

# primary times

The FREE what's on magazine for Parents, Teachers & Children in South West Wales

*32,500 local families read Primary Times!*



## Good Timing

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

## Retention Value

The event listings and discount offers ensure the magazine is referenced and retained for at least 6 weeks. 'Primary Times is relevant, reliable and read from cover to cover'

## Advertiser Satisfaction

Over 70% of Primary Times advertisers use the Primary Times brand repeatedly – because it works!

## Niche Marketing

Primary Times is a Free What's on and Where to go Guide targeted at parents and teachers of primary school children.

## Effective Distribution

32,000 copies are delivered to 130 Primary Schools across Swansea, Neath, Carmarthenshire and Pembrokeshire. Free copies are also available in libraries and tourist information centres.

**Call Alison : 029 20652311**

**[primarytimes.swwales@virginmedia.com](mailto:primarytimes.swwales@virginmedia.com)**

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## Regular advertisers...

Torch Theatre ▶ **National Botanic Gardens of Wales** ▶ Smallprint ▶ **Anna's Welsh Zoo** ▶ Ffynone House School  
**Swansea Grand Theatre** ▶ Pembroke Castle ▶ **Swansea Marketing** ▶ Ffwrnes Theatre ▶ **Parc y Scarlets**

## Distribution Areas...

- |                      |                      |                       |                      |                        |                    |
|----------------------|----------------------|-----------------------|----------------------|------------------------|--------------------|
| <b>Ammanford</b>     | <b>Birchgrove</b>    | <b>Bryn</b>           | <b>Brynaman</b>      | <b>Bryncoch, Neath</b> | <b>Brynhyfyd</b>   |
| Brynmill             | Burry Port           | Carmarthen            | Clydach              | Cockett                | Cross Hands        |
| <b>Cwrt Henri</b>    | <b>Dunvant</b>       | <b>Elkington Park</b> | <b>Felindre</b>      | <b>Felinfoel</b>       | <b>Fforestfach</b> |
| Ffwrnes              | Garnant              | Glais                 | Gorseinon            | Gorslas                | Gower              |
| <b>Gowerton</b>      | <b>Grovesend</b>     | <b>Hafod</b>          | <b>Haverfordwest</b> | <b>Hendy</b>           | <b>Johnstown</b>   |
| Kidwelly             | Llandeilo            | Llandybie             | Llandysul            | Llanelli               | Llangadog          |
| <b>Llangyfelach</b>  | <b>Llansamlet</b>    | <b>Llwynhendy</b>     | <b>Loughor</b>       | <b>Milford Haven</b>   | <b>Morfa</b>       |
| Morrison             | Mount Pleasant       | Nantgaredig           | Narberth             | Neath                  | Newcastle Emlyn    |
| <b>Neyland</b>       | <b>Pembroke Dock</b> | <b>Pembroke</b>       | <b>Pembrey</b>       | <b>Penclawdd</b>       | <b>Peniel</b>      |
| Penlan               | Pensarn              | Pentrechwyth          | Penyrheol            | Plasmalr               | Pontardawe         |
| <b>Pontarddulais</b> | <b>Pontlliw</b>      | <b>Pontyberem</b>     | <b>Port Tennant</b>  | <b>Portfield</b>       | <b>Porth Tywyn</b> |
| Portmead             | Saron                | Sketty                | St Clears            | Swansea                | Talley             |
| <b>Tenby</b>         | <b>Three Crosses</b> | <b>Tirdeunaw</b>      | <b>Trebannws</b>     | <b>Treboeth</b>        | <b>Trimsaran</b>   |
| Tycroes              | Upper Killay         | Upper Tumble          | Waunarlwydd          | West Cross             | Westernmoor        |
| <b>Whitland</b>      | <b>Ynystawe</b>      |                       |                      |                        |                    |

## Testimonial

I worked with Primary Times in Cardiff when I was Marketing Campaigns Manager at St David's Hall and we would always advertise our family events in every issue, taking the cover position for the Proms in the Summer edition and the Christmas Ballets in the Christmas issue. Advertising with Primary Times became integral to our marketing campaigns and so has been the case here in Pembrokeshire in my role at the Torch Theatre. For the last two Christmas' we have advertised our pantomime in the Primary Times and it has become the most quoted publication at point of sale when customers are asked how they found out about our panto. One of the most pleasing aspects of advertising with Primary Times is the potential to also run editorial and competitions as part of the deal bringing extra impact to our publicity. - **Jamie Rees, Senior Marketing Manager, Torch Theatre.**



## Advertising Rates

Size	Rate	Series of 3	Series of 6
Full Page	£1050	£890	£840
Half Page	£575	£490	£460
Quarter Page	£390	£295	£280
Eighth Page	£185	£150	£140
Sixteenth Page	£95	£80	£76
Classified Box	£50	£42	£40

\* Pre-paid series rate. All prices ex VAT.

## Publications Dates 2016

Issue	Publication Date
February Half Term	6th February
<b>Easter</b>	<b>20th March</b>
May Half Term	15th May
<b>Summer</b>	<b>3rd July</b>
October Half Term	9th October
<b>Winter</b>	<b>27th November</b>



## Mechanical Data

<b>Classified Box</b>	<b>H:</b> 30mm	x	<b>W:</b> 43mm
<b>Sixteenth Page</b>	<b>H:</b> 30mm	x	<b>W:</b> 90mm (Horiz)
	<b>H:</b> 66mm	x	<b>W:</b> 43mm (Vert)
<b>Eighth Page</b>	<b>H:</b> 66mm	x	<b>W:</b> 90mm (Horiz)
	<b>H:</b> 135mm	x	<b>W:</b> 43mm (Vert)
<b>Quarter Page</b>	<b>H:</b> 66mm	x	<b>W:</b> 190mm (Horiz)
	<b>H:</b> 135mm	x	<b>W:</b> 90mm (Vert)
<b>Half Page</b>	<b>H:</b> 135mm	x	<b>W:</b> 190mm (Horiz)
	<b>H:</b> 272mm	x	<b>W:</b> 90mm (Vert)
<b>Full Page</b>	<b>H:</b> 272mm	x	<b>W:</b> 190mm
	<b>H:</b> 297mm	x	<b>W:</b> 210mm (Trim)
<b>Back Cover</b>	<b>H:</b> 303mm	x	<b>W:</b> 216mm (Bleed)

**Front Cover Packages** - Front cover image and quarter page advert (Different size adverts available. Please ask for a quote)

**Inserts** - Price dependent on number, weight & size. We can carry loose or stitched inserts – please ring for a quote

**Terms & Conditions** - Payment 10 days from publication. All prices are per issue, excluding VAT

**www.primarytimes.net/South West Wales** - Speak to us about advertising deals available on our highly successful website - and the ability to link to your own site!



Search Primary Times  
South West Wales

## Contact us...

**Call Alison : 029 20652311**

**primarytimes.swwales@virginmedia.com**

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