

primary times



Deliver your message to families and teachers of 4 -11 year old children with 50,500 copies distributed to 198 Dorset primary schools - 7 times a year.

Contact Samii Ottaway on 01626 892624 or email samii@razzpublications.co.uk

Why advertise in Primary Times Dorset

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. 50,500 copies reach 198 Dorset schools - That's 40% more than any other niche publication in Dorset.

Reader Confidence

Businesses in Dorset relied on Primary Times to deliver their local marketing messages to families and teachers for over 17 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/dorset 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:



I've been so pleased with the results after booking into Primary Times - I've been inundated with enquiries. I couldn't recommend Primary Times enough to get your business known to families throughout Dorset.

Lucy Mooney
Studio 11



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Added benefits of Primary Times Dorset

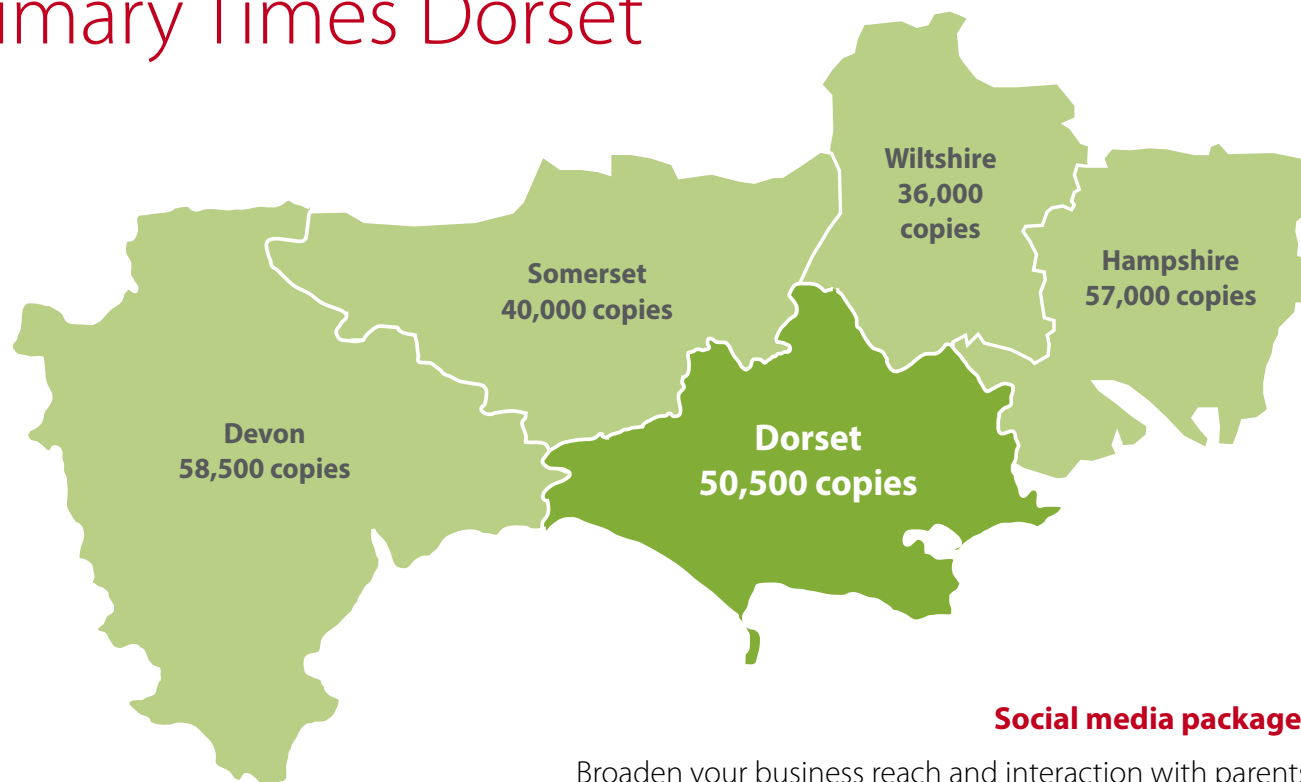
Promote your business in Dorset, up to seven times a year

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/dorset 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 Dorset magazine.

Additional Primary Times regions

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

What our advertisers say:



One of Primary Times important attributes is that it goes straight to our target market and consequently greatly reduces media wastage. It has also proved to be a helpful partner in publicising many of our visiting characters and special events over the years.

Miles Marshall, Adventure Wonderland.

Advertising rates for Primary Times Dorset

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	£200 per month
Regional Leaderboard	£250 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 Ltd operates Primary Times in Dorset 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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