

2024 Dates & Rates

Essex primary times

Reaching
60,000
families
in Essex



2024 Publication dates

February Half Term

Copy by: 16 Jan Publishes: 5 Feb

Easter

Copy by: 27 Feb Publishes: 18 Mar

May Half Term

Copy by: 23 Apr Publishes: 13 May

Summer

Copy by: 18 Jun Publishes: 8 Jul

Back to School

Copy by: 13 Aug Publishes: 2 Sep

October Half Term

Copy by: 24 Sep Publishes: 14 Oct

Winter

Copy by: 5 Nov Publishes: 25 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.

Advertising Rates*

Box Advert W43mm x H30mm	£80
Sixteenth Page W43mm x H66mm or W90mm x H30mm	£140
Eighth Page W90mm x H66mm or W43mm x H135mm	£260
Quarter Page W90mm x H135mm or W184mm x H66mm	£445
Half Page W184mm x H135mm or W90mm x H273mm	£800
Full Page For a full bleed advert: W216mm x H303mm OR W184mm x H273mm (will sit within a white border)	£1430
Back Cover See full page for specification.	£1540
Front Cover Front cover	£1315
Inserts (per thousand)	from £30

Great series discounts!*

3 issues	7 issues
20%	30%
£64 Per issue	£56 Per issue
£112 Per issue	£98 Per issue
£208 Per issue	£182 Per issue
£356 Per issue	£312 Per issue
£640 Per issue	£560 Per issue
£1144 Per issue	£1001 Per issue
£1232 Per issue	£1078 Per issue
£1052 Per issue	£921 Per Issue

Place your advert now! Call 07736 945757 or email karen.gardiner@primarytimes.co.uk

Terms & Conditions: 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 copy deadline. *Prices are per issue, and exclude VAT.