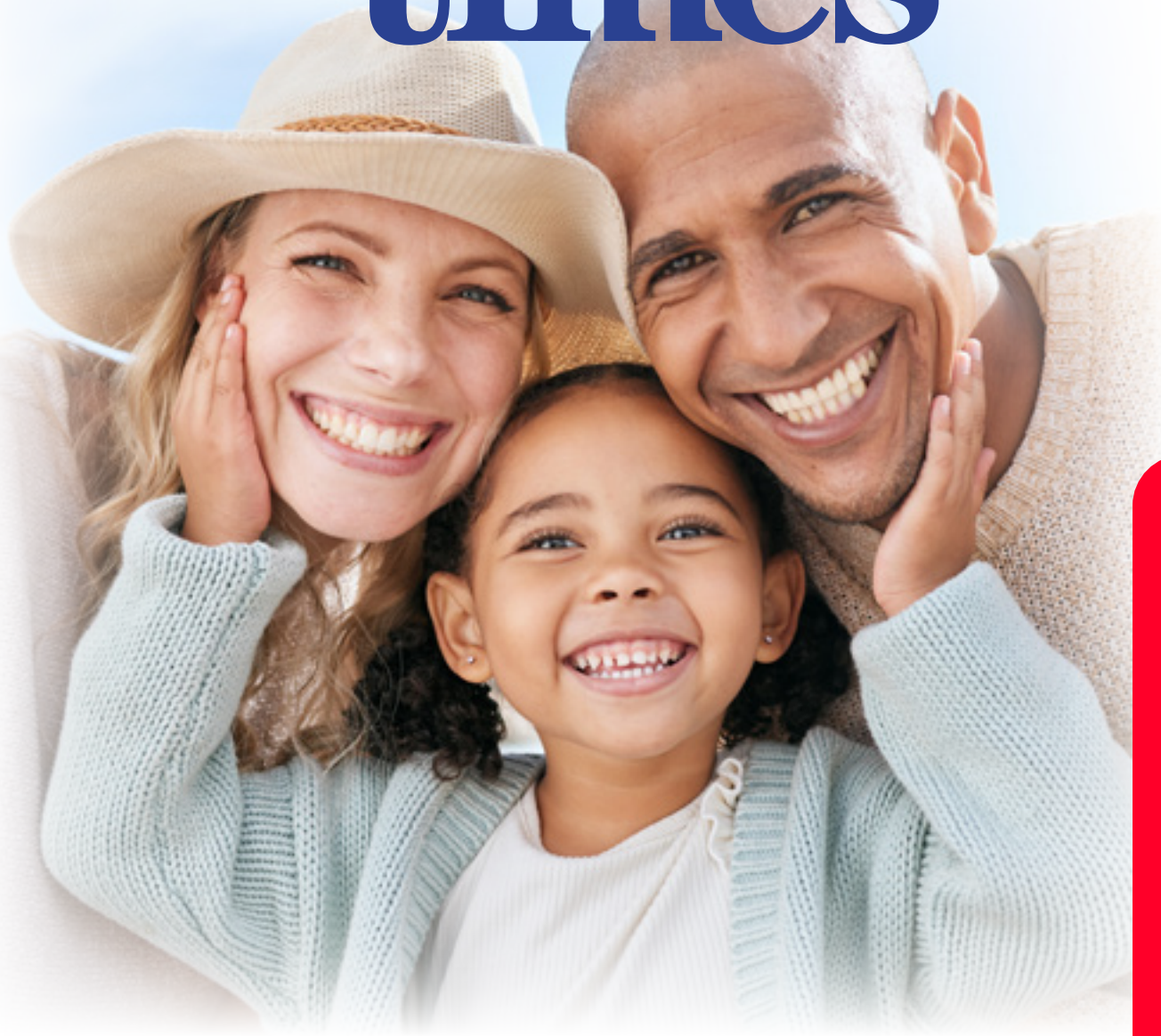


primary times



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.



214 SCHOOLS IN TEES VALLEY
RECEIVE PRIMARY TIMES

70,000 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 Tees Valley
- Local and national information
- Reader offers and news from the local community and businesses
- Competitions

STOCKTON-ON-TEES

HARTLEPOOL

REDCAR & CLEVELAND

TEES VALLEY

DARLINGTON

MIDDLESBROUGH

PRIMARY TIMES DISTRIBUTION

Primary Times is distributed to EVERY primary school in Tees Valley.

Warming Winter Recipes from... JAMIE OLIVER

Primary Times teams up with Jamie Oliver to bring delicious, easy, convenient and simple recipes from his latest cook book, ONE to your family table this Winter.

Warming Jamie Oliver's Winter Recipes are the perfect way to get your family back into the kitchen and enjoy the comfort of home cooking. Jamie's recipes are easy to follow and use simple ingredients, so you can enjoy the comfort of home cooking with your family.

Warming Jamie Oliver's Winter Recipes

- 10 easy to follow recipes
- 10 easy to follow recipes
- 10 easy to follow recipes
- 10 easy to follow recipes
- 10 easy to follow recipes
- 10 easy to follow recipes
- 10 easy to follow recipes
- 10 easy to follow recipes
- 10 easy to follow recipes
- 10 easy to follow recipes

For more information on Jamie Oliver's Winter Recipes, visit www.jamieoliver.com

WOW

WOW is a new magazine for children, packed with fun facts, puzzles, and games. It's the perfect way to keep your child entertained and learning.

WOW

- Fun facts
- Puzzles
- Games
- Fun facts
- Puzzles
- Games
- Fun facts
- Puzzles
- Games
- Fun facts
- Puzzles
- Games

For more information on WOW, visit www.wowmagazine.co.uk

A Magical Christmas at Baby Castle and High Five Warrick

Join us for a magical Christmas at Baby Castle and High Five Warrick. We have a special Christmas menu and a special Christmas party for all the children.

A Magical Christmas at Baby Castle and High Five Warrick

- Special Christmas menu
- Special Christmas party
- Special Christmas menu
- Special Christmas party
- Special Christmas menu
- Special Christmas party
- Special Christmas menu
- Special Christmas party
- Special Christmas menu
- Special Christmas party

For more information on A Magical Christmas at Baby Castle and High Five Warrick, visit www.babycastle.co.uk

COMPETITIONS

Win prizes and prizes by entering our competitions. We have a special competition for all the children.

COMPETITIONS

- Win prizes
- Win prizes
- Win prizes
- Win prizes
- Win prizes
- Win prizes
- Win prizes
- Win prizes
- Win prizes
- Win prizes

For more information on COMPETITIONS, visit www.teesparties.co.uk

Christmas at DLT

Join us for a special Christmas at DLT. We have a special Christmas menu and a special Christmas party for all the children.

Christmas at DLT

- Special Christmas menu
- Special Christmas party
- Special Christmas menu
- Special Christmas party
- Special Christmas menu
- Special Christmas party
- Special Christmas menu
- Special Christmas party
- Special Christmas menu
- Special Christmas party

For more information on Christmas at DLT, visit www.dlt.co.uk

Small changes make a big difference, and young voices speak the loudest truth

Join us for a special event at DLT. We have a special event menu and a special event party for all the children.

Small changes make a big difference, and young voices speak the loudest truth

- Special event menu
- Special event party
- Special event menu
- Special event party
- Special event menu
- Special event party
- Special event menu
- Special event party
- Special event menu
- Special event party

For more information on Small changes make a big difference, and young voices speak the loudest truth, visit www.dlt.co.uk

BOOK SHELF

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

BOOK SHELF

- Charlotte's Web
- The Snowman
- The Snowman
- The Snowman
- The Snowman
- The Snowman
- The Snowman
- The Snowman
- The Snowman
- The Snowman

For more information on BOOK SHELF, visit www.teesparties.co.uk

Beauty and the Beast

Join us for a special Beauty and the Beast. We have a special Beauty and the Beast menu and a special Beauty and the Beast party for all the children.

Beauty and the Beast

- Special Beauty and the Beast menu
- Special Beauty and the Beast party
- Special Beauty and the Beast menu
- Special Beauty and the Beast party
- Special Beauty and the Beast menu
- Special Beauty and the Beast party
- Special Beauty and the Beast menu
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- Special Beauty and the Beast party

For more information on Beauty and the Beast, visit www.teesparties.co.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** - 70,000 (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

KIM HARDY

07988 620142

Kim@McCarthyPublishing.co.uk

(A)

(B)

FULL PAGE £2,170
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 £2,170

(C)

(D)

½ PAGE £1,090
(C) Horizontal:
184mm (w) x 135mm (h)
(D) Vertical:
90mm (w) x 273mm (h)

(E)

(G)

(F)

(H)

¼ PAGE £550
(E) Vertical:
90mm (w) x 135mm (h)
(F) Horizontal:
184mm (w) x 66mm (h)

⅛ PAGE £280
(G) Horizontal:
90mm (w) x 66mm (h)
(H) Vertical:
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