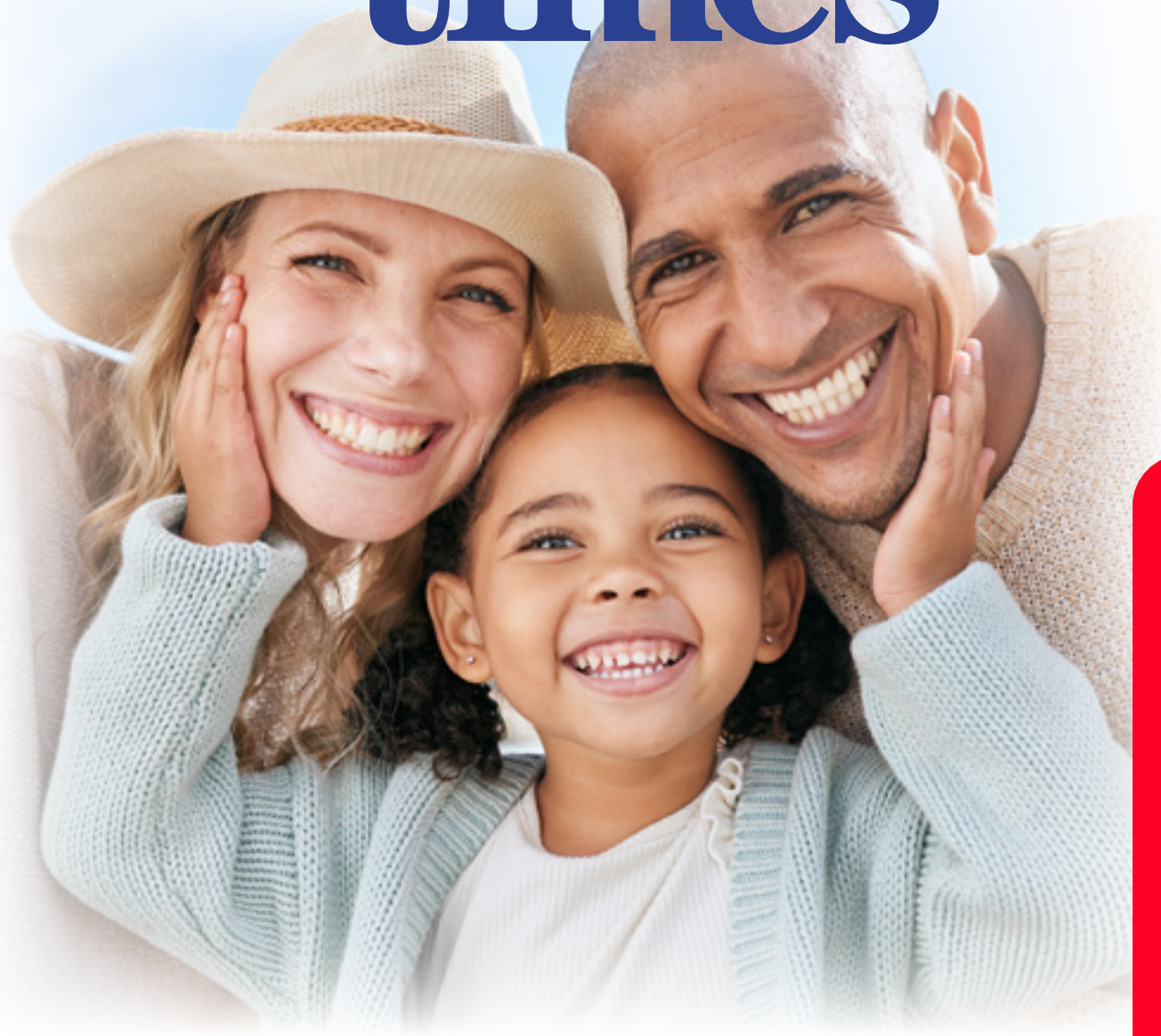


primary times



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.



253 SCHOOLS IN LINCOLNSHIRE
RECEIVE PRIMARY TIMES

52,000 COPIES OF EACH
ISSUE DELIVERED

70% OF OUR CLIENTS
ARE REGULAR
ADVERTISERS

primary
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WHAT IS IN PRIMARY TIMES?

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

LINCOLNSHIRE

PRIMARY TIMES DISTRIBUTION

Primary Times is distributed to 253 primary schools in Lincolnshire.

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BOOK SHELF

Check out the Primary Times Winter shortlist of great books for young minds

BEST PICTURE BOOK



Charlotte's Web
by B. Witte

From: 10p, Clever
Age Range: 5-7 (90p)

Charlotte is the only animal on her farm who can write. She writes words that describe her friend, the pig, Wilbur. In the end, Wilbur is rescued by Charlotte. A beautiful and touching story about friendship.

BEST PICTURE ANIMATED



SPACE ADVENTURE
by Ben Jones

From: 10p, Clever
Age Range: 5-7 (90p)

A space-themed adventure story about a group of children who go on a mission to Mars. The story is told from the perspective of a young boy, who is the only one who can communicate with the alien life forms.

ALL ROUND FAVORITE



THE SNOWMAN
by Raymond Briggs

From: 10p, Clever
Age Range: 5-7 (90p)

A classic story about a young boy who builds a snowman and brings it to life. The story is told from the perspective of the boy, who is the only one who can communicate with the snowman.



Santa's Grotto
by Raymond Briggs

From: 10p, Clever
Age Range: 5-7 (90p)

A story about a young boy who goes to Santa's Grotto and meets the other children. The story is told from the perspective of the boy, who is the only one who can communicate with the other children.



THE MINISTRY OF UNHELPFUL ACTIVITIES
by David Almond

From: 10p, Clever
Age Range: 5-7 (90p)

A story about a young boy who goes to the Ministry of Unhelpful Activities and meets the other children. The story is told from the perspective of the boy, who is the only one who can communicate with the other children.



PROJECT FRIDAY
by Rebecca Funnell

From: 10p, Clever
Age Range: 5-7 (90p)

A story about a young boy who goes to Project Friday and meets the other children. The story is told from the perspective of the boy, who is the only one who can communicate with the other children.



WHAT DO YOU THINK?
by Nicholas Jey

From: 10p, Clever
Age Range: 5-7 (90p)

A story about a young boy who goes to What Do You Think? and meets the other children. The story is told from the perspective of the boy, who is the only one who can communicate with the other children.



YOUNGER REDDIES
by David Almond

From: 10p, Clever
Age Range: 5-7 (90p)

A story about a young boy who goes to Younger Reddies and meets the other children. The story is told from the perspective of the boy, who is the only one who can communicate with the other children.



STAY CURIOUS ABOUT EXPLORING
by David Almond

From: 10p, Clever
Age Range: 5-7 (90p)

A story about a young boy who goes to Stay Curious About Exploring and meets the other children. The story is told from the perspective of the boy, who is the only one who can communicate with the other children.



HAPPY FROM HEAD TO TOE
by David Almond

From: 10p, Clever
Age Range: 5-7 (90p)

A story about a young boy who goes to Happy from Head to Toe and meets the other children. The story is told from the perspective of the boy, who is the only one who can communicate with the other children.



STORIES OF PEACE AND KINDNESS
by David Almond

From: 10p, Clever
Age Range: 5-7 (90p)

A story about a young boy who goes to Stories of Peace and Kindness and meets the other children. The story is told from the perspective of the boy, who is the only one who can communicate with the other children.



OLIVER!
by David Almond

From: 10p, Clever
Age Range: 5-7 (90p)

A story about a young boy who goes to Oliver! and meets the other children. The story is told from the perspective of the boy, who is the only one who can communicate with the other children.



BORING DAY
by David Almond

From: 10p, Clever
Age Range: 5-7 (90p)

A story about a young boy who goes to Boring Day and meets the other children. The story is told from the perspective of the boy, who is the only one who can communicate with the other children.

We are now searching for our cast of leading and ensemble roles available. For an audition form or further details on audition please email Samuel@performanceschool.co.uk or message us on Facebook.

BOOKSHELF 2019

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



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**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** - 52,000 (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

(A)

(B)

FULL PAGE £1,500
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 £1,500

(C)

(D)

½ PAGE £775
(C) Horizontal:
184mm (w) x 135mm (h)
(D) Vertical:
90mm (w) x 273mm (h)

(E)

(G)

(F)

(H)

¼ PAGE £400
(E) Vertical:
90mm (w) x 135mm (h)
(F) Horizontal:
184mm (w) x 66mm (h)

⅛ PAGE £220
(G) Horizontal:
90mm (w) x 66mm (h)
(H) Vertical:
43mm (w) x 135mm (h)