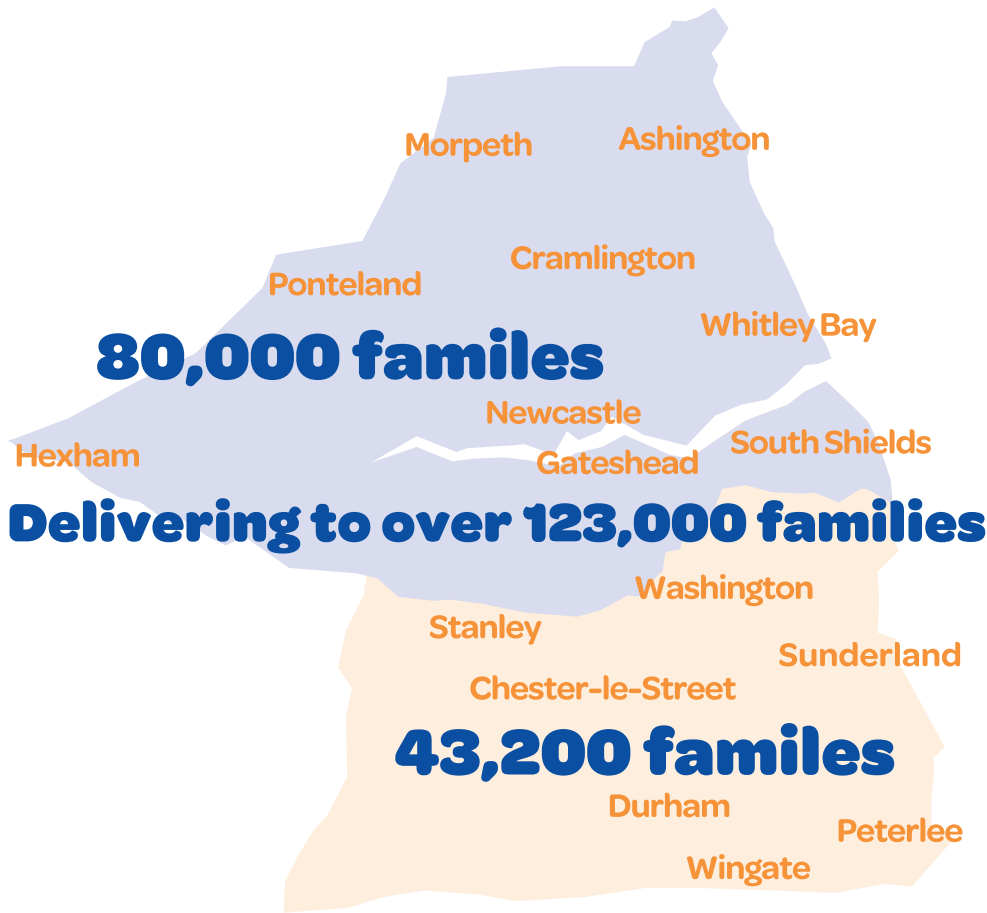


# primary times



**Primary Times is an established part of the North East family life. Published for over 14 years, a generation has grown up with the magazine and will now be relying on it to entertain their children. It is, as it has always been, a finely targeted precise medium that is tried, tested and trusted.**

With over 123,000 copies covering the region, Primary Times North East delivers unmatched family coverage. Research conducted by GfK NOP has confirmed Primary Times as the UK's leading 'Whats On Guide' for parents of primary school children.



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<b>R.O.M</b>	<b>Newcastle Gateshead &amp; Northumberland</b>	<b>Sunderland &amp; Durham</b>	<b>Joint</b>
Full Page	£2,005	£1,155	£2,845
1/2 Page	£1,070	£685	£1,580
1/4 Page	£585	£370	£860
1/8 Page	£336	£200	£480
1/16th Page	£180	£120	£270
<b>Classified</b>			
Box Advert (3 x 1)	£115	£70	£165
<b>Event Listing</b>			
(Date, Event, Location & 20 words)	£115	£70	£165
<b>Premium Positions</b>			
Front Page	£2,205	£1,365	£3,215
Back Page	£2,205	£1,365	£3,215
Inside Back	£2,100	£1,260	£3,025
Inside Front	£2,100	£1,260	£3,025
<b>Sponsorship (per Issue)</b>			
What's On Guide (per page)	POA	POA	POA
Puzzle Page	POA	POA	POA

**Leaflet Insertions** Price per '000 on application, from £35.00 per '000

**Agency Commission:** 10% providing accounts are settled within 30 Days of Invoice Date.

**Discount Structure:** 4 Inserts 15%, 7 Inserts 25%

**All prices exclude VAT@20%.**

**Policy:** Not to run anything racist, sexist or political, not to carry anything offensive to children or parents i.e.tobacco/alcohol advertisements.

## Readership/Distribution Facts

1. Primary Times North East established 2004 (Now in its 14th Year).
2. Currently 60 Primary Times Regions distributing 2.75 million copies per publication date across the UK & Ireland.
3. Primary Times North East publishes 80,000 copies in Newcastle and 43,200 copies in Sunderland & Durham, making a total of 123,200 in the North East all delivered just prior to each School Holiday and a Back to School issue in September.
4. Primary Times North East covers Primary Schools throughout Newcastle, North Tyneside, Northumberland, Gateshead, South Tyneside, Sunderland, Washington, Peterlee, Chester-le-Street, Durham, Consett & Stanley.
5. It is then taken home to parents & carers and is also read by teachers which translates into a readership of 160,000 under 45's in Newcastle & 86,400 under 45's in Sunderland & Durham. A combined readership of 246,400 under 45's across both editions.

Edition	Booking Deadline	Copy Deadline	Issue Date
February Half Term	23rd January 2017	27th January 2017	6th February 2017
Easter Holiday	13th March 2017	17th March 2017	27th March 2017
May Half Term	28th April 2017	5th May 2017	15th May 2017
Summer Holiday	19th June 2017	23rd June 2017	3rd July 2017
Back to School	21st August 2017	25th August 2017	4th September 2017
October Half Term	25th September 2017	29th September 2017	9th October 2017
Christmas Holidays	13th November 2017	17th November 2017	27th November 2017



**Copy deadline for complete artwork is 5pm on the Monday 7 days prior to publication date.**

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# Mechanical Data

**Before sending artwork for advertisements for the magazine please read the instructions and dimensions below carefully.**

**Correctly organised files and instructions will ensure accurate reproductions of advertisements. If you are supplying a pre-designed advertisement that has been designed and just needs placing make sure that:**

**The advertisement is the correct size for the space. Read the dimensions carefully and add 3mm for each side that is to bleed off the edge of the page. The colour mode is CMYK. Bitmap or JPEG images are 300dpi in resolution. The file is saved as a high resolution PDF, EPS, or JPEG.**

**That all fonts included are either flattened, converted to paths or preferably embedded.**

## **Printing Process Web Offset Screen Size 100/120**

### **Advert Dimensions (mm)**

Full Page 273H x184W

Double Page Spread 297H x420W

Half Page Horizontal 135H x 184W

Half Page Vertical 273H x90W

Quarter Page Horizontal 66H x184W

Quarter Page Vertical 135H x 90W

Eighth Horizontal 66H x 90W

Eighth Vertical 135H x 43W

Sixteenth Vertical 66H x 43W

Sixteenth Horizontal 33H x 90W

**Please send artwork to:**

**Email: [studio@primarytimesne.co.uk](mailto:studio@primarytimesne.co.uk) or [john@primarytimesne.co.uk](mailto:john@primarytimesne.co.uk)**

**or send artwork on CD (Mac format) to: The Studio, Primary Times North East,  
1 Denehead Cottages, Hexham Road, Walbottle Village, Newcastle upon Tyne, NE15 9RX.**

**All artwork must be supplied in the appropriate format and size, any amendments due to incorrect format will incur additional charges based on an hourly rate of £60.00 per hour.**