



Across Essex

primary times

The essential FREE magazine for parents, teachers and children in Essex.

What is Primary Times?

- Primary Times is a free 'what's on, where to go' magazine targeting the parents of primary school children (aged 4-11).
- Published seven times a year prior to each school holiday, Primary Times is distributed to over 60,000 Essex families via their child's school.
- Part of a national network of 58 regional editions distributing 2.7 million copies to primary schools.

What's in Primary Times?

- The most comprehensive what's on guide for families in Essex.
- Complete listings for family shows at all major theatres.
- News and information of local and national interest to parents, teachers and children.
- Competitions, book reviews and puzzle pages.

Why advertise in Primary Times?

- **Officially Britain's biggest magazine circulation** (audited by BPA Worldwide) - over 2.7 million copies of Primary Times distributed throughout the UK and Ireland. National recognition - local response!
- **Effective proven distribution** - direct to over 60,000 local families
- **Targeted marketing** - distributed to a very specific market (ie families of 4-11 year olds) - No wastage!
- **Reader confidence** - Primary Times has been tried, tested and trusted for over 20 years.
- **Retention value** - comprehensive event listings ensure a coffee table life of at least six weeks.
- **Added value** - www.primarytimes.co.uk has extensive listings of what's on and where to go plus competitions, film reviews, free classified ads and lots more.
- **Social media** - We can help you extend your business reach across Facebook and Twitter.
- **Advertiser satisfaction** - over 80% of Primary Times advertisers use us repeatedly - because it works!



NOP confirms Primary Times is the UK's most read listings and information publication for parents.

To advertise call 01376 322120 or email sales@ptpublishing.co.uk



Primary Times distribution

- Over 60,000 copies of Primary Times in Essex is distributed to primary schools, libraries and other outlets across the county.
- We can also help you promote your business across London and throughout the rest of the UK. Please ask for details of other Primary Times regions.

2020/21 Publication dates

Oct Half Term 2020	12th October
Christmas/NY 2020	23rd November
Feb Half Term 2021	1st February
Easter Holiday 2021	15th March
May Half Term 2021	17th May
Summer Holiday 2021	5th July
Back To School 2021	6th September



Advertising rates

Get increased response for decreased cost! Advertisers book on a series not only because it works, but because it's cheaper too!
Book for more than one issue and get up to 30% discount!

Advert size	1 issue	3 issues	6/7 issues
Box	£80	£64	£56
Sixteenth Page	£140	£112	£98
Eighth Page	£260	£208	£182
Quarter Page	£445	£356	£312
Half Page	£800	£640	£560
Full Page	£1,430	£1,144	£1,001
Back Cover	£1,540	£1,232	£1,078
Front Cover Package (incl 1/4 page ad)	£1,315	£1,052	£921

Inserts from £30 per thousand.

All prices exclude VAT

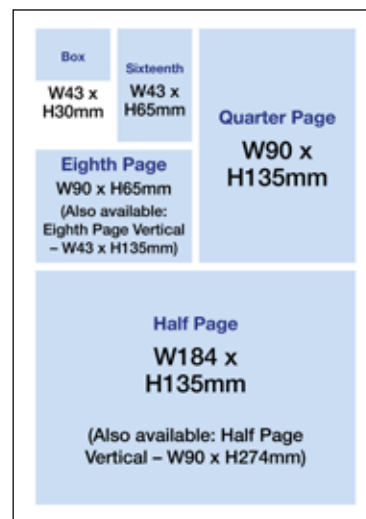
T&Cs Payment in advance for first time advertisers. Settlement strictly 14 days from publication. Cancellation one calendar month prior to publication.

Artwork and Design

We offer a FREE artwork service* if you don't have a print-ready advert. You just need to supply a company logo, images and wording. We can provide up to two sets of amendments free of charge. Subsequent changes will be charged at £25 (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. *Primary Times owns the copyright to adverts we create but copyrights are available to purchase if required.

Advert sizes

Primary Times is an A4 magazine (210mm x 297mm). Full page adverts (incl Back Cover) should be A4, with an additional 3mm bleed and all important elements at least 8mm away from the trim edge. Other sizes as illustrated:



To advertise call 01376 322120 or email sales@ptpublishing.co.uk

