

# Essex 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 2.2 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 and around Essex.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.



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OVER 70% OF  
OUR CLIENTS  
ARE REGULAR  
ADVERTISERS

## Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is highly targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 59,040 copies to families through primary schools. One copy is allocated per family and taken home in the children's book bags.
- **GOOD TIMING** - just before every school holiday families receive fresh information just when they need it.
- **RETENTION VALUE** - the listings and money off vouchers ensure reference and retention for at least 6 weeks.
- **ADDED VALUE** - competitions, advertorials, coverage and support from [www.primarytimes.co.uk](http://www.primarytimes.co.uk)
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 our pricing structure offers exceptional value.



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DISTRIBUTED  
TO 59,040  
LOCAL  
FAMILIES

## Primary Times Distribution

Primary Times is distributed to primary schools and libraries in Essex in:

- Harlow
- Chelmsford
- Brentwood
- Basildon
- Southend-on-Sea
- Braintree
- Colchester
- Clacton



[click for more ▶](#)

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

[www.primarytimes.co.uk](http://www.primarytimes.co.uk) features regional and national content including:

- What's on Listings • News • Competitions
- Local information for families

Please ask us about our full range of digital advertising opportunities which include:

- Tailored E-shots
- Regional and National MPUs
- Banners or Buttons • Videos
- Sponsorship and much more



[click for more ▶](#)

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## Share in the success!

Reaching more than 2 in 3 families who have children attending primary school, it is not surprising that Primary Times in and around Essex advertisers include:

- Jump Street
- Colchester Zoo
- Kumon
- Essex County Council
- Mega Camps
- Adventure Island
- Lakeside Shopping Centre
- Girlguiding
- ... and many more!

**To find out more or to place your advert now call Karen on 07736 945757 or email [karen.gardiner@primarytimes.co.uk](mailto:karen.gardiner@primarytimes.co.uk)**

Schools Publishing Limited, 6 Swan Court, Forder Way, Hampton, Peterborough, Cambridgeshire, PE7 8GX.



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**59,040**  
copies per issue



Digital  
Advertising:

MPU  
£POA per  
calendar month

Leader board  
£POA per calendar month



## 2025 Publication dates

### February Half Term

Copy by: 14 Jan Publishes: 3 Feb

### Easter

Copy by: 4 Mar Publishes: 24 Mar

### May Half Term

Copy by: 22 Apr Publishes: 12 May

### Summer

Copy by: 17 June Publishes: 7 July

### Back to School

Copy by: 12 Aug Publishes: 1 Sept

### October Half Term

Copy by: 23 Sept Publishes: 13 Oct

### Winter

Copy by: 04 Nov Publishes: 24 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\*

### Sixteenth Page

£150  
W43mm x H66mm or W90mm x 30mm

### Eighth Page

£299  
W90mm x H66mm or W43mm x H135mm

### Quarter Page

£511  
W90mm x H135mm or W184mm x H66mm

### Half Page

£920  
W184mm x H135mm or W90mm x H273mm

### Full Page

£1,644  
For a full bleed advert: W216mm x H303mm.  
For an advert with a white border all the way  
round: W184mm x H273mm

### Front Cover

£1,512  
W194mm x H275mm

### OB Cover

£1,771  
For a full bleed advert: W216mm x H303mm

### Inserts

£35.00 per thousand  
Minimum 10,000

## 3 series rate 10% discount

### £135

Per Issue

### £270

Per Issue

### £460

Per Issue

### £828

Per Issue

### £1,480

Per Issue

### £1,361

Per Issue

### £1,594

Per Issue

## 4 series + rate 15% discount

### £128

Per Issue

### £255

Per Issue

### £435

Per Issue

### £782

Per Issue

### £1,398

Per Issue

### £1,286

Per Issue

### £1,506

Per Issue

**Place your advert now! Call Karen on 07736 945757 or email [karen.gardiner@primarytimes.co.uk](mailto: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. Cancellations: must be made not less than four weeks prior to the advised copy deadline date. Failure to comply will result in a charge being made for the full cost of the advertisement space booked. \*Prices are per issue, and exclude VAT.