



primary times in Essex

The essential FREE magazine for parents, teachers and children in Essex.

What is Primary Times?

- Primary Times is a free 'what's on, where to go' magazine targeting the parents of primary school children (aged 4-11).
- Published seven times a year prior to each school holiday, Primary Times is distributed to families via their child's school.
- Primary Times is distributed to over 94,000 Essex families
- Part of a national network of 58 regional editions distributing 2.7 million copies to primary schools.

What's in Primary Times?

- The most comprehensive what's on guide for families in Essex.
- Complete listings for family shows at all major theatres.
- News and information of local and national interest to parents, teachers and children.
- Competitions, book reviews and puzzle pages.

Why advertise in Primary Times?

- **Effective distribution** - direct to over 94,000 local families
- **Targeted marketing** - distributed to a very specific market (ie families of 4-11 year olds) - No wastage!
- **Reader confidence** - Primary Times has been tried, tested and trusted for over 20 years.
- **Retention value** - comprehensive event listings ensure a coffee table life of at least six weeks.
- **Added value** - www.primarytimes.net has extensive listings of what's on and where to go plus competitions, film reviews, free classified ads and lots more.
- **Advertiser satisfaction** - over 80% of Primary Times advertisers use us repeatedly - because it works!
- **Brand awareness** - over 2.7 million copies of Primary Times distributed throughout the UK and Ireland. National recognition - local response!



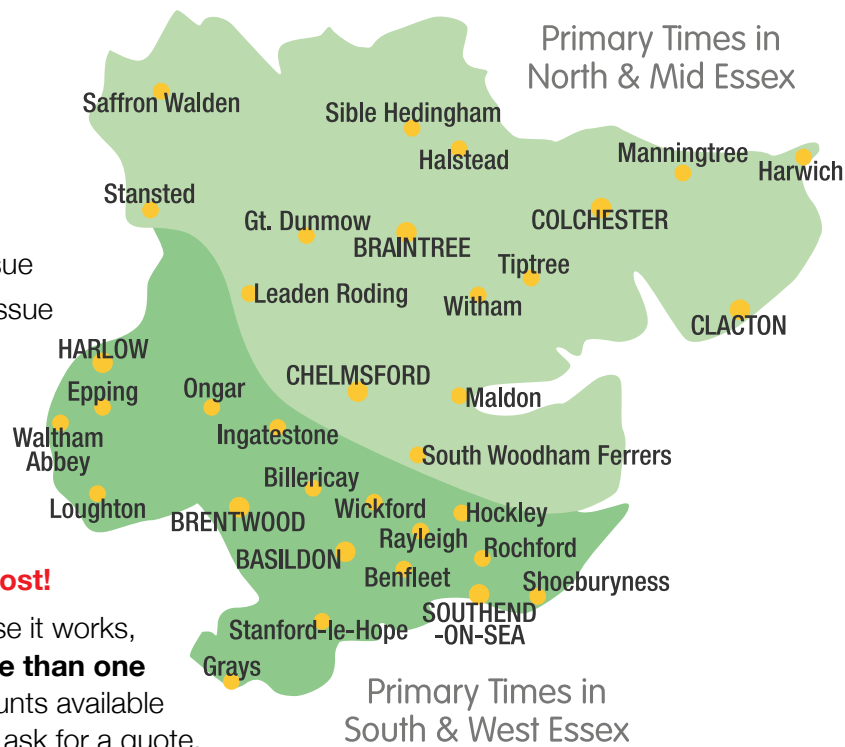
To advertise call 01376 322120 or email sales@ptpublishing.co.uk



NOP confirms Primary Times is the UK's most read listings and information publication for parents.

Primary Times distribution

- Primary Times in Essex is distributed to primary schools, libraries and other outlets across the county.
- **North & Mid Essex** 44,500 copies per issue
- **South & West Essex** 50,000 copies per issue
- We can also help you promote your business across London and throughout the rest of the UK. Please ask for details of other Primary Times regions.



Advertising rates & sizes

Get increased response for decreased cost!

Advertisers book on a series not only because it works, but because it's cheaper too! **Book for more than one issue and get up to 35% discount!** Discounts available for advertising in both Essex regions. Please ask for a quote.

Advertisement size Per issue, per region

Back Cover* £1500

H297mm x W210mm (note important type area 1)
H303mm x W216mm (To bleed 2)

Full Page* £1400

H297mm x W210mm (note important type area 1)
H303mm x W216mm (To bleed 2)

Half Page £750

H135mm x W184mm (Landscape 3)
H273mm x W90mm (Portrait 4)

Quarter Page £425

H135mm x W90mm (Portrait 5)

Eighth Page £250

H66mm x W90mm (Landscape 6)
H135mm x W43mm (Portrait 7)

Sixteenth Page £135

H30mm x W90mm (Landscape 8)
H66mm x W43mm (Portrait 9)

Box advert £90

H30mm x W43mm (Landscape 10)

Front cover package £1200

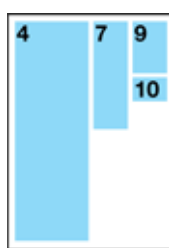
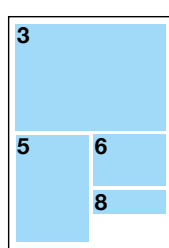
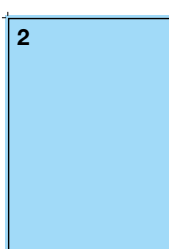
Cover image with a quarter page advert

Inserts

Rates are very competitive - please ask for a quote.

***Please note:** Back Cover and Full Page adverts should be set up as A4 but important items (type and logos) should sit at least 10mm from the edge (see 1). If you would like backgrounds/images to go right to the edge of the page, please add 3mm bleed all the way around (see 2).

T&Cs Prices quoted are per issue, per region, excluding VAT. Payment in advance for first time advertisers. Settlement strictly 14 days from publication. Cancellation one calendar month prior to publication.



2018 Publication dates

Promote your business in Essex, up to seven times during 2018

February Half Term	29th January
Easter	19th March
May Half Term	14th May
Bumper Summer	9th July
Back to School	5th September
October Half Term	8th October
Christmas	26th November

Artwork and Design

Our prices include advert design, typesetting and correction/alteration to the first proof. Subsequent changes will be subject to a surcharge of £25 (plus VAT) per proof. Alternatively, please supply print-ready PDF (300dpi, CMYK, 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.

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