



primary times



in Avon
for parents, teachers and children



WHY IT CAN WORK FOR YOU

- Primary Times in Avon is a magazine for parents, pupils and teachers in the primary school sector across Bristol, Bath, South Glos, North Somerset and BANES. It is primarily a 'what's on and where to go family guide', with editorial covering local and educational issues.
- Published seven times a year at the start of each half- and full-term holiday, with a special 'Back To School' issue in September, it's delivered directly to 4-11 year olds, teachers and parents in 95% of state primary schools. In all, 69,000

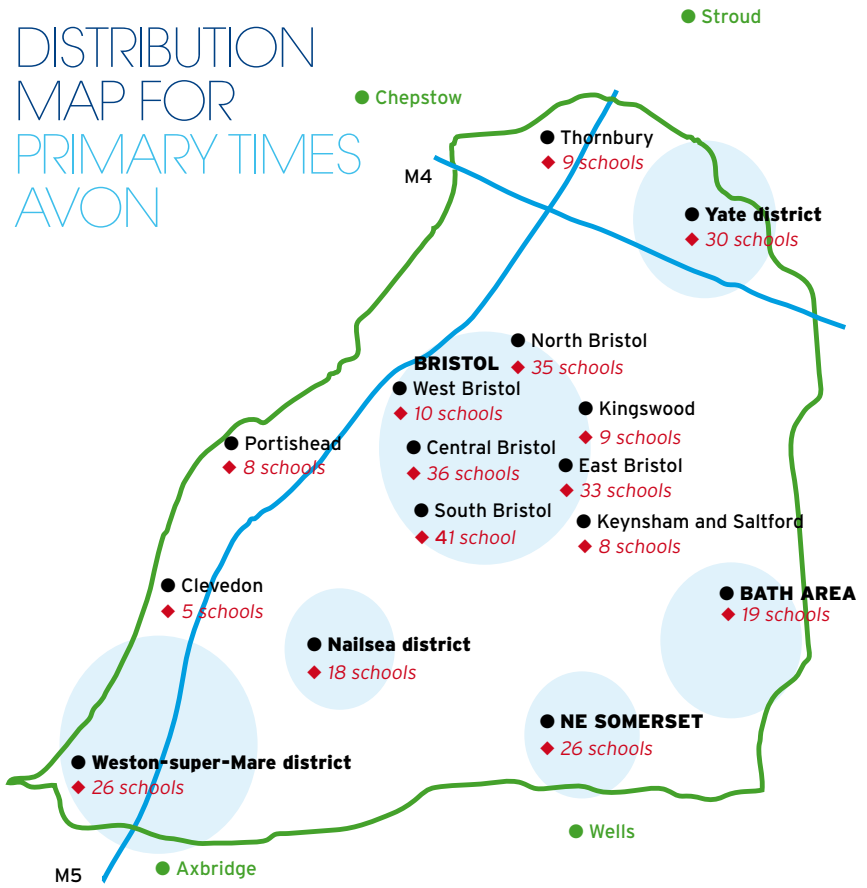
copies are distributed for free, giving a potential readership of 231,000, and copies remain in readers' homes for several weeks after publication. We get huge amounts of positive feedback from teachers, parents and children - who contribute paintings and jokes - and we've lost count of the number of parents who've said: 'Primary Times saved my life this holiday.'

- No other publication can offer advertisers repeated exposure to the family market at such competitive rates.

Primary Times has been and continues to be one of the few staples in our advertising budget. We always get a good response, and the PT team are very easy to work with. We've been advertising in PT for years, and time and time again it's proven itself - it hits our target audience, and is very well established, unlike new rival magazines. Parents trust it, and it works.

Heidi Hollis
Stagecoach Theatre Art schools, Bristol

DISTRIBUTION MAP FOR PRIMARY TIMES AVON



Primary Times is the perfect way for At-Bristol to communicate with our visitors! Being a charity it is important to know that we are really getting value for money and with Primary Times you definitely do. From the great Roundabout section which lets families know what's on, to Arty Barty competitions, there are plenty of fun and effective ways to engage with readers.

Nicole Briggs
PR and Promotions Officer At-Bristol

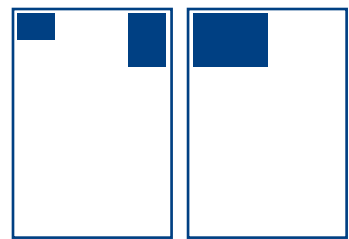


RATES

	1 ISSUE	3 ISSUES (15%) (price per issue)	6/7 ISSUES (20%) (price per issue)
Front Cover	£1800	£1530	£1450
Outside Back	£1650	£1400	£1320
Inside Front	£1550	£1315	£1240
Inside Back	£1550	£1315	£1240
Full Page	£1500	£1275	£1200
Half Page	£890	£755	£715
Quarter Page	£495	£420	£395
Eight Page	£260	£220	£205
Sixteenth Page	£135	£115	£100
Box	£70	£60	£55

Leaflet distribution service available from £35 per 1000 All rates are exclusive of VAT

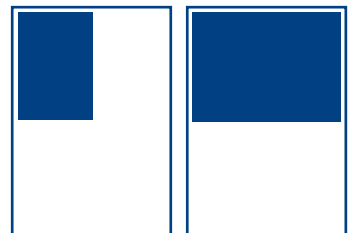
DIMENSIONS



BOX HORIZONTAL
47x30mm

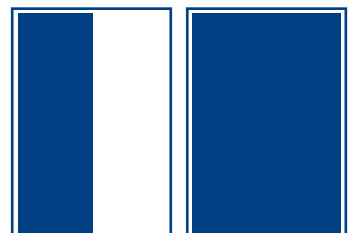
8TH PAGE
HORIZONTAL
94x65mm

16TH PAGE PORTRAIT
47x60mm



QUARTER PAGE
133x94mm

HALF PAGE
HORIZONTAL
193x133mm



HALF PAGE
VERTICAL
94x270mm

FULL PAGE
193x270mm
or 216x303mm

DEADLINES

EDITION	ADVERTISING DEADLINE (MON)	DISTRIBUTION STARTS	PUBLISHING DATES
February Half term 2017	Jan 16	Jan 30	Feb 10- Apr 6
Easter 2017	Mar 13	Mar 27	Apr 7 - May 25
May Half Term 2017	Apr 28	May 15	May 26 - July 20
Summer 2017	June 26	July 10	July 21 - Aug 31
September 2017	Aug 14	Sept 4	Sept 1 - Oct 19
October 2017	Sept 25	Oct 9	Oct 20 - Dec 14
Christmas 2017	Nov 13	Nov 27	Dec 15 - Feb 8 2018

No crop marks or colour bars when submitting copy, thanks.

CONTACTS

SALES

Caroline Stretton
Karen Giarratana

0117 934 3737
0117 934 3429

caroline.stretton@localworld.co.uk
karen.giarratana@localworld.co.uk

EDITORIAL

Mike Gartside

mike.gartside@localworld.co.uk

PRIMARY TIMES 2ND FLOOR, BRISTOL NEWS AND MEDIA, TEMPLE WAY, BRISTOL BS2 0BY

Guaranteed position, ie; solus on a page or facing specific editorial, 10% extra.

For the same rate we can design your ad and scan any pictures supplied. Once an ad is set only ONE AMENDMENT can be made. THERE WILL BE A CHARGE OF £10 FOR SUBSEQUENT AMENDMENTS. All rates exclude VAT. Please note: pre-payment is required for all new advertisers. Series discounts apply only on a receipt of signed contract. Patterns of insertion can be built to suit any specific campaign requirements. Failure to complete a series will result in a surcharge being imposed on the ads published. **Cancellation date** Only written cancellations are accepted with notice of 10 days prior to publication and 15 days for covers. Our prices assume that camera ready copy will be supplied. Supplied artwork is required as either a high resolution PDF, jpeg or Tiff file. 300dpi for colour, 200dpi for mono. This includes images supplied for ads set by us. We do not use the following applications and cannot open these types of document: Word, Excel, Powerpoint, Pagemaker and CorelDraw. Responsibility cannot be accepted for copy taken by phone (see copy dates). If you require help with setting your ad please ask for details.

