

2022 Dates & Rates

42,000
copies
per issue

primary times

East Sussex



2022 Publication dates

February Half Term

Copy by: 14 Jan

Publishes: 31 Jan

Easter

Copy by: 4 Mar

Publishes: 21 Mar

May Half Term

Copy by: 19 Apr

Publishes: 9 May

Summer

Copy by: 14 Jun

Publishes: 4 Jul

Back to School

Copy by: 16 Aug

Publishes: 5 Sep

October Half Term

Copy by: 20 Sep

Publishes: 10 Oct

Winter

Copy by: 8 Nov

Publishes: 28 Nov

File formats: We prefer high resolution PDFs with all colours set to CMYK and all fonts embedded. We can also use TIFF and JPEG files (CMYK, 300dpi). **We can't accept Word, Publisher or Powerpoint files.**

Advertising Rates*

Sixteenth Page

W43mm x H66mm

£140.00

Eighth Page

W90mm x H66mm or W43mm x H135mm

£260.00

Quarter Page

W90mm x H135mm or W184mm x H66mm

£445.00

Half Page

W184mm x H135mm or W90mm x H273mm

£800.00

Full Page

For a full bleed advert: W216mm x H303mm.
For an advert with a white border all the way round: W184mm x H273mm

£1,430.00

Double Page

For a full bleed advert: W216mm x H303mm

£2,750.00

OB Cover

For a full bleed advert: W216mm x H303mm

£1,540.00

Front Cover Package -

Silver (+ Quarter page) £1,315.00

Front Cover Package -

Gold (+ Half page) £1,670.00

Inserts

£37.50 per thousand

Minimum 10,000

3+ series rate 10%

Full Series 20%

£126.00

Per Issue

£112.00

Per Issue

£234.00

Per Issue

£208.00

Per Issue

£400.50

Per Issue

£356.00

Per Issue

£720.00

Per Issue

£640.00

Per Issue

£1,287.00

Per Issue

£1,144.00

Per Issue

£2475.00

Per Issue

£2,200.00

Per Issue

£1386.00

Per Issue

£1,232.00

Per Issue

Digital Advertising:

Leader board -
£150 per calendar
month

MPU -£100 per
calendar month



Place your advert now! Call 07719 050762 or email catherine.dillon@primarytimes.co.uk

Terms & Conditions: New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days of publication. Cancellation must be notified in writing 14 days prior to copy deadline. *Prices are per issue, and exclude VAT.