



# primary times

in Gloucestershire  
for parents, teachers and children



## WHY IT CAN WORK FOR YOU

- Primary Times in Gloucestershire is a magazine for parents, pupils and teachers in the primary school sector across the county, including the Forest of Dean, the Cotswolds and the Severn Vale. 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 & 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, 38,300 copies are distributed for free, giving a potential readership of 145,250, & 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 our number one choice for Cattle Country Adventure Park when advertising to schools. We have always had great success and when run redemption offers they always work.

**Stuart Burnell**  
Cattle Country, Gloucestershire

## DISTRIBUTION MAP FOR PRIMARY TIMES GLOUCESTERSHIRE



We have found Primary Times is the most effective way to promote the caves to families.

**Jonathan Wright** - Clearwell Caves Gloucester

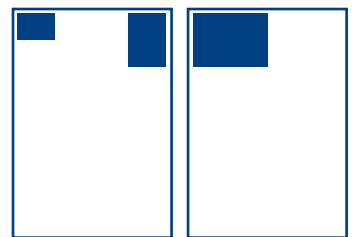


## RATES

	1 ISSUE	3 ISSUES (15%) (price per issue)	6/7 ISSUES (20%) (price per issue)
Front Cover	£1200	£1020	£950
Outside Back	£1000	£850	£800
Inside Front	£900	£765	£720
Inside Back	£900	£765	£720
Full Page	£850	£720	£670
Half Page	£575	£485	£450
Quarter Page	£350	£295	£285
Eight Page	£205	£175	£165
Sixteenth Page	£120	£105	£95
Box	£55	£45	£40

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

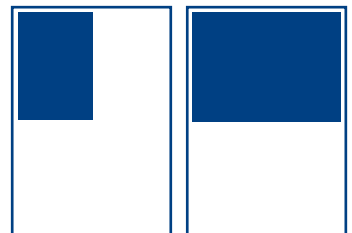
## DIMENSIONS



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

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

## DEADLINES

### EDITION

February Half term 2017  
Easter 2017  
May Half Term 2017  
Summer 2017  
September 2017  
October 2017  
Christmas 2017

### ADVERTISING DEADLINE (MON)

Jan 16  
Mar 13  
Apr 28  
June 26  
Aug 14  
Sept 25  
Nov 13

### DISTRIBUTION STARTS

Jan 30  
Mar 27  
May 15  
July 10  
Sept 4  
Oct 9  
Nov 27

### PUBLISHING DATES

Feb 10- Apr 6  
Apr 7 - May 25  
May 26 - July 20  
July 21 - Aug 31  
Sept 1 - Oct 19  
Oct 20 - Dec 14  
Dec 15 - Feb 8 2018

## CONTACTS

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### EDITORIAL

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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.

