



# Dorset primary times

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.*

Call 01305 237117 or email [dorset@writeplacemedia.co.uk](mailto:dorset@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. **49,000 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 22 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](http://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!

“ Deliver your message to families with children aged 4-11 in Dorset. Primary Times has been trusted by families for over 22 years and our advertisers get great results. ”



# Added benefits of Primary Times Dorset

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

**February Half Term**

**Easter**

**May Half Term**

**Bumper Summer**

**Back to School**

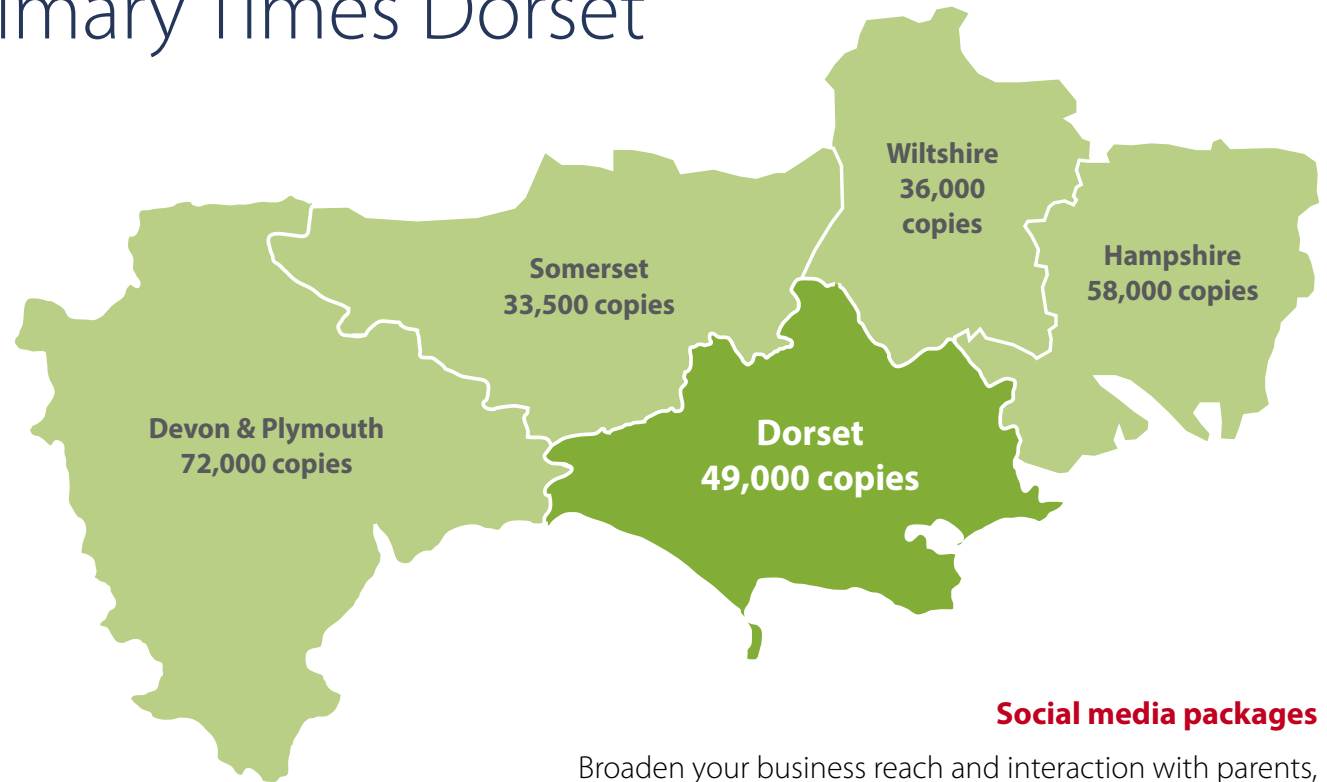
**October Half Term**

**Christmas**

**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](http://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
Box	POA
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+VAT per month
Regional Leaderboard	£250+VAT per month
National Mid Page Unit	£300+VAT per month
National Leaderboard	£400+VAT 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.

