



Intelligent Instructor

Digital media pack



The online resource for driving instructors



Company background

Intelligent Instructor magazine launched in 2015 and quickly became the most trusted brand in the market. The market-leading independent trade publication for driving instructors, with 15,000 copies published monthly, it provides highly targeted access to driver trainers across the UK via all UK driving test centres.

intelligentinstructor.co.uk is the go-to digital source for instructors with daily news and providing further engaging content and services such as in depth features, car reviews, competitions and the most comprehensive industry supplier directory.

iiNewsletter is a weekly newsletter, broadcast to over 4,000 driving instructors, keeping them updated with the latest news in the industry. This database of responsive instructors can also be reached through targeted email campaigns.

A multi-channel medium

- **News** – daily news keeping instructors up to date on the latest developments in the industry
- **Features** – in-depth articles written by experts helping instructors improve and grow their business – training, coaching, business, sales, marketing, etc.
- **Car reviews** – read all the latest expert reviews on the most suitable driver trainer vehicles, along with buying advice
- **Events** – keep up to date with the latest, not to be missed events
- **Suppliers** – the most comprehensive classified listing of hundreds of suppliers to the driver trainer industry, with free basic entry and an option for a premium listing
- **Competitions** – win a car and other great monthly prizes.





Intelligent Instructor offers six digital advertising channels

Intelligent Instructor can run campaigns to put your brand in front of an engaged online audience of driving instructors, offering powerful branding opportunities and trackable response. **Intelligent Instructor** offers six digital advertising channels.

■ Display advertising

Leaderboard, double MPU and MPU advertising sites are available throughout intelligentinstructor.co.uk, offering unrivaled branding opportunities.



■ **Native advertising** – up to 500 words of sponsored content including links, images, logos and video, promoted prominently from the home page, via the 'Features' section and on **iiNewsletter**.

■ Newsletter – iiNewsletter

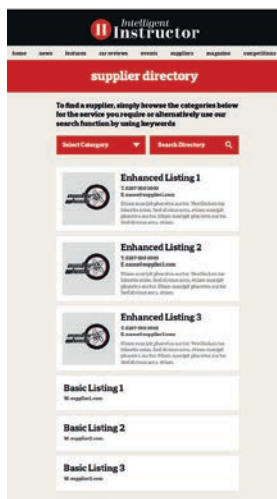
is broadcast weekly to our database of over 4,000 driving instructors. Available sites include a banner ad and MPUs.



■ **Eshots** – marketing messages broadcast on your behalf by **Intelligent Instructor**, delivered directly to the inboxes of over 4,000 driving instructors. The HTML email is 'Sent' by **Intelligent Instructor** with your own subject line. Our trusted brand guarantees a strong open rate and exposure to your potential clients.

■ Supplier directory

– within the dedicated '**Supplier Directory**', promoted on the main nav bar, an enhanced listing ensures your company is positioned towards the top of the category and includes a 25-word company description, logo, video link and full contact details. This listing will be replicated in the '**Supplier Directory**' section within **Intelligent Instructor** magazine.



■ **Facebook boosts** – run a social media boosted post and reach out to over 10,000 instructors via Facebook.



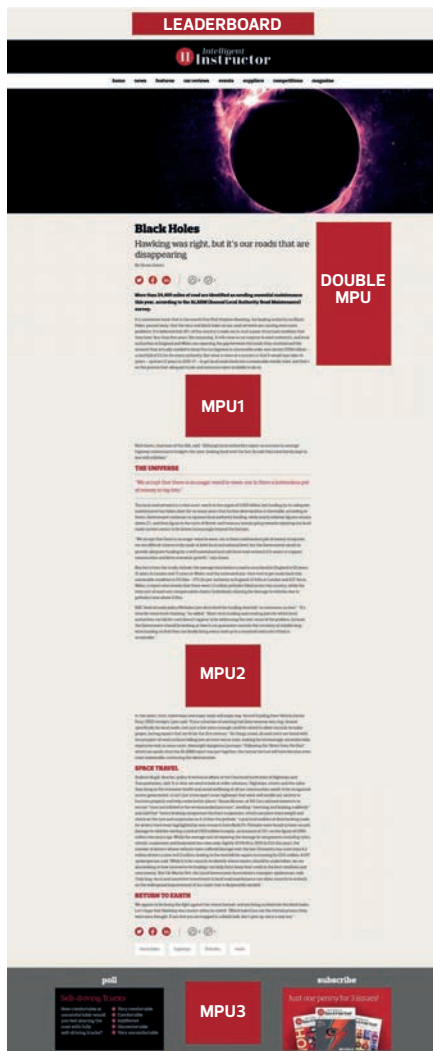
intelligentinstructor.co.uk display advertising

intelligentinstructor.co.uk offers select display advertising opportunities throughout the site via leaderboards, double MPUs and MPUs allowing your brand to engage with our online audience alongside our content.

Sites and placements

The Leaderboard and MPU 3 slots are run of site, with MPU 1, MPU 2 and the the Double MPU appearing on the main sections; 'News', 'Features' and 'Car Reviews'. The Double MPU also appears in 'Magazine' and 'Competitions'.

- **Leaderboard** 728(w) x 90px(h)
Prime position, above masthead.
- **Double MPU** 300(w) x 600px(h)
Prime position, above the fold, the largest of ad sizes is positioned next to editorial in main right-hand column.
- **MPU 1** 300(w) x 250px(h)
The most prominent MPU appears as the first ad slot within the article, below the fold
- **MPU 2** 300(w) x 250px(h)
Appears below the fold and is the second ad slot within the article
- **MPU 3** 300(w) x 250px(h)
Appears run of site, positioned at the foot of each page
- **Native Advertising** – highlighted as sponsored content, the story/article is displayed as a promotional panel on the home page, within a prominent place within the 'Features' section and promoted via **iiNewsletter**.



Supplier directory

The **'Supplier Directory'** is the most comprehensive listing of industry suppliers to the ADI market. All known suppliers receive a free basic listing; company name and url; within the relevant category.

Companies can upgrade to a premium listing (25-word company description, logo, embedded video link and full contact details). This listing is replicated in print within the **'Supplier Directory'** section in **Intelligent Instructor** magazine.

Premium listings are placed towards the top of the relevant category, rotating with other enhanced listings, above all free listings.

Intelligent Instructor
supplier directory

To find a supplier, simply browse the categories below for the services you require or alternatively use our search function by using keywords

Select Category Search Directory

Enhanced Listing 1
A 25 word description
A small logo
A short video link
Full contact details

Enhanced Listing 2
A 25 word description
A small logo
A short video link
Full contact details

Enhanced Listing 3
A 25 word description
A small logo
A short video link
Full contact details

Supplier Directory

Looking for some expert help? Here are some of the UK's most proactive specialist suppliers to the driving instructor market. See intelligentinstructor.co.uk/ suppliers for more.

ACCOUNTS

ADAC
A leading independent driving school provider. ADAC is a leading independent driving school provider. ADAC is a leading independent driving school provider.

DM
A leading independent driving school provider. DM is a leading independent driving school provider.

MSA
A leading independent driving school provider. MSA is a leading independent driving school provider.

DRIVING INSTRUCTOR SERVICES (DIS)
A leading independent driving school provider. DIS is a leading independent driving school provider.

DRIVING SCHOOLS

AA DRIVING SCHOOLS
A leading independent driving school provider. AA is a leading independent driving school provider.

BSM
A leading independent driving school provider. BSM is a leading independent driving school provider.

BILPLANT
A leading independent driving school provider. Bilplant is a leading independent driving school provider.

RED
A leading independent driving school provider. Red is a leading independent driving school provider.

iiNewsletter

iiNewsletter is broadcast weekly to over 4,000 driving instructors who have opted in to **Intelligent Instructor**. Each news story teaser links straight to intelligentinstructor.co.uk with each display advert linking to your website. Native advertising will be promoted via the newsletter and link through to the full feature on intelligentinstructor.co.uk.

Intelligent Instructor
The trusted brand for driving instructors
DIGITAL • PRINT • EVENTS

This week's top story
Technology or innovation
Electric car myth buster: 5 common misconceptions around EVs
New research published by Go Ultra Low reveals a huge misunderstanding of pure electric cars by the British public.
READ MORE

5 ISSUES FOR JUST £5! SUBSCRIBE TO II NOW

Also in the news...
Intelligent CAR PLANS. 'Deep learning' is finally moving out of research and into real life, physical projects Read more...
Immovable COSTS. The hidden costs of congestion and parking make up one-third of all costs of owning Read more...
CAUTION CHAOS. Motorists who think they are driving more safely could actually be causing accidents Read more...

MPU
5 ISSUES FOR £5! SUBSCRIBE NOW

iiNewsletter ad sites

- **Banner** 560(w) x 69px(h)
The most prominent ad site towards the top of the newsletter
- **MPU** 300(w) x 250px(h)
One of three adverts appearing in the newsletter
- **Native advertising**
Appears as sponsored news story within the newsletter and promoted on 'Home' and within 'News/Features' on the website.



Advertising prices (Price per month. All prices subject to VAT)

intelligentinstructor.co.uk	1 month	3 months	6 months	12 months
Leaderboard* 728(w) x 90px(h) & 320(w) x 100px(h)	£1,500	£1,400	£1,250	£1,000
Double MPU* 300(w) x 600px(h) & 320(w) x 100px(h)	£1,250	£1,150	£1,000	£900
MPU 1 300(w) x 250px(h)	£850	£825	£775	£700
MPU 2 300(w) x 250px(h)	£650	£625	£575	£500
MPU 3 300(w) x 250px(h)	£750	£725	£675	£600
Native advertising**	£650	£625	£575	£500
Supplier Directory Premium Listing ***	-	£149	£125	£99

iiNewsletter	1 month	3 months	6 months	12 months
Banner 560(w) x 69px(h)	£350	£325	£300	£275
MPU 300(w) x 250px(h)	£250	£225	£200	£175

Eshots (4,000+ ADIs)

Number of sends	1	3	6	12
	£550	£475	£425	£375

Facebook boosts (10,000+ ADIs)

Number of boosts	1	3	6	12
	£400	£350	£300	£250

* A secondary ad size needs supplying to allow it to be displayed correctly on mobile

** Up to 500 words of sponsored content including links, images, logos and optional video link

*** Company name, logo, 25-word company description, contact name, email, phone number, website and optional video link. The listing will be replicated in Intelligent Instructor magazine.

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