

primary times

*The Essential
FREE Magazine for
Parents, Teachers
& Children in
South West Wales*



Why it can work for you...

Niche Marketing

Primary Times is a Free What's on and Where to go Guide targeted at parents and teachers of primary school children.

Effective distribution

30,000 copies are delivered to 125 Primary Schools across Swansea, Neath, Carmarthenshire and Pembrokeshire. Free copies are also available in libraries and tourist information centres.

Good Timing

Families receive fresh information just when they need it, before every school half term and holiday.

Retention Value

The event listings and discount offers ensure the magazine is referenced and retained for at least 6 weeks.

Advertiser satisfaction

Over 70% of Primary Times advertisers use the Primary Times brand repeatedly – because it works!

Regular advertisers include...

Torch Theatre >> National Botanic Gardens of Wales >> Smallprint >> Anna's Welsh Zoo
Swansea Grand Theatre >> Pembroke Castle >> Swansea Marketing >> Ffwrnes Theatre >> Parc y Scarlets

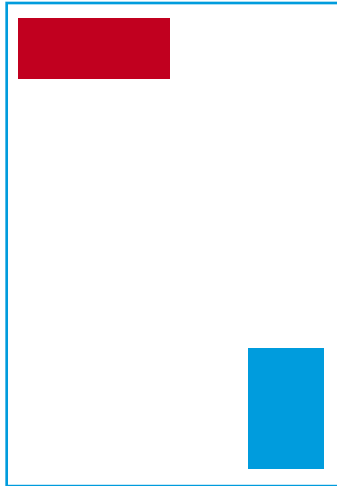
Distribution Areas...

Ammanford	Birchgrove	Bryn	Brynaman	Bryncoch, Neath	Brynhyfryd
Brynmill	Burry Port	Carmarthen	Clydach	Cockett	Cross Hands
Cwrt Henri	Dunvant	Elkington Park	Felindre	Felinfoel	Fforestfach
Ffwrnes	Garnant	Glais	Gorseinon	Gorlas	Gower
Gowerton	Grovesend	Hafod	Haverfordwest	Hendy	Johnstown
Kidwelly	Llandeilo	Llandybie	Llandysul	Llanelli	Llangadog
Llangyfelach	Llansamlet	Llwynhendy	Loughor	Milford Haven	Morfa
Morrison	Mount Pleasant	Nantgaredig	Narberth	Neath	Newcastle Emlyn
Neyland	Pembroke Dock	Pembroke	Pembrey	Penclawdd	Peniel
Penlan	Pensarn	Pentrechwyth	Penyrheol	Plasmarl	Pontardawe
Pontarddulais	Pontlliw	Pontyberem	Port Tennant	Portfield	Porth Tywyn
Portmead	Saron	Sketty	St Clears	Swansea	Talley
Tenby	Three Crosses	Tirdeunaw	Trebannws	Treboeth	Trimsaran
Tycroes	Upper Killay	Upper Tumble	Waunarlwydd	West Cross	Westernmoor
Whitland	Ynystawe				

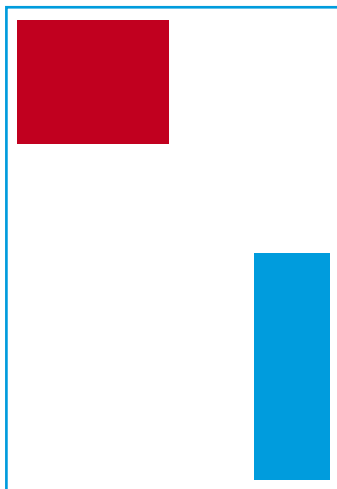
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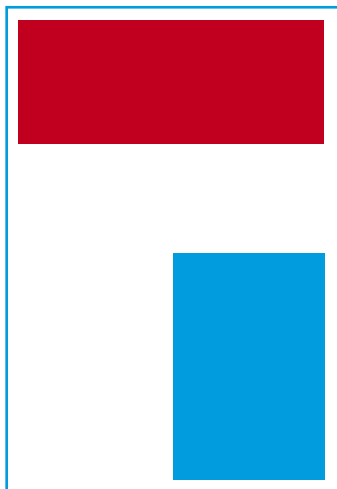
Classified Box



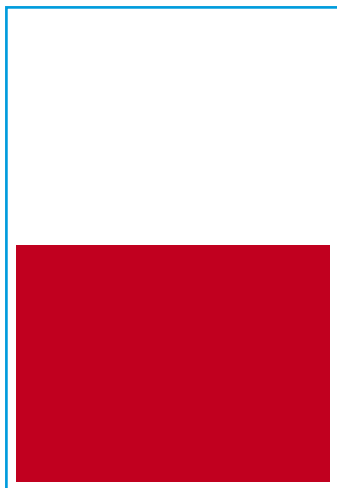
Sixteenth Horizontal
Sixteenth Vertical



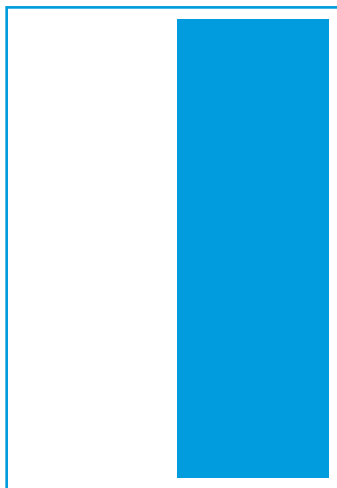
Eighth Horizontal
Eighth Vertical



Quarter Horizontal
Quarter Vertical



Half Horizontal



Half Vertical

Rates and Sizes...

Get increased response for decreased cost

Advertisers book on series not only because it works, but because it's cheaper too! Book for more than one edition and get up to 25% discount.

Classified Box **£50**

30mm x 43mm

Sixteenth Page **£95**

30mm x 90mm (Horizontal)

66mm x 43mm (Vertical)

Eighth Page **£175**

66mm x 90mm (Horizontal)

135mm x 43mm (Vertical)

Quarter Page **£350**

66mm x 190mm (Horizontal)

135mm x 90mm (Vertical)

Half Page **£575**

135mm x 190mm (Horizontal)

272mm x 90mm (Vertical)

Full Page **£1050**

272mm x 190mm (Type)

Back Cover **£1150**

297mm x 210mm (Trim)

303mm x 216 (Bleed)

Front Cover Packages **£750**

Front cover image and quarter page advert

(Different size adverts available. Please ask for a quote)

Series Discounts

Discounts available for multiple bookings

10% for 2

15% for 3

20% for 4

25% for 5 or more adverts

Inserts

Price dependent on number, weight & size.

We can carry loose or stitched inserts – please ring for a quote

Terms & Conditions

Payment 10 days from publication

All prices are per issue, excluding VAT

www.primarytimes.net/South West Wales

Speak to us about advertising deals available on our highly successful website - and the ability to link to your own site!



Contact us...

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