

Cardiff & The Vale

# 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 six times a year prior to each school holiday, Primary Times is distributed directly 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.

## What's in Primary Times?

- The most comprehensive what's on guide for parents of children (4-11 years) in the region.
- Local and national information specifically for parents in Cardiff and the Vale.
- Reader offers and news from local communities and schools.



**NOP confirms  
Primary Times  
is the UK's most  
read listings  
and information  
publication for  
parents.**

[click for more ►](#)

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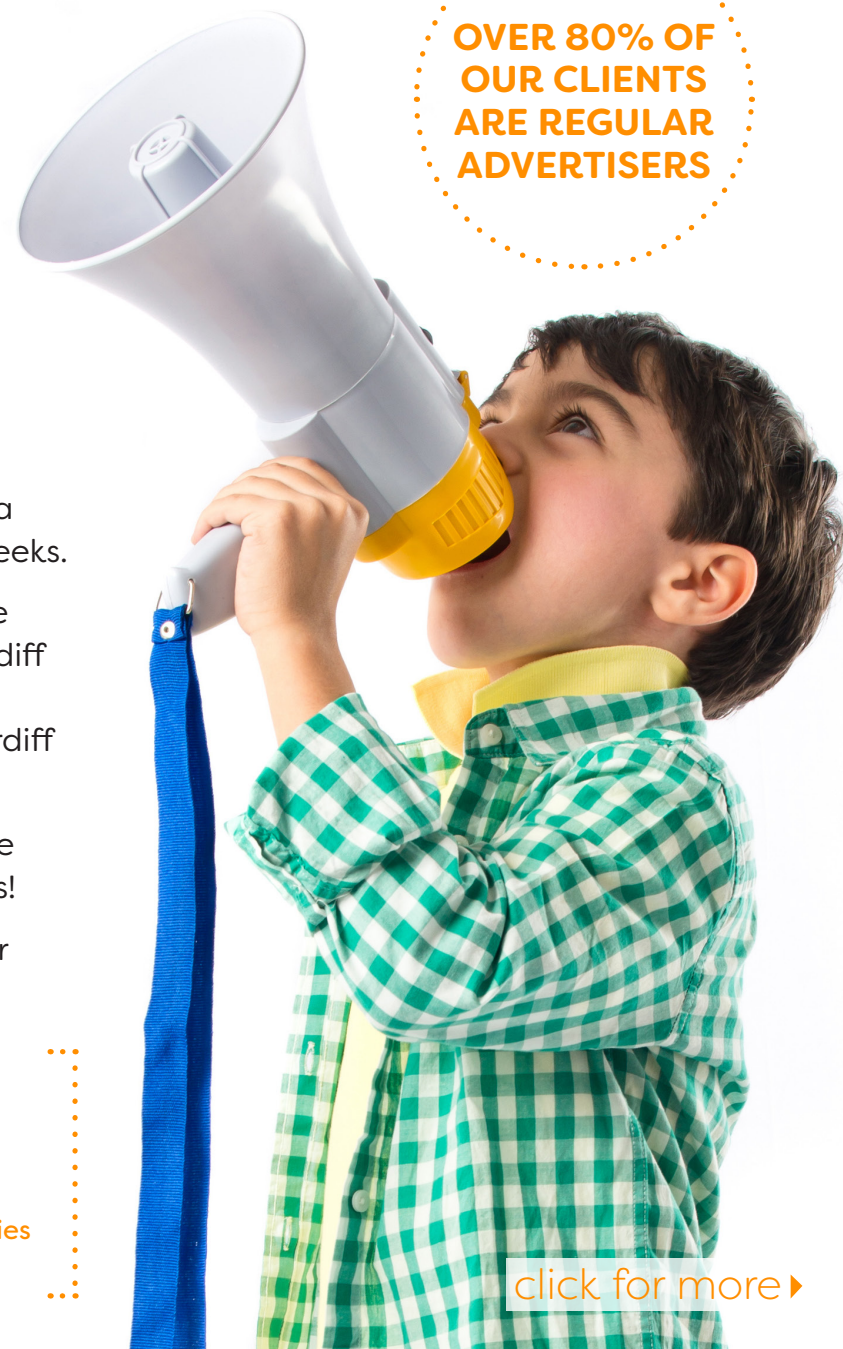
OVER 80% OF  
OUR CLIENTS  
ARE REGULAR  
ADVERTISERS

## Why advertise in Primary Times?

- **NICHE & TARGETED MARKETING** – Primary Times is highly targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** – 45,000 copies to families through 142 primary schools. One copy is allocated per family and taken home in the children's book bags.
- **GREAT TIMING** – just before every school holiday families receive fresh information just when they need it.
- **RETENTION VALUE** – useful information and listings ensure a 'coffee table life' of at least 6 weeks.
- **ADDED VALUE** – coverage online at [www.primarytimes.co.uk/cardiff](http://www.primarytimes.co.uk/cardiff) and on our social media pages: [f](#) [X](#) @Primary Times Club Cardiff
- **ADVERTISER SATISFACTION** – over 80% of our advertisers use us repeatedly – because it works!
- **COST EFFECTIVE** – per 1000, our pricing offers exceptional value.

“National Museum Wales has been advertising in every issue of Primary Times for many years as we find it the most effective way to reach our family audience. Primary Times always comes high in our research into the most popular ways for families to find out about events and activities taking place at our Museums. e hundreds of copies available to pick up at the Museums disappear very quickly too, so we know that families love the magazine.” Kathryn Jenkins, Marketing Officer Amgueddfa Cymru National Museum Wales

click for more ►



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“Mermaid Quay has advertised regularly with Primary Times for many years. The magazine provides an excellent platform to promote the wide range of family-friendly events that we hold at Mermaid Quay throughout the year.”

Linda Welch, Mermaid Quay Marketing Manager

## Primary Times Distribution

**Distribution areas in Cardiff:** Birchgrove, Canton, Cardiff Central, Cardiff Bay, Creigiau, Coryton, Cyncoed, Danescourt, Ely, Fairwater, Grangetown, Gwaelod y Garth, Heath, Lakeside, Lisvane, Llandaff, Llanedeyrn, Llanishen, Llanrumney, Pentwyn, Pentyrch, Radyr, Rhiwbina, Roath, Rumney, Splott, St. Mellons, Taffs Well, Tremorfa, Trowbridge, Victoria Park, Whitchurch.

### **Distribution areas in the Vale of Glamorgan:**

Barry, Colwinston, Cowbridge, Dinas Powys, Llancarfan, Llandough, Llanfair, Llangan, Llantwit Major, Nottage, Penarth, Pendoylan, Peterston Super Ely, Rhoose, St Athan, St Brides Major, St Nicholas, Sully, Wenvoe, Wick.



**DISTRIBUTED  
TO 45,000  
FAMILIES IN  
CARDIFF &  
THE VALE**

[click for more ▶](#)





Cardiff & The Vale

Magazine Advertising

# primary times

Reach thousands of local families when you advertise in Primary Times Cardiff & The Vale. With 45,000 printed copies PLUS an online magazine every issue...



The most effective way to reach parents & carers of 4-11 year olds

## 2024 publication dates

### February Half Term

Publishes: 29 January Copy deadline: 15 Jan

### Easter

Publishes: 11 March Copy deadline: 26 Feb

### May Half Term

Publishes: 13 May Copy deadline: 29 April

### Summer Holiday

Publishes: 8 July Copy deadline: 21 June

### Back to School

Publishes: 2 September Copy deadline: 9 Aug

### Oct Half Term

Publishes: 8 October Copy deadline: 27 Sept

### Winter

Publishes: 25 November Copy deadline: 8 Nov

**File Formats:** We prefer high resolution PDFs with all colours set to CMYK and all fonts embedded. We can also use JPEG files. All files must be 300dpi at the size required.

**We can't use Word, Publisher or Powerpoint files.**

## Print advertising rates\*

### Eighth page

W90mm x H66mm **£302**

### Quarter page

W90mm x H135mm **£550**

### Half page

W185mm x H135mm or W90mm x H275mm **£770**

### Full page

W216mm x H303mm (A4 plus 3mm bleed). Ensure logos and text are positioned at least 10mm from the edge. **£1430**

### Classifieds

Sixteenth page: W 43mm x H 66mm **£165**  
Classified box: W 43mm x H 30mm **£83**

### Front cover package

Front cover image, 1/4 page advert + 200 word editorial **£1500**

### Back cover (see full page spec)

**£1600**

### Inserts (per thousand)

**£30**

## Series discounts!\*



**£247** **£220**

Per issue Per issue

**£495** **£440**

Per issue Per issue

**£660** **£605**

Per issue Per issue

**£1265** **£1100**

Per issue Per issue

Per issue Per issue

**£143** **£121**  
**£72** **£61**

**£1275** **£1200**

Per issue Per issue

**£1360** **£1280**

**Terms:** New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days of publication. Cancellation must be notified in writing 14 days prior to the copy deadline. \*Prices are per issue and exclude VAT.

[click for more ▶](#)

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We're more than a printed magazine!  
Our website and social media pages  
keep parents in the know on the go!

[www.primarytimes.co.uk/cardiff](http://www.primarytimes.co.uk/cardiff)

[f](#) [X](#) @Primary Times Club Cardiff

## Digital Advertising



The most effective way to reach parents & carers of 4-11 year olds online – You will find our latest digital version of the magazine on our home page, fantastic competitions and up to date listings and local information.



## Digital advertising rates

### Leaderboard + extras\* £250

W 728px x H 90px

Per month

Leaderboard advertising (see image, left), plus a range of extras – see right.

### MPU 1 + extras\* £250

W 435px x 245px (see image, left)

Per month

Large Mid Page Unit advertising (see image, left), plus a range of extras – see right.

### MPU 2 + extras\* £225

W 300px x 250px (see image, left)

Per month

Medium Mid Page Unit advertising (see image, left), plus a range of extras – see right.

### Enhanced online listing £50

75 words (max), plus an image

Per month

Featured online at [primarytimes.co.uk/cardiff](http://primarytimes.co.uk/cardiff)

### Social media post/competition £50

100 words (max), plus an image

Per post

Featured on our Facebook and Twitter pages:

@Primary Times Club Cardiff

### \*Extras

Advertisers booking a Leaderboard or MPU also receive a social media post on our Facebook and Twitter pages (Primary Times Club Cardiff) along with an enhanced listing

### File sizes and formats:

Leaderboards and MPUs: See left for pixel sizes. Please supply JPEG or GIF files and exact URL required for hyperlink. Online listing and social media post/competition images must be JPEG format, under 3MB.

**Terms:** New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days. Cancellation must be notified in writing 14 days prior to the upload. \*Prices are per month and exclude VAT.

Place your advert now! Call Sam on 0754 5584392 or email [sam.jackson@primarytimes.co.uk](mailto:sam.jackson@primarytimes.co.uk)