

primary times

Birmingham & Black Country

www.primarytimes.net



Advertising in Primary Times Birmingham and Black Country reaches 50,000 families, 7 times each year!

PUBLICATION DATES FOR 2015...

FEBRUARY HALF TERM ISSUE

2nd February

Copy Deadline: 19th January
Insert Delivery Deadline: 24th January

SPRING ISSUE

16th March

Copy Deadline: 2nd March
Insert Delivery Deadline: 9th March

MAY HALF TERM ISSUE

11th May

Copy Deadline: 27th April
Insert Delivery Deadline: 4th May

BUMPER SUMMER HOLIDAY ISSUE

6th July

Copy Deadline: 22nd June
Insert Delivery Deadline: 29th June

BACK TO SCHOOL ISSUE

3rd September

Copy Deadline: 17th August
Insert Delivery Deadline: 26th August

AUTUMN ISSUE

12th October

Copy Deadline: 28th September
Insert Delivery Deadline: 5th October

WINTER ISSUE

23rd November

Copy Deadline: 9th November
Insert Delivery Deadline: 16th November



What is Primary Times?

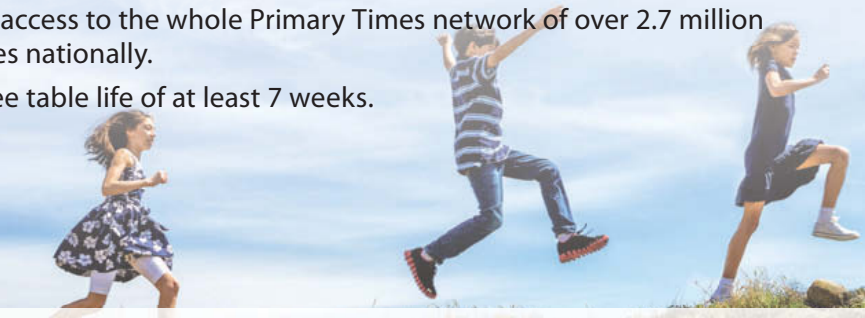
- Primary Times Birmingham and Black Country is a FREE distribution magazine with over 50,000 copies targeting the PARENTS and TEACHERS of primary school children (aged 4–11).
- Published 7 times a year, prior to each school holiday.
- Distributed to each child through primary schools in the region and taken home to parents or carers with the support of the school.
- Free copies are available at children's libraries.
- Primary Times Birmingham and Black Country is part of a national network distributing over 2.7 million copies in 61 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.net under the Birmingham and Black Country region.
- Listings on our website link to the client's own website.
- News on important local and national education and parenting topics.
- Regular features, competitions, party section

Why advertise in Primary Times?

- Proven track record – over 70% of advertisers use us repeatedly.
- No advertising wastage. All readers either have been or are involved with the education of primary school aged children.
- Totally targeted readership, no wastage – delivered to parents of primary aged school children in their book bags.
- Easy access to the whole Primary Times network of over 2.7 million copies nationally.
- Coffee table life of at least 7 weeks.



For more information or to book advertising space, call Vanessa on 01491 411848 or email ptwestmids@schoolspublishing.co.uk

Schools Publishing Limited, St James's House, 118 Greys Road, Henley-on-Thames, Oxon RG9 1QW



DIGITAL ADVERTISING OPPORTUNITIES

www.primarytimes.net



Featuring National and Regional content, our website offers a comprehensive online guide to What's On, Where to Go and What to Do for parents of primary school children throughout the UK and Ireland – PLUS:

- Regular Competitions
- What's On listings
- School Holiday Dates
- Parent & Teacher Resources
- Book Reviews – read and reviewed by children on our Kids' Review Panel
- And much, much more!

www.primarytimes.tv

Primary Times TV is the world's first family focused video channel. It features a wide range of entertaining videos aimed at families with children of primary school age.



Primary Times App

Our magazine is now available in App form as a free download. Plus if you miss our deadline but still want to appear in our magazine we can offer you an App only advert, or App Sponsorship.

Please ask us about the full range of digital advertising opportunities on offer, which include: Tailored E-shots; Regional and National MPUs, Banners or Buttons, The Shopping Channel, Videos, Sponsorship and many more.

ADVERTISING RATES

All prices available on request.

Get increased response for decreased cost!

Series bookings increase response and are more cost effective than one-off advertisements.

Series discounts are available, so please contact us for a quote.

MECHANICAL DATA

Size	Width	Height
Sixteenth Page	43 mm	66 mm
Eighth Page Horizontal Only	90 mm	66 mm
Quarter Page Vertical Only	90 mm	135 mm
Half Page Horizontal	184 mm	135 mm
Half Page Vertical	90 mm	273 mm
Full Page within Type Area	184 mm	273 mm
Full Page incl. 3 mm bleed	216 mm	303 mm

ARTWORK GUIDELINES

We can accept the following formats:

- CMYK print quality PDF, all fonts embedded
- CMYK EPS files from Illustrator or other illustration applications with text converted to outlines and all images embedded
- CMYK TIFF, JPEG or EPS, minimum 300 dpi

Advert sizes must adhere to the above and be supplied at 100% of that size. We **do not** accept Publisher files. Please supply contact details with your files in case we experience any problems.

TERMS & CONDITIONS

- 1 New advertisers: payment is to be made in advance for the first advert placed.
- 2 Cancellation: 14 days in writing prior to copy deadline.
- 3 ALL PRICES quoted are per issue, EXCLUDING VAT, and payable within 14 days of publication.
- 4 Deadlines supplied with confirmation.

What makes Primary Times unique?

It has a long life: 'What's On Guide' ensures it stays in the home for a minimum of 7 weeks.

It's targeted: To families and teachers of 4–11 year olds.

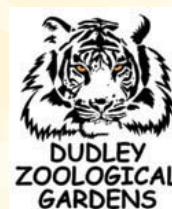
It's relevant: The editorial covers issues of interest to both parents and their children – it's local and relevant.

It's interactive: Competitions for children and families to enter regularly attract hundreds of entries.



Who advertises in Primary Times?

Reaching more than 2 in 3 families who have children attending primary school, it is not surprising that Primary Times Birmingham and Black Country advertisers include the following and many more...



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