

primary times

Tees Valley

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 Tees Valley distributes 69,000 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 Tees Valley 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** - 69,000 **(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 ALL PRIMARY SCHOOLS IN TEES VALLEY



DISTRIBUTED
TO 69,000 (BPA
Audited) Local
Families

Primary Times Distribution

Primary Times is distributed to all primary schools, libraries and other outlets in Tees Valley.

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Advertising Rates

Sixteenth Page	£130 +VAT
Eighth Page	£255 +VAT
Quarter Page	£500 +VAT
Half Page	£990 +VAT
Full Page	£1975 +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 21st Publishes: February 7th

Easter Holiday

Copy by: March 14th Publishes: March 28th

May Half Term

Copy by: April 29th Publishes: May 16th

Summer Holiday

Copy by: June 27th Publishes: July 11th

Back to School

Copy by: August 19th Publishes: September 5th

October Half Term

Copy by: September 26th 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
Maureen McCarthy on 07394 296453 or
email maureen.mccarthy@primarytimes.co.uk**

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