



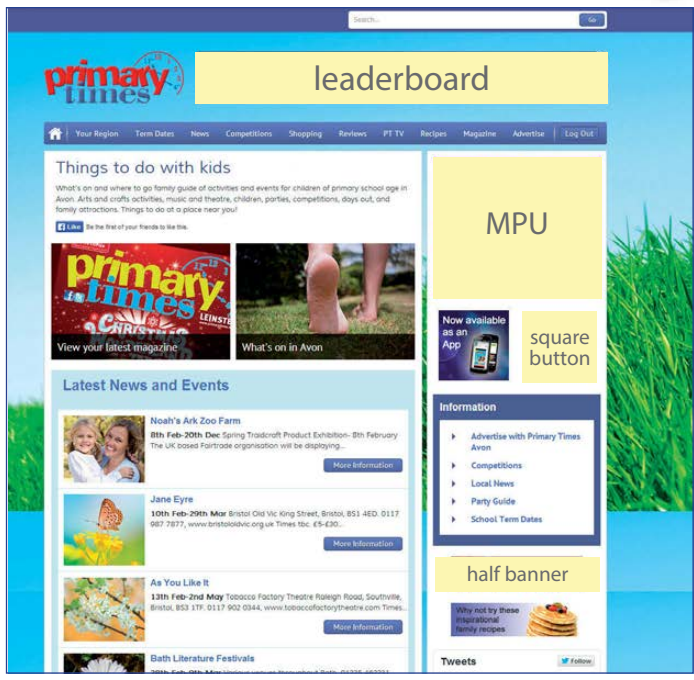
[www.primarytimes.net](http://www.primarytimes.net) - Advertising Rates

Primary Times is a magazine and website for parents, pupils and teachers in the primary school sector across the UK and Ireland. There are 58 Primary Times magazines with a combined distribution of over 2.6 million per issue, each one serving its respective local community with information and advertising relevant to the region

Primarily a What's On / Where to Go / What to Do Guide for parents of primary school children, supplemented by relevant editorials and advertising. The magazine is published 7 times a year at the start of each half & full term holiday, plus a 'Back to School' issue. Distributed free to primary schools, it is taken home by pupils and remains in the home for several weeks. The Primary Times integrated portfolio of printed and digital advertising opportunities helps your company reach your local client base as both the magazine and the website have a direct highly targeted audience.

**Statistics/Tracking for [www.primarytimes.net](http://www.primarytimes.net)**

Unique monthly users: 165,000  
 Monthly page impressions: 1.1 million

Advertising on Regional pages		
Advertisement	Size in pixels	Price
1 Leaderboard	728 x 90	<b>POA</b>
2 MPU	300 x 250	<b>POA</b>
2 Half banner	234 x 60	<b>POA</b>
2 Square button	125 x 125	<b>POA</b>



**Advertising on the National home page**

Advertisement Type	Size in pixels	Price
1 MPU Rotating 4 times	300 x 250	£300 per month

**Design and Production**

We charge for the creation of graphics/adverts on your behalf at a minimum charge of £10 for a simple graphic image. The creation of banners and more complex work is charged at £25 per hour. JPEG or GIF files required and exact address/URL required for hyperlink.

**Contact the Primary Times web team in the first instance to discuss rates and packages on 01491 411 848**

We now present clients with a multi-platform offer. As well as producing a magazine that has an average issue readership of 4 million (source NOP) we have a video channel, Primary Times TV, an App available on iPhone, Android, Blackberry and on most hand-held devices ..... **and now a re-launched website with over 165,000 unique users.**

These together with our monthly newsletter delivered to over 37,000 in-boxes of primary school parents now provide advertisers with a total marketing mix to a finely targeted, precise audience.

*All prices quoted are subject to VAT at the standard rate of 20%.*