



Trusted by road safety
professionals since 2004

THE 2026 COLLECTION

RESOURCES THAT INFLUENCE ROAD USER BEHAVIOUR

Six expert-written magazines, containing over 330 pages of high-quality information and advice, covering every stage of life on the road - from first lessons to hanging up the keys . All titles are available in both print and digital formats, ready to bolster your road user engagement toolkit.



firstcarmedia.co.uk

WHY THE MAGAZINE FORMAT WORKS

WRAPPING ROAD SAFETY ADVICE IN USEFUL EDITORIAL CONTENT

The award-winning suite of magazines published by FirstCar deliver important road safety messages the way people actually want to receive them - wrapped in useful, entertaining editorial written by specialist journalists. Research shows that readers keep them, share them and act on them, which makes print a powerful intervention for audiences that digital campaigns struggle to reach. Every title is refreshed annually and is backed by more than 20 years of experience publishing for the UK road safety community.

It's easy to assume that, these days, people want everything digitally - but our devices and feeds are noisy and dominated by apps competing for attention. Conversely, printed magazines are visible until discarded - they sit on the kitchen side or the coffee table, they travel in the car door pocket and get picked up again and again - even passed on to friends and relatives. That unhurried, repeated attention is what sparks conversation and changes attitudes.

94%

adapted their
behaviour to
drive more safely

77%

learnt something
new from the
magazine

78%

felt more
confident about
driving safely

81%

discussed the
content or shared
the magazine

Source: Reader survey, 1,041 responden

THE ESSENTIALS

- ✓ **All prices include delivery** - no hidden extras
- ✓ **VAT exempt** - print and digital magazines are zero-rated
- ✓ **Counter display units** - pre-packed and ready to deploy, +5p per copy
- ✓ **Branded covers** - add your logos and messaging for £250, design included
- ✓ **Digital editions** - branded page-turners with usage reporting
- ✓ **Distribution support** - we can research outlets and deliver direct





A LOOK INSIDE



THE ORIGINAL FIRSTCAR MAGAZINE

NEW DESIGN

THE YOUNG DRIVER'S GUIDE



Two magazines in one: flip it over for The Parent's Guide

Our Prince Michael Award winning title has been completely redesigned for 2026. The front half gives learners and newly qualified drivers everything they need to know; flip it over and parents get their own dedicated guide to supervising, insuring and supporting a new driver. One publication now reaches both sides of the learning-to-drive partnership - and parents are the single biggest influence on a novice driver's safety.

FOR THE LEARNER & NEWLY QUALIFIED DRIVER

- ✓ Getting the most from your driving lessons
- ✓ Choosing the safest first car you can afford
- ✓ Staying focused and fit to drive
- ✓ The probationary period... and lots more!

FOR THE PARENT

- ✓ Pain-free private practice sessions
- ✓ Understanding how a young driver thinks
- ✓ Learner and new-driver insurance explained
- ✓ Developing safer driving habits

132 pages

Perfect bound

Flip/reverse format

Updated annually

PRICE PER COPY · DELIVERY INCLUDED · VAT EXEMPT

UP TO 500	501 - 1,500	1,501 - 5,000	5,001+	DIGITAL EDITION
£1.75	£1.50	£1.25	£1.00	£500/YEAR



A LOOK INSIDE



POWERED TWO-WHEELERS

FIRSTBIKE MAGAZINE

For young and novice riders on mopeds, scooters and 125s

FirstBike applies twenty years of young-driver know-how to one of the hardest groups to reach with road safety messaging: new riders. Safety advice is woven through content they genuinely want to read - bike reviews, interviews and competitions - making it the ideal handout at events, CBT centres, motorcycle dealerships, sixth forms and colleges.

- ✓ The licence route: CBT, A1, A2 and full A explained
- ✓ Protective kit that works - and looks good
- ✓ Choosing a safe and reliable first bike
- ✓ Roadside first aid
- ✓ Insurance, security and maintenance made simple
- ✓ Hazard awareness and riding-position skills
- ✓ Moped vs scooter: which is right for you?
- ✓ Riding safely in the gig economy

52 pages

A5

Saddle stitched

Updated annually

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80P	75P	65P	55P	£350/YEAR



A LOOK INSIDE



MOTORCYCLISTS ON BIGGER BIKES

RIDEON MAGAZINE

For mature riders, returning riders and weekend enthusiasts

Riders on larger machines are over-represented in casualty statistics - and notoriously resistant to being lectured. RideOn delivers serious safety content through beautiful, aspirational editorial they'll choose to pick up. It works as a standalone engagement tool or alongside BikeSafe-style rider interventions.

- ✓ Post-test training: from full licence to advanced skills
- ✓ Finding the ideal bike - adventure, sports or electric
- ✓ The latest leathers, helmets and safety tech
- ✓ First aid and collision response for riders
- ✓ Journey planning and group riding done well
- ✓ Insurance, security and maintenance

52 pages

A5

Saddle stitched

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A LOOK INSIDE



MATURE DRIVERS

DRIVEON MAGAZINE

Helping older motorists drive safely for longer

DriveOn tackles the topics that really matter to senior drivers with a warm, encouraging tone - supporting confident motorists to stay sharp, and helping others think honestly about reducing or retiring from driving. It's a natural fit for mature driver assessments, GP surgeries, opticians, libraries and community groups.

- ✓ Licence renewal at 70 - what's involved
- ✓ Eyesight, mobility and health behind the wheel
- ✓ Mastering modern car tech and electric cars
- ✓ Refresher courses and driving assessments
- ✓ Staying mobile if you stop driving
- ✓ Cutting fuel and insurance bills
- ✓ Basic car maintenance
- ✓ Child car seats and carrying children

52 pages

A5

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A LOOK INSIDE



ACTIVE TRAVEL

THE ULTIMATE GUIDE TO CYCLING

For new and returning riders of every age

Everything readers need to get started - or restarted - on two wheels. From family rides to daily commutes, the Ultimate Guide to Cycling pairs practical safety advice with the money-saving and health benefits that get people out of cars and onto bikes. Perfect for active travel campaigns, workplaces, schools, cycle retailers and leisure centres.

- ✓ Riding confidently and safely on today's roads
- ✓ Electric bikes: sweat-free cycling for every budget
- ✓ Cycle to Work: the easy way to a cut-price bike
- ✓ Getting the whole family riding together
- ✓ Staying seen: lights, hi-vis and road positioning
- ✓ The Highway Code rules every cyclist should know
- ✓ Get fit, save cash - why you should ride
- ✓ The best kit and smartest safety tech

52 pages

A5

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DIGITAL EDITIONS

PRINT IN THEIR HANDS, DIGITAL IN THEIR POCKETS

Every title is available as a branded digital page-turner - a slick, mobile-friendly edition carrying your logos on the cover, hosted on its own unique link with quarterly engagement metrics.

- ✓ Share by link or QR code - on websites, socials, courses and campaigns
- ✓ Your branding on the cover
- ✓ Usage reporting - see reads and average read time
- ✓ Runs alongside print or as a standalone, zero-waste option
- ✓ Refreshed with each annual edition
- ✓ Code available to embed into your website (example, right)

Young Driver's +
Parent's Guide

£500/YEAR

All other titles

£350/YEAR EACH

The full suite - all six
titles

£1,500/YEAR

All VAT exempt



Read on any device, no app required

READY TO DEPLOY

PACKAGING, BRANDING & DISTRIBUTION



Holds 50 × Young Driver's Guide

Holds 120 × all other titles

Counter display units arrive pre-filled with magazines, unfolds in seconds and keeps displays neat - easy to replenish. +5p per copy.



Holds 100 × Young Driver's Guide

Holds 240 × all other titles

Plain boxes are a cheaper packing option if you're simply handing out magazines at events or replenishing existing display stands.

Delivery to a single UK address is **always free**

POPULAR DISTRIBUTION OUTLETS

Driving instructors & schools

Colleges & sixth forms

Test centres

Libraries & council receptions

Motorcycle dealers & CBT centres

Bike shops & hire hubs

GP surgeries & community hubs

Roadshows & engagement events

Workplaces & fleets

OPTIONAL EXTRAS

Branded covers - your logo and signposting **£250**

Counter display units, pre-packed **+5p per copy**

Printed inserts, per 1,000 copies **£30**

Distribution research & arrangement, per address **£15**

Delivery to multiple locations, per box **£6**

With storage space increasingly at a premium, we're often asked to deliver direct to outlets - no problem at all. We can hold stock on your behalf and draw it down periodically, distributing straight to your outlets as needed.

OVERVIEW

PRICES & ORDERING



TITLE (PRICE PER COPY)	UP TO 500	501 - 1,500	1,501 - 5,000	5,001+	DIGITAL/YEAR
Young Driver's Guide + Parent's Guide	£1.75	£1.50	£1.25	£1.00	£500
FirstBike	80p	75p	65p	55p	£350
RideOn	80p	75p	65p	55p	£350
DriveOn	80p	75p	65p	55p	£350
The Ultimate Guide to Cycling	80p	75p	65p	55p	£350

All prices include UK delivery - print & digital magazines are VAT exempt · Pre-packed counter display units +5p per copy · Branded covers £250 (design included) · Printed inserts £30 per 1,000 · Mix titles and formats to suit campaigns and budget.

READY TO ORDER?

Simply tell us the titles and quantities you'd like, along with your packaging preferences and we'll take care of everything else. If your order is urgent, just let us know, as we should be able to get it to you within 48 hours.

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