

THE ULTIMATE GUIDE TO CYCLING

EVERYTHING YOU NEED TO GET STARTED ON TWO WHEELS **FREE**

THE **ULTIMATE** GUIDE TO CYCLING

SAVE MONEY
NO MORE FUEL BILLS
PAGE 8



ROAD BIKE
PAGE 10

EVERYTHING YOU NEED TO GET STARTED ON TWO WHEELS

THE **ULTIMATE** GUIDE TO CYCLING



GET FIT, SAVE CASH!
WHY YOU SHOULD RIDE
PAGE 6



LAURA KENNY
INSPIRING YOUNG CYCLISTS
PAGE 22

CYCLE TO WORK
THE EASY WAY TO A CUT-PRICE NEW BIKE

FIX YOUR BIKE
SAVE MONEY AND HASSLE WITH OUR DIY TIPS

STAY SAFE
THE RIGHT KIT AND ESSENTIAL SKILLS



TARGETING YOUNG CYCLISTS

EVERYTHING YOU NEED TO GET STARTED ON TWO WHEELS **FREE**

THE **ULTIMATE** GUIDE TO CYCLING

SAFE CYCLING

HI-VIS PAGE 50

WIN A BIKE WORTH £450! PAGE 7



PLUS

THE RIGHT BIKE COMPLETE GUIDE

HEALTHY OR FITNESS

PUNCTURE WHO LOOK YOUR BIKE

IN ASSOCIATION WITH



Media pack
2018

COMPANY BACKGROUND

FirstCar Limited is the UK's market leading, road safety publishing company. Producing award-winning magazines for over a decade, it stands alone, targeting new road users.

FirstCar publishes a number of titles aimed at high-risk road users (young drivers, older drivers, young motorcyclists, etc.), printing and distributing over two million magazines annually. The magazines have an underlying

road safety theme running throughout, giving key advice and information in a highly effective, non-preachy way.

The Ultimate Guide to Cycling launched in 2014 with road safety team support and was an instant success. The UK road safety teams, who buy the copies in bulk, use the magazine as an effective engagement tool with the target market of new active cyclists. It has been extremely well received by both readers and advertisers alike.

THE MAGAZINE

The Ultimate Guide to Cycling is an annual, 52-page, A5 magazine. It's packed full of useful information and expert advice covering a whole range of cycling topics. It's designed to inform, enthuse, engage and excite the readers with the aim of promoting cycling as a healthier mode of transport, encouraging them to cycle more.

With cycling icons like Laura Trott writing for us, we cover a whole host of relevant topics for the cyclists. We offer expert advice on how to choose the right bike and give help on where to buy it. Top tips on how to improve your riding skills, how to stay safe, whilst key information is offered on bike care, essential kit, security and the cycle to work scheme. For cyclists wanting to reach the next level, we offer inspirational ideas, covering off clubs, holidays and exciting cycle routes.

The cyclists are in prime buying mode for all bike-related things: bikes, accessories, equipment and insurance. We arm them with a wealth of expert advice to help them make the right decisions, whilst offering advertisers the opportunity to build brand affinity and promote their products and services to them.



TARGET MARKET

Cyclists aged 13-30. They use their bike as a mode of transport to travel to school, college or work. It's not aimed at the enthusiast or those who have been riding regularly all their lives, but is unique in targeting young people just getting in to cycling who see it as a fun way to get mobile, save money and stay healthy.

The recent boom in cycling has been buoyed by healthier lifestyles, government encouragement and recent Olympic successes. This magazine helps fuel this fire, encouraging cycling to be embraced. With more cyclists on the roads today than ever before, we arm them with vital information to help ensure that they maximise their enjoyment, whilst staying safe.

DISTRIBUTION

50,000 copies are distributed nationwide. Half the magazines are printed in February with the rest re-printed in August. This allows advertisers to refresh advertng copy mid-way through the campaign or to run just a six month campaign.

FirstCar has an established network of road safety teams who purchase magazines in bulk and distribute them via the schools, colleges, universities, retailers and cycling events within their region. Police forces, Fire & Rescue teams, as well as relevant organisations such as British Cycling also are customers. The magazine is used as a valuable engagement tool when communicating key cycle safety issues. By working closely with more than 140 road safety teams we offer unrivalled access to this hard-to-reach group of young cyclists.



The Ultimate Guide To Cycling existing customers...

- Bath & North East Somerset Council
- British Cycling
- Buckinghamshire Fire & Rescue
- Cheshire West and Chester Council
- City of London Corporation
- Croydon Council
- East Riding of Yorkshire
- Essex County Council
- Lancashire County Council
- Leicestershire County Council
- Lincolnshire Road Safety Partnership
- London Boroughs of Brent, Bromley, Greenwich, Haringey, Havering, Merton, Redbridge, Tower Hamlets and Westminster
- Norfolk County Council
- North Yorkshire Council
- Nottinghamshire County Council
- South Gloucestershire Council
- South Yorkshire Road Safety Partnership
- Suffolk Council
- Sussex Road Safety Partnership
- Warwickshire Road Safety Partnership
- Wiltshire County Council



KEY INFORMATION

ADVERTISING RATES

(cost per insertion)

	6 months	12 months
Double-page spread	£1,050	£1,750
Outside back cover	£750	£1,250
Inside front cover	£690	£1,150
Whole page	£535	£895
Half page	£300	£495

Bespoke sponsorships are available on request.

INSERTS

£25 per 1000 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)

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.

TIMING

■ **Spring edition:**
Copy deadline 19 February
Published 19 March

■ **Autumn edition:**
Copy deadline 3 August
Published 3 September

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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
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 80k+ new driver database, and/or the 5k new sign ups each month.

