FIRST BIKE

TARGETING NEW MOTORCYCLISTS AGED 16–24

Information pack

2018

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FirstCar Media

Firstcar Limited has been a trusted partner for road safety professionals for well over a decade and has grown rapidly in its scope while remaining true to its humble origins. Today, **FirstCar** continues to develop new print titles to help road safety practitioners deliver engaging and effective interventions for a variety of audiences publishing over 2.5million magazines annually, giving an unrivalled market reach.

Alongside the core print titles, FirstCar has expanded into digital publishing, video, virtual reality, events, e-learning and campaign creation and management for road safety professionals. We are always looking for innovative ways to connect with vulnerable road users and to share best practice among road safety professionals.

Magazine

FirstBike takes all our experience with young drivers and applies that knowledge to the novice motorcyclist. No other magazine directly targets this hard-to-reach group of young road users.

This 60-page A5 magazine delivers key road safety messages while sharing young riders' enthusiasm for life on two wheels. **FirstBike** enthuses, and entertains while educating young motorcyclists and helping them make smart choices through every stage of the licencing process.

The magazine is intended to deliver road safety messages effectively, whether as the primary means of engagement with young riders or as a complement to face-to-face road safety interventions.

The content includes:

- ✔ **The licensing process: from CBT through to A1, A2, and full A licence.**
- ✔ **Choosing reliable and safe protective gear**
- ✔ **Finding affordable bike insurance**
- ✔ **Staying safe on the road**
- ✔ **Choosing a safe, affordable and reliable first bike**
- ✔ **Bike maintenance and security**
- ✔ **Celebrity interviews and competitions**

Target market

FirstBike is aimed at new riders aged 16-24.

Find out more at **www.firstcarmedia.co.uk**

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Distribution

Published in March and reprinted in August, 75,000 copies are printed annually. **FirstBike** is suitable for distribution through schools, colleges, universities, CBT centres and at motorcycling events. Buy off the shelf, pre-order, or have magazines customised just for you.

Pricing

Up to 1,000	**@**	**60p each**
1,001–2,500	**@**	**55p each**
2,501–5,000	**@**	**50p each**
5,001+	**@**	**45p each**

Outlet Distribution

You may already have a list of outlets in mind where you would like your copies directly sent to. We charge a reasonable fee of £15 per outlet for this service including a pre/post call. We can also help with researching new outlets upon request.

Customisation

Customisation can make the magazine distributed more relevant, reinforcing your local safety interventions. Whether it's something as straightforward as including your authority/campaign logo on the cover, or as complex as designing and writing bespoke editorial to your brief, we can help young riders hear your message. We can print to order for you throughout the year too. Prices on request.
Contact us – 08451 308 853

Free Magazine Dispenser Boxes

If you would like your copies delivered in our attractive dispenser boxes, please indicate this within your order. These can be simply opened up and placed in targeted locations to encourage people to take a copy.
Each dispenser holds 100 **FirstBike** magazines.

Please contact us for more information and prices for customisation

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FIRST CAR®

BRAND PORTFOLIO

PRINT

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.

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.

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.

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.

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.

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

YOUNG DRIVER FOCUS 2018

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 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.

FIRST CAR AWARDS 2018

DIGITAL

FIRST CAR ACADEMY

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.

FirstCar Online
firstcar.co.uk is the online hub for new drivers with 20k+ unique users per month. E-shot the 80k+ new driver database, and/or the 5k new sign ups each month.