

Hagerty Driver's Club magazine

2025 Media Information



HAGERTY'S IMPACT IN THE UK HAS been huge, not just on the way insurance is offered but on the classic car and motorcycle scene overall, launching new events, supporting existing ones and creating new opportunities for social gatherings, networking and learning.

The launch of the Hagerty Drivers Club continues this theme and creates new opportunities to build on Hagerty's strong classic car and motorcycle community. The Club is open to all enthusiasts, whether or not they're insurance clients, and provides unique members' only events, seminars and forums, along with a rewards programme and a carefully curated selection of exciting and wide-ranging discounts and offers.

The centrepiece of the Hagerty Drivers Club is its quarterly magazine, which was launched in November 2024. Thanks to its controlled subscription and carefully analysed member data, the magazine is able to focus on the Club

members' interests and needs.

The result is a high-quality publication that goes straight to the letterbox of the most engaged classic car and motorcycle enthusiasts in the UK. Articles cover wide-ranging subjects on buying, maintaining and restoring classics, along with aspirational features to reinforce the passion for classic machinery felt by the Hagerty Drivers Club members.

The editorial team works closely with members, commercial partners and advertisers to ensure that the most important subjects are covered throughout the year, making it a strong new platform in which to advertise.



MARK ROPER
Managing Director,
Hagerty International.

What you will find in each issue:

- // Columns from TV and YouTube stars Henry Catchpole, Paul Cowland and Charlotte Vowden
- // Exciting road tests and restoration features by the best classic writers
- // Buying advice from the UK's leading marque experts
- // Stories from the Hagerty Drivers Club partners and members
- // Market analysis from Hagerty data specialist John Mayhead
- // Plus much more!

More details overleaf..

RATECARD

Premium Positions

	Single issue	Four issues
Outside back cover	£1500	£1350
Inside back cover	£1200	£1080
Opening double page spread	£2000	£1800
Second double page spread	£1800	£1620
Full page first 30 pages	£800	£720

Display Positions

Double page spread	£1500	£1350
Full page	£750	£675
Half page	£400	£360

ADVERTISING SPECIFICATIONS

Full page trim:	210mm x 280mm (portrait)
Full page inc bleed:	216mm x 286mm (portrait)
DPS trim:	420mm x 280mm (landscape)
DPS inc bleed:	426mm x 286mm (landscape)
Half page (landscape):	175mm x 120mm (landscape)
Half page (portrait):	83mm x 248mm (portrait)

Dates for your diary

- **Issue 3:** advertising deadline June 16 | mailing June 26
- **Issue 4:** advertising deadline September 1 | mailing September 11
- **Issue 5:** advertising deadline December 2 | mailing December 17

The basics

- **Size:** 210mm x 280mm portrait
- **Pagination:** 96+4 pages
- **Binding:** Perfect bound
- **Editorial pages:** 82
- **Advertising pages:** 18
- **Cover price where sold:** £5.95

Circulation

- **Print run:** 3,000 issue 2 rising through the year to 6,000 issue 5
- **Distribution:** mailed to members of the Hagerty Driver's Club, available at the Hagerty Clubhouse, available at events such as Scramble, Festival of the Unexceptional, Hagerty Hill Climb, Radwood

FOR INFORMATION ABOUT ADVERTISING, PLEASE CONTACT

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FOR EDITORIAL ENQUIRIES, PLEASE CONTACT

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FOR PARTNERSHIP OPPORTUNITIES AND MEMBERSHIP ENQUIRIES:

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For more information about what's included as a member of the Hagerty Driver's Club visit <https://www.hagerty.co.uk/drivers-club/>

Why you should consider advertising:

// The audience is highly qualified with the majority owning at least one classic car

// Advertising rates are reasonable and the audience responsive

// Having become members, the recipients will be highly engaged with the content

// Hagerty insurance clients are driven by customer service, not price

// High-quality content created by the publishers of Octane and Magneto magazines

// Members consistently rate the HDC magazine as their top member benefit

Hagerty Price Guide:



// Delivered free with the Summer and Winter editions of the HDC magazine

// The definitive price guide to over 1500 classic cars on sale in the UK

The basics

- **Size:** 148mm wide x 210mm portrait
- **Pagination:** 72+4 pages
- **Single page advertising:** £300.00