2022 Media Pack



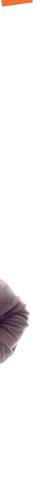
Tees Valley



- 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.







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



Primary Times Distribution

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



DISTRIBUTED
TO 69,000 (BPA
Audited) Local
Families

WE DELIVER TO ALL PRIMARY SCHOOLS IN TEES VALLEY





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 Dage

Sixteentii 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 wil

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



Tees Valley

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

McCarthy Publishing Limited, PO Box 539, MIddlesbrough, TS1 9EX

