primary times

www.primarytimes.co.uk

The essential FREE magazine for Parents, Teachers & Children across the North East Region.

Two Editions (Newcastle & Sunderland/Durham) reaching over 127,000 families seven times a year.









What is Primary Times?

- **Primary Times in the North East is a FREE distribution magazine with 127,000 copies targeting the PARENTS and SCHOOL STAFF of primary school children (aged 4–11).**
- **Published 7 times a year, prior to each school holiday plus a back to school issue**
- **Distributed to each child through their school across Newcastle, Sunderland & Durham and then taken home to parents or carers.**
- **In fact, 9 out of 10 primary school children in Tyne & Wear receive a copy of Primary Times.**
- **Primary Times North East is part of a national network distributing over 2.3 million copies in 52 regions across the UK and Ireland.**

What's in Primary Times?

- **The most comprehensive countywide 'What's On Guide' for families.**
- **Extensive listings for events, theatres, days out and family activities. Listings are also posted onto our national website www.primarytimes.co.uk**
- **Listings on our website link to the client's own website.**
- **News on important local and national education and parenting topics.**
- **Regular features including competitions.**

Why advertise in Primary Times?

- **Proven track record – over 90% of advertisers use us repeatedly.**
- **All readers either are or have been involved with the education of primary school aged children.**
- **Totally targeted readership, no wastage – delivered to parents of primary school aged children in their book bags.**
- **Easy access to the whole Primary Times network of over 2.3 million copies nationally.**
- **Each issue is used as a 'Family Bible' guiding them through events which lasts from one issue to the next, thus providing year round coverage.**
- **Our distribution is independently audited by the BPA and as such we are able to say that we are now officially, locally, regionally & nationally, the biggest circulated magazine – delivering to more families across the UK than any other publication.**

Contact Us

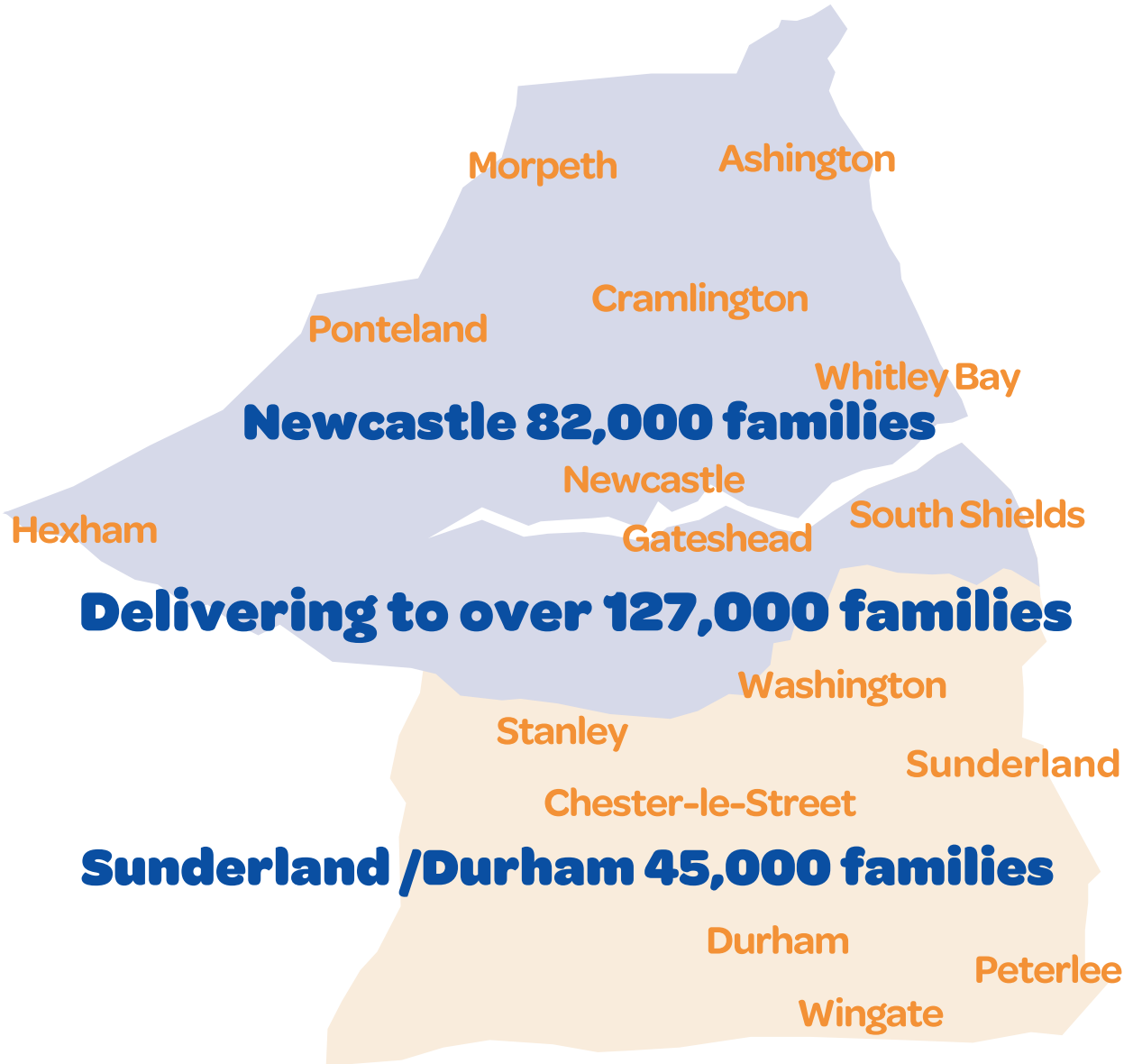
Telephone: 0191 2645909
E-mail: jan@primarytimesne.co.uk
or john@primarytimesne.co.uk
Website: www.primarytimes.co.uk

MEMBER BPA WORLDWIDE℠

primary times

www.primarytimes.co.uk

86% Regional Coverage of Primary Schools.



464 First, Primary & Middle Schools out of 540 in the region receive Primary Times.

Advertising Rates & Sizes

R.O.M	Newcastle Gateshead & Northumberland	Sunderland & Durham
Full Page	£2340	£1350
1/2 Page	£1,250	£800
1/4 Page	£650	£420
1/8 Page	£375	£225
1/16th Page	£200	£135
Classified		
Box Advert (3 x 1)	£125	£80
Event Listing		
(Date, Event, Location & 20 words)	£125	£80
Premium Positions		
Front Page	£2,570	£1,590
Back Page	£2,570	£1,590
Inside Back	£2,450	£1,470
Inside Front	£2,450	£1,470
Sponsorship (per Issue)		
What's On Guide (per page)	POA	POA
Puzzle Page	POA	POA

Leaflet Insertions Price per ' 000 on application, from £40.00 per '000
Agency Commission: 10% providing accounts are settled within 30 Days of Invoice Date.
Discount Structure: 4 Inserts 15%, 7 Inserts 25%
All prices exclude VAT@20%.
Policy : Not to run anything racist, sexist or political, not to carry anything offensive to children or parents i.e.tobacco/alcohol advertisements.

Readership/Distribution Facts

1. Primary Times North East established 2004 (Now in its 22nd Year).
2. Currently 52 Primary Times Regions distributing 2.279 million copies per publication date across the UK & Northern Ireland.
3. Primary Times North East publishes 82,000 copies in Newcastle and 45,000 copies in Sunderland & Durham, making a total of 127,000 in the North East all delivered just prior to each School Holiday and a Back to School issue in September.
4. Primary Times North East covers Primary Schools throughout Newcastle, North Tyneside, Northumberland, Gateshead, South Tyneside, Sunderland, Washington, Peterlee, Chester-le-Street, Durham, Consett & Stanley.
5. It is then taken home to parents & carers and is also read by teachers which translates into a readership of 164,000 under 45's in Newcastle & 90,000 under 45's in Sunderland & Durham. A combined readership of 254,000 under 45's across both editions.

Advertising Production Schedule 2026

Edition	Booking Deadline	Copy Deadline	Issue Date
February Half Term	19th January 2026	23rd January 2026	2nd February 2026
Easter Holiday	9th March 2026	13th March 2026	23rd March 2026
May Half Term	27th April 2026	1st May 2026	11th May 2026
Summer Holiday	15th June 2026	19th June 2026	29th June 2026
Back to School	17th August 2026	21st August 2026	1st September 2026
October Half Term	28th September 2026	2nd October 2026	12th October 2026
Christmas Holidays	9th November 2026	13th November 2026	23rd November 2026

Copy deadline for complete artwork is 5.30pm on the Monday 7 days prior to publication date.

Mechanical Data

Before sending artwork for advertisements for the magazine please read the instructions and dimensions below carefully.

Correctly organised files and instructions will ensure accurate reproductions of advertisements. If you are supplying a pre-designed advertisement that has been designed and just needs placing make sure that:

The advertisement is the correct size for the space. Read the dimensions carefully and add 3mm for each side that is to bleed off the edge of the page. The colour mode is CMYK. Bitmap or JPEG images are 300dpi in resolution. The file is saved as a high resolution PDF, EPS, or JPEG.

That all fonts included are either flattened, converted to paths or preferably embedded.

Printing Process Web Offset Screen Size 100/120

Advert Dimensions (mm)

Full Page 273H x184W

Double Page Spread 297H x420W

Half Page Horizontal 135H x 184W

Half Page Vertical 273H x93W

Quarter Page Horizontal 66H x184W

Quarter Page Vertical 135H x 93W

Eighth Horizontal 66H x 93W

Eighth Vertical 135H x 43W

Sixteenth Vertical 66H x 43W

Sixteenth Horizontal 33H x 90W

Please send artwork to: Email: john@primarytimesne.co.uk

All artwork must be supplied in the appropriate format and size, any amendments due to incorrect format will incur additional charges based on an hourly rate of £60.00 per hour.