

# primary times Sussex



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?

... **Sussex'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 Primary Times Sussex?

We publish the most comprehensive **What's On & Where to Go Guide** for families in **Sussex** via **two local issues** - **East Sussex** and **West Sussex**.

The **East Sussex** magazine has 43,000 copies and

The **West Sussex** magazine has 43,500 copies

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.

## 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** 86,500 copies through the bookbag of local families throughout Sussex.

**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 43,000 families up to 2.7 million, 7 times a year. Your choice.



... and all the towns and villages inbetween

**PHONE** 01273 916210

**EMAIL** office@primarytimes.biz

**SHARE IN THE SUCCESS**

**ADVERTISERS USE US REPEATEDLY BECAUSE IT WORKS!**

**THE ESSENTIAL FREE MAGAZINE FOR PARENTS, TEACHERS & CHILDREN IN SUSSEX**

## 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 Sussex, we also publish Primary Times in Kent (86,500 copies), South West London (40,000+ copies), East London (54,000 copies), South East London (52,000 copies), South London (45,000 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.net](http://www.primarytimes.net),

[@PT\\_Sussex](https://twitter.com/PT_Sussex) and

[@Primarytimesse](https://www.instagram.com/Primarytimesse)

#### 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 **01273 916210**

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

**Primary Times Sussex**

**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