

# primary times

## South West London



2019

Let the biggest magazine for Families in your area work for you!

### What is Primary Times?

Primary Times is the only FREE full colour 'What's On and Where to Go' magazine written for children (ages 4-11), their parents and teachers distributed by the school book bag.

Published 7 times a year to coincide with the start of the school holidays, with a special 'Back to School' edition in September.

### What's in Primary Times?

... South West London's best what's on and where to go guide for parents

The most comprehensive WHAT'S ON GUIDE for parents of children (4-11 years) in the region.

NEWS from local communities and schools

Special FEATURES and COMPETITIONS for parents and children.

### Why advertise in it?

...The sheer volume of our distribution sets us apart from our competitors including the regional newspapers

**UNIQUE DISTRIBUTION** - In more book bags than any other magazine - no wastage being left in the hope of being picked up.

**AGES 4-11** - We do what we say and concentrate on primary aged families.

**EFFECTIVE DISTRIBUTION** - 40,000 copies through the bookbag of local families throughout Kingston, Merton, Richmond Sutton & Wandsworth.

**GOOD TIMING** - Just before every school holiday plus September Back to School.

**READER CONFIDENCE** - Tried, tested and trusted since 1989.

**RETENTION** - The listings ensure reference & retention for at least 6 weeks.

**ADDED VALUE** - Competitions, Editorial, Digital, Social Media.

**BRAND AWARENESS** - National Recognition - Local Response.

**COVERAGE** - From 40,000 families up to 2.7 million, 7 times a year. Your choice.

### Why Primary Times South West London?

We publish the most comprehensive **WHAT'S ON AND WHERE TO GO GUIDE** for families in the **London Boroughs of Kingston, Merton, Richmond, Sutton and Wandsworth** with a circulation of **40,000 copies** and readership of **120,000+**

We have high profile positions to fit most budgets so whether you would like to take advantage of one of our full page prime positions or a smaller box in a good position, we've got it covered.

Our long established history of over 19+ years operating in the South East gives us widespread brand recognition at a local and national level.



... and all the places inbetween

PHONE 020 8318 0400

EMAIL [office@primarytimes.biz](mailto:office@primarytimes.biz)

SHARE IN THE SUCCESS

ADVERTISERS USE US REPEATEDLY BECAUSE IT WORKS!

THE ESSENTIAL FREE MAGAZINE FOR PARENTS, TEACHERS & CHILDREN IN SOUTH WEST LONDON

## BRAND AWARENESS

Over 2.7million copies of Primary Times magazines are distributed via 59+ local regions across the UK and Ireland.

National recognition but with local response making Primary Times the ideal niche marketing medium to reach families, a targeted market and no wastage!

### GET INCREASED RESPONSE FOR DECREASED COST!

Advertisers book on series not only because it works, but because it's cheaper too! Book a series and get discounted space. The more adverts you book the greater the discount.

#### RATE PER SINGLE ISSUE/PER REGION

**Box** £70

W: 43mm x H:30mm

**Sixteenth page** £140

(Horizontal) W: 90mm x H:30mm OR  
(Vertical) W: 43mm x H:66mm

**Eighth page** £260

(Horizontal) W: 90mm x H:66mm OR  
(Vertical) W: 43mm x H:135mm

**Quarter page** £445

(Horizontal) W: 190mm x H:66mm OR  
(Vertical) W: 90mm x H:135mm

**Half page** £800

(Horizontal) W: 190mm x H:135mm OR  
(Vertical) W: 90mm x H:277mm

**Full page** £1,430

(Trim Area) W:210mm x H:297mm  
(Including Bleed) W: 220mm x H:307mm  
(Type Area) W: 190mm x H:277mm

**Double Page Spread** £2,750

(with 5mm bleed) W:430mm x H: 307mm

**Outside Back Cover** £1,540

(See Full Page dimensions above)

#### Front Cover Package

Silver: Cover and quarter page advert £1,315

Gold: Cover and half page advert £1,670

**Agency Discount 10%**

#### Multi-region Opportunity

In addition to South West London, we also publish Primary Times in East London (54,000 copies), South East London (52,000 copies), South London (45,000 copies), Kent (87,000+ copies) and Sussex (86,500 copies). Discounts available for booking multiple regions; please ask for a quote.

#### Inserts

Rates for loose or stitched-in inserts into Primary Times magazine are dependent on quantity, weight and insert size. Please ask for a quote.

#### Social Media & Website

Full supporting advertising packages available including editorial, website and social media coverage.

[www.primarytimes.co.uk](http://www.primarytimes.co.uk)

PT\_LondonSandE and

@primarytimesse



Figures as at December 2018

#### 2019 PUBLICATION DATES

Issue	Publishes	Copy Deadline
February Half Term	4 Feb	18 Jan
Spring/Easter	25 Mar	8 Mar
May Half Term	13 May	26 Apr
Bumper Summer	1 Jul	14 Jun
Back to School	2 Sep	16 Aug
October Half Term	14 Oct	27 Sep
Christmas Issue	25 Nov	8 Nov

To advertise in Primary Times

call **020 8318 0400**

or email [office@primarytimes.biz](mailto:office@primarytimes.biz)

**Primary Times South West London**  
7 Southbrook Mews, London SE12 8LG

#### Terms & Conditions:

- Payment in advance for all first time advertisers.
- Settlement STRICTLY 10 days from publication. Invoices are sent after each publication.
- Cancellation must be in writing one calendar month prior to copy deadline.
- Debit & Credit Card payment facilities available.
- All prices quoted are per issue per region and are EXCLUDING VAT.

#### 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 £50 (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