

primary times

The Essential FREE Magazine for Parents, Teachers & Children in Newport, Torfaen and Monmouthshire

Why it can work for you . . .

Niche Marketing

Primary Times is a FREE What's on and Where guide targeted at parents and teachers of primary school children

Effective Distribution

36,000 copies are delivered to Primary Schools across Newport, Torfaen and Monmouthshire. Free copies are also available in libraries, play centres, tourist information centres and family friendly outlets.

Good Timing

Families receive fresh information just when they need it, before every school half term and holiday.

Retention Value

The event listings and special offers ensure the magazine is retained for at least six weeks.

Advertiser Satisfaction

Over 90% of Primary Times advertisers use the Primary Times brand repeatedly - because it works!



Regular Primary Times advertisers include . . .

- * Celtic Manor
- * Riverfront Theatre
- * Walnut Tree Farm Park
- * RSBP
- * Cheeky Monkeys Play Centre
- * Frankie & Benny's
- * National Trust
- * Monmouthshire, Torfaen & Newport Child Information Services
- * Greenmeadow Community Farm
- * Torfaen Countryside
- * Caldicot Castle
- * Congress Theatre
- * Blackwood Miners Institute

Main Distribution Areas:

Abergavenny, Abersychan, Bettws, Blaenavon, Brecon, Caerleon, Chepstow, Crickhowell, Croesycelliog, Cwmbran, Gilwern, Goytre Fawr, Griffithtown, Langstone, Llandogo, Llanfoist, Llangynidr, Llanmartin, Magor, Malpas, Monmouth, New Inn, Newport, Pontymoile, Pontypool, Raglan, Rogerstone, Rogiet, Risca, Shirenewton, Undy, Usk, and Varteg

029 20 652 311 www.primarytimes.net

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helping families
have fun together

Publication Dates 2017

February Half Term	6th February
Easter	20th March
May Half Term	15th May
Summer	3rd July
Back to School	6th September
October Half Term	9th October
Christmas	27th November



Advertising Rates and Series Discounts

We can tailor a package to suit your budget while maximising exposure to a target audience of parents, children and teachers in your geographical area. We would give a further discount for booking a series of 3 or more.

Rate for Inserts

Rates range from £25.00 per 1,000 dependent on number, weight and size. We carry loose or stitched inserts, and there's a discount structure dependent on number of inserts. Please ring for further details.

Website Advertising & Links

Static advertising, together with hyperlinks, are available on the main site home page as well as on regional pages. Please ask for details.



Find us on Facebook

Mechanical Data

We can accept artwork in the following formats: CMYK print quality PDF, EPS files with all fonts embedded and CMYK TIFF's or JPEGs with a minimum resolution of 300dpi. Sorry, but we can not accept Microsoft Word or Publisher files.

Copy Deadline

The copy deadline is 14 days prior to publication date.

Advertising Rates

Ad sizes in mm	Height x Width	Rate
Double Page Spread	272 x 374	£1848.00
Full Page	273 x 190	£1260.00
Half Page Vertical	273 x 90	£ 680.00
Half Page Horizontal	135 x 190	"
Quarter Page Vertical	135 x 90	£ 446.00
Quarter Page Horizontal	66 x 190	"
Eighth Page Vertical	135 x 43	£ 236.00
Eighth Page Horizontal	66 x 90	"
Sixteenth Page	66 x 43	£ 130.00
Classified Box		£ 65.00

Series Discount Available

Contact Details

For further information please speak to our Advertising Department
Phone: 029 20 652311 Fax: 02920652311
Email: primarytimes.newport@ntlworld.com

Primary Times in Newport, Monmouthshire & Torfaen is published by Red Horse Media Ltd.

No other publication can offer
REPEATED EXPOSURE to the family
market at such **COMPETITIVE** rates.

**The what's on guide for
parents, teachers and children.**

**Tel: 029 20 652 311 or Email
primarytimes.newport@ntlworld.com**