

# primary times



We're the UK's most effective way to reach parents of 4-11 year old children!

- The most comprehensive FREE what's on guide for parents and teachers
- Extensive listings of events, activities, shows in the magazine and online
- Local and national news that's relevant for parents
- Primary Times is the biggest parenting magazine in the country (NOP survey Christmas 2009) and is read by over 4 million people
- In South Yorkshire the magazine reaches 30,000 families and across the country over 2.4 million copies are regularly published
- Offers and promotions also go onto the regional pages of [primarytimes.net](http://primarytimes.net) which has 1000's of hits every month
- Competitions & promotions generate a huge response
- Parents, carers, teachers and children enjoy Primary Times



Primary Times South Yorkshire reaches

**30,000 Families**  
6 times a year!

Call Primary Times South Yorkshire on:

**Tel: 0114 279 9793**

email: [mandymail@btconnect.com](mailto:mandymail@btconnect.com)

web: [primarytimes.net](http://primarytimes.net)

post: Primary Times South Yorkshire,  
Unit 211 JC Albyn Complex, Burton Road, Sheffield S3 8BZ

# The UK's BIGGEST FREE

## What's On Magazine for Parents!

6 Reasons for advertising your business within Primary Times South Yorkshire:

- Proven track record – over 70% of advertisers use us repeatedly
- No advertising wastage – all readers either have, or are involved with the education of primary school aged children
- Coffee-table life of at least 6 weeks
- Easy access to promotion throughout the whole UK
- Ensures advertising is current as magazine is distributed 6 times a year
- Efficient and effective distribution through the primary schools just before each holiday, so guaranteed to reach target market



## published 6 times a year!

February Half Term Published: 09/02/15 Copy Req'd: 28/01/15

Easter Published: 23/03/15 Copy Req'd: 11/03/15

May Half Term Published: 11/05/15 Copy Req'd: 29/04/15

Summer Issue Published: 06/07/15 Copy Req'd: 24/06/15

October Half Term Published: 12/10/15 Copy Req'd: 30/09/15

Christmas Issue Published: 23/11/15 Copy Req'd: 11/11/15

## at cost effective prices

Sixteenth Page .....	£133
Eighth Page .....	£208
Quarter Page .....	£340
Half Page .....	£630
Full Page .....	£1109
Front Cover Package .....	£1165
<small>(includes extra advertising space within magazine)</small>	
Inserts .....	Phone for a quote!
<small>10% agency and pre-payment discount. Prices are subject to VAT</small>	

Series Rates Discount			
Advert	2 issues	4 issues	6 issues
	10%	15%	20%
1/16th	£119.70 <small>EACH EDITION</small>	£113.05 <small>EACH EDITION</small>	£106.40 <small>EACH EDITION</small>
1/8th	£187.20 <small>EACH EDITION</small>	£176.80 <small>EACH EDITION</small>	£166.40 <small>EACH EDITION</small>
1/4	£306.00 <small>EACH EDITION</small>	£289.00 <small>EACH EDITION</small>	£272.00 <small>EACH EDITION</small>
1/2	£567.00 <small>EACH EDITION</small>	£535.00 <small>EACH EDITION</small>	£504.00 <small>EACH EDITION</small>
Page	£998.10 <small>EACH EDITION</small>	£942.65 <small>EACH EDITION</small>	£887.20 <small>EACH EDITION</small>

## and sizes to suit!

We prefer cmyk 'press ready' PDF artwork. Advert sizes quoted are in mm.

Sixteenth: 43 wide x 66 high (or 90 x 30), Eighth: 90 wide x 66 high (or 43 x 135),

Quarter: 90 wide x 135 high (or 184 x 66), Half: 184 wide x 135 high (or 90 x 273),

Full Page Trimmed Size: 210 wide x 297 high, Full Page with bleed: 220 wide x 307 high,

Full Page within Type Area: 184 wide x 273 high.

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