

# Lincolnshire primary times

## What is Primary Times?

- Primary Times is a free 'what's on, where to go' magazine 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 in September, Primary Times is distributed to families via their child's school bag.
- Primary Times in Lincolnshire distributes 52,000 copies seven times a year and is part of a national network distributing more than 2.7 million copies in 59 regions across the UK and Ireland.

**BPA Audited.**

## What's in Primary Times?

- The most comprehensive what's on guide for families in the region.
- Local and national information for parents and teachers in Lincolnshire including learning and party resources.
- Reader offers and news from local communities and schools.



**DISTRIBUTED  
TO 52,000  
(BPA AUDITED)  
LOCAL  
FAMILIES**



OVER 80% OF  
OUR CLIENTS  
ARE REGULAR  
ADVERTISERS

## Why advertise in Primary Times?

- **NICHE & TARGETED MARKETING** - Primary Times is highly targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 52,000 copies to families through 251 primary schools. One copy is allocated per family and taken home in the children's book bags.
- **GREAT TIMING** - just before every school holiday families receive fresh information just when they need it.
- **RETENTION VALUE** - useful information and listings ensure a 'coffee table life' of at least 6 weeks.
- **ADDED VALUE** - coverage online at [www.primarytimes.co.uk/lincolnshire](http://www.primarytimes.co.uk/lincolnshire) and on our social media pages:  
 @PrimaryTimesLincolnshire
- **ADVERTISER SATISFACTION** - over 80% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000, our pricing offers exceptional value.
- **TANGIBLE AND CREDIBLE PRESENCE** - Print ads provide a tangible and credible presence. Unlike digital ads that can be easily ignored or scrolled past, a print ad in Primary Times offers a physical and lasting impression that readers can refer back to.
- **LOCAL COMMUNITY CONNECTION** - Print ads in Primary Times show support for local businesses and community engagement, fostering a sense of trust and loyalty among readers.
- **LESS CLUTTERED ENVIRONMENT** - In the print format, there's less competition for attention compared to online platforms where users are bombarded with multiple ads simultaneously. This allows your message to stand out more effectively.
- **READERSHIP ENGAGEMENT** - Print publications often lead to higher engagement. Readers tend to spend more time with a physical magazine, leading to better retention of the advertised content.
- **BRAND RECOGNITION** - Consistent presence in a trusted print publication like Primary Times can contribute to long-term brand recognition. Seeing the brand regularly in a familiar context helps build trust.





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TO 52,000  
LOCAL  
FAMILIES**

## Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Lincolnshire.

WE DELIVER TO 251 PRIMARY SCHOOLS IN LINCOLNSHIRE



# Lincolnshire primary times

The most  
effective way to  
reach parents  
& carers of 4-11  
year olds

## 2024 publication dates

### February Half Term

Publishes: 5 February

Copy deadline: 15 Jan

### Easter

Publishes: 18 March

Copy deadline: 4 Mar

### May Half Term

Publishes: 13 May

Copy deadline: 29 April

### Summer Holiday

Publishes: 8 July

Copy deadline: 24 June

### Back to School

Publishes: 3 September

Copy deadline: 19 Aug

### Oct Half Term

Publishes: 7 October

Copy deadline: 23 Sept

### Winter

Publishes: 25 November

Copy deadline: 11 Nov



## Print advertising rates\*

### Eighth page

£242

W90mm x H66mm

### Quarter page

£440

W90mm x H135mm

### Half page

£852

W184mm x H135mm or W90mm x H275mm

### Full page

£1650

W216mm x H303mm (A4 plus 3mm bleed). Ensure logos and text are positioned at least 10mm from the edge.

### Classifieds

Sixteenth page: W 43mm x H 66mm

£140

Classified box: W 43mm x H 30mm

£70

## Series discounts!\*



£206

Per issue

£193

Per issue

£374

Per issue

£352

Per issue

£725

Per issue

£680

Per issue

£1403

Per issue

£1320

Per issue

Per issue

£120

£60

Per issue

£100

£50

**File Formats:** We prefer high resolution PDFs with all colours set to CMYK and all fonts embedded. We can also use JPEG files. All files must be 300dpi at the size required.

**We can't use Word, Publisher or Powerpoint files.**

**Terms:** New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 10 days of publication. Cancellation must be notified in writing 14 days prior to the copy deadline. \*Prices are per issue and exclude VAT.



# Lincolnshire primary times

We're more than a printed magazine!  
Our website and social media pages  
keep parents in the know on the go!

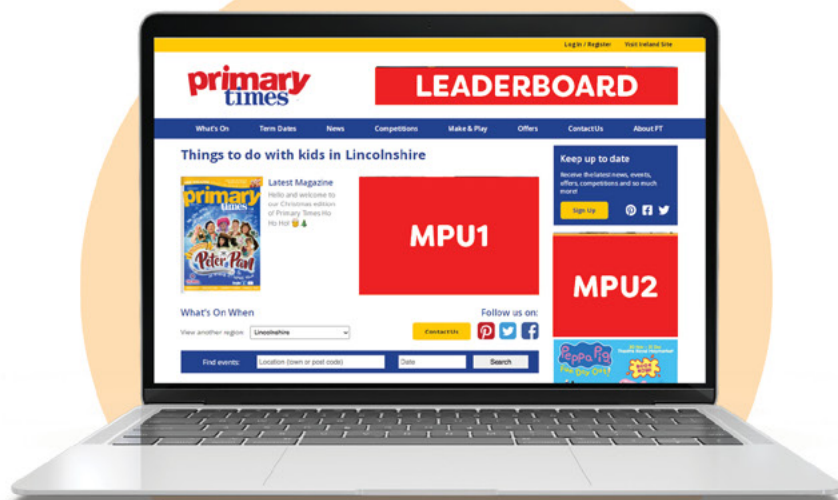
[www.primarytimes.co.uk/lincolnshire](http://www.primarytimes.co.uk/lincolnshire)

[f @PrimaryTimesLincolnshire](#)

## Digital Advertising



The most effective way to reach parents & carers of 4-11 year olds online – You will find our latest digital version of the magazine on our home page, fantastic competitions and up to date listings and local information.



## Digital advertising rates

### Leaderboard + extras\* £250

W 728px x H 90px

Per month

Leaderboard advertising (see image, left), plus a range of extras – see right.

### MPU 1 + extras\* £250

W 435px x 245px (see image, left)

Per month

Large Mid Page Unit advertising (see image, left), plus a range of extras – see right.

### MPU 2 + extras\* £225

W 300px x 250px (see image, left)

Per month

Medium Mid Page Unit advertising (see image, left), plus a range of extras – see right.

### Enhanced online listing £50

75 words (max), plus an image

Per month

Featured online at [primarytimes.co.uk/lincolnshire](http://primarytimes.co.uk/lincolnshire)

### \*Extras

Advertisers booking a Leaderboard or MPU also receive a social media post on our Facebook pages (@PrimaryTimes Lincolnshire) along with an enhanced listing

### File sizes and formats:

Leaderboards and MPUs: See left for pixel sizes. Please supply JPEG or GIF files and exact URL required for hyperlink. Online listing and social media post/competition images must be JPEG format, under 3MB.

**Terms:** New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 10 days. Cancellation must be notified in writing 14 days prior to the upload. \*Prices are per issue and exclude VAT.

**Place your advert now! Call Maureen on 07394 296453 or email [maureen.mccarthy@primarytimes.co.uk](mailto:maureen.mccarthy@primarytimes.co.uk)**