

# The Best Family Guide to What's on



## 52,500 copies

delivered to families in  
South East London 7 times a year

## We've got the family market covered!

The ideal advertising medium for advertisers large and small!

### ► What is Primary Times?

Primary Times is the only **FREE** full colour 'What's On and Where to Go' magazine written for children (ages 4-11), their parents and teachers.

Published **7 times a year** to coincide with the start of the school holidays, with a special 'Back to School' edition in September.

Primary Times is a **highly valued magazine** delivered direct to primary schools for insertion into the child's book bag, with the support of the school.

### ► What's in Primary Times?

**INFORMATION** specifically for families.

The most comprehensive local **WHAT'S ON & WHERE TO GO GUIDE** for families in each region.

**NEWS** from local communities and schools **FEATURES** and **COMPETITIONS** for parents and children.

### ► Why advertise?

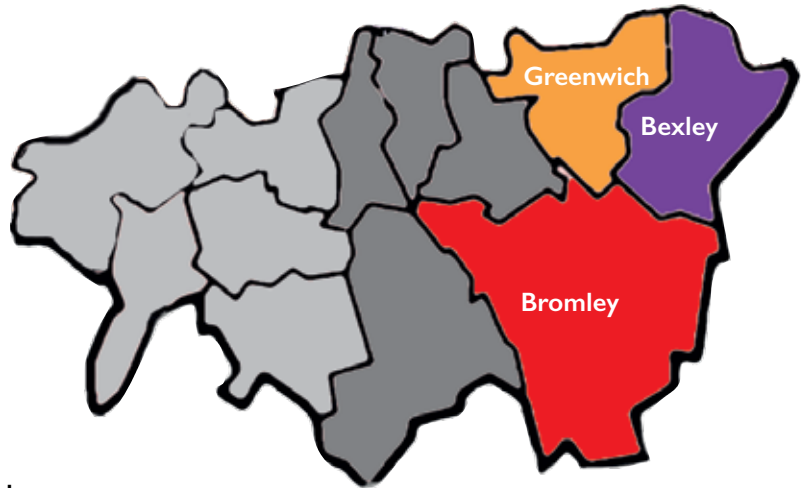
**NICHE MARKETING** - Primary Times is highly targeted at a very specific market, i.e. families with children. No wastage, no being left to be picked up, just straight home in the book bag!

**ADVERTISER SATISFACTION** - over 70% of Primary Times advertisers use us repeatedly- because it works!

**READER CONFIDENCE** - Tried, tested and trusted for over 20 years.

**RETENTION** - comprehensive event listings and reader offers ensure a 'coffee-table life' of at least 6 weeks.

**COMPETITIVE COST** - Highest distribution and lowest price per thousand to similar magazines.



**ADDED VALUE**- the chance of competitions, editorial coverage and support on [www.primarytimes.net](http://www.primarytimes.net) and social media.

**BRAND AWARENESS**- Over 2.7 million copies of Primary Times magazines are distributed in 60+ regions of the UK and Ireland. **National recognition - local response!**

### ► Why Primary Times South East London?

We publish the most comprehensive **WHAT'S ON AND WHERE TO GO GUIDE** for families in the London Boroughs of Bexley, Bromley and Greenwich with a circulation of 52,500+ copies and readership of 150,000+

We have high profile positions to fit most budgets so whether you would like to take advantage of one of our full page glossy positions or a smaller box advert on page 5, we've got it covered.

Our long established history of over 15+ years operating in the South East gives us widespread brand recognition at a local and national level.

Our ongoing popularity ensures we retain our title as the UK's most read listings and information publication for parents.

*Research has shown that using niche marketing can make a fundamental difference to any business - big or small!*  
*Primary Times distributes to a target audience of families all who have primary school aged children*



## BRAND AWARENESS

Over 2.75million copies of Primary Times magazines are distributed via 60+ local regions across the UK and Ireland.

National recognition but with local response making Primary Times the ideal niche marketing medium to reach families, a targeted market and no wastage!

### Get increased response for decreased cost!

Advertisers book on series not only because it works, but because it's cheaper too! Book a series and get discounted space. The more adverts you book the greater the discount.

#### Rate per single issue/per region

**Box** £70  
W: 43mm x H:30mm

**Sixteenth page** £140  
(Horizontal) W: 90mm x H:30mm OR  
(Vertical) W: 43mm x H:66mm

**Eighth page** £260  
(Horizontal) W: 90mm x H:66mm OR  
(Vertical) W: 43mm x H:135mm

**Quarter page** £445  
(Horizontal) W: 190mm x H:66mm OR  
(Vertical) W: 90mm x H:135mm

**Half page** £800  
(Horizontal) W: 190mm x H:135mm OR  
(Vertical) W: 90mm x H:277mm

**Full page** £1,430  
(Trim Area) W:210mm x H:297mm  
(Including Bleed) W: 220mm x H:307mm  
(Type Area) W: 190mm x H:277mm

**Double Page Spread** £2,750  
(with 5mm bleed) W:430mm x H: 307mm

**Outside Back Cover** £1,540  
(See Full Page dimensions above)

**Front Cover Package**  
Silver: Cover and quarter page advert £1,315  
Gold: Cover and half page advert £1,670

**Agency Discount 10%**



#### Multi-region Opportunity

In addition to South East London, we also publish Primary Times in South London (46,000+ Copies), South West London (38,500 Copies), East London (54,000 Copies), Kent (85,500 Copies) & Sussex (87,500 Copies). Discounts available for booking multiple regions; please ask for a quote.

Figures as at December 2016

#### Inserts

Rates for loose or stitched-in inserts into Primary Times magazine are dependent on quantity, weight and insert size. Please ask for a quote.

#### Social Media & Website

Full supporting advertising packages available including editorial, website and social media coverage.  
[www.primarytimes.net](http://www.primarytimes.net)  
Twitter @PT\_LondonSandE

#### 2017 Publication Dates

Issue	Publishes	Copy Deadline
February Half Term	30 Jan	13 Jan
Spring/Easter	20 Mar	3 Mar
May Half Term	15 May	28 Apr
Bumper Summer	3 Jul	16 Jun
Back to School	4 Sep	18 Aug
October Half Term	9 Oct	22 Sep
Christmas Issue	20 Nov	3 Nov

**To advertise in Primary Times**

**call 020 8318 0400**

**or email [office@primarytimes.biz](mailto:office@primarytimes.biz)**

**Primary Times South East London  
7 Southbrook Mews, London SE12 8LG**

#### Terms & Conditions:

- Payment in advance for first time advertisers.
- Settlement strictly 10 days from publication. Invoices are sent after each publication.
- Cancellation must be in writing one calendar month prior to copy deadline.
- Debit & Credit Card payment facilities available.
- All prices quoted are per issue per region and are excluding VAT.

#### Artwork and Design

Our prices include advert design, typesetting and correction/alteration to the first proof. Subsequent changes will be subject to a surcharge of £50 (plus VAT) per proof. Alternatively please supply print-ready PDF (300dpi CMYK, all fonts embedded). If this is not possible we can also accept CMYK TIFF, JPEG or EPS files with a minimum image resolution of 300dpi