

The cover features a blue background on the left with a faint image of a child's face. A clock face graphic is positioned above the title, with arrows pointing to the numbers 11 and 4, indicating the age range of 11 to 4 years. The title 'primary times' is written in a green, rounded font, with 'primary' in a larger size than 'times'. Below the title, the text 'Media Pack 2018' is displayed in white. The right side of the cover is a collage of two photos: one of two young children in colorful jackets smiling, and another of a group of children in a dance studio with their arms raised.

# primary times

Media Pack  
2018

Trinity Mirror South West



# primary times

## Welcome

Primary Times is a magazine for parents, pupils and teachers in the primary school sector across Avon, Gloucestershire and Wiltshire, each with their own series. Locally, this covers in Avon: Bristol, Bath, South Glos, North Somerset and BANES. In Gloucestershire: Forest of Dean, the Cotswolds and the Severn Vale. Finally in Wiltshire, this covers: Swindon & Salisbury.

The magazine is primarily a 'what's on and where to go family

guide', with editorial covering local and educational issues. Published seven times a year at the start of each half & full-term holiday, with a special 'Back To School' issue in September, it's delivered directly to 4-11 year olds, teachers and parents in 95% of state primary schools. In all, 142,100 copies across the counties are distributed for free, giving a potential readership of 231,000 in Avon, 145,250 in Gloucestershire and 126,000 in Wiltshire where copies remain

in readers' homes for several weeks after publication. We get huge amounts of positive feedback from teachers, parents and children - who contribute paintings and jokes - and we've lost count of the number of parents who've said: 'Primary Times saved my life this holiday.'

**No other publication can offer advertisers repeated exposure to the family market at such competitive rates.**

Visit [www.primarytimes.net](http://www.primarytimes.net) to view all our media packs for all the Primary Times available nationally.

**Please contact Caroline Stretton for more information regards booking.**



# primary times in Avon

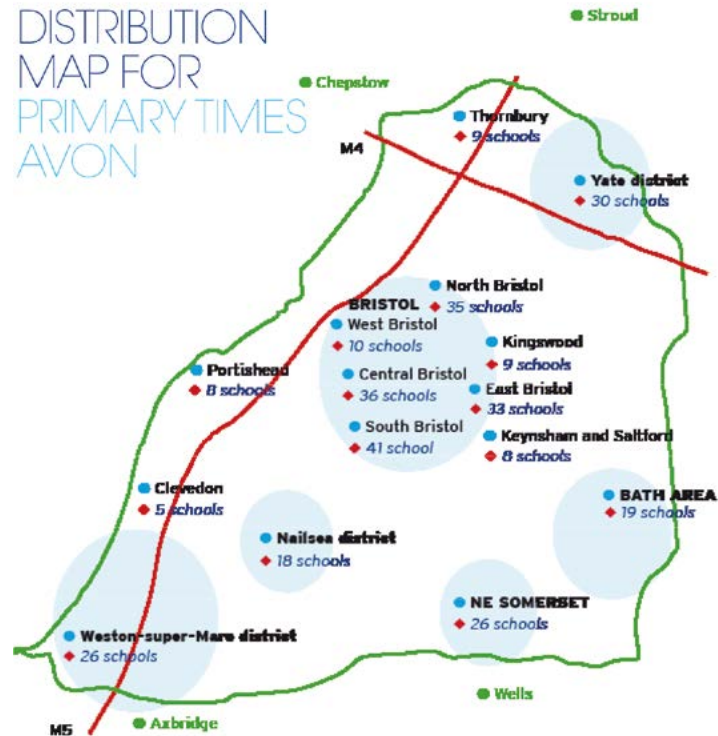
Primary Times in Avon is a magazine for parents, pupils and teachers in the primary school sector across Bristol, Bath, South Glos, North Somerset and BANES. It is primarily a 'what's on and where to go family guide', with editorial covering local and educational issues.

Published seven times a year at the start of each half- and full-term holiday, with a special 'Back To School' issue in September, it's delivered directly to 4-11 year olds, teachers and parents in 95% of state primary schools. In all, 69,000

copies are distributed for free, giving a potential readership of 231,000, and copies remain in readers' homes for several weeks after publication. We get huge amounts of positive feedback from teachers, parents and children - who contribute paintings and jokes - and we've lost count of the number of parents who've said: 'Primary Times saved my life this holiday.'

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## DISTRIBUTION MAP FOR PRIMARY TIMES AVON



**69,000 COPIES DISTRIBUTED**

**DELIVERED DIRECTLY TO 4-11 YEAR OLDS, TEACHERS AND PARENTS IN 95% OF STATE PRIMARY SCHOOLS**

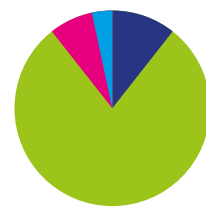
**POTENTIAL READERSHIP OF 231,000**



# primary times in Avon

## Bristol School of Performing Arts

29th Mar – 5th Apr



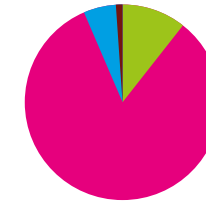
- External Adverts on Mobile Devices
- News Feed on Desktop
- News Feed on Mobile
- Instant Article
- Right Column Advert on Home Page for Desktop Computer



Placement	Reach	Impressions
External Adverts on Mobile Devices	524	679
News Feed on Desktop	25	26
News Feed on Mobile	4103	5053
Instant Article	189	206
Right Column Adverts on Home Page for Desktop Computers	82	109
<b>Totals:</b>	<b>4854</b>	<b>6073</b>
<b>Total Clicks to Advert</b>	<b>100</b>	

## Stagecoach West

14th – 21st May



- News Feed on Desktop
- News Feed on Mobile
- External Adverts on Mobile Devices
- Right Column Advert on Home Page for Desktop Computer



Placement	Reach	Frequency	Impressions
News Feed on Desktop Computers	16	1.10	24
News Feed on Mobile Devices	1324	1.50	2001
External Adverts on Mobile Devices	5700	1.51	10967
Right Column Adverts on Home Page for Desktop Computers	5724	1.82	17503
<b>Total Reach:</b>	<b>12732</b>	<b>Total Impressions:</b>	<b>30838</b>
<b>Total Number of Clicks:</b>	<b>282</b>	<b>Click through rate:</b>	<b>0.91%</b>



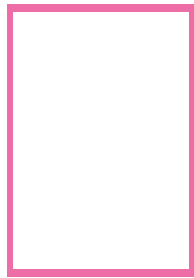
Primary Times has proved to be a fantastic outlet for Brunel's SS Great Britain to speak to the hugely important regional, family audience at a time which is relevant and useful; making sure that our seasonal campaigns and events get into the right hands at the right time.

**Dominic Rowe**  
Brunel's SS Great Britain

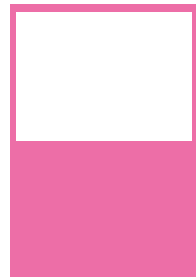




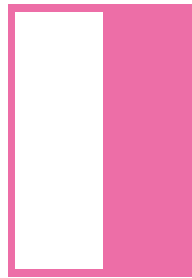
## Dimensions



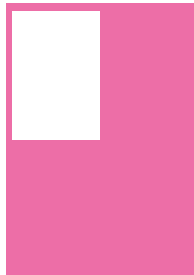
**FULL PAGE**  
193x270mm or 216 x 303 (with bleed) No crop marks or colour bars when submitting copy, thanks.



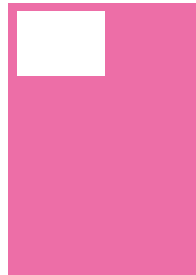
**HALF PAGE HORIZONTAL**  
193x133mm



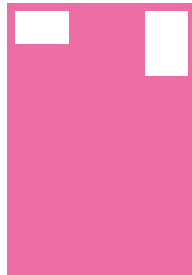
**HALF PAGE VERTICAL**  
94x270mm



**QUARTER PAGE**  
133x94mm



**8TH PAGE HORIZONTAL**  
94x60mm



**BOX HORIZONTAL**  
47x30mm  
**16TH PAGE PORTRAIT**  
47x60mm

## Rates

	1 Issue	3 Issues (15%) (price per issue)	6/7 Issues (20%) (price per issue)
<b>Front Cover</b>	£1950	£1680	£1600
<b>Outside Back</b>	£1800	£1550	£1470
<b>Inside Front</b>	£1700	£1465	£1390
<b>Inside Back</b>	£1700	£1465	£1390
<b>Full Page</b>	£1650	£1425	£1350
<b>Half Page</b>	£1040	£905	£865
<b>Quarter Page</b>	£645	£570	£545
<b>Eight Page</b>	£260	£220	£205
<b>Sixteenth Page</b>	£135	£115	£100
<b>Box</b>	£70	£60	£55

All quarter page sizes and above include either a Facebook or digital campaign within the cost. Leaflet distribution service available from £35 per 1000 All rates are exclusive of VAT

## Deadlines

Edition	Advertising Deadline (Mon)	Distribution Starts	Publishing Dates
<b>Feb Half Term 2018</b>	15th Jan	29th Jan	9th Feb - 23rd Mar
<b>Easter 2018</b>	26th Feb	12th March	23rd Mar - 25th May
<b>May Half Term 2018</b>	30th April	14th May	25th May - 20th June
<b>Summer 2018</b>	25th June	9th July	20th July - 2nd Sept
<b>September 2018</b>	20th Aug	3rd Sept	3rd Sept - 26th Oct
<b>October 2018</b>	1st Oct	15th Oct	26th Oct - 21st Dec
<b>Christmas 2018</b>	12th Nov	26th Nov	21st Dec - 15 Feb 2019





**primary**  
times

# Contact Us

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**PRIMARY TIMES 2ND FLOOR, TRINITY MIRROR SOUTH WEST, TEMPLE WAY, BRISTOL BS2 0BY**

Guaranteed position, ie; solus on a page or facing specific editorial, 10% extra.

For the same rate we can design your ad and scan any pictures supplied. Once an ad is set only ONE AMENDMENT can be made. THERE WILL BE A CHARGE OF £10 FOR SUBSEQUENT AMENDMENTS. All rates exclude VAT. Please note: pre-payment is required for all new advertisers. Series discounts apply only on a receipt of signed contract. Patterns of insertion can be built to suit any specific campaign requirements. Failure to complete a series will result in a surcharge being imposed on the ads published Cancellation date Only written cancellations are accepted with notice of 10 days prior to publication and 15 days for covers. Our prices assume that camera ready copy will be supplied. Supplied artwork is required as either a high resolution PDF, jpeg or Tiff file. 300dpi for colour, 200dpi for mono. This includes images supplied for ads set by us. We do not use the following applications and cannot open these types of document; Word, Excel, Powerpoint, Pagemaker and CorelDraw. Responsibility cannot be accepted for copy taken by phone (see copy dates). If you require help with setting your ad please ask for details.