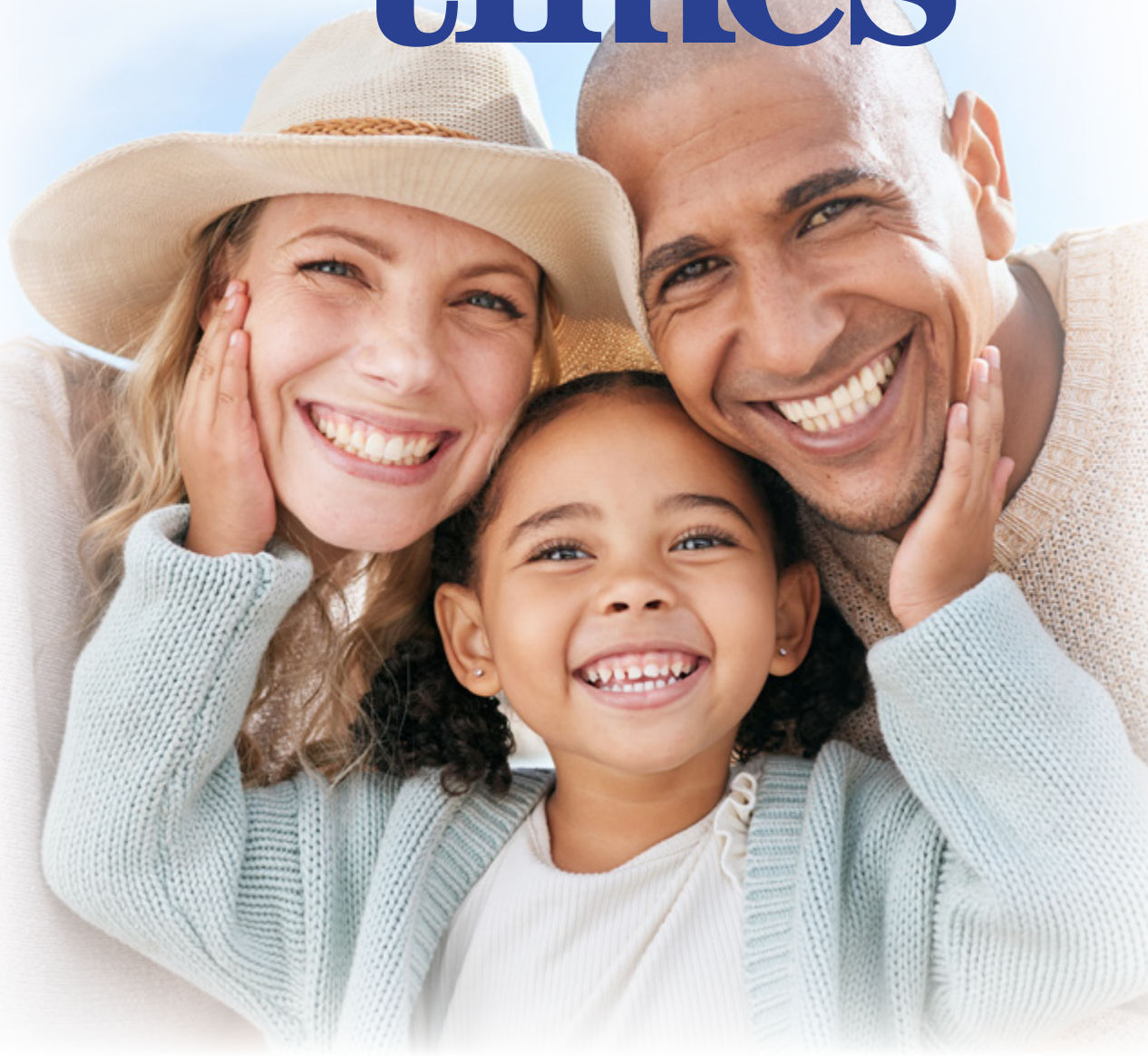


primary times



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 2.7 million copies to primary schools, Primary Times has been tried, tested, and trusted since 1989.



253 SCHOOLS IN LINCOLNSHIRE
RECEIVE PRIMARY TIMES

50,000 COPIES OF EACH
ISSUE DELIVERED

70% OF OUR CLIENTS
ARE REGULAR
ADVERTISERS

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times

WHAT IS IN PRIMARY TIMES?

- A comprehensive 'what's on' guide for parents in Lincolnshire
- Local and national information
- Reader offers and news from the local community and businesses
- Competitions



PRIMARY TIMES DISTRIBUTION

Our distribution provides comprehensive coverage across Lincolnshire, specifically focusing on key towns such as:

- Scunthorpe
- Brigg
- Gainsborough
- Lincoln
- Louth
- Woodhall Spa
- Alford
- Market Rasen
- Grantham
- Sleaford
- Spalding
- Boston
- Spilsby
- Skegness

**50,000
COPIES OF
EACH ISSUE
DELIVERED**

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Rapunzel – the Tangled Parto at the Brill

For the first time in the UK, the brilliant Rapunzel musical is being performed at the Brill Theatre. The show is a musical adaptation of the Disney movie 'Tangled' and is a fantastic family entertainment. The show is a musical adaptation of the Disney movie 'Tangled' and is a fantastic family entertainment. The show is a musical adaptation of the Disney movie 'Tangled' and is a fantastic family entertainment.

100% of all profits will be donated to the charity 'The Children's Hospice' which is a charity that provides care for children with life-threatening illnesses. The show is a musical adaptation of the Disney movie 'Tangled' and is a fantastic family entertainment. The show is a musical adaptation of the Disney movie 'Tangled' and is a fantastic family entertainment.

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Santa and his elves will be returning to these Christmas Shows

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KIDS GO FREE ON BOILING DAY!

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COMPETITIONS

For more information on the competitions, please visit www.competitionland.co.uk or call 01203 555 555. The competitions are open to all children aged 5-16.

METRO POLICE DEPT PLAYSET

The Metro Police Dept Playset is a fantastic playset for children. It includes a police car, a police officer, and a police dog. The playset is made of high-quality plastic and is very durable. It is a great gift for children who love playing with police toys.

CASDON JOSEPH JOSEPH BUNDLE

The Casdon Joseph Joseph Bundle is a fantastic bundle for children. It includes a variety of toys, including a car, a plane, and a boat. The bundle is made of high-quality plastic and is very durable. It is a great gift for children who love playing with toys.

LITTLE LIVE PETS - MAMA SURPRISE

The Little Live Pets - Mama Surprise is a fantastic pet for children. It is a small, cute, and cuddly pet that can be taken care of by children. The pet is made of high-quality plastic and is very durable. It is a great gift for children who love having a pet.

ORCHARD TOYS CHRISTMAS BUNDLE

The Orchard Toys Christmas Bundle is a fantastic bundle for children. It includes a variety of toys, including a car, a plane, and a boat. The bundle is made of high-quality plastic and is very durable. It is a great gift for children who love playing with toys.

11/11/2023

www.competitionland.co.uk

www.competitionland.co.uk

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YOUR CUSTOMER JOURNEY

Primary Times plays a vital role in your marketing strategy



1. AWARENESS

Families read Primary Times and gain awareness of your business



2. CONSIDERATION

Customers log onto your website and social media channels boosting your visitor numbers while gaining more information



3. PURCHASING

Customers make bookings generating new revenue for your business



4. LOYALTY

Happy customers take out a membership, leave great reviews and refer friends, spreading positive word of mouth



primary times

WHY ADVERTISE WITH US?

- **TARGETED MARKETING** - Primary Times is specifically targeted at families with children.
- **GREAT TIMING** - Published just before every school holiday, ensuring families receive fresh information just when they need it.
- **ADVERTISER SATISFACTION** - Over 70% of our advertisers use us repeatedly - because it works!

**DISCOUNTS
AVAILABLE ON
3 + BOOKINGS**

2026/27 PUBLICATION DATES

	Copy by:	Publishes:
Back to school 2026	24 th Aug	7 th Sep
October Half Term	29 th Sep	12 th Oct
Winter 2026	9 th Nov	23 rd Nov
February Half Term	18 th Jan	1 st Feb
Easter 2027	1 st Mar	15 th Mar
May Half Term	4 th May	17 th May
Summer 2027	21 st Jun	5 th Jul

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.

DIGITAL PACKAGES

We offer a range of digital opportunities, including digital display advertising and solus email marketing. We can tailor a bespoke package to your needs and budget.

FOR MORE INFORMATION
AND TO BOOK YOUR
ADVERTISEMENT CONTACT:

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07394 296453

Maureen@McCarthyPublishing.co.uk

(A)

(B)

**FULL PAGE
OPTION (A)**

Trim: 210mm (w) x 297mm (h)

Bleed: 216mm (w) x 303mm (h)

Type: 190mm (w) x 277mm (h)

OPTION (B)

184mm (w) x 273mm (h)
with white border
all around

FRONT
COVER
£POA

(C)

(D)

½ PAGE

(C) Horizontal:
184mm (w) x 135mm (h)

(D) Vertical:
90mm (w) x 273mm (h)

(E)

(G)

(F)

(H)

¼ PAGE

(E) Vertical:
90mm (w) x 135mm (h)

(F) Horizontal:
184mm (w) x 66mm (h)

⅛ PAGE

(G) Horizontal:
90mm (w) x 66mm (h)

(H) Vertical:
43mm (w) x 135mm (h)