



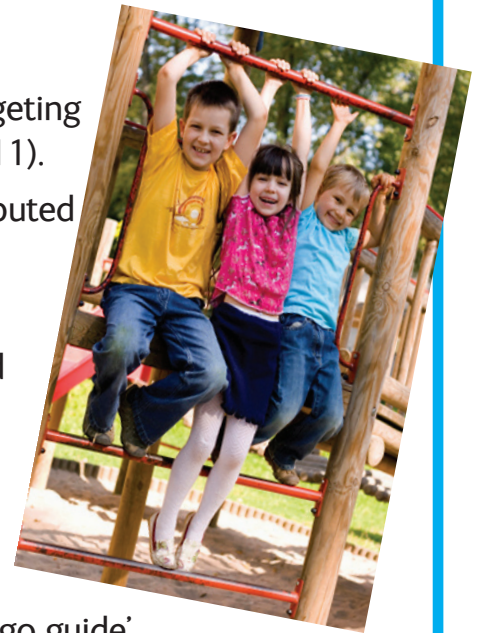
**43,000 copies**  
delivered to families  
**7 times a year**

The UK's  
**BIGGEST**  
magazine  
for parents  
Research from  
National Opinion  
Poll

**The Essential, FREE Magazine  
for parents, children &  
teachers in Bedfordshire & Luton**

## What is Primary Times?

- Primary Times is a free 'What's on, where to go' magazine targeting the parents and teachers of primary school children (aged 4-11).
- Published prior to each school holiday, Primary Times is distributed to families via their child's school book bag.
- Part of a national network distributing 2.6 million copies.
- NOP confirms Primary Times is the UK's most read listings and information publication for parents.
- Tried, tested and trusted since 1989.



## What's in Primary Times?

- The most comprehensive countywide 'What's on & Where to go guide' for families.
- Extensive listings for events, theatres, and shows. Listings are also on our website at [www.primarytimes.net/bedfordshire](http://www.primarytimes.net/bedfordshire).
- News on important local & national education matters, features and competitions.

## Why advertise in Primary Times?

- 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 the whole Primary Times network of over 2.6 million copies nationally.

**primary  
times**  
Bedfordshire & Luton

**The region's best way to reach  
parents of 4-11 year olds**

for more details call Jonathan on 0161 439 4694  
or email [jonathan.ptl@ntlworld.com](mailto:jonathan.ptl@ntlworld.com)

Let the best magazine for  
parents & children in  
your area work for you!

## Advertising rates

Display advertising	Rate
Front cover package	£900
Back cover	£1,400
Full page	£1,250
Half page	£650
Quarter page	£350
Eighth page	£195
Sixteenth page	£110
Box	£55

Inserts call for prices

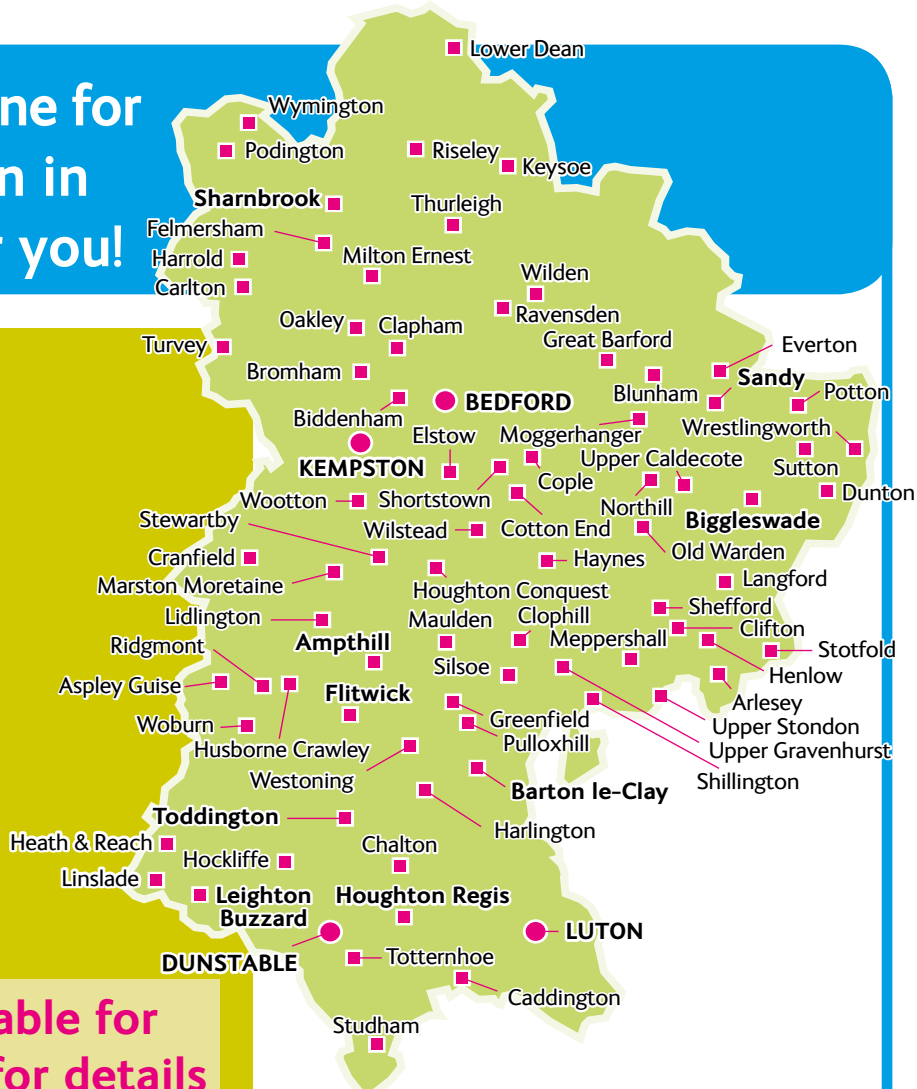
**Big discounts available for  
series bookings. Call for details**

### Copy requirements

Please supply artwork as CMYK print quality (300dpi) PDF files with all fonts embedded. If this is not possible, we can also accept CMYK, TIFF, JPEG or EPS files with a minimum image resolution of 300dpi. We also offer a **FREE** design service for advertisements

## 7 editions per year - 2017

Issue	Publishes	Copy Deadline
February Half Term	30 January	18 January
Easter	20 March	8 March
May Half Term	15 May	4 May
Bumper Summer	10 July	28 June
Back to school	4 September	23 August
October Half Term	9 October	27 September
Winter	27 November	15 November



## Advertisement sizes

Advert size	Width x Height
Full page	210mm x 297mm*
Half page horizontal	184mm x 135mm
Half page vertical	90mm x 273mm
Quarter page horizontal	184mm x 66mm
Quarter page vertical	90mm x 135mm
Eighth page horizontal	90mm x 66mm
Eighth page vertical	43mm x 135mm
Sixteenth page horizontal	90mm x 30mm
Sixteenth page vertical	43mm x 66mm
Box (horizontal only)	43mm x 30mm

\* Full page type area 190mm x 273mm  
Please note a full page advert will require 3mm bleed all the way around. Any type should be placed within type area as outlined above.

for more details or to book Call Jonathan on:

**0161 439 4694**

email: [jonathan.ptl@ntlworld.com](mailto:jonathan.ptl@ntlworld.com)

**primary  
times**

Bedfordshire and Luton