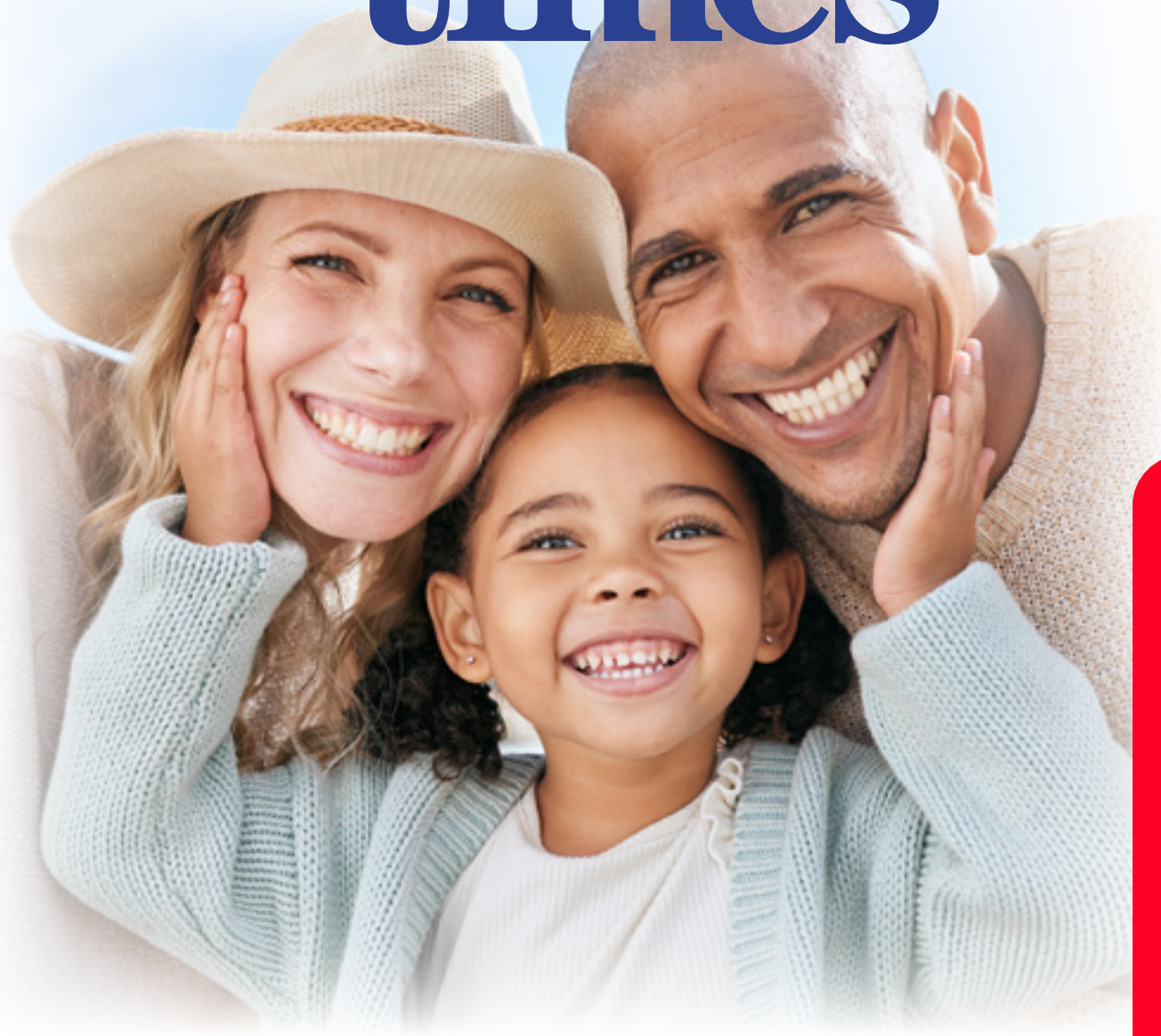


# primary times



## 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.



**135** SCHOOLS IN EAST RIDING OF  
YORKSHIRE & HULL RECEIVE  
PRIMARY TIMES

**40,000** COPIES OF EACH  
ISSUE DELIVERED

**70%** OF OUR CLIENTS  
ARE REGULAR  
ADVERTISERS

# primary times

## WHAT IS IN PRIMARY TIMES?

- A comprehensive 'what's on' guide for parents in East Riding of Yorkshire & Hull
- Local and national information
- Reader offers and news from the local community and businesses
- Competitions

**WEST YORKSHIRE**

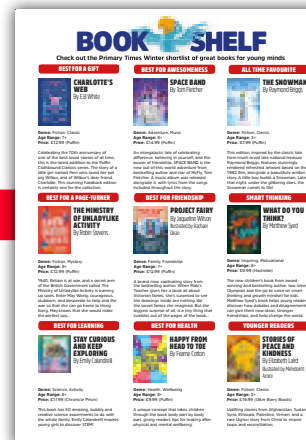
**SOUTH YORKSHIRE**

**NORTH YORKSHIRE & YORK**

**EAST RIDING OF YORKSHIRE & HULL**

## PRIMARY TIMES DISTRIBUTION

Primary Times is distributed to 135 primary schools in East Riding of Yorkshire & Hull.





# 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 <sup>th</sup> Jan	6 <sup>th</sup> Feb
Easter 2023	28 <sup>th</sup> Feb	20 <sup>th</sup> Mar
May Half Term	25 <sup>th</sup> Apr	15 <sup>th</sup> May
Summer 2023	20 <sup>th</sup> Jun	10 <sup>th</sup> Jul
Back to school	15 <sup>th</sup> Aug	4 <sup>th</sup> Sep
October Half Term	26 <sup>th</sup> Sep	9 <sup>th</sup> Oct
Winter 2023	7 <sup>th</sup> Nov	20 <sup>th</sup> 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**

(A)

(B)

**FULL PAGE £1,250**  
**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 £1,350**

(C)

(D)

**½ PAGE £650**

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

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

(E)

(G)

(F)

(H)

**¼ PAGE £350**

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

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

**⅛ PAGE £200**

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

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