

primary times

The FREE what's on magazine for Parents,
Teachers & Children in South West Wales

32,500 local families read Primary Times!



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. 'Primary Times is relevant, reliable and read from cover to cover'

Advertiser Satisfaction

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

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

32,000 copies are delivered to 130 Primary Schools across Swansea, Neath, Carmarthenshire and Pembrokeshire. Free copies are also available in libraries and tourist information centres.

Call Alison : 029 20652311

primarytimes.swwales@virginmedia.com

primary times



Regular advertisers...

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

Distribution Areas...

Ammanford	Birchgrove	Bryn	Brynaman	Bryncoch, Neath	Brynhyfyd
Brynmill	Burry Port	Carmarthen	Clydach	Cockett	Cross Hands
Cwrt Henri	Dunvant	Elkington Park	Felindre	Felinfoel	Fforestfach
Ffwrnes	Garnant	Glais	Gorseinon	Gorslas	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
Tycoes	Upper Killay	Upper Tumble	Waunarlwydd	West Cross	Westernmoor
Whitland	Ynystawe				

Testimonial

I worked with Primary Times in Cardiff when I was Marketing Campaigns Manager at St David's Hall and we would always advertise our family events in every issue, taking the cover position for the Proms in the Summer edition and the Christmas Ballets in the Christmas issue. Advertising with Primary Times became integral to our marketing campaigns and so has been the case here in Pembrokeshire in my role at the Torch Theatre. For the last two Christmas' we have advertised our pantomime in the Primary Times and it has become the most quoted publication at point of sale when customers are asked how they found out about our panto. One of the most pleasing aspects of advertising with Primary Times is the potential to also run editorial and competitions as part of the deal bringing extra impact to our publicity. - **Jamie Rees, Senior Marketing Manager, Torch Theatre.**



Advertising Rates

Size	Rate	Series of 3	Series of 6
Full Page	£1050	£890	£840
Half Page	£575	£490	£460
Quarter Page	£390	£295	£280
Eighth Page	£185	£150	£140
Sixteenth Page	£95	£80	£76
Classified Box	£50	£42	£40

* Pre-paid series rate. All prices ex VAT.

Publications Dates 2016/17

Issue	Publication Date	Copy Deadline
October Half Term	10th October	23rd September
Winter	28th November	11th November
February Half Term	30th January	4th January
Easter	20th March	25th February
May Half Term	15th May	28th April
Summer	3rd July	16th June



Mechanical Data

Classified Box	H: 30mm	x	W: 43mm
Sixteenth Page	H: 30mm	x	W: 90mm (Horiz)
	H: 66mm	x	W: 43mm (Vert)
Eighth Page	H: 66mm	x	W: 90mm (Horiz)
	H: 135mm	x	W: 43mm (Vert)
Quarter Page	H: 66mm	x	W: 190mm (Horiz)
	H: 135mm	x	W: 90mm (Vert)
Half Page	H: 135mm	x	W: 190mm (Horiz)
	H: 272mm	x	W: 90mm (Vert)
Full Page	H: 272mm	x	W: 190mm
Back Cover	H: 297mm	x	W: 210mm (Trim)
	H: 303mm	x	W: 216mm (Bleed)

Front Cover Packages - Front cover image and quarter page advert (Different size adverts available. Please ask for a quote)

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!



Search Primary Times
South West Wales

Contact us...

Call Alison : 029 20652311

primarytimes.swwales@virginmedia.com

Primary Times South West Wales,
38 Pencisely Rise, Cardiff, CF5 1DY



VAT Registration Number:
840 8011 57 Primary Times is
operated under a franchise license.