

Cardiff & The Vale

primary times



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 six times a year prior to each school holiday, Primary Times is distributed directly 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 Cardiff and the Vale.
- 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.**

[click for more ▶](#)

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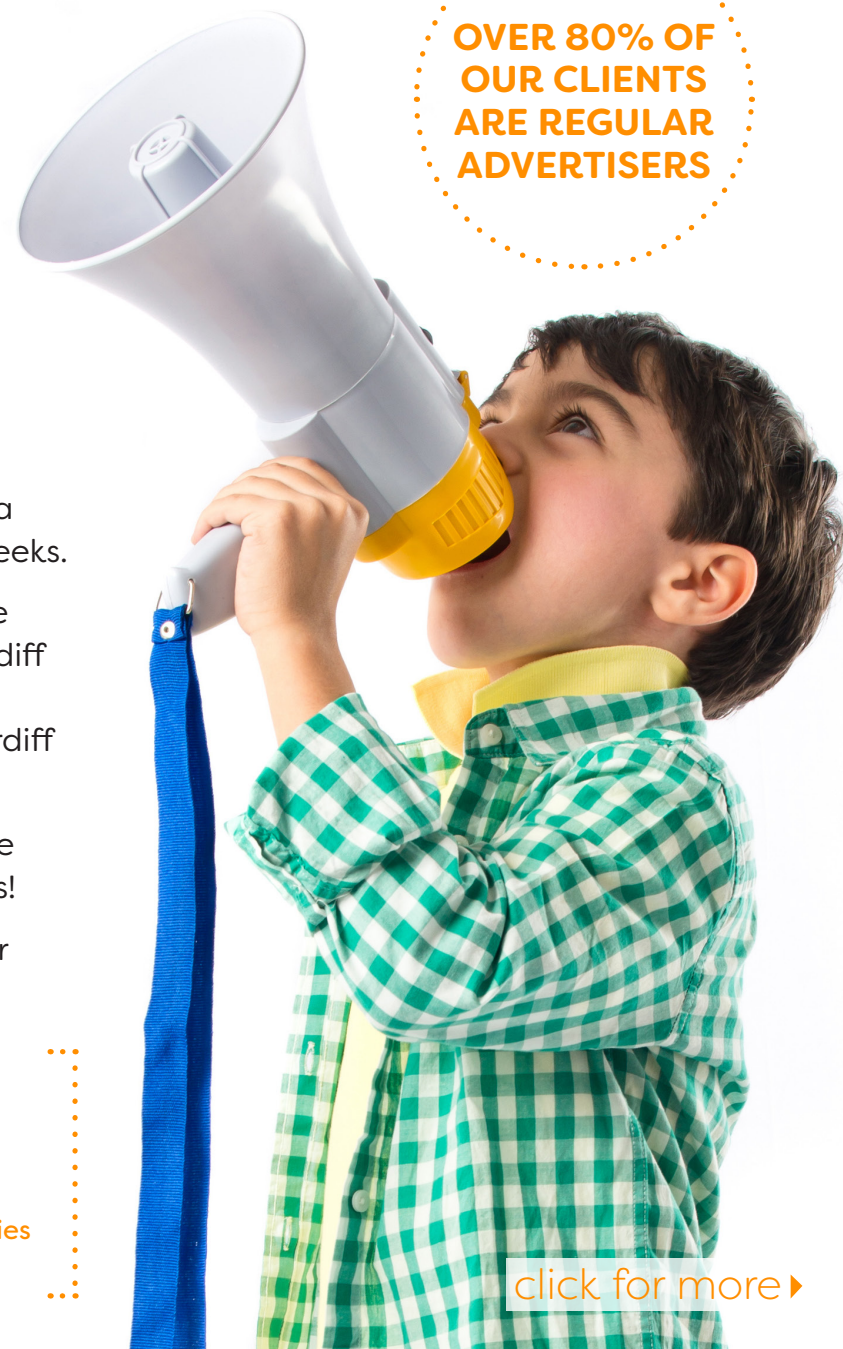
OVER 80% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

Why advertise in Primary Times?

- **NICHE & TARGETED 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 142 primary schools. One copy is allocated per family and taken home in the children's book bags.
- **GREAT TIMING** – just before every school holiday families receive fresh information just when they need it.
- **RETENTION VALUE** – useful information and listings ensure a 'coffee table life' of at least 6 weeks.
- **ADDED VALUE** – coverage online at www.primarytimes.co.uk/cardiff and on our social media pages: [f](#) [t](#) @Primary Times Club Cardiff
- **ADVERTISER SATISFACTION** – over 80% of our advertisers use us repeatedly – because it works!
- **COST EFFECTIVE** – per 1000, our pricing offers exceptional value.

“National Museum Wales has been advertising in every issue of Primary Times for many years as we find it the most effective way to reach our family audience. Primary Times always comes high in our research into the most popular ways for families to find out about events and activities taking place at our Museums. e hundreds of copies available to pick up at the Museums disappear very quickly too, so we know that families love the magazine.” Kathryn Jenkins, Marketing Officer Amgueddfa Cymru National Museum Wales

click for more ►



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“Mermaid Quay has advertised regularly with Primary Times for many years. The magazine provides an excellent platform to promote the wide range of family-friendly events that we hold at Mermaid Quay throughout the year.”

Linda Welch, Mermaid Quay Marketing Manager

Primary Times Distribution

Distribution areas in Cardiff: Birchgrove, Canton, Cardiff Central, Cardiff Bay, Creigiau, Coryton, Cyncoed, Danescourt, Ely, Fairwater, Grangetown, Gwaelod y Garth, Heath, Lakeside, Lisvane, Llandaff, Llanedeyrn, Llanishen, Llanrumney, Pentwyn, Pentyrch, Radyr, Rhiwbina, Roath, Rumney, Splott, St. Mellons, Taffs Well, Tremorfa, Trowbridge, Victoria Park, Whitchurch.

Distribution areas in the Vale of Glamorgan:

Barry, Colwinston, Cowbridge, Dinas Powys, Llancarfan, Llandough, Llanfair, Llangan, Llantwit Major, Nottage, Penarth, Pendoylan, Peterston Super Ely, Rhoose, St Athan, St Brides Major, St Nicholas, Sully, Wenvoe, Wick.



**DISTRIBUTED
TO 45,000
FAMILIES IN
CARDIFF &
THE VALE**

[click for more ▶](#)



Cardiff & The Vale

Magazine Advertising

primary times

Reach thousands of local families when you advertise in Primary Times Cardiff & The Vale. With 45,000 printed copies PLUS an online magazine every issue...



The most effective way to reach parents & carers of 4-11 year olds

2023/24 publication dates

Oct Half Term

Publishes: 9 October

Copy deadline: 22 Sept

Winter

Publishes: 27 November

Copy deadline: 10 Nov

February Half Term

Publishes: 29 January

Copy deadline: 15 Jan

Easter

Publishes: 11 March

Copy deadline: 26 Feb

May Half Term

Publishes: 13 May

Copy deadline: 29 April

Summer Holiday

Publishes: 8 July

Copy deadline: 21 June

File Formats: We prefer high resolution PDFs with all colours set to CMYK and all fonts embedded. We can also use JPEG files. All files must be 300dpi at the size required.

We can't use Word, Publisher or Powerpoint files.

Print advertising rates*

Eighth page

£302

W 90mm x H 66mm

Quarter page

£550

W 90mm x H 135mm

Half page

£770

W 184mm x H 135mm or W 90mm x H 273mm

Full page

£1430

Our magazine is A4. For a full bleed advert, please supply at W216mm x H303mm. Otherwise W184mm x H273mm (which will be positioned centrally, with a white border)

Classifieds

Sixteenth page: W 43mm x H 66mm

£165

Classified box: W 43mm x H 30mm

£83

Front cover package

from £1500

Front cover image, 1/4 page advert + 200 word editorial

Inserts (per thousand)

£30

Series discounts!*



£247 **£220**
Per issue Per issue

£495 **£440**
Per issue Per issue

£660 **£605**
Per issue Per issue

£1265 **£1100**
Per issue Per issue

Per issue Per issue
£143 **£121**
£72 **£61**

Terms: New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days of publication. Cancellation must be notified in writing 14 days prior to the copy deadline. *Prices are per issue and exclude VAT.

[click for more ▶](#)

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We're more than a printed magazine!
Our website and social media pages
keep parents in the know on the go!

www.primarytimes.co.uk/cardiff

  @Primary Times Club Cardiff

Digital Advertising



The most effective way to reach parents & carers of 4-11 year olds online – You will find our latest digital version of the magazine on our home page, fantastic competitions and up to date listings and local information.



Digital advertising rates

Leaderboard + extras* **£250**
W 728px x H 90px Per month
Leaderboard advertising (see image, left), plus a range of extras – see right.

MPU 1 + extras* **£250**
W 435px x 245px (see image, left) Per month
Large Mid Page Unit advertising (see image, left), plus a range of extras – see right.

MPU 2 + extras* **£225**
W 300px x 250px (see image, left) Per month
Medium Mid Page Unit advertising (see image, left), plus a range of extras – see right.

Enhanced online listing **£50**
75 words (max), plus an image Per month
Featured online at primarytimes.co.uk/cardiff

Social media post/competition **£50**
100 words (max), plus an image Per post
Featured on our Facebook and Twitter pages:
@Primary Times Club Cardiff

*Extras

Advertisers booking a Leaderboard or MPU also receive a social media post on our Facebook and Twitter pages (Primary Times Club Cardiff) along with an enhanced listing

File sizes and formats:

Leaderboards and MPUs: See left for pixel sizes. Please supply JPEG or GIF files and exact URL required for hyperlink. Online listing and social media post/competition images must be JPEG format, under 3MB.

Terms: New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days. Cancellation must be notified in writing 14 days prior to the upload. *Prices are per month and exclude VAT.

Place your advert now! Call Sam on 0754 5584392 or email sam.jackson@primarytimes.co.uk