

primary times

Lincolnshire

What is Primary Times?

- Primary Times is a free 'what's on, where to go' magazine targeting the parents and teachers of primary school children (aged 4-11).
- Published 7 times a year prior to each school holiday plus a 'Back to School' issue in September, Primary Times is distributed to families via their child's school bag.
- Primary Times in Lincolnshire distributes 63,000 copies seven times a year and is part of a national network distributing more than 2.7 million copies in 59 regions across the UK and Ireland.
BPA Audited.

What's in Primary Times?

- The most comprehensive what's on guide for families in the region.
- Local and national information for parents and teachers in Lincolnshire including learning and party resources.
- Reader offers and news from local communities and schools.



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OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 63,000 **(BPA Audited)** copies to families through primary schools and taken home in the children's book bags.
- **GOOD TIMING** - just before every school holiday families receive fresh information just when they need it.
- **RETENTION VALUE** - the listings and money off vouchers ensure reference and retention for at least 6 weeks.
- **ADDED VALUE** - competitions, advertorials, coverage from www.primarytimes.co.uk and social media
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 pricing structure offers exceptional value.



WE DELIVER TO EVERY PRIMARY SCHOOL IN LINCOLNSHIRE

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DISTRIBUTED
TO 63,000 (BPA
Audited) Local
Families

Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Lincolnshire.

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Advertising Rates

Sixteenth Page	£125 +VAT
Eighth Page	£245 +VAT
Quarter Page	£460 +VAT
Half Page	£875 +VAT
Full Page	£1580 +VAT
Front Cover (Includes 1/4 page)	£1670 +VAT

Advertising Specs

Sixteenth Page

W43mm x H66mm

Eighth Page

W90mm x H66mm or W43mm x H135mm

Quarter Page

W90mm x H135mm or W184mm x H66mm

Half Page

W184mm x H135mm or W90mm x H273mm

Full Page

For a full bleed advert, please supply at W216mm x H303mm. Otherwise W184mm x H273mm (which will be printed with a white border all the way around).

Publishing Dates

February Half Term

Copy by: January 15th Publishes: January 31st

Easter Holiday

Copy by: March 4th Publishes: March 21st

May Half Term

Copy by: April 30th Publishes: May 16th

Summer Holiday

Copy by: June 24th Publishes: July 11th

Back to School

Copy by: August 20th Publishes: September 5th

October Half Term

Copy by: September 23rd Publishes: October 10th

Christmas Holidays

Copy by: November 4th Publishes: November 21st

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www.primarytimes.co.uk

www.primarytimes.co.uk features regional and national content including:

- What's on Listings • News • Competitions
- Local information for parents and teachers, including learning resources and party guide

Please ask us about our full range of digital advertising opportunities which include:

- Tailored E-shots • Regional and National MPUs
- Banners or Buttons • Videos
- Sponsorship and much more

**To find out more or place your advert call
Kim Hardy on 07988 620142 or
email kim@mccarthypublishing.co.uk**

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