

Prelaunch information

Alternative Cars

MAGAZINE

Alternative Cars is a brand new magazine due for launch in August. It will showcase the very best the specialist car world has to offer, from the specials era via modern classics to the present day.

Launching 05.08.2021

① Alternative Cars ② Be part of it ③ Talk to us

1 ALTERNATIVE CARS

The new magazine from Performance Publishing.
Issue one is on sale from 5 August 2021.

WHAT WILL ALTERNATIVE CARS MAGAZINE COVER?

We've given a great deal of thought to defining the boundaries of what constitutes an 'alternative car'. Some are an obvious shoe-in – anything made by the likes of TVR, Morgan, Lotus, Caterham and Noble are right at the heart of what we love. The same goes for Ariel, BAC and Ultima. But we also want to shine a light on some of the lesser-known British makers like Riversimple. Lotus is about as 'mainstream' as we'll go.

Anything out of the ordinary, like the Lancia Hyena and Venturi Atlantique, are in our sights. Imports like Japanese kei cars are well within our remit, and so are off-piste offerings from mainstream car-makers. Past-masters like Marcos and Gordon-Keeble will be in the mix, too. There's a core to what we're about, but there will be some flexibility; we want the content of each issue to contain some surprises and show you cars you may never have heard of.

Just as important are the things we'll be leaving out. We're not at all fussed about keeping up with whatever the new McLaren is this week, and there's already more than enough coverage about the latest BMW M cars and Mercedes-AMGs in the world so we'll give those a miss too. Conversely, we will take an interest in Alpina and Brabus.





TVR SHOOTOUT

TVR is one of the most revered marques among specialist car fans, so it was always going to be our first cover story. Richard Heseltine, whose work appears in magazines such as Octane and Classic & Sports Car, drove three 1990s cars back to back to pick a winner from TVR's peak era.



THE COLLECTOR

Telling the stories of people who live the specialist car life is important to us, so in each issue we'll meet a collector. For issue one, we take a look at a collection of cars that ranges from a 1920 Morgan three-wheeler via a Lotus and two Rochdales of the 1950s and a Gilbern from the 1960s.



MARCOS MANTIS

Often wrongly cited as the reason Marcos went bust in the 1970s, the unusual Mantis was highly regarded when new. History hasn't been kind to this four-seater GT car, so we wanted to set the record straight. Is it as good as contemporary road testers said, or does it deserve its white elephant reputation?



MATTHEW HUMPHRIES

Morgan existed for decades without a designer – until Matthew Humphries became the company's chief designer straight out of university at the age of just 23. We met him to find out what it was like for someone so young to start calling the shots at such a well established car-maker.

2 BE PART OF IT

Alternative Cars will have widespread availability in the UK, and will also be available in European and worldwide markets.

Every issue of *Alternative Cars* will be crafted with care, but that would be wasted effort if it wasn't easy for readers to find...

WE'LL BE ON THE HIGH STREET

By investing with WHSmith and leveraging our existing distribution networks, we will be in WHSmith High Street branches, as well as garage forecourts and independent newsagents. This will ensure that *Alternative Cars* will hit the ground running and be visible from the very first issue.

WE'LL BE SHOUTING ABOUT IT BEFORE IT'S LAUNCHED

Issue one will be in the shops on Thursday 5 August. This gives us plenty of time to make readers aware of it prior to launch. We've begun that process already...

ONLINE

The website: Our website went live in August of last year, and from 5 July we will begin taking pre-orders at a special prelaunch rate – either for a subscription, or a single copy of issue one.

The newsletter: Also since August, we've been providing a free newsletter and have gained a large following. Those who have signed up will receive the offer ahead of everyone else, and we'll be giving them a preview of the first issue.

Social media: We have 'soft launched' our Facebook and Twitter accounts, and will be ramping up posts on both in the lead up to the magazine's launch.

NEWSTRADE

We are already actively promoting *Alternative Cars* within the newstrade to ensure the best possible positions on the newsstands, and to raise awareness of the title among newagents.

JOIN US FROM THE START

Alternative Cars will have a distinct approach aimed at a specific kind of car enthusiast. We will be working hard to raise awareness of *Alternative Cars* leading up to its launch, and making it easy to either try the first issue or commit to a year's subscription. Join us by advertising from the very start and you'll maximise your association with this exciting new magazine.

3 TALK TO US

To find out how we can help spread your message to Alternative Cars enthusiasts, contact us today.

EDITORIAL

Speak to Adam Wilkins... T: 01476 978843 E: adam@performancepublishing.co.uk

ADVERTISING

Speak to Karen O'Riordan... T: 0330 1234 885 E: karen.ads@performancepublishing.co.uk
The copy deadline to advertise in the first issue is Friday 16 July.

RATES

Advert Size	1 Issue	4 Issues	Dimensions (HxW)
DPS	£780	£680	2 pages of 297mm x 230mm +3mm bleed
Full page	£450	£400	297mm x 230mm +3mm bleed
Half page	£250	£220	131mm x 200mm
Quarter page	£140	£125	131mm x 97.5mm
Eighth page	£80	£70	63mm x 97.5mm

Inside Front/Back Cover £750 subject to availability. Prices listed are per issue

PERFORMANCE PUBLISHING

Performance Publishing has two well established magazines on the newsstands. *Complete Kit Car*, established in 2007, is the leading title in its field. *Absolute Lotus*, which has just passed its third anniversary, is the only single-marque Lotus title in the shops. We also publish automotive books, including last year's double award winning Richie Ginther biography.



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