

The Best Family Guide to What's on



46,000 copies

delivered to families in South 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?

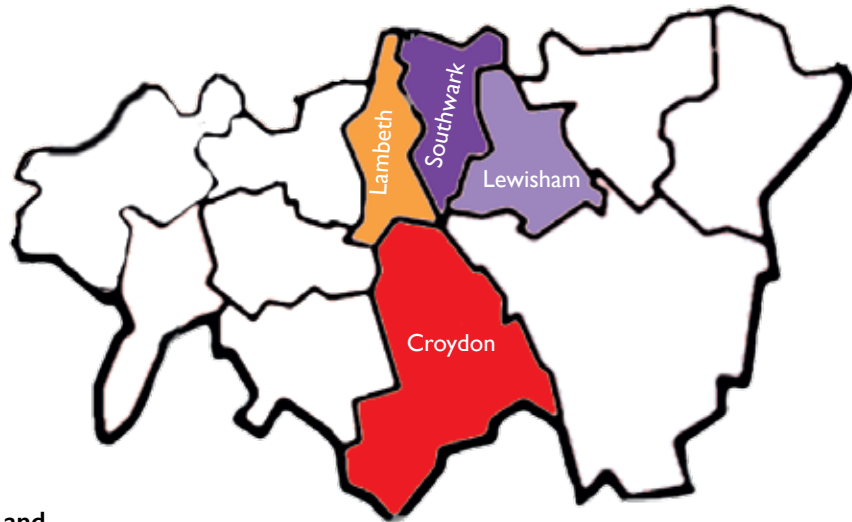
NICHE MARKETING - Primary Times is highly targeted at a very specific market, i.e. families with children. No wastage, no being left to be picked up, just straight home in the book bag!

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



ADDED VALUE- the chance of competitions, editorial coverage and support on 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 London?

We publish the most comprehensive **WHAT'S ON AND WHERE TO GO GUIDE** for families in the London Boroughs of Croydon, Lambeth, Lewisham and Southwark with a circulation of **46,000 copies** and readership of **140,000+**

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 West London (38,500+ Copies), East London (54,000 Copies), South East London (52,500 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
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

**Primary Times South 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