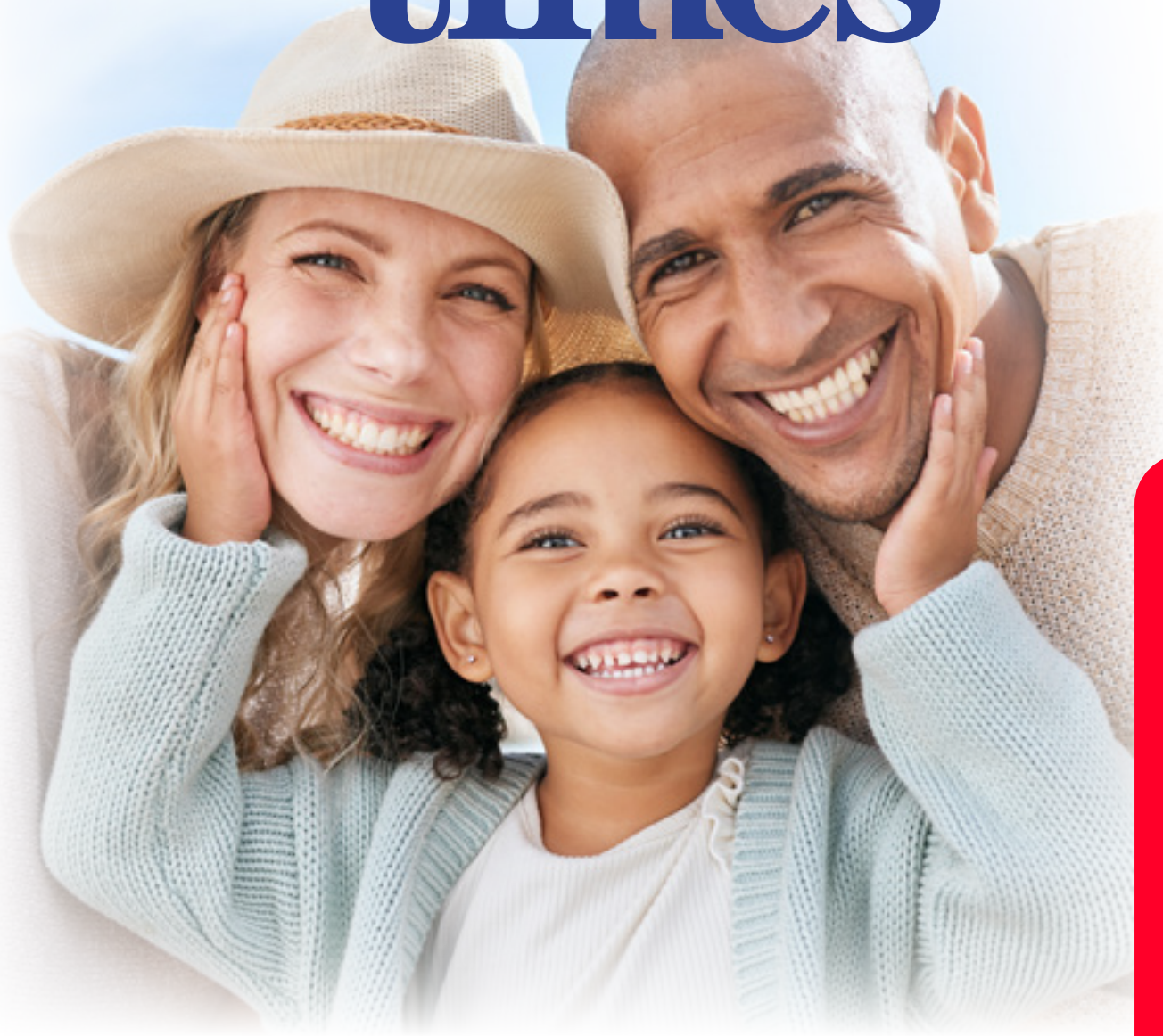


primary times



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.



150 SCHOOLS IN NORTH YORKSHIRE
& YORK RECEIVE PRIMARY TIMES

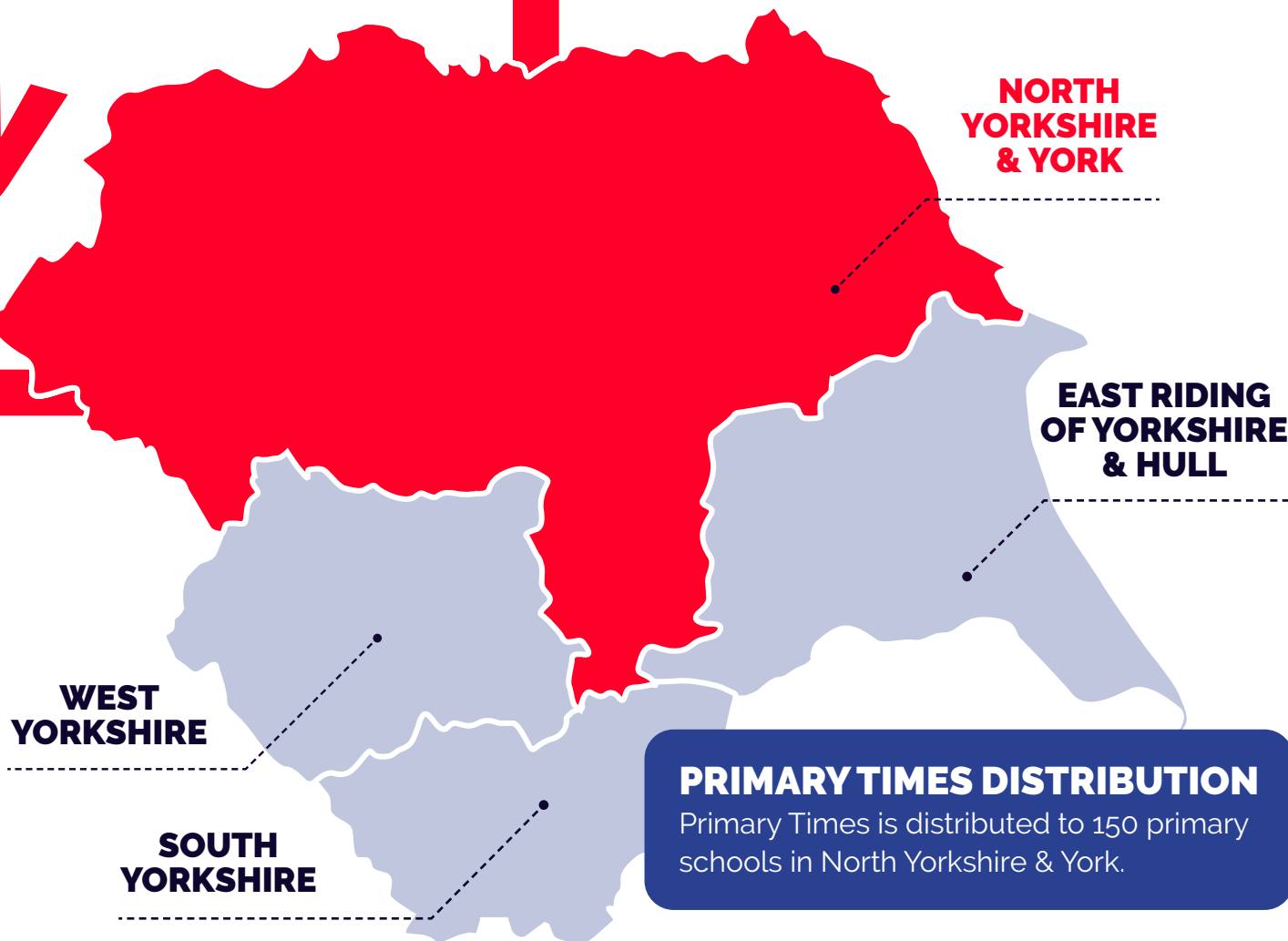
40,000 COPIES OF EACH
ISSUE DELIVERED

70% OF OUR CLIENTS
ARE REGULAR
ADVERTISERS

primary times

WHAT IS IN PRIMARY TIMES?

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



PRIMARY TIMES DISTRIBUTION

Primary Times is distributed to 150 primary schools in North Yorkshire & York.





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

(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)