

*Alternative*Cars

MAGAZINE

Alternative Cars is a brand new magazine that showcases the very best the specialist car world has to offer, from the specials era via modern classics to the present day.

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

1 ALTERNATIVE CARS

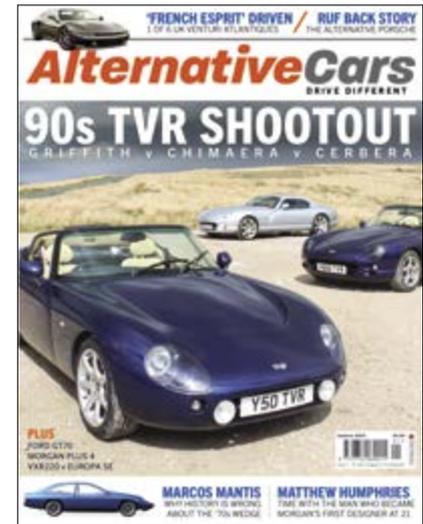
The new quarterly magazine from Performance Publishing.

WHAT DOES 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 are 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.





DRIVING

In each issue of Alternative Cars, we get behind the wheel of a number of alternative cars from different eras. This was our '90s TVR shootout which set the tone in issue one, written by Richard Heseltine.



HISTORIES

Detailed histories of alternative car marques are a significant part of our coverage. In our first issue, we told the story of how Ruf went from making Porsches to becoming a world-leading Porsche tuner.



OWNERS

We engage with owners of alternative cars to find out what makes them tick and build relationships with our readers. This collection of specialist British sports cars is owned by one man who we met for issue one.



INTERVIEWS

Our first interview, published in issue one, was with former head of design at Morgan, Matthew Humphries. Every issue of Alternative Cars will feature insight from those involved in the specialist car industry.

2 BE PART OF IT

Alternative Cars has widespread availability in the UK, and is also 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'RE ON THE HIGH STREET

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

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.

SUBSCRIPTIONS AND ONLINE SALES

Prior to launching issue one in August 2021, we spent a year building the *Alternative Cars* audience via an email newsletter, and we enjoyed significant subscription take-up from that audience. In addition, the current issue will always be available

via mail order from our website with free p&cp to UK addresses (worldwide delivery is also available) which is promoted via our social media channels and the newsletter.

JOIN US NOW

Alternative Cars is published quarterly, giving your advertising a long shelf life, with each issue promoted to potential readers for the duration of its shelf life. Join us – contact Karen O’Riordan for advertising enquiries today. T: 0330 1234 885
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3 TALK TO US

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

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ADVERTISING

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RATES

Advert Size	1 Issue	4 Issues	Dimensions (HxW)
DPS	£785	£685	2 pages of 297mm x 230mm +3mm bleed
Full page	£455	£405	297mm x 230mm +3mm bleed
Half page	£255	£225	131mm x 200mm
Quarter page	£145	£130	131mm x 97.5mm
Eighth page	£85	£75	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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