

primary times

North & East Yorkshire



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.
- Part of a national network of 59 regional editions distributing 2.7 million copies to primary schools, Primary Times has been tried, tested and trusted since 1989.

What's in Primary Times?

- The most comprehensive what's on guide for parents of children (4-11 years) in the region.
- Local and national information specifically for parents in North and East Yorkshire.
- Reader offers and news from local communities and schools.



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

OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is highly targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** – 45,000 copies to families through primary schools. One copy is allocated per family 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 and support from www.primarytimes.net
- **ADVERTISER SATISFACTION** – over 70% of our advertisers use us repeatedly – because it works!
- **COST EFFECTIVE** – per 1000 our pricing structure offers exceptional value.

"I have used Primary Times with great success to launch the new leisure centre and fun pool in Bridlington. I have found that the publication is perfect to reach families promoting your attraction or event. I certainly will be using Primary Times in the future."

Stewart Ward, Marketing Officer, East Riding of Yorkshire Council



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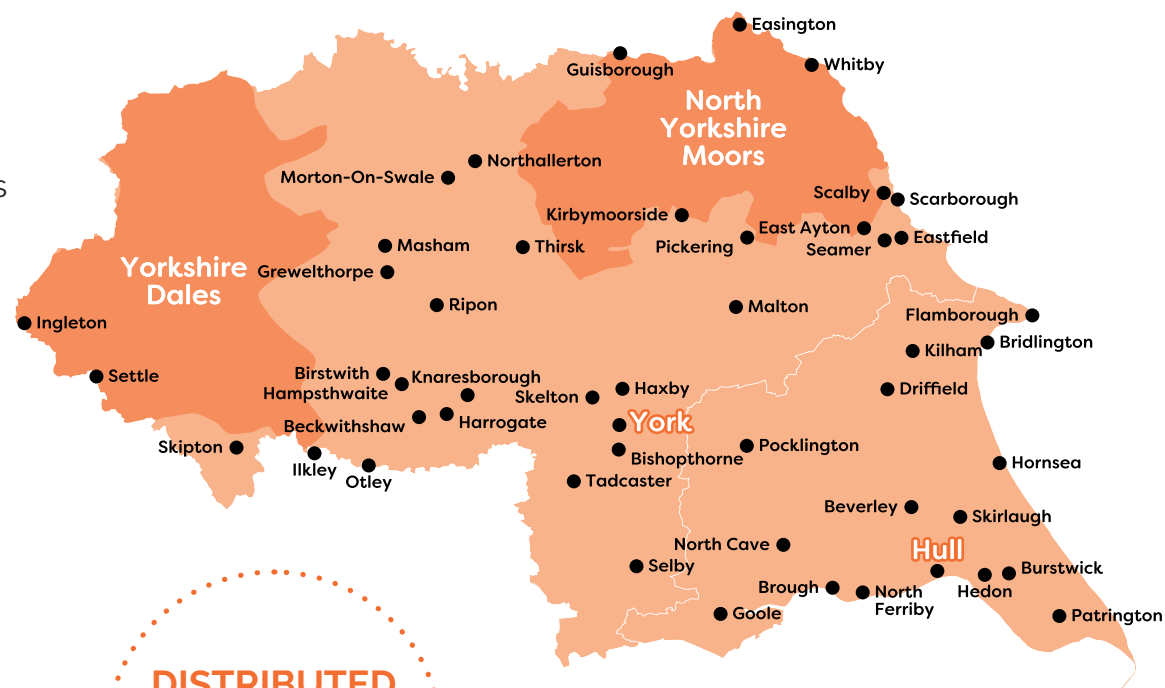
North & East Yorkshire

"We were keen to advertise via a channel which spoke direct to our audiences. There are many family publications around but with Primary Times we knew that the magazines were going direct into the homes of families and were a recognisable and trusted publication."

Emma Rodgers, Marketing Manager Yorkshire, English Heritage

Primary Times Distribution

Primary Times is distributed to primary schools across North and East Yorkshire.



DISTRIBUTED
TO 45,000
FAMILIES IN
YORKSHIRE



primary times

North & East Yorkshire

primarytimes.co.uk

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

- What's on Listings • News • Competitions
- Local information for families

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



PRIMARY
TIMES IS ALSO
AVAILABLE IN
THE APP
STORE



"Lightwater Valley Theme Park have been advertising with Primary Times for a number of years now. The magazine is very informative and well received by its readers. We always reap the benefits when we place an advert in Primary Times, with many of our customers telling us that they found out about our events and ticket offers through the Primary Times magazine or website. Keep up the good work guys!"

Jane Oswald, Head of Marketing, Lightwater Valley Attractions Ltd



Advertising Rates

Sixteenth Page	£145 +VAT
Eighth Page	£250 +VAT
Quarter Page	£425 +VAT
Half Page	£700 +VAT
Full Page	£1250 +VAT
Back Cover	£1350 +VAT
Front Cover	£1350 +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: October 28th Publishes: November 14th



Share in the success!

Reaching more than 2 in 3 families who have children attending primary school, it is not surprising that Primary Times in North and East Yorkshire advertisers include:

- Lightwater Valley Attractions
- The Deep
- English Heritage
- East Riding Council
- Castle Howard
- Stockeld
- Flamingo Land Ltd
- Princes Quay
- National Trust
- HullBid
- Forestry England
- Yorkshire Agricultural Society
- ... and many more!

To find out more or to place your advert now call Maureen McCarthy on 07394 296453 or email maureen.mccarthy@primarytimes.co.uk

Primary Publishing Teesside Limited, PO Box 539, Middlesbrough, TS1 9EX

