

Hampshire

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 Hampshire.
- 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 ▶](#)

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** - 55,000 copies to families through 224 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/hampshire and on our Facebook page: Primary Times Hampshire
- **ADVERTISER SATISFACTION** - over 80% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000, our pricing offers exceptional value.

"Advertising in Primary Times is a great way for us at the Science Centre to reach a key target audience. Through their brilliant school book bag distribution network we're able to reach parents directly with our messaging across the whole of Hampshire. The Primary Times team are also great to work with and are on hand to help out if we need them."



[click for more ▶](#)

Hampshire

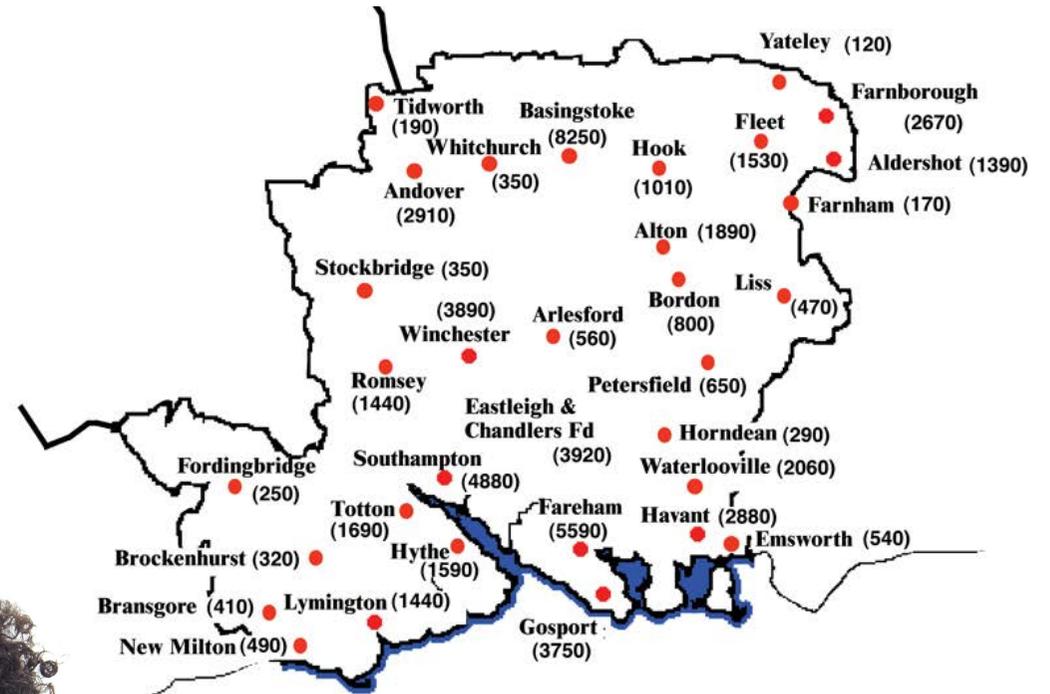
primary times

Primary Times Distribution

Distribution areas in Hampshire: Tidworth, Yateley, Farnborough, Aldershot, Fleet, Hook, Basingstoke, Farnham, Andover, Alton, Liss, Bordon, Arlesford, Stockbridge, Winchester, Arlesford, Romsey, Petersfield, Eastleigh & Chandlers Fd, Horndean, Waterlooville, Havant, Emsworth, Fareham, Southampton, Fordingbridge, Totton, Hythe, Gosport, Brockenhurst, Bransgore, New Milton, Lymington, Bransgore.

“We’ve been using Primary Times in Hampshire to advertise our Christmas Pantomimes for the past few years. It is a great part of our marketing mix, and a cost effective way to reach a large and targeted audience quickly.”

Andy Sheppard – Head of Marketing – New Theatre Royal, Portsmouth



**DISTRIBUTED
TO 55,000
FAMILIES IN
HAMPSHIRE**

[click for more ▶](#)



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Magazine Advertising

Reach thousands of local families when you advertise in Primary Times Hampshire. With 55,000 printed copies PLUS an online magazine every issue...



2024 publication dates

February Half Term

Publishes: 29 January Copy deadline: 15 Jan

Easter

Publishes: 18 March Copy deadline: 23 Feb

May Half Term

Publishes: 13 May Copy deadline: 26 April

Summer Holiday

Publishes: 8 July Copy deadline: 21 June

Back to School

Publishes: 2 September Copy deadline: 16 Aug

Oct Half Term

Publishes: 14 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.

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.

Print advertising rates*

Eighth page

W90mm x H66mm

£302

Quarter page

W90mm x H135mm

£550

Half page

W185mm x H135mm or W90mm x H275mm

£891

Full page

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

£1595

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

£1575

Back cover (see full page spec)

£1650

Inserts (per thousand)

£30

Series discounts!*



£247

Per issue

£220

Per issue

£495

Per issue

£440

Per issue

£757

Per issue

£712

Per issue

£1355

Per issue

£1276

Per issue

Per issue

£143

£72

Per issue

£121

£61

£1338

Per issue

£1260

Per issue

£1402

£1320

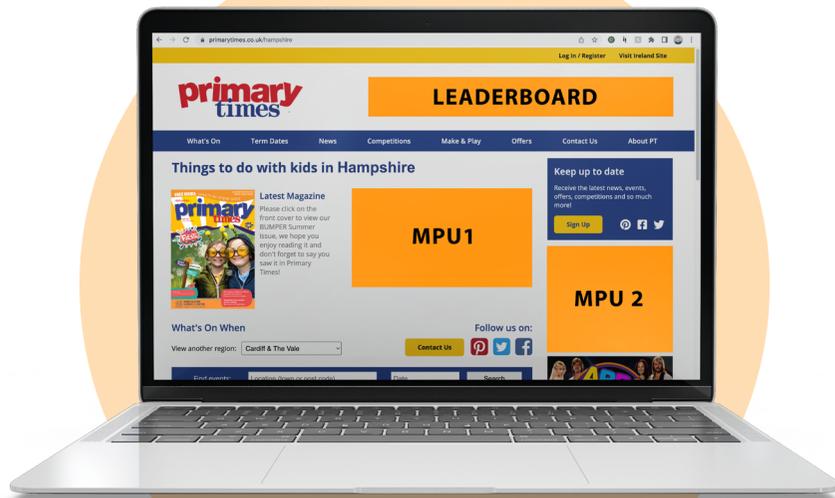
The most effective way to reach parents & carers of 4-11 year olds

[click for more ▶](#)

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Digital Advertising

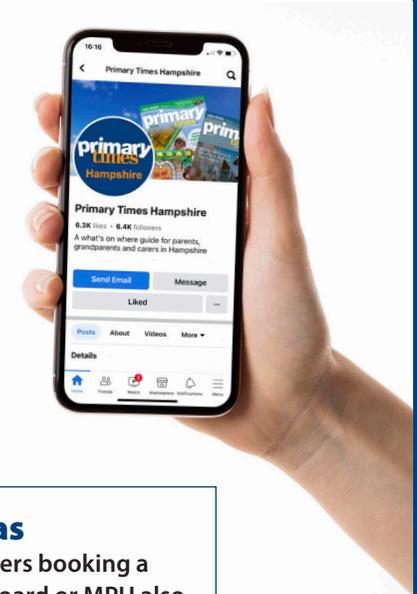
The most effective way to reach parents & carers of 4-11 year olds online – You will find our latest digital version of the magazine on our home page, fantastic competitions and up to date listings and local information.



We're more than a printed magazine!
Our website and Facebook page keep
parents in the know on the go!

www.primarytimes.co.uk/hampshire

 Primary Times Hampshire



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/hampshire

Social media post/competition **£50**
100 words (max), plus an image Per post
Featured on our Facebook and Twitter pages:
[@Primary Times Hampshire](https://www.facebook.com/PrimaryTimesHampshire)

*Extras

Advertisers booking a
Leaderboard or MPU also
receive a social media
post on our Facebook and
Twitter pages (Primary
Times Hampshire) 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