



primary times

Dorset

The only family-focused publication that reaches 49,000 families in Dorset – 7 times a year.



“

One of Primary Times important attributes is that it goes straight to our target market and consequently greatly reduces media wastage. It has also proved to be a helpful partner in publicising many of our visiting characters and special events over the years.

”

Adventure Wonderland.

Contact Kara Hickmott on 01626 892624 or email kara@writeplacemedia.co.uk

Why advertise in Primary Times Dorset

Targeted Marketing

Your message delivered to a specific market - parents of 4 -11 year olds - 7 times a year just at the right time - prior to the school holidays and on returning to school in September.

Effective Distribution

Requested by the headteachers. 49,00 copies reach 201 Dorset schools - That's 40% more than any other niche publication in Dorset.

Reader Confidence

Businesses in Dorset relied on Primary Times to deliver their local marketing messages to families and teachers for over 20 years.

Retention Value

Comprehensive event listings and reader offers ensure a 'coffee-table life' of at least 6 weeks

Added Value

Parents go to www.primarytimes.co.uk/dorset to see what's on and where to go. Plus with added extras like competitions, reviews, recipes and the option of viewing a digital version of the magazine.

Social Media

Is social media an integral to your business we can help you extend your business reach across Facebook and Twitter.

Advertiser Satisfaction

Over 80% percent of Primary Times advertisers repeat their advertisement.

Market Leader

2.7 million copies of Primary Times are distributed throughout the UK and Ireland. National recognition - local response!
Established in 1989 - we are now in our 27th year of publishing.

“ Deliver your message to families with children aged 4-11 in Dorset. Primary Times has been trusted by families for over 20 years and our advertisers get great results. ”



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Added benefits of Primary Times Dorset

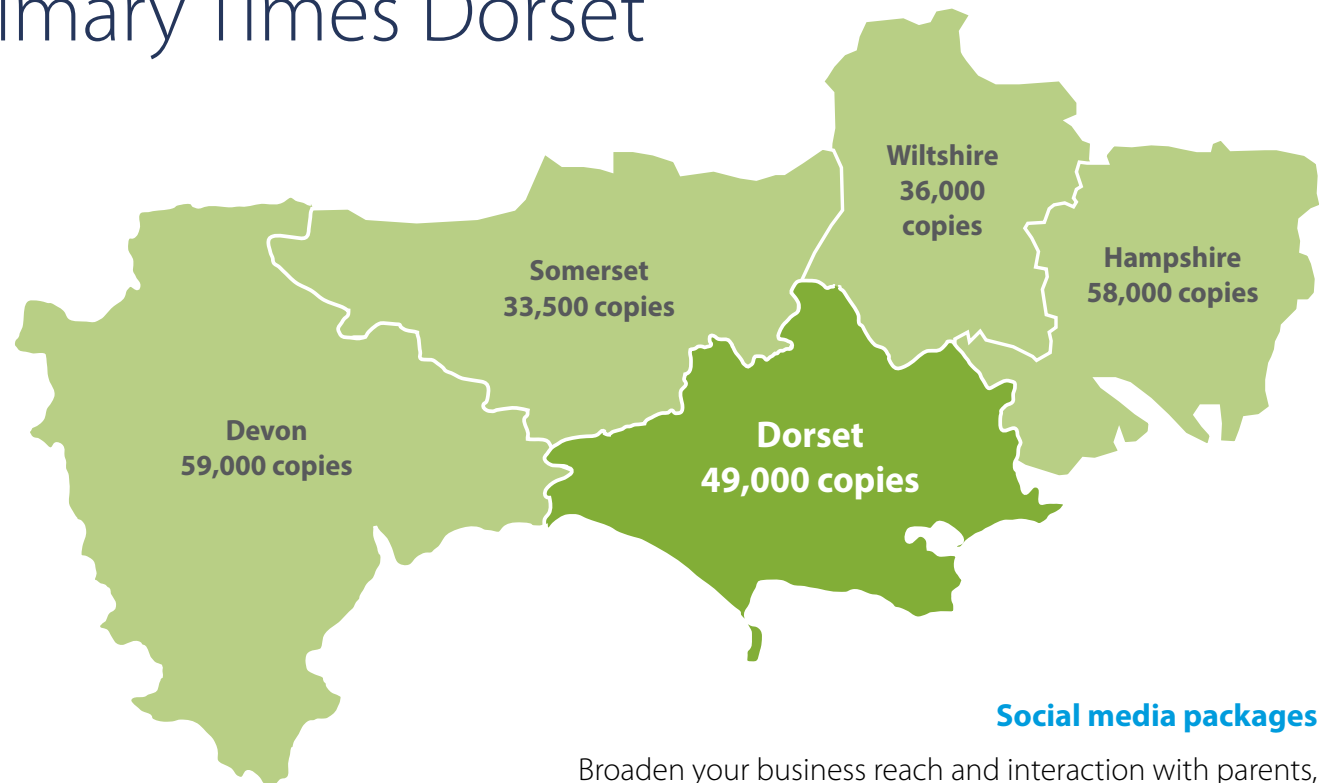
Promote your business in Dorset, up to seven times a year

February Half Term	4th February 2019
Easter	25th March 2019
May Half Term	13th May 2019
Bumper Summer	8th July 2019
Back to School	2nd September 2019
October Half Term	7th October 2019
Christmas	18th November 2019

When advertising within Primary Times, enhance your business profile by adding digital

Options include leaderboard or mid page unit (MPU) advertisements on www.primarytimes.co.uk/dorset or the national homepage.

Advertorials or monthly / bespoke e-newsletters.



Social media packages

Broaden your business reach and interaction with parents, grandparents, carers and teachers via Facebook and Twitter? We have packages to suit your needs.

Magazine inserts

Increase your response rate still further by inserting your leaflets into Primary Times Dorset magazine.

Additional Primary Times regions

Spread your message across neighbouring counties of the UK by accessing anyone of the 59 successful Primary Times regions.

“ I’ve been so pleased with the results after booking into Primary Times - I’ve been inundated with enquiries. I couldn’t recommend Primary Times enough to get your business known to families throughout Dorset.

Lucy Mooney Studio 11



Advertising rates for Primary Times Dorset

Magazine Ads	Price
Sixteenth Page	POA
Sixteenth Page (+)	POA
Eighth Page	POA
Eighth Page (+)	POA
Quarter Page	POA
Half Page	POA
Full Page	POA
IFC IBC OBC	POA

Front Cover Packages	Rates
Cover + Eighth Page	POA
Cover + Quarter Page	POA
Cover + Half Page	POA

Digital Advertising	Rates
Regional Mid Page Unit	£200 per month
Regional Leaderboard	£250 per month
National Mid Page Unit	£300 per month
National Leaderboard	£400 per month

Increase your customers response with series advertising

For advert sizes and technical information please download our Technical Data Sheet: <https://bit.ly/2moSkcb>

Contact us to talk about building a package to suit your business needs and budget.

Payment options available, please ask for details.

About us...

Tried, Tested and Trusted... Write Place Media operates Primary Times in Dorset and specialises in finding local information for families and teachers. Our expertise, knowledge and dedicated team can help you make the most of a niche publication.

