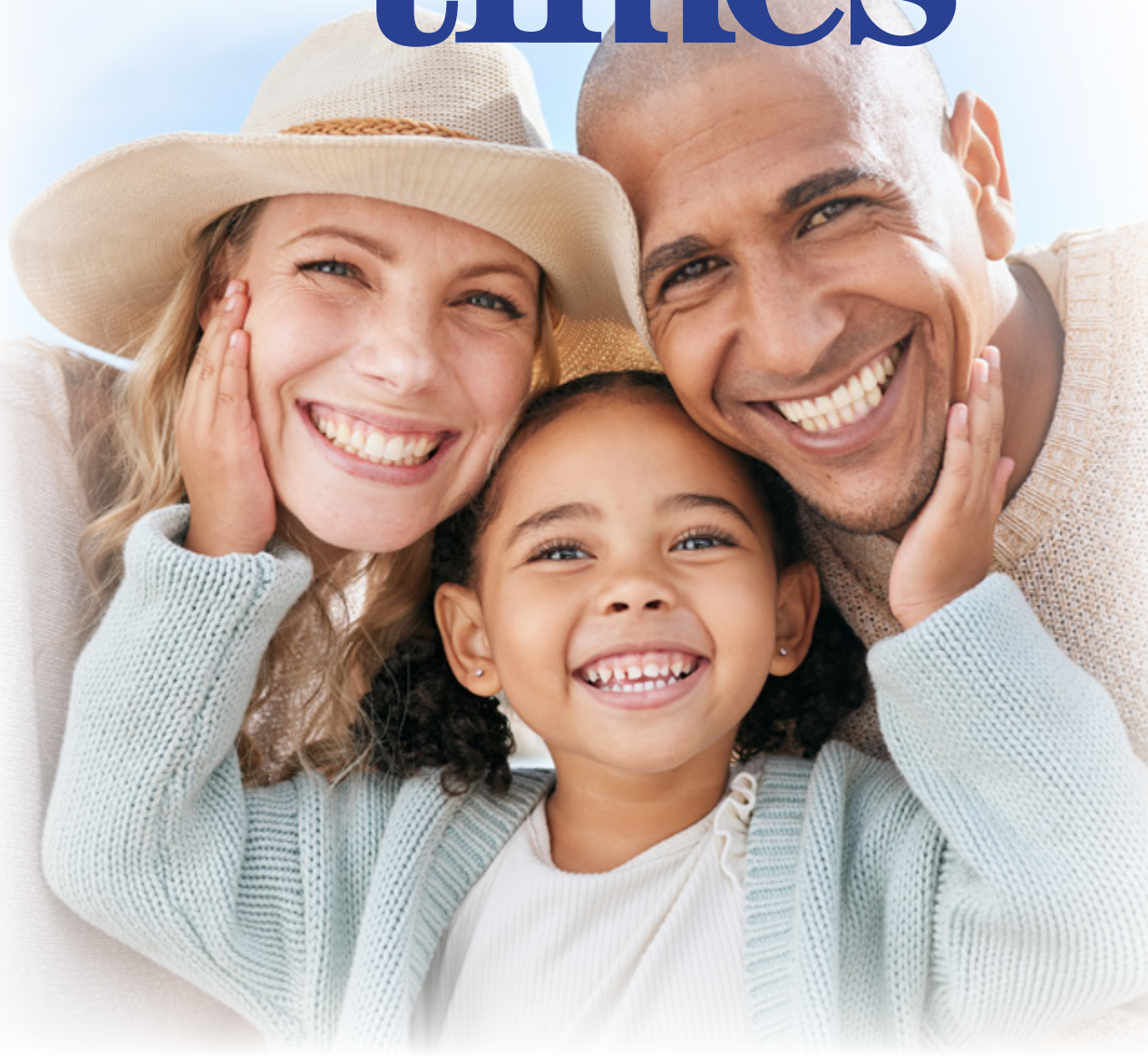


NORTH & EAST YORKSHIRE

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.
- 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.



250 PRIMARY SCHOOLS IN NORTH & EAST YORKSHIRE RECEIVE PRIMARY TIMES

50,000 COPIES OF EACH ISSUE DELIVERED

70% OF OUR CLIENTS ARE REGULAR ADVERTISERS

primary times

WHAT IS IN PRIMARY TIMES?

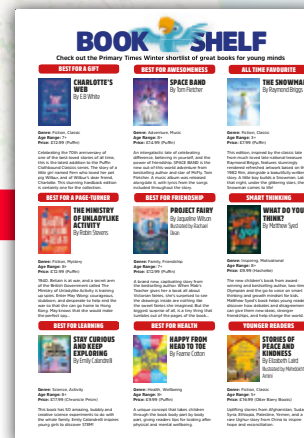
- A comprehensive 'what's on' guide for parents in North & East Yorkshire
- Local and national information
- Reader offers and news from the local community and businesses
- Competitions

PRIMARY TIMES DISTRIBUTION

Our distribution ensures comprehensive coverage across North & East Yorkshire:

- York
- Harrogate
- Knaresborough
- Skipton
- Richmond
- Thirsk
- Malton
- Pickering
- Scarborough
- Bridlington
- Whitby
- Driffield
- Beverley
- Selby
- Hull

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



primary times

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:

MAUREEN MCCARTHY

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)