

South West London primary times

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ADVERTISING - THE FACTS

- Largest family media in South West London
- One copy allocated for 39,000+ families at state and private local primary schools - considerably higher than any other family magazine
- The most comprehensive What's On Guide for parents of children (4-11 years) in the region
- Unique Distribution - In more book bags than any other magazine - no wastage being left in the hope of being picked up

2022 PUBLICATION DATES

Issue	Publishes	Copy Deadline
February Half Term	31 Jan	14 Jan
Spring/Easter	21 Mar	4 Mar
May Half Term	16 May	29 Apr
Bumper Summer	4 Jul	17 Jun
Back to School	5 Sep	19 Aug
October Half Term	10 Oct	23 Sep
Christmas/Winter Issue	28 Nov	11 Nov

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 edition and get up to a 30% discount. Please ask for a quote.

Sixteenth Page	£140
Eighth Page	£260
Quarter Page	£445
Half Page	£800
Full Page	£1430
Double Page	£2750
Inserts - per '000	£37.50

FRONT COVER PACKAGE

SILVER

Cover image & 1/4 page
£1315

GOLD

Cover image & 1/2 page
£1670

OTHER PRIME POSITIONS

Outside Back Cover £1540

TERMS & CONDITIONS

Payment in advance for first time advertisers

Settlement STRICTLY 10 days from publication

Cancellation one month prior to publication

ALL PRICES quoted per issue, EXCLUDING VAT

THE ESSENTIAL FREE
MAGAZINE FOR
FAMILIES OF PRIMARY
AGED CHILDREN IN
SOUTH WEST LONDON

