

Cheshire & The Wirral

primary times

Distributed to 70% of local families through Cheshire & The Wirral's primary schools • **70%**

Of the 8,000 magazines in the whole of the UK, **Primary Times circulation is ranked no 15!** Research from the NOP confirms **Primary Times is the UK's most read listings and information publication for parents**

WHAT'S IN PRIMARY TIMES?

...The North West's best what's on and where to go guide for parents.

- Local and National INFORMATION specifically for parents in Cheshire & The Wirral
- The most comprehensive WHAT'S ON guide for parents of children (4 – 11 years) in the region
- Reader Offers for parents
- NEWS from local communities and schools
- Special FEATURES for parents and children



7 EDITIONS PER YEAR

February Half-Term 7th February

Easter 28th March

May Half-Term 16th May

Summer 4th July

Back to School 5th September

October Half-Term 10th October

Christmas & New Year 21st November

WHY ADVERTISE IN IT?

...The sheer volume of our distribution sets us apart from our competitors, including the regional newspapers

- **EFFECTIVE DISTRIBUTION** – 50,000 copies through 230 schools. One copy is allocated per family and taken home in the children's book bag.
- **ONE STOP SHOP** – you can reach families in the whole of the North West through Primary Times.
- **GOOD TIMING** – just before every school holiday, families receive fresh information just when they need it.
- **RETENTION VALUE** – the listings and reader offers ensure reference and retention for at least 6 weeks.
- **NICHE MARKETING** – Primary Times is highly targeted at a very specific market ie families with children. No wastage!
- **ADVERTISER SATISFACTION** – over 70% of our advertisers use us repeatedly – because it works!
- **BRAND AWARENESS** – Over 2.5 million copies of Primary Times magazines are distributed through primary schools in 59 regions of the UK and Ireland. National recognition – local response!
- **READER CONFIDENCE** – Tried, tested and trusted since 1989.

PHONE 0845 880 1777

EMAIL office@primarytimesmag.com

The Essential FREE Magazine for parents, teachers & children in Cheshire & The Wirral



ADVERTISING RATES

Double Page £1,900.00

Full Page £1,250.00

1/2 Page £750.00

1/4 Page £450.00

1/8 Page £225.00

1/16 Page £125.00

Box £70.00

3 editions **7 editions**

Discount 20% 30%

Full Page £1000.00 £875.00

1/2 Page £600.00 £525.00

1/4 Page £360.00 £315.50

1/8 Page £180.00 £157.50

1/16 Page £100.00 £87.50

TERMS & CONDITIONS

Payment in advance for first time advertisers
Settlement STRICTLY 10 days from publication
Cancellation 21 days prior to publication
Debit and credit card facilities available
ALL PRICES quoted per issue, EXCLUDING VAT

**SHARE IN THE SUCCESS
ADVERTISERS USE US REPEATEDLY BECAUSE IT WORKS!**

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