

primary times in Tees Valley

Do you want to deliver your message to thousands of families and teachers across the region? Then Primary Times Tees Valley is for you.

With more than 69,000 copies distributed to 226 local primary schools seven times a year, our publication is perfect for targeting potential customers in this hard-to-reach category across the region.

MEDIA PACK



Across Social Media

Why Advertise in Primary Times in Tees Valley?

Targeted Marketing

Your message will be delivered to a specific market – parents of 4-11-year-olds and their teachers. We have seven editions a year, all published at key times – prior to school holidays and on returning to school in September.

Effective Distribution

Requested by head teachers, more than 69,000 copies - and counting - reach 226 schools in Tees Valley.

We have been part of local school and family life since 2002 and have the largest distribution of any publication in our region.

Social Media

A key marketing tool for every business, we can help you extend your reach through our social media activity. Check out Primary Times Tees Valley's [Facebook](#), [Twitter](#) and [Instagram](#) accounts.

North-east-based digital marketing, social media and web design company, [The Social Gene](#), are now working with Primary Times Tees Valley to boost the publication's digital presence and reach even further.

New developments coming on stream soon include Primary Times Podcasts and a YouTube channel.

New Initiatives

We are launching new dedicated sections in each edition covering topics such as education, health and culture that can help target your message even further.

Reader Confidence

Businesses in Tees Valley have relied on Primary Times to deliver their local marketing messages to families and teachers for more than 17 years.

Retention Value

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

Added Value

Parents can visit www.primarytimes.co.uk/teesside to see what's on and where to go 24/7. Plus we offer extras such as competitions, reviews and recipes.

Advertiser Satisfaction

More than 70% of Primary Times customers repeat their advertisement.

Market Leader

More than 2.7million copies of Primary Times are distributed throughout the UK and Ireland. Established in 1989, we are now in our 30th year of publishing.



In Print



Online



Across Social Media



About the owner

Hello – I'm Maureen McCarthy, the new owner of Primary Times in Tees Valley. With more than 12 years of experience in media sales in the North-east, I'm so excited to now have this opportunity to showcase all the fantastic things happening right here in our wonderful region. Primary Times plays such an important role in bringing together schools, pupils and parents in our region.

My aim is to make the publication bigger and better, bring new initiatives online – such as Podcasts and a YouTube channel - and extend our reach even further with great magazine editions and strong social media campaigns.

I'd love you to be involved - so get in touch.

Call: 07394 296453
Email: primarytimestees@gmail.com
Online: www.primarytimes.co.uk/teesside
Twitter & Instagram: @primarytimestv
Facebook: Primary Times Tees Valley



Family life and school days are what Primary Times Tees Valley is all about.

So to give our editions a real family feel, my daughter Olivia is now helping me with the publication. As our Junior Reporter, she's busy producing her own stories and features for our editions – using all the skills she's learnt in the classroom in a wonderful new way.

She also joins me out on the road, visiting some of our region's great places as well as trying out some of the fantastic events we feature in our supplements.

Our aim is to make Primary Times an essential guide for every Tees Valley family.



WHAT OUR ADVERTISERS SAY:

"In today's digital world it's refreshing to see a print publication continuing to grow and thrive as much as Primary Times. Tees Active has been working with the team at Primary Times for as long as I can remember and it is now more than ever an essential part of our marketing activity.

"The magazine is well established in the area and is one of the only publications that can reach such a large, yet targeted, audience, which is why we have continued to increase our requirements each year."

**Andy Mack, marketing manager,
Tees Active Ltd. Tel: 01642 524918,
www.teesactive.co.uk**



Across Social Media



Extra benefits of Primary Times Tees Valley

Deliver your message seven times a year – at key points in the education calendar on Teesside.

Publication dates and copy deadlines

Publication Dates

February Half term: February 4, 2019
Easter: March 25, 2019
May Half Term: May 13, 2019
Bumper Summer edition: July 8, 2019
*September Back to School: September 9, 2019
October Half Term: October 14, 2019
Christmas: November 18, 2019
*Reduced distribution of 48,000 copies

Copy Deadlines

January 24, 2019
March 14, 2019
May 2, 2019
June 27, 2019
July 29, 2019
October 3, 2019
November 7, 2019

Social media packages

Broaden your business reach and interaction with parents, grandparents, carers and teachers via [Facebook](#), [Twitter](#) and [Instagram](#). We have packages to suit any of your needs. North-east experts, [The Social Gene](#), are already working with Primary Times Tees Valley on the very latest social media trends, putting the latest tools at our finger tips.

Add digital to enhance your business profile

Options include leader board or mid page unit (MPU) advertisements on www.primarytimes.co.uk/teesside or the national home pages. We can also offer advertorial or monthly/bespoke e-newsletters.

Additional Primary Times regions

Spread your message across the UK by accessing any one of the 59 successful Primary Times regions – these stretch from central Scotland down to Cornwall as well as taking in editions in Wales, Ireland and London.

2.7 million
copies of
Primary Times
are distributed
throughout the
UK and Ireland



Across Social Media

In Good Company...

Tees Valley companies who advertise in Primary Times Tees Valley



Across Social Media

Rates & Technical Data



Officially the UK's **biggest** audited magazine circulation

Advertising Rates

Primary Times is perfect for businesses and organisations offering services and products to families.

Full page	£1,812
Half page	£906
Quarter page	£453
Eighth page	£227
Sixteenth page	£114
Box	£57
Leaflets	£35 per 1,000

All prices are plus VAT and a discount is available if 4 or more adverts are placed over the year.

Other Services

Front cover sponsorship - make a big impact as our page 1 sponsor.

Sponsor one of our regular specialist sections – these include the WOW - What's On Where guide (per page) Health or Education, Sport and Days out.

Advertorial - advertorial space is available within the magazine and on our website, prices on request.

We can offer advertorial support as Karen McLauchlan, who has 20 years' experience in journalism on Teesside, is Primary Times Tees Valley's new editorial writer. Prices on request.

Monthly invoicing - flatten the cost of your advertising by paying in regular monthly instalments, please ask for more details.

Typesetting and design - our prices include simple ad design and typesetting plus corrections/alterations to the first proof. Subsequent changes will be subject to surcharge of 10%.



In Print



Online



Across Social Media

Rates & Technical Data



30 YEARS
of happy times
PUBLISHED SINCE 1989

Officially the UK's **biggest** audited magazine circulation

Guidelines for Supplying Copy

Word and Publisher files are not acceptable as finished artwork. An additional charge applies if our designer has to do more than a slight alteration to any adverts. A slight alteration includes amending existing text, dates, pictures or offers and updating a logo. The charge is £60 +vat.

We can accept artwork in the following formats:

CMYK print quality PDF files with all fonts embedded

CMYK TIFFs, JPEGs or EPSs with a minimum image resolution of 300 dpi.

CMYK EPS files from Illustrator / Freehand / other illustration applications with all text converted to curves/outlines and all imagery embedded.

Advertisement artwork should be supplied at the correct size and orientation according to the table below.

Mechanical Data

All sizes below are in mm and are **width x depth**.

Printed web offset, full colour process

	Type Area	Trim Size	Bleed Size
Full Page	190 x 273	210 x 297	220 x 307
Half Page Horizontal	190 x 135	-	-
Half Page Vertical	90 x 273	-	-
Quarter Page Horizontal	190 x 66	-	-
Quarter Page Vertical	90 x 135	-	-
Eighth Page Horizontal	90 x 66	-	-
Eighth Page Vertical	43 x 135	-	-
Sixteenth Page Horizontal	90 x 30	-	-
Sixteenth Page Vertical	43 x 66	-	-
Classified Box	43 x 30	-	-
Extended Classified Box	43 x 45	-	-



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**primary
times**



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Get in Touch

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www.primarytimes.co.uk/teesside

Primary Times in Tees Valley is operated under a franchise licence



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