclusive rights to distribute the magazines into all 120+ theory test centres nationwide. Deliveries predominately take place monthly or quarterly, depending upon the test centres' requirements and we have a dedicated resource to help ensure the correct number of copies are supplied in 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.

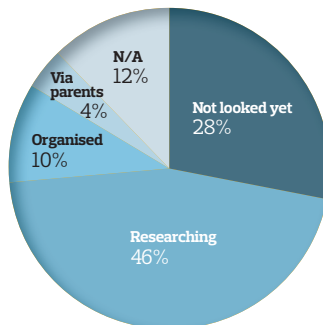
During the period April 2019 – March 2020, 1.87m tests were conducted with 878,903 candidates passing their theory test.



AGE PROFILE OF READER*



HOW CLOSE ARE YOU TO ARRANGING YOUR CAR INSURANCE?*



* FirstCar reader survey 2019

FIRSTCAR PRACTICAL

THE MAGAZINE

FirstCar Practical is published under exclusive license from the DVSA and was launched in 2013, shortly after its sister title **FirstCar Theory**. The magazine is handed out by the driving examiner to all candidates, pass or fail, who complete their driving test.

The A5, 36-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 like their first car and insurance.

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. 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.*

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.

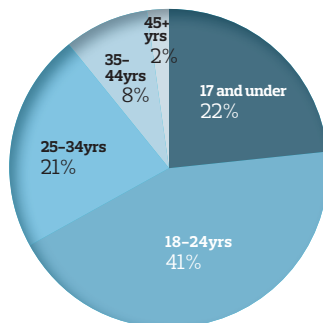
During the period April 2019 – March 2020, 1.79m tests were conducted with 845,028 candidates passing their driving test.



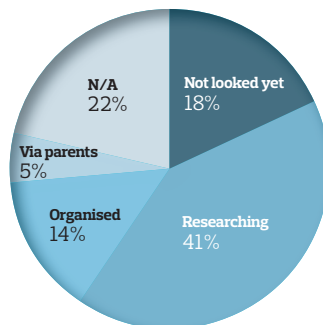
Driver & Vehicle
Standards
Agency



AGE PROFILE OF READER*



HOW CLOSE ARE YOU TO ARRANGING YOUR CAR INSURANCE?*



* FirstCar reader survey 2019

PRINT

LEARNING TO DRIVE THE PARENT'S GUIDE

THE MAGAZINE

This 36-page, A5 magazine packed full of essential information aimed specifically at the parents and guardians of the new driver. Expertly written, it contains useful information on a wide range of driving topics, including:

- ✓ **Parental practice; helpful hints and tips**
- ✓ **Finding the right instructor**
- ✓ **Preparation for the theory and driving test**
- ✓ **Learner and post-test insurance explained**
- ✓ **Car buying guide**
- ✓ **Keeping safe on the road**

TARGET MARKET

Parents play a vitally important part in their child's learning to drive journey and this is whom this title is aimed at. From helping find the driving instructor, providing funding for those lessons, first car and insurance through to support their learning via private practice, parents are involved at every stage. Parental influence (financial and non-financial) cannot be underestimated in helping purchase their child's first car, insurance policy and other motoring products and services.

DISTRIBUTION

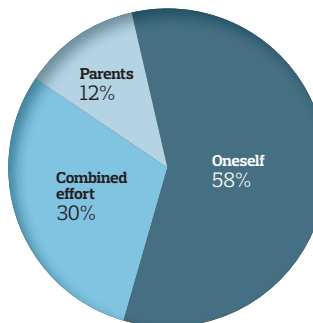
50,000 copies are sold annually and distributed nationwide via two main routes - road safety professionals and driving instructors.

FirstCar has a well-established network of road safety professionals (county council road safety teams, police forces and fire and rescue teams), which have developed over the years via providing them with other **FirstCar** resources. These organisations are committed to help improve young driver road safety, understanding how vital an influencer the parent is.

Almost half these magazines reach the partners via the driving instructor network. The Honest Truth is **FirstCar**'s road safety programme providing instructors with a structured programme to deliver road safety education. Each Honest Truth instructor is provided with 50 copies of **The Parent's Guide** as part of their package.



WHO WILL HELP FUND YOUR FIRST CAR PURCHASE AND/OR INSURANCE?



* FirstCar reader survey 2019

FIRST CAR[®] MEDIA PACK

DIGITAL

firstcar.co.uk

FirstCar has a growing digital presence. **firstcar.co.uk** is the online hub for new drivers, offering invaluable information on relevant subjects such as learning to drive, buying and owning a car, insurance and the latest news for new drivers. 20,000 unique users visit the site each month.

Advertisers can utilise the leaderboard and MPU display ad units running on each page throughout the site. Sponsored features and/or articles receive prominent coverage too.

■ **245,539 unique users, 534,813 page views**
(Google Analytics for period 14/5/20-13/5/21)

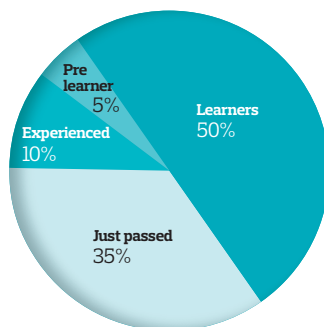
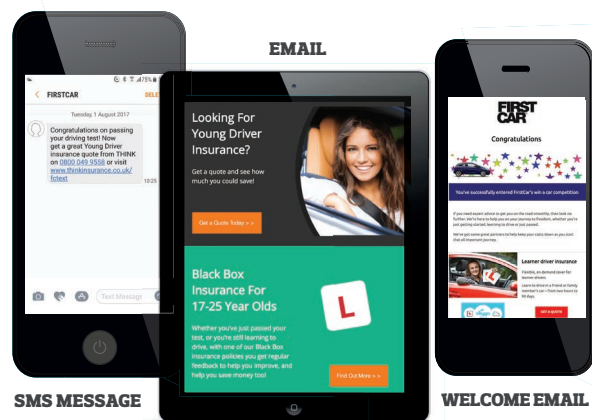


NEW DRIVER DATABASE

100,000 new drivers sit on **FirstCar**'s database which is cleansed of non-active users every quarter. 1,000 new drivers register with **FirstCar** each week, with half opting in to receive third party communications. Advertisers can broadcast targeted marketing messages to the existing database as well as sending automated communications at the point of sign up, via email and/or SMS.

■ **Automated emails average open rate 26.53%** (Jan-April 2021).

AT REGISTRATION WE CAPTURE WHERE THE USER IS IN THEIR 'DRIVING JOURNEY'.



* Registered opt-ins as of May 2021 and list cleansed each quarter to remove non-active users.

** Campaigns to run for relevant number of broadcasts sent or set time period, or whichever is sooner.



FIRST CAR[®]

AWARDS

2022

FIRSTCAR AWARDS

The **FirstCar Awards** reward consumer-facing, young driver brands who are best in class across a variety of award categories; New Car, Used Car, Marketing Campaign, Product, Young Driver Influencer, etc.

Run digitally, they launch in October with entries across all award categories encouraged. Once the shortlist is announced, the **FirstCar Awards** judging panel assess all entries, whilst the new driver audience are encouraged to cast their vote. In 2021 over 38,000 votes were cast. A combined score determines our worthy winners.

FirstCar utilise its full suite of marketing channels over a sustained period to promote the awards. From launch, appealing for nominations and to publicising the shortlist to encourage voting. The winners are announced in January via video, broadcast simultaneously via **FirstCar's** digital channels – website, email, social, YouTube. Naturally, there is a frenzy of PR activity around the announcement from **FirstCar** and the winners themselves.

VIDEO



KEY INFORMATION – PRINT

THE YOUNG DRIVER'S GUIDE ADVERTISING RATES

	6 months	12 months
Double-page spread	£3,450	£5,750
Outside back cover	£2,100	£3,500
Inside front cover	£1,950	£3,250
Whole page	£1,770	£2,950
Half page	£1,170	£1,950

THE PARENT'S GUIDE ADVERTISING RATES

	12 months
Double-page spread	£2,750
Whole page	£1,995
Half page	£1,250

TIMINGS (The Young Driver's Guide)

Spring	■ Copy deadline 28 February 2022	■ Published 28 March 2022
Autumn	■ Copy deadline 25 July 2022	■ Published 25 August 2022

FIRSTCAR PRACTICAL ADVERTISING RATES

	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
Whole page	£7,150	£12,100	£22,000
Half page	£4,400	£7,700	£13,750

FIRSTCAR THEORY ADVERTISING RATES

	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
Whole page	£9,250	£15,950	£28,950
Half page	£5,950	£10,450	£18,250

An exclusive agreement is in place precluding any companies promoting learner driver insurance products.

TIMINGS (FirstCar Theory and FirstCar Practical)

Issue	Copy deadline	Distributed
Q1 2022	1 December 2021	January – March 2022
Q2 2022	1 March 2022	April – June 2022
Q3 2022	1 June 2022	July – September 2022
Q4 2022	1 September 2022	October – December 2022

ARTWORK

- Artwork must be supplied as Press Quality PDF (300dpi resolution).
- Ensure a minimum 5mm clearance from your copy to the trim area.
- All adverts must show crop marks.
- Full page adverts should have a 3mm bleed allowance in addition to the advertisement size.

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)

INSERTS

- £25 per thousand plus any additional postage

KEY INFORMATION – DIGITAL AND EVENTS

DIGITAL

■ firstcar.co.uk (max 6 partners)

	1 month	3 months	6 months	12 months
Leaderboard and MPU	£1,395	£3,885	£6,570	£9,540
Sponsored feature	x1 £650	x3 £1,800	x6 £3,300	x12 £6,000

■ New driver database

Automated email	n/a	£2,985	£5,370	£8,940
Automated SMS	n/a	£3,575	£6,450	£10,750
Welcome email panel	n/a	£1,485	£2,730	£3,900
Solus email (100,000 users)	£7,000 (£70/000)			

FIRSTCAR AWARDS HEADLINE SPONSORSHIP £14,995

FirstCar Awards 2022 in association with 'Headline Sponsor' The sole headline sponsor title will be used alongside the event logo in all references, on all marketing collateral, including all branding and the event website.

Branding & Communications

- 'in association with headline sponsor' on all communication to the FirstCar audience pre and post awards
- **Branding**, link(s) and up to 150 words for sponsor on awards page of firstcar.co.uk/awards. All branding will remain in place on site until the following year's award winners are announced.
- **Pre and post roll ads** of up to 5 and 10 seconds respectively on award video. These awards will be featured on YouTube and social media encouraging users to share.
- **Sponsor branding** on all award logos, trophies and certificates
- **Awards logo** to be shown next to winning cars (New & Used) on relevant car pages in relevant copies of FirstCar Theory, FirstCar Practical and The Young Driver's Guide (circa 1.8m magazines).

Digital – within a 12-month period

- **Automated solus e-mail** to all FirstCar sign-ups – 35,000 approx.
- **Solus e-mail** to FirstCar database – 100,000
- **Image rights** – licence to use all video and written content along with published images for a 12-month period.

ONLINE ADVERTISEMENT SPECS

■ Leaderboard

Desktop

728px (w) x 90px (h)

Mobile

320px (w) x 50px (h)

■ MPU

All platforms

300px (w) x 250px (h)

■ Sponsored feature

– up to 750 words

- **Animated gifs** are acceptable for the website.

- For **email** and **SMS marketing**, please request our technical guide.

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RACHAEL BUTLER Advertising Manager

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■ **E:** rachael.bulter@firstcar.co.uk

■ 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 at test centres on collecting their theory test results. Packed with information to help readers progress to taking their driving test. Published quarterly 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, 100,000 copies bought and distributed by road safety professionals.



FirstBike

Targeting 16-24 year-old new bikers. 50,000 copies bought and distributed by road safety professionals annually.

FirstCar Practical

Handed out to all candidates competing their driving test by the driving examiner, pass or fail. Contains information to help readers become safe, independent drivers. Published quarterly under exclusive license from the DVSA.



DriveOn

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



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 175+ road safety professionals.

FirstCar Awards

FirstCar Awards; rewarding the very best consumer facing brands for young drivers. Awards include New Car, Used Car, Most Wanted Car, Influencer, Marketing Campaign, etc.



Intelligent Instructor

ADI NATIONAL AGENCY COURSE
Intelligent Instructor
Conference & Expo

Intelligent Instructor
Awards 2022

Intelligent Instructor

The independent, leading brand for driving instructors. intelligentinstructor.co.uk; 7,000+ e-mail database; The ADINJC & Intelligent Instructor National Conference & Expo, Intelligent Instructor Awards.

Firstcar.co.uk

firstcar.co.uk is the online hub for new drivers with 20,000+ unique users per month. 100,000 new drivers sit on the email database with 4,000 new sign-ups each month.

