



# Intelligent Instructor

Print media pack 2020



The largest circulated and only independent industry magazine for driving instructors.



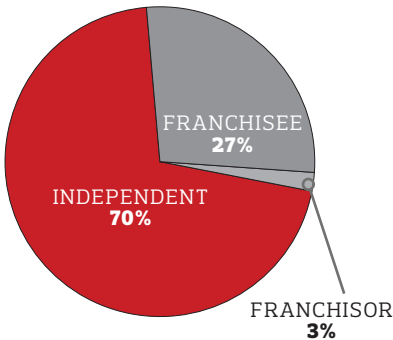


## Company Background

**Intelligent Instructor** is the market-leading, independent trade magazine for driving instructors. Launched in 2015 by the award-winning, young driver publisher Firstcar Ltd, **Intelligent Instructor** quickly became the market-leading, most trusted and respected brand in the driver trainer market.

The monthly magazine is supplemented by a growing digital presence and 4 industry-leading events. More than 4,500 instructors are on our email database, whilst **intelligentinstructor.co.uk** is the go-to site for instructors. The **ADINJC & Intelligent Instructor Conference & Expo** and the **Intelligent Instructor Awards** are annual events offering face-to-face interaction and unique brand building opportunities with instructors.

What type of ADI are you?\*



## The Magazine

**Intelligent Instructor** is 100% focused on driving instructors covering a wide range of relevant subjects: industry news, training, marketing, new technology, car reviews and the latest products and services. All key areas fundamental to helping achieve business success and growth.

It is the largest circulated title in the market with a verified 18,000 copies published every month. The portable and user-friendly A5 format allows easy storage in the glovebox, encouraging instructors to keep the magazine in the car

for reference and to read between lessons. The timeless content offers advertisers longevity and exposure way beyond the month of publication, whilst being an important reference tool for the instructor. What's more, advertisers can gain repeat business, build brand awareness and to be front-of-mind with this receptive audience.

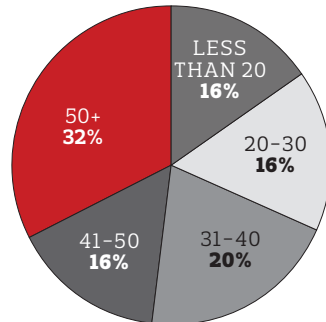
Our highly experienced team's success in delivering an engaged audience to its advertisers underlines the continuing importance of having a quality, independent print trade publication for (Approved Driving Instructors) ADIs.

## Target Market

**Intelligent Instructor** targets active ADIs ensuring the highest possible engaged and attentive audience. In our recent reader survey:

- Over half teach 40+ students each year, one third teach 50+ students
- Two-thirds use our magazine to source products and services from 'all the time' or 'very frequently'
- 75% of students seek the advice/recommendations on products and services from instructors 'very frequently' or 'frequently'
- 17% change their car annually, 36% change every other year
- 60% buy, 40% lease.

How many learners do you teach each year?\*

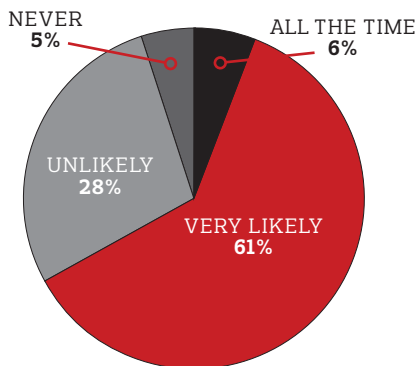


## Distribution

18,000 copies of the magazine are printed and distributed every month, making it the largest circulated title on the market. The magazine reaches approved driving instructors via a unique and highly-effective route:

- Driving test centres: copies are displayed in branded boxes, enticing ADIs to pick up and read whilst waiting for their students to return from test.
- Paid for subscribers: mailed directly to their homes, subscribers are growing consistently month on month and are our most valuable reader!
- Approved Driving Instructors National Joint Council members – included as part of their Platinum annual membership to the UK's largest national driving instructor organisation.

**How likely are you to use adverts in industry magazines to source products and services important to your business?\***



\*Intelligent Instructor reader survey September 2016

## Advertising Opportunities

Advertisers can run highly-targeted display advertising campaigns to reach the driving instructor, be that quarter, half, full or double page adverts. Advertising opportunities are outlined in the media pack, including the premium front cover strip.

The **'Supplier Directory'** is a brand-new section within the magazine, a quick and easy reference point for readers to find a relevant supplier. From as little as £99 per month, companies can showcase their products and services which includes a 25-word company description, image/logo and full contact details, with the added value of the listing being replicated on [intelligentinstructor.co.uk](http://intelligentinstructor.co.uk) too.

SUPPLIER DIRECTORY	SUPPLIER DIRECTORY	SUPPLIER DIRECTORY	SUPPLIER DIRECTORY
<h3>Supplier Directory</h3> <p>Looking for some expert help? Here are some of the UK's most proactive specialist suppliers to the driving instructor market. See: <a href="http://intelligentinstructor.co.uk/suppliers">intelligentinstructor.co.uk/suppliers</a> (or more).</p>		<p><b>ACCOUNTANTS</b></p> <p><b>fbbc</b> Accounting Services</p> <p>A specialist comprehensive accountancy service for driving instructors. FBBC's uncredited and uncredited work process, gives you more time to enjoy the professional side you're trained for.</p> <p>T: 0344 984 2916 E: <a href="mailto:info@fbbc.co.uk">info@fbbc.co.uk</a> W: <a href="http://fbbc.co.uk">fbbc.co.uk</a></p>	<p><b>R. Stride &amp; Co.</b></p> <p>Driving instructor Account Specialists for over 20 years. R. Stride &amp; Co. based in Harrogate, North Yorkshire provides a high-quality pro-active service tailored to your individual needs.</p> <p>T: 01454 361732 E: <a href="mailto:info@rstride.co.uk">info@rstride.co.uk</a> W: <a href="http://rstride.co.uk">rstride.co.uk</a></p>
<p><b>ASSOCIATIONS</b></p> <p><b>ADIC</b></p> <p>The leading national driving instructor association of the kind. Approved Driving Instructors National Joint Council (ADINJC) is an association that informs, represents and supports its members.</p> <p>T: 0800 820 2444 E: <a href="mailto:secretary@adining.org.uk">secretary@adining.org.uk</a> W: <a href="http://adining.org.uk">adining.org.uk</a></p>	<p><b>DIA</b></p> <p>A globally respected source of support advice. Driving Instructors Association (DIA) is the UK's leading professional membership body for driver and motor trainers in the UK.</p> <p>T: 020 8686 6070 E: <a href="mailto:help@dia.org">help@dia.org</a> W: <a href="http://dia.org">dia.org</a></p>	<p><b>MISA</b></p> <p>The Motor Schools Association of Great Britain (MISA) GB's largest and longest established national bodies for driver trainers in the UK.</p> <p>T: 0161 429 9699 E: <a href="mailto:mail@misa.org.uk">mail@misa.org.uk</a> W: <a href="http://misa.org">misa.org</a></p>	<p><b>BUSINESS SUPPORT</b></p> <p><b>DRIVING INSTRUCTOR SERVICES (DIS)</b></p> <p>A comprehensive, industry-specific business advertisement service, dedicated to supporting driving instructors throughout the UK.</p> <p>T: 07962 385 978 E: <a href="mailto:help@drivinginstructor-services.com">help@drivinginstructor-services.com</a> W: <a href="http://drivinginstructor-services.com">drivinginstructor-services.com</a></p>
<p><b>DRIVING SCHOOLS</b></p> <p><b>AA</b> Driving schools</p> <p><b>AA DRIVING SCHOOL</b></p> <p>Changing the face of the traditional franchise through technology investment and improved services to both instructors and learner drivers. With AA, you're safe hands!</p> <p>T: 01330 962740 E: <a href="mailto:Not listed">Not listed</a> W: <a href="http://theaa.com/driving-school/">theaa.com/driving-school/</a></p>	<p><b>BSM</b></p> <p>The British School of Motoring (BSM) is the UK's most experienced driving school. BSM delivers quality lessons through local expert driving instructors in your area.</p> <p>T: 01330 555 7500 E: <a href="mailto:Not listed">Not listed</a> W: <a href="http://bsm.co.uk">bsm.co.uk</a></p>	<p><b>BILL PLANT</b> Driving schools</p> <p><b>BILL PLANT</b></p> <p>A very successful UK driving school. Bill Plant's specialist team for driver, instructor training, ADI recruitment and provides qualified driving instructors at competitive prices.</p> <p>T: 0330 555 2254 E: <a href="mailto:info@billplant.co.uk">info@billplant.co.uk</a> W: <a href="http://billplant.co.uk">billplant.co.uk</a></p>	<p><b>RED</b></p> <p>RED Driving School are one of the UK's biggest driving schools. Red Driving School gives their best each year with competitive driving lessons from expert driving instructors.</p> <p>T: 0330 332 2468 E: <a href="mailto:marketing@red-driving.co.uk">marketing@red-driving.co.uk</a> W: <a href="http://red-driving.co.uk">red-driving.co.uk</a></p>



## MAGAZINE ADVERTISING RATES (rate per month)

Size	1 month	3 months	6 months	12 months
Front page strip ad (1/8 page)	n/a	£2,040	£1,860	£1,620
Double page spread	£3,960	£3,840	£3,600	£3,300
Outside back cover	£3,480	£3,360	£3,180	£2,940
Inside front cover	£2,880	£2,760	£2,580	£2,340
Full page	£2,280	£2,160	£1,980	£1,740
Half page	£1,170	£1,140	£1,080	£990
Quarter page	£660	£630	£570	£540
Supplier directory enhanced listing*	n/a	£149	£125	£99

\*25-word company description, company logo/image, full contact details (name, email, telephone)  
Replicated on [intelligentinstructor.co.uk](http://intelligentinstructor.co.uk)

**Inserts** Rates depend on insert weight. Standard A5 insert £1,800

## MAGAZINE COPY DEADLINES

Issue	Ad copy deadline	Published	Issue	Ad copy deadline	Published
Jan-20	13-Dec	08-Jan	Aug-20	21-Jul	05-Aug
Feb-20	21-Jan	05-Feb	Sep-20	18-Aug	02-Sep
Mar-20	18-Feb	04-Mar	Oct-20	22-Sep	07-Oct
Apr-20	17-Mar	01-Apr	Nov-20	20-Oct	04-Nov
May-20	21-Apr	06-May	Dec-20	17-Nov	02-Dec
Jun-20	19-May	03-Jun	Jan-21	15-Dec	06-Jan
Jul-20	16-Jun	01-Jul	Feb-21	19-Jan	03-Feb

## CONTACT US

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rachael@  
[intelligentinstructor.co.uk](http://intelligentinstructor.co.uk)

### RUSSELL WHITEHOUSE

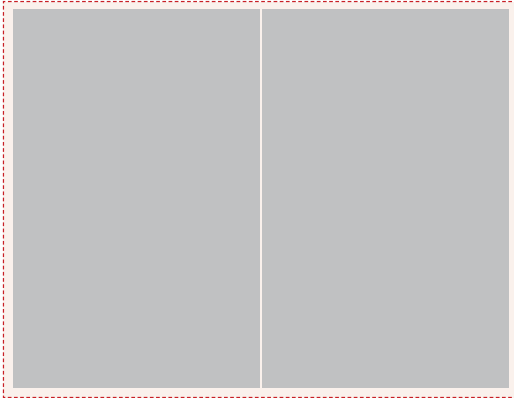
Sales Director  
07716 154 584  
russell@  
[intelligentinstructor.co.uk](http://intelligentinstructor.co.uk)



## ARTWORK REQUIREMENTS

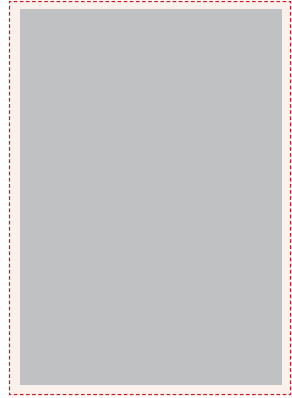
### DOUBLE PAGE SPREAD

H: 210mm W: 297 mm  
**PLUS ADD 3mm bleed**



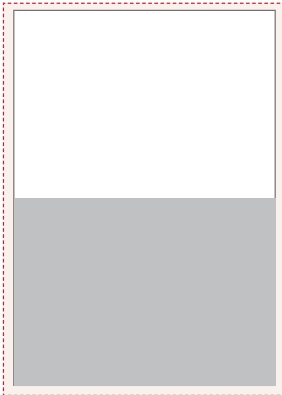
### FULL PAGE

H: 210mm W: 148 mm  
**PLUS ADD 3mm bleed**



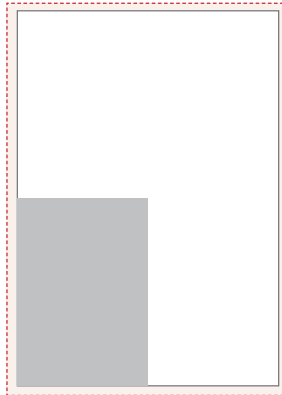
### HALF PAGE

H: 96mm W: 136mm  
**PLUS ADD 3mm bleed**



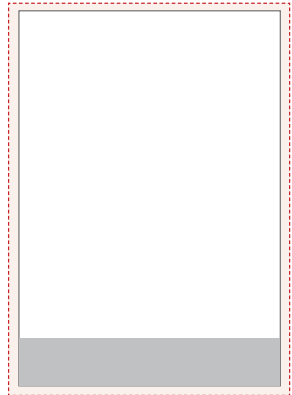
### QUARTER PAGE

H: 96mm W: 65mm  
**PLUS ADD 3mm bleed**



### FRONT COVER 1/8 PAGE

H: 27mm W: 148mm  
**PLUS ADD 3mm bleed**



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 7mm clearance from your copy to the trim area.

All adverts should be designed with 3mm bleed allowances in addition to the advertisement size.

All adverts must show crop marks.

## Testimonials

Don't just take our word for it. Here's what the industry and advertisers have to say...

“It is absolutely vital that those working in the field of driver training and road safety have the very best and most up to date information in order to carry out their work to the best of their ability. I have no hesitation in recommending **Intelligent Instructor** as the 'must have' for all involved in driver education.”

**David Williams MBE, Chief Executive,**  
GEM Motoring Assist Road Safety Association

“For the ADI profession to thrive and develop it is vital that driving instructors have access to current and unbiased information. Not only does **Intelligent Instructor** magazine provide this vital service but it does it with style. A great read and highly informative – a must for all ADIs.”

**Ian Edwards, Founder of eDriving Solutions,**  
award winning road safety specialist, ADI

“**Intelligent Instructor** does what it says on the tin: it informs and entertains an educated, professional, no-nonsense audience of driving experts, who deal on a daily basis with some of the biggest mobility challenges we have faced for generations.”

**Steve Gooding, Director, RAC Foundation**

“Every driving instructor, trainer or coach should look to increase their understanding of the role they fulfil and to keep up with developments. **Intelligent Instructor** provides an insight into some of that, and will be especially helpful to those who prefer not to belong to one of the ADI representative organisations.”

**Peter Rodger, Head of Driving Advice,**  
IAM RoadSmart

“The highly regarded level of contributors provides credibility, debate and opinion which ensures that this publication lives up to its name of **'Intelligent Instructor'** and should be on the reading list of all driver trainers.”

**Graham Feest, Road Safety Consultant**

“**Intelligent Instructor** is an excellent publication, offering a great advertising platform and variety of channels to communicate with the ADI audience.”

**Luke Davies, Brand Marketing Manager, BSM**

“Along with varied, highly readable and informed features, interviews and all the latest news from around our profession and beyond, **Intelligent Instructor** is bang up to date and really does put you in the driving seat of your career.”

**Neil Peek, President, ADINJC**

“It is great to be kept up-to-date with all that is changing in the world of professional driver education. As a Driver Trainer for more than 60 years now, I cannot understand how any ADI can offer a genuinely professional service without your regular magazine service.”

**Professor Peter Russell, Professor of Driver Education**

“**Intelligent Instructor** is a very important title for RED Driving School, their unique distribution helps us reach a wide and varied ADI audience. The team behind it are quite creative and prepared to “go the extra mile” to help us achieve stand-out and value from the title.”

**Andy Mitchell, Commercial Director,**  
RED Driving School

“Coming from a background in marketing, I understand the importance of continued advertising to maintain brand awareness. It delivers this with a glove box sized magazine and with online presence. Working with the sales team could not have been simpler and more effective. With an ear to listen to clients desired goal and the knowledge to know how to deliver, **Intelligent Instructor** has to form part of our marketing plan.”

**Mike Simpson, Director, ADI Network**

“Having space to advertise within a publication that reaches so many instructors, either as subscribers or within test centres is a must. We've been delighted with the response to our ads in **Intelligent Instructor**, and the online campaigns run on our behalf. We've noticed that those who respond to them typically demonstrate higher levels of professionalism and enthusiasm, which makes them a perfect fit for our ideal customer profile.”

**Dan Hill, Director, My Drive Time**

“Marmalade Network is proud to be associated with **Intelligent Instructor**. The magazine is everywhere, it's young and growing fast. Advertising within it is helping to get our brand name out there and is a must for us.”

**Suzy Walsh, Marmalade Network Manager,**  
Marmalade Network