



# primary times

**The essential FREE Magazine for Parents,  
Teachers & Children in Cumbria**

**Reaching 30,000 Cumbrian  
families seven times a year**

## What is Primary Times?

- Primary Times in Cumbria is a FREE distribution magazine with 30,000 copies targeting the PARENTS and TEACHERS of primary school children (aged 4–11).
- Published 7 times a year, prior to each school holiday plus a back to school edition
- Distributed to each child primarily through primary schools across Cumbria and taken home to parents or carers with the support of the school.
- Primary Times in Cumbria is part of a national network distributing over 2.7 million copies in 61 regions across the UK and Ireland.

## What's in Primary Times?

- The most comprehensive countywide 'What's On Guide' for families.
- Extensive listings for events, theatres, days out and family activities. Listings are also posted onto our national website [www.primarytimes.net](http://www.primarytimes.net) under the Cumbria region.
- Listings on our website link to the client's own website.
- News on important local and national education and parenting topics.
- Regular features including, competitions and party guide.

## Why advertise in Primary Times?

- Proven track record – over 70% of advertisers use us repeatedly.
- No advertising wastage. All readers either are or have been involved with the education of primary school aged children.
- Totally targeted readership, no wastage – delivered to parents of primary aged school children in their book bags.
- Easy access to the whole Primary Times network of over 2.7 million copies nationally.
- Coffee table life of at least 7 weeks.



**For more information call 08456 432730 or email [sales@primarytimescumbria.co.uk](mailto:sales@primarytimescumbria.co.uk)**

# Advertising Rates & Sizes

SIZE	NET RATE	Up to and including Summer 2017 Edition		From Back to School 2017 Edition	
		HORIZONTAL	VERTICAL	HORIZONTAL	VERTICAL
Sixteenth Page	£95	30mm x 90mm	66mm x 43mm	30mm x 90mm	66mm x 43mm
Eighth Page	£175	66mm x 90mm	135mm x 43mm	66mm x 90mm	135mm x 43mm
Quarter Page	£350	66mm x 190mm	135mm x 90mm	66mm x 184mm	135mm x 90mm
Half Page	£575	135mm x 190mm	272mm x 90mm	135mm x 184mm	273mm x 90mm
Full Page	£1000	272mm x 190mm (Trim)	303mm x 216 mm (Bleed)	273mm x 184mm (Trim)	303mm x 216mm (incl 3 mm bleed)

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

## What else can we offer....

- ◆ **Front cover packages.** A variety of packages are available which can be tailored alongside other content to help you best showcase your business.
- ◆ **Series booking savings.** Advertisers book on series because not only because it works, but because its cheaper too!!
- ◆ **Magazine inserts.** Loose or stitched-in prices are dependent on the size and weight of your insert. Final acceptance of inserts will only be given by the publisher on receipt of a sample.
- ◆ **Web advertising.** Speak to us about advertising deals on our highly successful website—and the ability to link to your own website.

Terms & conditions apply, all prices quote exclude vat

Call 08456 432730 for a quote

## Features and deadlines 2017

Edition	Features	Artwork Deadline	Delivered to schools
<b>May Half Term</b>	<ul style="list-style-type: none"> <li>◆ <i>Fussy Eaters</i></li> <li>◆ <i>Summer Camps &amp; Holiday Clubs</i></li> </ul>	<b>28th April</b>	<b>15th May</b>
<b>Summer</b>	<ul style="list-style-type: none"> <li>◆ <i>Out to Lunch</i></li> <li>◆ <i>The Benefits of Performing Arts</i></li> </ul>	<b>9th June</b>	<b>3rd July</b>
<b>Back to School</b>	<ul style="list-style-type: none"> <li>◆ <i>Do your bit for your School</i></li> <li>◆ <i>Ciao, Allo, Bonjour</i></li> </ul>	<b>18th August</b>	<b>4th September</b>
<b>Oct Half Term</b>	<ul style="list-style-type: none"> <li>◆ <i>Autumn Season</i></li> <li>◆ <i>Panto!</i></li> </ul>	<b>22nd September</b>	<b>9th October</b>
<b>Winter</b>	<ul style="list-style-type: none"> <li>◆ <i>Christmas Presents</i></li> <li>◆ <i>Childhood Chores</i></li> </ul>	<b>10th November</b>	<b>27th November</b>

