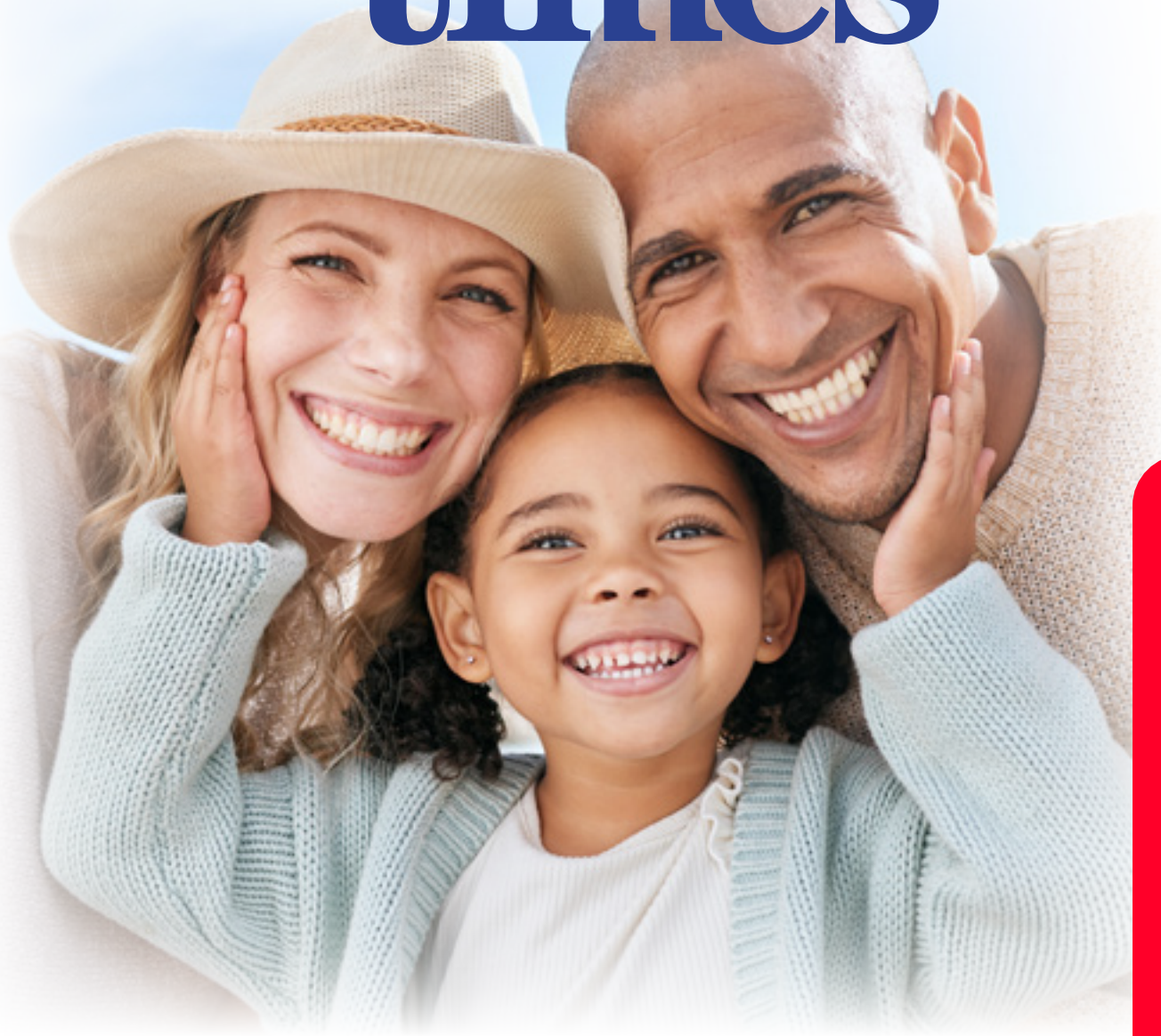


primary times



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 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.
- 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.



151 SCHOOLS IN CAMBRIDGESHIRE
RECEIVE PRIMARY TIMES

40,000 COPIES OF EACH
ISSUE DELIVERED

70% OF OUR CLIENTS
ARE REGULAR
ADVERTISERS

primary
times

PRIMARY TIMES DISTRIBUTION

Primary Times is distributed to 151 primary schools in Cambridgeshire.

WHAT IS IN PRIMARY TIMES?

- A comprehensive 'what's on' guide for parents in Cambridgeshire
- Local and national information
- Reader offers and news from the local community and businesses
- Competitions

CAMBRIDGESHIRE

Warming Winter Recipes... JAMIE OLIVER

Roasting Turkey Roasts an older Oliver! Ours is being deliciously messy, convenient and simple recipe from his latest book, *One Pot* for your family table this Christmas.

Roasting a turkey is a tradition for many of us, but Jamie Oliver has a few tips to make it a little easier. He says, "I've found that the best way to roast a turkey is to use a slow cooker. It's a great way to keep the turkey moist and tender, and it's also a great way to keep the turkey warm while you serve the other dishes. I've found that the best way to keep the turkey warm is to use a slow cooker. It's a great way to keep the turkey moist and tender, and it's also a great way to keep the turkey warm while you serve the other dishes."

Roasting turkey tips

Roasting turkey with a garlic butter sauce

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Roasting turkey with a garlic butter sauce

And for Dessert...

Roasting turkey with a garlic butter sauce

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Recipe

Roasting turkey with a garlic butter sauce

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Give your child the amazing opportunity to send an image to space

At the Science Museum, London, a group of children are participating in a competition to send an image to space. The competition is open to all children aged 5-11 and is run by the Science Museum. The children are asked to draw a picture of a planet or a space scene and send it to the Science Museum. The winning picture will be sent to the International Space Station (ISS) and the winning child will receive a certificate and a space-themed gift.

Find out more and register all other age groups

Active Play Education

At the Science Museum, London, a group of children are participating in a competition to send an image to space. The competition is open to all children aged 5-11 and is run by the Science Museum. The children are asked to draw a picture of a planet or a space scene and send it to the Science Museum. The winning picture will be sent to the International Space Station (ISS) and the winning child will receive a certificate and a space-themed gift.

COMPETITIONS

For more info on these competitions and other exciting offers, visit our website or contact details to news@competingmagazine.co.uk by 15th Nov 2022

LITTLE LIVE PETS - MAMA SURPRISE

At the Science Museum, London, a group of children are participating in a competition to send an image to space. The competition is open to all children aged 5-11 and is run by the Science Museum. The children are asked to draw a picture of a planet or a space scene and send it to the Science Museum. The winning picture will be sent to the International Space Station (ISS) and the winning child will receive a certificate and a space-themed gift.

METRO POLICE DEPT PLAYSET

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CADDOX JOSEPH

JOSEPH EXTEND

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ORCHARD TOYS CHRISTMAS BUNDLE

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BOOK SHelf

Check out the Primary Time Winter shorts of great books for money finds!

BEST BY A DUT



Charlotte's Web
By E.B. White

Genre: Fiction, Classic
Age Range: 7-10
Price: £2.99 (PB)

Summary: Charlotte is a spider who lives on a farm with Wilbur, a pig. When Wilbur is threatened by a butcher, Charlotte saves him by weaving words into her webs. A touching story of friendship and the cycle of life.

BEST FOR ENTERTAINERS



SPACE BAND
By Timothée de Fombelle

Genre: Science Fiction, Comedy
Age Range: 7-10
Price: £2.99 (PB)

Summary: A hilarious sci-fi comedy about a band of alien musicians who save the world by performing their hit song 'Space Jam'.

ALL TIME FAVORITE



THE SNOWMAN
By Raymond Briggs

Genre: Fiction, Classic
Age Range: 7-10
Price: £2.99 (PB)

Summary: A classic story of a boy who builds a snowman and they go on a magical journey through a winter wonderland.

Christmas Holiday Scheme Places for free



Would you like to attend a fully funded holiday scheme this Christmas where the children have fun experiences, a meal and snacks are included?



BEST FOR A BIG COUNTRY



THE MINISTRY OF SILLY WALKS
By David Laing

Genre: Fiction, Comedy
Age Range: 7-10
Price: £2.99 (PB)

Summary: A hilarious story about a man who is sent to a government school to teach silly walks.

BEST FOR FRIENDSHIP



PROJECT FEAR
By Anthony Browne

Genre: Fiction, Drama
Age Range: 7-10
Price: £2.99 (PB)

Summary: A story about a boy who is afraid of the dark and how he overcomes his fears with the help of his friends.

SMART THINKING



WHAT DO YOU THINK?
By Matthew Cordell

Genre: Fiction, Mystery
Age Range: 7-10
Price: £2.99 (PB)

Summary: A mystery story about a boy who is accused of a crime and how he proves his innocence.

Children in receipt of income-related free school meals are eligible to attend a participating holiday scheme for 10 hours

All newly arrived refugee families welcome

Further information:
www.cambridgegainscheme.org.uk/hof
 (or scan the QR Code)
 Questions: NA@cambridgegainscheme.org.uk





primary times

YOUR CUSTOMER JOURNEY

Primary Times plays a vital role in your marketing strategy



1. AWARENESS

Families read Primary Times and gain awareness of your business



2. CONSIDERATION

Customers log onto your website and social media channels boosting your visitor numbers while gaining more information



3. PURCHASING

Customers make bookings generating new revenue for your business



4. LOYALTY

Happy customers take out a membership, leave great reviews and refer friends, spreading positive word of mouth



primary times

**SERIES
BOOKING
DISCOUNTS!**
**15% OFF
FOR 3 ISSUES**
**20% OFF
FOR 7 ISSUES**

WHY ADVERTISE WITH US?

- **TARGETED MARKETING** - Primary Times is specifically targeted at families with children.
- **EFFECTIVE, AUDITED DISTRIBUTION** - 40,000 (BPA Audited) copies are distributed to primary schools and taken home in the children's book bags - No wastage!
- **GREAT TIMING** - Primary Times is published just before every school holiday. Families receive fresh information just when they need it.
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!

2023 PUBLICATION DATES

	Copy by:	Publishes:
February Half Term	17 th Jan	6 th Feb
Easter 2023	28 th Feb	20 th Mar
May Half Term	25 th Apr	15 th May
Summer 2023	20 th Jun	10 th Jul
Back to school	15 th Aug	4 th Sep
October Half Term	26 th Sep	9 th Oct
Winter 2023	7 th Nov	20 th Nov

FILE FORMATS

We prefer high resolution PDFs with all colours set to CMYK and all fonts embedded. We can also use TIFF and JPEG files (CMYK, 300dpi). We can't accept Word, Publisher or Powerpoint files.

DIGITAL PACKAGES

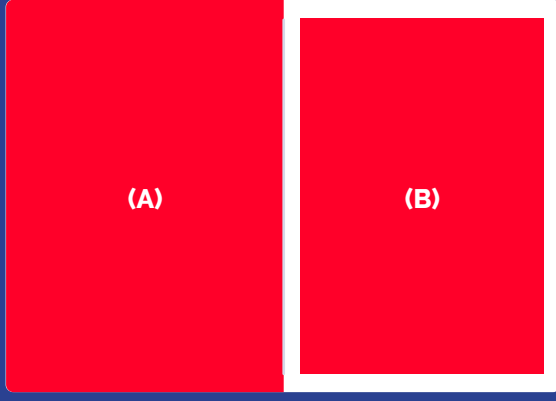
We can offer a range of digital opportunities including digital display advertising and solus email marketing. We can tailor a bespoke package for your needs and budget.

PLEASE GET IN TOUCH

MAUREEN MCCARTHY

07394 296453

Maureen@McCarthyPublishing.co.uk

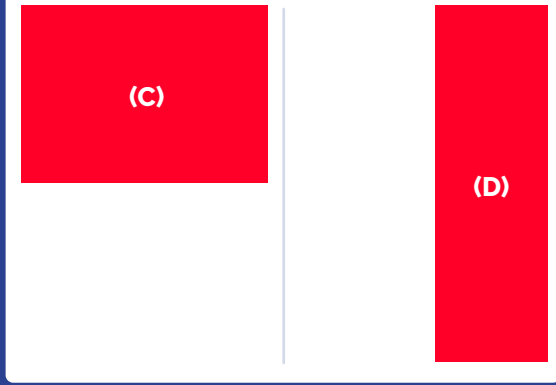


FULL PAGE £1,095
OPTION (A)

Trim: 210mm (w) x 297mm (h)
Bleed: 216mm (w) x 303mm (h)
Type: 190mm (w) x 277mm (h)

OPTION (B)
184mm (w) x 273mm (h)
with white border all around

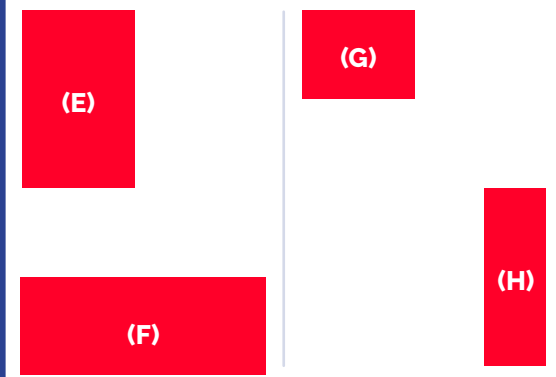
FRONT COVER £1,195



½ PAGE £575

(C) Horizontal:
184mm (w) x 135mm (h)

(D) Vertical:
90mm (w) x 273mm (h)



¼ PAGE £300

(E) Vertical:
90mm (w) x 135mm (h)

(F) Horizontal:
184mm (w) x 66mm (h)

⅛ PAGE £175

(G) Horizontal:
90mm (w) x 66mm (h)

(H) Vertical:
43mm (w) x 135mm (h)