

# Merseyside primary times

Distributed to 60% of local families through Merseyside's primary schools • **60%**

Of the 8,000 magazines in the whole of the UK, **Primary Times circulation is ranked no 15!** Research from the NOP confirms **Primary Times is the UK's most read listings and information publication for parents**

## WHAT'S IN PRIMARY TIMES?

...the region's best what's on and where to go guide for parents in Merseyside

- Local and National INFORMATION specifically for parents in Merseyside
- The most comprehensive WHAT'S ON guide for parents of children (4-11 years) in the region
- Reader Offers for parents
- NEWS from local communities and schools
- Special FEATURES for parents and children



## 6 EDITIONS PER YEAR

**October Half Term** 11th October

**Christmas** 22nd November

**February Half Term** 7th February

**Easter** 21st March

**May Half Term** 16th May

**Summer** 4th July

## WHY ADVERTISE IN IT?

...the sheer volume of our circulation sets us apart from our competitors, including the regional newspapers

- **EFFECTIVE DISTRIBUTION** – 40,000 copies distributed through 160 schools. One copy is allocated per family and taken home in the children's book bag.
- **COST EFFECTIVE** – per 1000 our pricing structure offers exceptional value.
- **GOOD TIMING** just before every school holiday, families receive fresh information just when they need it.
- **READER CONFIDENCE** – tried, tested and trusted since 1989 – relevant, reliable and read from cover to cover.
- **RETENTION VALUE** – the listings and money off vouchers ensure reference and retention for at least 6 weeks.
- **NICHE MARKETING** – Primary Times is highly targeted at a very specific market ie families with children. No wastage!
- **ADVERTISER SATISFACTION** – over 80% of our advertisers use us repeatedly – because it works!
- **ADDED VALUE** – competitions, advertorials, coverage and support from [www.primarytimes.net](http://www.primarytimes.net)
- **BRAND AWARENESS** – Over 2.5 million copies of Primary Times magazines are distributed through primary schools in 59 regions of the UK and Ireland. National recognition – local response!

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**The Essential FREE Magazine for parents, teachers & children in Merseyside**



in Merseyside

**REACHES  
OVER  
40,000  
LOCAL  
FAMILIES**



## ADVERTISING RATES

Double Page	£1,950.00
Full Page	£1,250.00
1/2 Page	£755.00
1/4 Page	£450.00
1/8 Page	£225.00
1/16 Page	£125.00
Box	£70.00

	3 editions	7 editions
Discount	20%	30%
Full Page	£1000.00	£875.00
1/2 Page	£600.00	£525.00
1/4 Page	£360.00	£315.50
1/8 Page	£180.00	£157.50
1/16 Page	£100.00	£87.50

## TERMS & CONDITIONS

Payment in advance for first time advertisers  
Settlement STRICTLY 10 days from publication  
Cancellation 21 days prior to publication  
Debit and credit card facilities available  
ALL PRICES quoted per issue, EXCLUDING VAT

**SHARE IN THE SUCCESS  
ADVERTISERS USE US REPEATEDLY BECAUSE IT WORKS!**

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