

North & East Yorkshire 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.
- Primary Times in North & East Yorkshire distributes 40,000 copies seven times a year and is part of a national network distributing more than 2.7 million copies in 59 regions across the UK and Ireland.

BPA Audited.

What's in Primary Times?

- The most comprehensive what's on guide for families in the region.
- Local and national information for parents and teachers in North and East Yorkshire including learning and party resources.
- Reader offers and news from local communities and schools.



**DISTRIBUTED
TO 40,000
(BPA AUDITED)
LOCAL
FAMILIES**



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** - 40,000 copies to families through 205 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/nyorks and on our social media pages:
 @ptnyorks
- **ADVERTISER SATISFACTION** - over 80% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000, our pricing offers exceptional value.
- **TANGIBLE AND CREDIBLE PRESENCE** - Print ads provide a tangible and credible presence. Unlike digital ads that can be easily ignored or scrolled past, a print ad in Primary Times offers a physical and lasting impression that readers can refer back to.
- **LOCAL COMMUNITY CONNECTION** - Print ads in Primary Times show support for local businesses and community engagement, fostering a sense of trust and loyalty among readers.
- **LESS CLUTTERED ENVIRONMENT** - In the print format, there's less competition for attention compared to online platforms where users are bombarded with multiple ads simultaneously. This allows your message to stand out more effectively.
- **READERSHIP ENGAGEMENT** - Print publications often lead to higher engagement. Readers tend to spend more time with a physical magazine, leading to better retention of the advertised content.
- **BRAND RECOGNITION** - Consistent presence in a trusted print publication like Primary Times can contribute to long-term brand recognition. Seeing the brand regularly in a familiar context helps build trust.

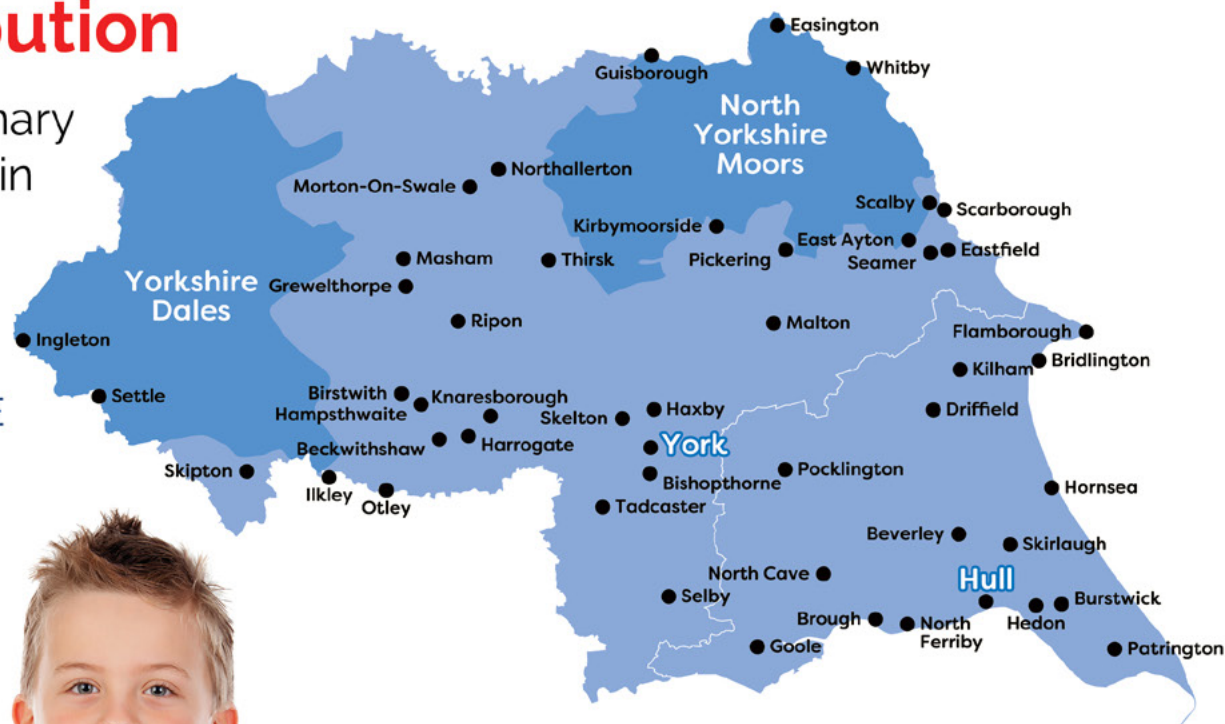
North & East Yorkshire **primary** times

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TO 40,000
LOCAL
FAMILIES

Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in North & East Yorkshire.

WE DELIVER TO 205 PRIMARY SCHOOLS IN NORTH & EAST YORKSHIRE



North & East Yorkshire primary times

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

2024 publication dates

February Half Term

Publishes: 5 February

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: 24 June

Back to School

Publishes: 3 September

Copy deadline: 19 Aug

Oct Half Term

Publishes: 7 October

Copy deadline: 23 Sept

Winter

Publishes: 25 November

Copy deadline: 11 Nov

Print advertising rates*

Eighth page

£220

W90mm x H66mm

Quarter page

£385

W90mm x H135mm

Half page

£715

W184mm x H135mm or W90mm x H275mm

Full page

£1375

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

Classifieds

Sixteenth page: W 43mm x H 66mm

£140

Classified box: W 43mm x H 30mm

£70

Series discounts!*



£187

Per issue

£176

Per issue

£330

Per issue

£310

Per issue

£608

Per issue

£572

Per issue

£1150

Per issue

£1080

Per issue

Per issue

£120

£60

Per issue

£100

£50

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 10 days of publication. Cancellation must be notified in writing 14 days prior to the copy deadline. *Prices are per issue and exclude VAT.



North & East Yorkshire primary times

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/nyorks

[f @ptnyorks](#)



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/nyorks

*Extras

Advertisers booking a
Leaderboard or MPU also
receive a social media
post on our Facebook
pages (@ptnyorks) 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 10 days. Cancellation
must be notified in writing 14 days
prior to the upload. *Prices are per
issue and exclude VAT.

Place your advert now! Call Maureen on 07394 296453 or email maureen.mccarthy@primarytimes.co.uk