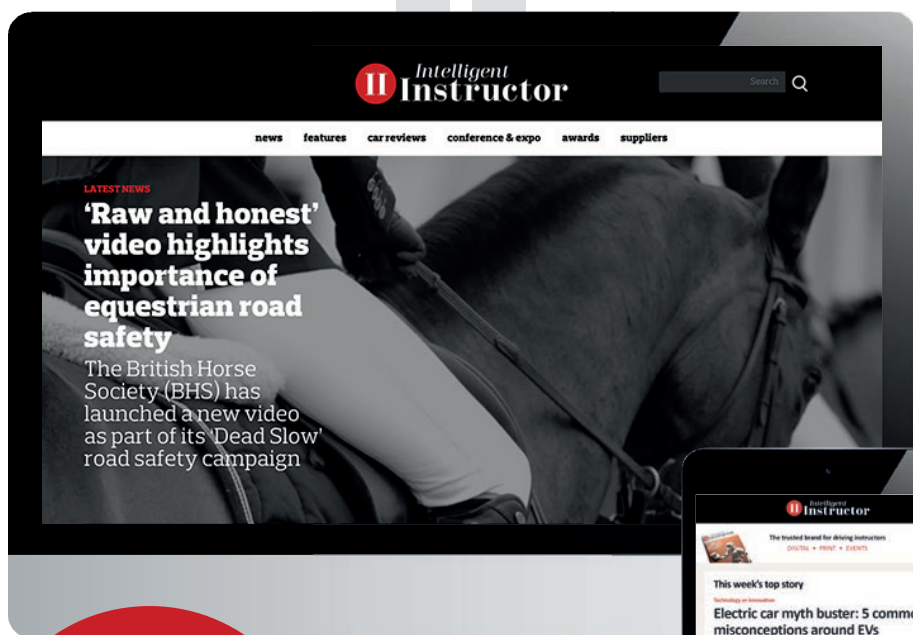


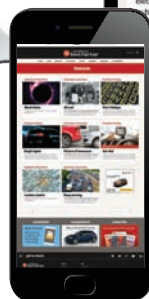


# *Intelligent* **Instructor**

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 18,000 copies published monthly, it provides highly-targeted access to driver trainers across the UK via all UK driving test centres.

**intelligentinstructor.co.uk** welcomes 4,000 unique visitors per month and is the go-to digital source for instructors with daily news; 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 4,500 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 platform

- **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 units are available throughout **intelligentinstructor.co.uk**, offering unrivalled 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**.

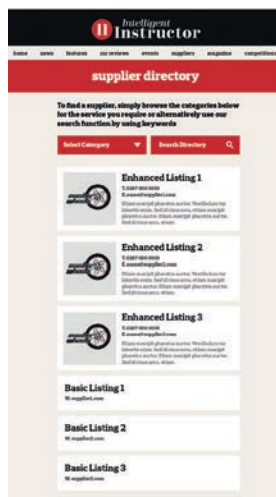
### ■ Newsletter – **iiNewsletter**

is broadcast weekly to our database of over 4,500 driving instructors. Available ad units include a banner ad and MPUs.



■ **Eshots** – marketing messages broadcast on your behalf by **Intelligent Instructor**, delivered directly to the inboxes of over 4,500 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.

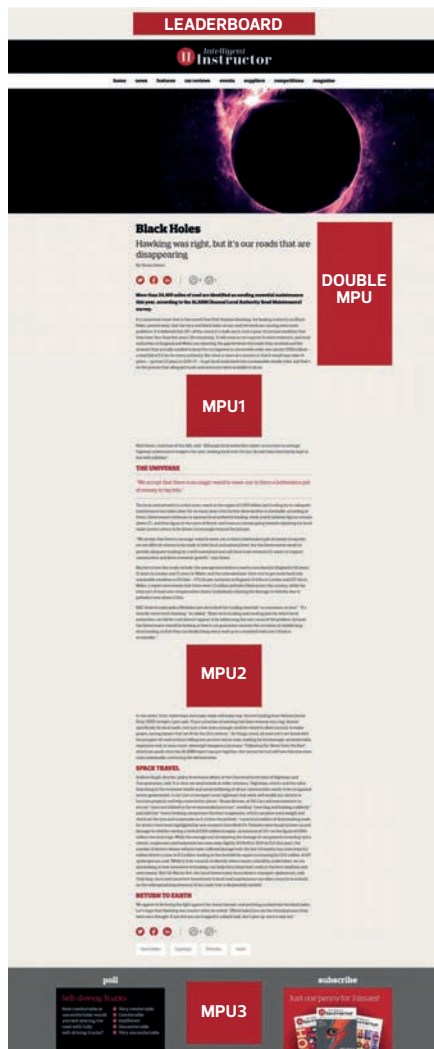
## intelligentinstructor.co.uk display advertising

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

### Sites and placements

The Leaderboard and MPU 3 slots are run of site, with MPU 1, MPU 2 and 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 the right-hand column
- **MPU 1** 300(w) x 250px(h)  
The most prominent MPU appears as the first ad slot within the article and 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 in the 'Features' section and promoted via the **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 of **Intelligent Instructor** magazine.

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

## iiNewsletter

**iiNewsletter** is broadcast weekly to over 4,500 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**.

## 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 a sponsored news story within the newsletter and promoted on 'the home page' and within 'News/Features' on the website.



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

### intelligentinstructor.co.uk

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

### iiNewsletter

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

### Eshots (4,000+ ADIs)

	1	3	6	12
<b>Number of sends</b>	£650	£575	£500	£450

### Facebook boosts\*\*\*\* (10,000+ ADIs)

	1	3	6	12
<b>Number of boosts</b>	£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.

\*\*\*\* We suggest the message supplied contains 150-250 characters, one landscape image (1200px x 628px) and url

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