

primary times



Deliver your message to families and teachers of 4 -11 year old children with 42,000 copies distributed to 236 Cornwall primary schools - 7 times a year.

Contact Helen Wilkes on 01626 892629 or email helen@razzpublications.co.uk

Why advertise in Primary Times Cornwall

Targeted Marketing

Your message delivered to a specific market - parents of 4 -11 year olds - 7 times a year just at the right time - prior to the school holidays and on returning to school in September.

Effective Distribution

Requested by the headteachers. 42,000 copies reach 236 Cornwall schools - That's 40% more than any other niche publication in Cornwall.

Reader Confidence

Businesses in Cornwall relied on Primary Times to deliver their local marketing messages to families and teachers for over 13 years.

Retention Value

Comprehensive event listings and reader offers ensure a 'coffee-table life' of at least 6 weeks

Added Value

Parents go to www.primarytimes.net/cornwall to see what's on and where to go. Plus with added extras like competitions, reviews, recipes and the option of viewing a digital version of the magazine.

Social Media

Is social media an integral to your business we can help you extend your business reach across Facebook and Twitter.

Advertiser Satisfaction

Over 70% percent of Primary Times advertisers repeat their advertisement.

Market Leader

2.7 million copies of Primary Times are distributed throughout the UK and Ireland. National recognition - local response! Established in 1989 - we are now in our 27th year of publishing.

What our advertisers say:



We continue to use Primary Times as we get an excellent response from our customers and get to work with the helpful and friendly team at the magazine. From idea suggestions to design, nothing is too much trouble.

Claire Stevens - Kidzworld



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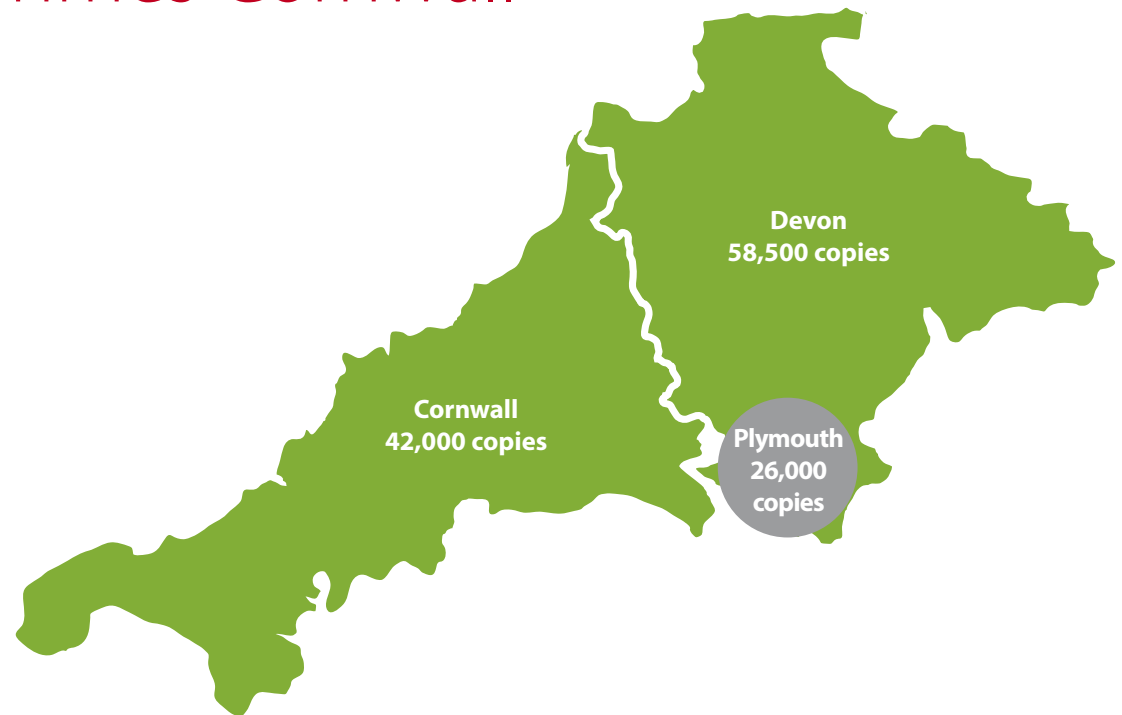
Added benefits of Primary Times Cornwall

Promote your business in Cornwall, up to seven times a year

| | |
|--------------------|--------------------|
| February Half Term | 30th January 2017 |
| Easter | 13th March 2017 |
| May Half Term | 15th May 2017 |
| Bumper Summer | 3rd July 2017 |
| Back to School | 4th September 2017 |
| October Half Term | 9th October 2017 |
| Christmas | 20th November 2017 |

When advertising within Primary Times, enhance your business profile by adding digital

Options include leaderboard or mid page unit (MPU) advertisements on www.primarytimes.net/cornwall or the national homepage. Advertorials or monthly / bespoke e-newsletters.



Social media packages

Broaden your business reach and interaction with parents, grandparents, carers and teachers via Facebook and Twitter? We have packages to suit your needs.

Magazine inserts

Increase your response rate still further by inserting your leaflets into Primary Times Cornwall magazine.

Additional Primary Times regions

Spread your message across neighbouring counties of the UK by accessing anyone of the 59 successful Primary Times regions.

Advertising rates for Primary Times Cornwall

| Magazine Ads | Price |
|--------------------|-------|
| Classified Box | POA |
| Sixteenth Page | POA |
| Sixteenth Page (+) | POA |
| Eighth Page | POA |
| Eighth Page (+) | POA |
| Quarter Page | POA |
| Half Page | POA |
| Full Page | POA |
| IFC IBC OBC | POA |

| Front Cover Packages | Rates |
|----------------------|-------|
| Cover + Eighth Page | POA |
| Cover + Quarter Page | POA |
| Cover + Half Page | POA |

| Digital Advertising | Rates |
|------------------------|----------------|
| Regional Mid Page Unit | £250 per month |
| Regional Leaderboard | £300 per month |
| National Mid Page Unit | £300 per month |
| National Leaderboard | £400 per month |

Increase your customers response with series advertising

For advert sizes and technical information please visit <http://bit.ly/1RhrrgS>

Contact us to talk about building a package to suit your business needs and budget.

Payment options available, please ask for details.



About us...

Tried, Tested and Trusted... Razz Publications operates Primary Times in Cornwall and specialises in finding local information for families and teachers. Our expertise, knowledge and dedicated team can help you make the most of a niche publication.



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