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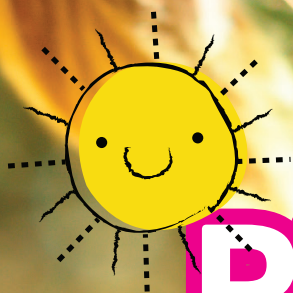
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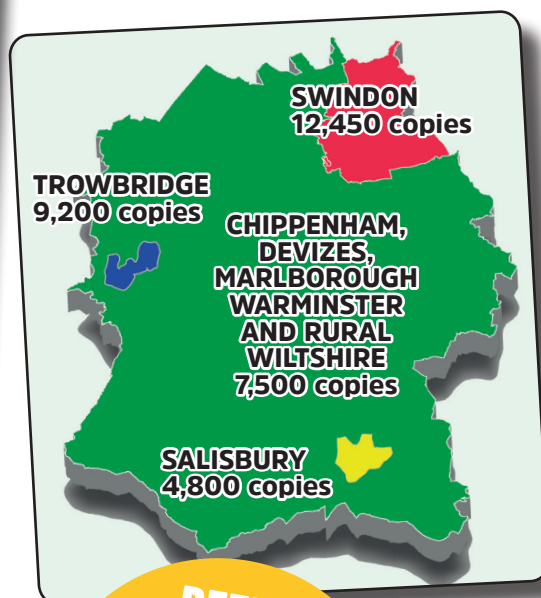
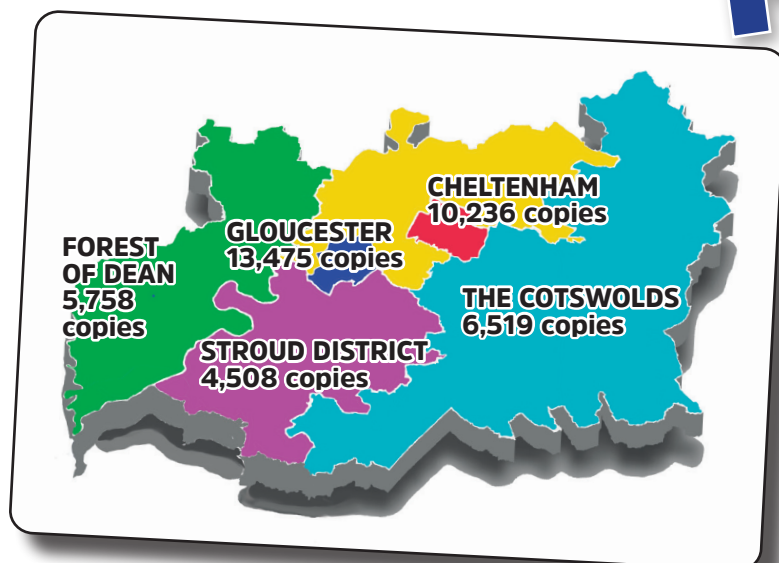
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SCHEDULES 2021-2022

	Cover dates	What's On deadline	Advertising and editorial deadlines
CHRISTMAS 2021	Sat 18 Dec - Fri 18 Feb 22	Fri 5 Nov	Mon 8 Nov
FEBRUARY HALF TERM 2022	Sat 19 Feb - Fri 8 Apr 22	Fri 14 Jan	Mon 17 Jan
EASTER 2022	Sat 9 Apr - Fri 27 May	Fri 4 Mar	Mon 7 Mar
MAY HALF TERM 2022	Sat 28 May - Fri 22 Jul	Fri 22 Apr	Mon 25 Apr
SUMMER 2022	Sat 23 Jul - Sun 4 Sep	Fri 10 Jun	Mon 13 Jun
BACK TO SCHOOL 2022	Mon 5 Sep - Fri 21 Oct	Mon 15 Aug	Wed 17 Aug
OCTOBER HALF TERM 2022	Sat 22 Oct - Fri 16 Dec	Fri 16 Aug	Mon 19 Sep

**primary
times**

Serving the
primary school
communities in
Gloucestershire
and Wiltshire

**SALES,
EDITORIAL &
DESIGN**

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MPU 500,000 page impressions. Best CTR 0.16%, Ave. CTR 0.08%

BESPOKE NEWSLETTER 135,000 UK subscribers. Open rate (O.R.) 10-20%, CTR 3-5%

NEWSLETTER SPONSORSHIP 135,000 UK subscribers. Open rate 10-20%, CTR 3-5%

NEWSLETTER ITEMS 135,000 UK subscribers. Open rate 10-20%, CTR 3-5%

REGIONAL OPPORTUNITIES

LEADERBOARD Up to 10,000 page Impressions. CTR 1.45%

MPU Up to 8,000 page impressions. CTR 1.45%

BESPOKE NEWSLETTER Up to 2,000 targeted subscribers. O.R. 15-25%, CTR 10-15%

NEWSLETTER SPONSORSHIP Up to 2,000 targeted subs. O.R. 15-25%, CTR 10-15%

NEWSLETTER ITEMS Up to 2,000 targeted subscribers. O.R. 15-25%, CTR 10-15%

REGIONAL HOMEPAGE FEATURE Up to 1,300 page impressions

REGIONAL HOMEPAGE CONTENT BLOCK Up to 1,300 page impressions



Wilts under development. Gloucestershire: ave. monthly reach 5,000 readers.

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ALL ENQUIRIES

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