

primary times

www.primarytimes.co.uk

The essential FREE magazine for Parents, Teachers & Children across the North East Region.

Two Editions (Newcastle & Sunderland/Durham) reaching 126,000 families seven times a year.

What is Primary Times?

- **Primary Times in the North East is a FREE distribution magazine with 126,000 copies targeting the PARENTS and TEACHERS of primary school children (aged 4–11).**
- **Published 7 times a year, prior to each school holiday plus a back to school issue**
- **Distributed to each child through their school across Newcastle, Sunderland & Durham and then taken home to parents or carers.**
- **Primary Times North East is part of a national network distributing over 2.6 million copies in 56 regions across the UK and Ireland.**

What's in Primary Times?

- **The most comprehensive countywide 'What's On Guide' for families.**
- **Extensive listings for events, theatres, days out and family activities. Listings are also posted onto our national website www.primarytimes.co.uk**
- **Listings on our website link to the client's own website.**
- **News on important local and national education and parenting topics.**
- **Regular features including competitions.**

Why advertise in Primary Times?

- **Proven track record – over 90% of advertisers use us repeatedly.**
- **All readers either are or have been involved with the education of primary school aged children.**
- **Totally targeted readership, no wastage – delivered to parents of primary school aged children in their book bags.**
- **Easy access to the whole Primary Times network of over 2.6 million copies nationally.**
- **Each issue is used as a 'Family Bible' guiding them through events which lasts from one issue to the next, thus providing year round coverage.**
- **Our distribution is independently audited by the BPA and as such we are able to say that we are now officially, locally, regionally & nationally, the biggest circulated magazine – delivering to more families across the UK than any other publication.**

Contact Us

Telephone: 0191 2645909

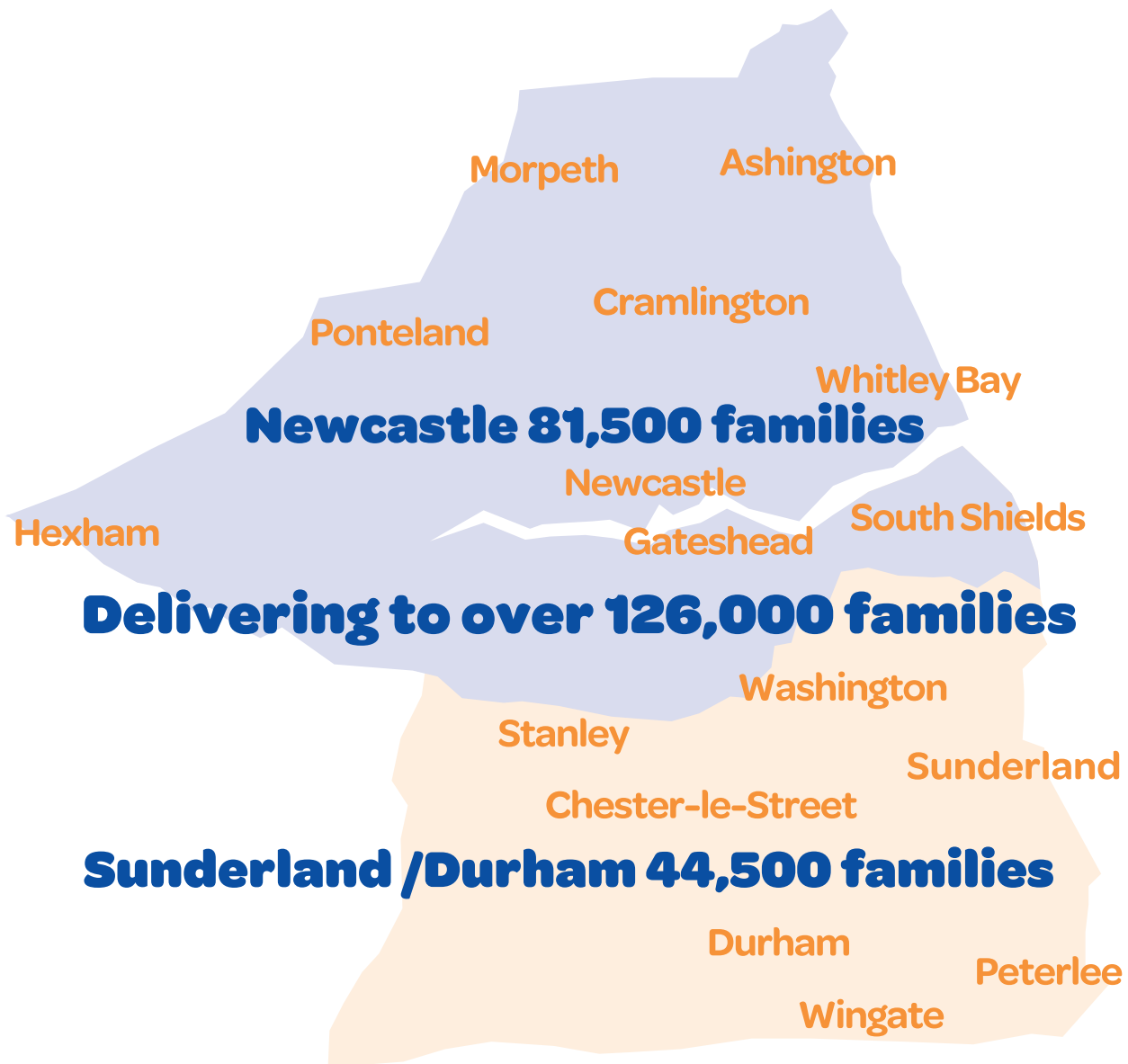
E-mail: jan@primarytimesne.co.uk

or john@primarytimesne.co.uk

Website: www.primarytimes.co.uk



88% Regional Coverage of Primary Schools.



**478 First, Primary & Middle Schools out of 545
in the region receive Primary Times.**

Advertising Rates & Sizes

R.O.M	Newcastle Gateshead & Northumberland	Sunderland & Durham	Joint
Full Page	£2,125	£1,225	£3,015
1/2 Page	£1,135	£725	£1,675
1/4 Page	£620	£395	£915
1/8 Page	£355	£215	£515
1/16th Page	£190	£130	£290

Classified

Box Advert (3 x 1)	£120	£75	£175
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Event Listing

(Date, Event, Location & 20 words)	£120	£75	£175
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Premium Positions

Front Page	£2,340	£1,445	£3,400
Back Page	£2,340	£1,445	£3,400
Inside Back	£2,225	£1,335	£3,200
Inside Front	£2,225	£1,335	£3,200

Sponsorship (per Issue)

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 16th Year).
2. Currently 56 Primary Times Regions distributing 2.605 million copies per publication date across the UK & Northern Ireland. (BPA Audit June 2019)
3. Primary Times North East publishes 81,500 copies in Newcastle and 44,500 copies in Sunderland & Durham, making a total of 126,000 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 163,000 under 45's in Newcastle & 89,000 under 45's in Sunderland & Durham. A combined readership of 252,000 under 45's across both editions.

Advertising Production Schedule 2020

Edition	Booking Deadline	Copy Deadline	Issue Date
February Half Term	20th January 2020	24th January 2020	3rd February 2020
Easter Holiday	9th March 2020	13th March 2020	23rd March 2020
May Half Term	27th April 2020	1st May 2020	11th May 2020
Summer Holiday	15th June 2020	19th June 2020	29th June 2020
Back to School	24th August 2020	28th August 2020	7th September 2020
October Half Term	28th September 2020	2nd October 2020	12th October 2020
Christmas Holidays	9th November 2020	13th November 2020	23rd November 2020

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

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 or 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.