



primary times

in Wiltshire

for parents, teachers and children



WHY IT CAN WORK FOR YOU

- Primary Times in Wiltshire is a magazine for parents, pupils and teachers in the primary school sector across the county, including Swindon and Salisbury. It is primarily a 'what's on and where to go family guide', with editorial covering local and educational issues.
- Published seven times a year at the start of each half- and full-term holiday, with a special 'Back To School' issue in September, it's delivered directly to 4-11 year olds, teachers and parents in 95% of state primary schools. In all, 34,800 copies are distributed for free, giving a potential readership of 126,000, and copies remain in readers' homes for several weeks after publication. We get huge amounts of positive feedback from teachers, parents and children - who contribute paintings and jokes - and we've lost count of the number of parents who've said: 'Primary Times saved my life this holiday.'
- No other publication can offer advertisers repeated exposure to the family market at such competitive rates.

“We have found that Primary Times is the easiest and most effective way to advertise Wiltshire Museum and our special events to families. The staff at Local World are friendly and helpful – even when reminding us that, yet again, we've missed a deadline!”

Karen Jones
Wiltshire Museum

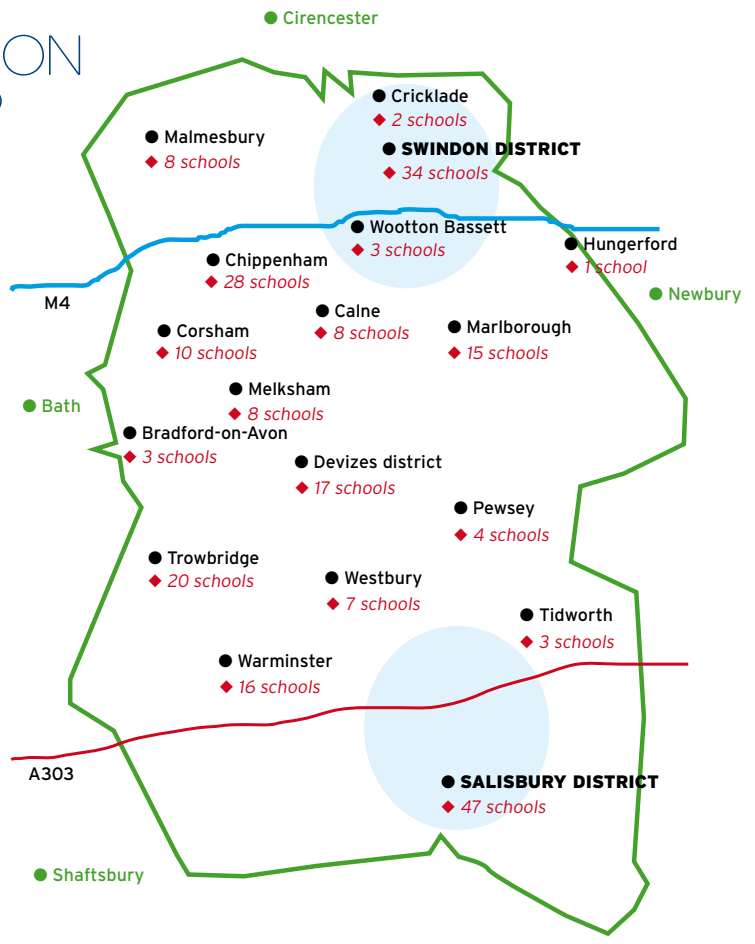
“Brokerswood Country Park was delighted with the response we received when we advertised in Primary Times Wiltshire. We want to encourage families with young children to visit us, and Primary Times helped us to bring in lots of new customers. We would definitely recommend using them, and their team are a pleasure to deal with.”

Ben Carey
Brokerswood Country Park

DISTRIBUTION MAP FOR PRIMARY TIMES WILTSHIRE

“Thank you. I never thought my work would take off like it has done. 90% of my work has come through your magazine.”

Beth Grisdale
Beth Grisdale Tuition





RATES

Front Cover
 Outside Back
 Inside Front
 Inside Back
 Full Page
 Half Page
 Quarter Page
 Eight Page
 Sixteenth Page
 Box

1 ISSUE

£1200
 £1000
 £900
 £900
 £850
 £575
 £350
 £205
 £120
 £55

3 ISSUES (15%) (price per issue)

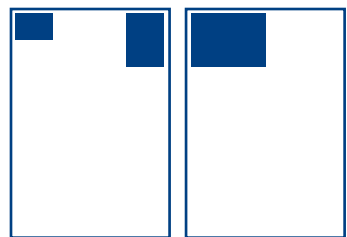
£1020
 £850
 £765
 £765
 £720
 £485
 £295
 £175
 £105
 £45

6/7 ISSUES (20%) (price per issue)

£950
 £800
 £720
 £720
 £670
 £450
 £285
 £165
 £95
 £40

Leaflet distribution service available from £35 per 1000 All rates are exclusive of VAT

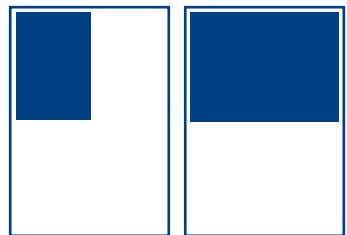
DIMENSIONS



BOX HORIZONTAL
47x30mm

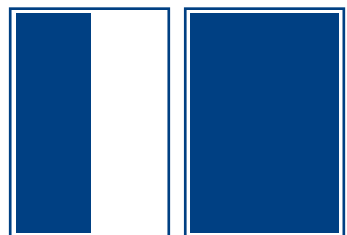
8TH PAGE
HORIZONTAL
94x65mm

16TH PAGE PORTRAIT
47x60mm



QUARTER PAGE
133x94mm

HALF PAGE
HORIZONTAL
193x133mm



HALF PAGE
VERTICAL
94x270mm

FULL PAGE
193x270mm
or 216x303mm

No crop marks or colour bars when submitting copy, thanks.

DEADLINES

EDITION

February Half term 2017
 Easter 2017
 May Half Term 2017
 Summer 2017
 September 2017
 October 2017
 Christmas 2017

ADVERTISING DEADLINE (MON)

Jan 16
 Mar 13
 Apr 28
 June 26
 Aug 14
 Sept 25
 Nov 13

DISTRIBUTION STARTS

Jan 30
 Mar 27
 May 15
 July 10
 Sept 4
 Oct 9
 Nov 27

PUBLISHING DATES

Feb 10- Apr 6
 Apr 7 - May 25
 May 26 - July 20
 July 21 - Aug 31
 Sept 1 - Oct 19
 Oct 20 - Dec 14
 Dec 15 - Feb 8 2018

CONTACTS

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PRIMARY TIMES 2ND FLOOR, BRISTOL NEWS AND MEDIA, TEMPLE WAY, BRISTOL BS2 0BY

Guaranteed position, ie; solus on a page or facing specific editorial, 10% extra.

For the same rate we can design your ad and scan any pictures supplied. Once an ad is set only ONE AMENDMENT can be made. THERE WILL BE A CHARGE OF £10 FOR SUBSEQUENT AMENDMENTS. All rates exclude VAT. Please note: pre-payment is required for all new advertisers. Series discounts apply only on a receipt of signed contract. Patterns of insertion can be built to suit any specific campaign requirements. Failure to complete a series will result in a surcharge being imposed on the ads published. **Cancellation date** Only written cancellations are accepted with notice of 10 days prior to publication and 15 days for covers. Our prices assume that camera ready copy will be supplied. Supplied artwork is required as either a high resolution PDF, jpeg or Tiff file. 300dpi for colour, 200dpi for mono. This includes images supplied for ads set by us. We do not use the following applications and cannot open these types of document: Word, Excel, PowerPoint, Pagemaker and CorelDraw. Responsibility cannot be accepted for copy taken by phone (see copy dates). If you require help with setting your ad please ask for details.

