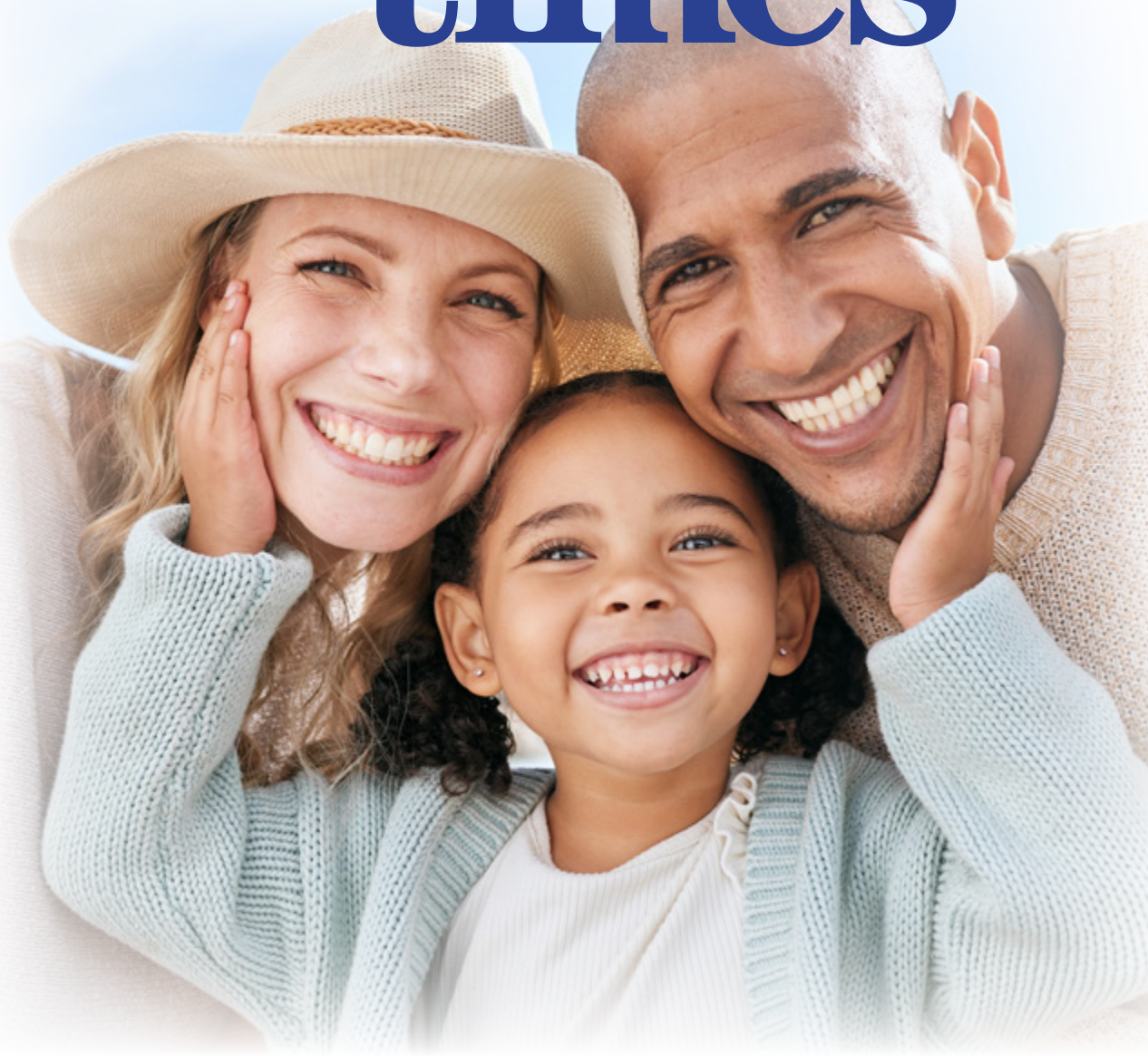


primary times



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.



220 SCHOOLS IN TEES VALLEY
RECEIVE PRIMARY TIMES

70,000 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 Tees Valley
- Local and national information
- Reader offers and news from the local community and businesses
- Competitions

PRIMARY TIMES DISTRIBUTION

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

- Middlesbrough
- Stockton-on-Tees
- Redcar
- Guisborough
- Marske
- Saltburn
- Skelton
- Billingham
- Norton
- Stokesley
- Darlington
- Great Ayton
- Hartlepool

70,000 COPIES OF EACH ISSUE DELIVERED

Warming Winter Recipes from... JAMIE OLIVER

Primary Times teams up with Jamie Oliver to bring delicious, easy, comforting and simple recipes from his latest cook book, ONE, to your family table this Winter.

Joining us again this time for the second year is Jamie Oliver's new book, ONE, which is a collection of simple, comforting and easy recipes for the whole family. Jamie's recipes are perfect for the winter months, with a focus on hearty, warming dishes that are easy to make and perfect for the whole family.

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WOW

WOW is a collection of simple, comforting and easy recipes for the whole family. Jamie's recipes are perfect for the winter months, with a focus on hearty, warming dishes that are easy to make and perfect for the whole family.

A Magical Christmas at Baby Castle and High Force Waterfall

Join us for a magical Christmas at Baby Castle and High Force Waterfall. The event is a collection of simple, comforting and easy recipes for the whole family. Jamie's recipes are perfect for the winter months, with a focus on hearty, warming dishes that are easy to make and perfect for the whole family.

COMPETITIONS

Join us for a collection of simple, comforting and easy recipes for the whole family. Jamie's recipes are perfect for the winter months, with a focus on hearty, warming dishes that are easy to make and perfect for the whole family.

Christmas at DLT

Join us for a collection of simple, comforting and easy recipes for the whole family. Jamie's recipes are perfect for the winter months, with a focus on hearty, warming dishes that are easy to make and perfect for the whole family.

Small changes make a big difference, and young voices speak the loudest truth

Join us for a collection of simple, comforting and easy recipes for the whole family. Jamie's recipes are perfect for the winter months, with a focus on hearty, warming dishes that are easy to make and perfect for the whole family.

Tees Active's your one-stop shop for birthday parties!

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BOOK SHELF

Check out the Primary Times Winter Shortlist of books for young minds!

BEST FOR A GIFT CHARLIE'S WED By E.B. White Book: Puffin Age: 7-10 Price: £12.99 (Pb)	BEST FOR DISCOVERIES SPACE HAD TO BE THERE Book: Puffin Age: 7-10 Price: £12.99 (Pb)	ALL TIME FAVORITE THE SNOWMAN By Raymond Briggs Book: Puffin Age: 7-10 Price: £12.99 (Pb)
BEST FOR A PAGE-TURNER THE HUNTER By Michael Morpurgo Book: Puffin Age: 7-10 Price: £12.99 (Pb)	BEST FOR FRIENDSHIP PROJECT FURY By Michael Morpurgo Book: Puffin Age: 7-10 Price: £12.99 (Pb)	WHAT DO YOU THINK? WHAT DO YOU THINK? By Michael Morpurgo Book: Puffin Age: 7-10 Price: £12.99 (Pb)
BEST FOR LEARNING STAY CURIOUS AND KEEP EXPLORING By Michael Morpurgo Book: Puffin Age: 7-10 Price: £12.99 (Pb)	BEST FOR HEALTH HAPPY FROM HEAD TO TOE By Michael Morpurgo Book: Puffin Age: 7-10 Price: £12.99 (Pb)	YOUNGER READERS STORIES OF PEACE AND KINDNESS By Michael Morpurgo Book: Puffin Age: 7-10 Price: £12.99 (Pb)

Beauty and the Beast

Princess Alexandra Auditorium
Tues 21st December 2023
Tues 27th January 2024

primary times

YOUR CUSTOMER JOURNEY

Primary Times plays a vital role in your marketing strategy



2. CONSIDERATION

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



1. AWARENESS

Families read Primary Times and gain awareness of your business



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

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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.

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AND TO BOOK YOUR
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(A)

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**FULL PAGE
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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
EPOA

(C)

(D)

½ PAGE

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

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

(E)

(G)

(F)

(H)

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90mm (w) x 135mm (h)

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

⅛ PAGE

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