

The Number One FREE  
What's On & Where  
To Go Guide  
for parents  
in Tees Valley



# primary times

IN PRINT



ON LINE



LIKE US ON FACEBOOK



ON APP



FOLLOW US ON TWITTER



SERVING THE TEES VALLEY SINCE 2002

## Thoroughly Targeted Distribution

Did you know that every primary school in the five boroughs of Tees Valley takes a copy for each child in their school? This is **67,000 copies** and makes us unique, there is no other publication in the region that can deliver this difficult to reach category of potential customers in full.

## Perfect Timing

Our magazine (and your message) is delivered to parents, teachers and children just when you need it, before every school holiday.

## Our Readers have Confidence in us

Our must have magazine has been tried and tested since 2002. Primary Times is relevant, up to date, reliably distributed and read from cover to cover!

## Why advertise with us?

Because it works! And that is why over 70% of our advertisers use us repeatedly. Many of them have been advertising since we started in 2002 having never missed an issue! There's no advertising wastage. If you want to reach young families then you will with EVERY copy hitting your target readership.

## Retention Value

Our magazine carries the information, offers and discount vouchers our readers want and that means your message has a Coffee-table life of at least 6 weeks.

## Satisfied Advertisers

Don't just take our word for it — see what our customers say on page 2.

Primary Publishing Teesside Limited  
PO Box 676  
Stockton on Tees  
TS19 7WT

Tel 01642 586214 & 01642 807698  
office@primarytimes.info  
www.primarytimes.net

Primary Times in Tees Valley is operated under a franchise licence





## “What our customers have to say about our unique magazine”

### **Heather Taylor, Manager, First Class Learning Redcar [www.firstclasslearning.co.uk](http://www.firstclasslearning.co.uk)**

First Class Learning has advertised in virtually every issue of Primary Times since our first advertisement with them back in November 2005. Our business has grown, as has theirs, over this period and we feel that Primary Times has played a part in developing our highly regarded tuition service.

### **Claire Wordsworth, Economic Development Officer/Regeneration, Middlesbrough Council.**

“Primary Times is a very well read and kept publication for parents of primary school aged children. It has proved to be one of the most cost effective ways of advertising all our events venues and facilities over the past ten years. If your target audience is families with children Primary Times should certainly feature as a part of your marketing and promotional campaigns.”

### **Tony Rice – Proprietor – Yarm Martial Arts. Tel: 01642 354937. [www.yarmmartialarts.co.uk](http://www.yarmmartialarts.co.uk)**

“I advertise Yarm Martial Arts Academy in every issue of Primary Times and I always get phone calls as a result of my advertisements. Primary Times reaches my target audience of families and it's great that I have the flexibility to change my ads to reflect the needs of my business. I have also found Primary Times useful for promoting Tiny Tigers Foundation Classes for 2 – 5 year olds too! It's also beneficial that in the 10 years I have been advertising in Primary Times that I get to speak to the same person – Carole! I always get an efficient, friendly service from Primary Times and feel that advertising in the magazine is always good value for money.”

### **Lisa Soderman, the Dolphin Centre, Darlington. Tel: 01325 388410. [www.darlington.gov.uk/dolphin](http://www.darlington.gov.uk/dolphin)**

“I regularly advertise in Primary Times, using both the Front Cover and Full Page advertisements to promote Swimming Schemes for Under 12s and their families and also for Birthday Party Packages at the Dolphin Centre. Primary Times reaches my target audience – families with no wasted readership. As well as covering the Darlington area I know that the magazine is distributed across the whole of Tees Valley attracting families from various locations. I feel that advertising in Primary Times represents good value for money and the 7 issues per year are ideally timed to coincide with Half Term and Summer Holiday promotions.”

### **Clare and Jo – Proprietors – Hartburn Dancewear. Tel: 07930 433997 / 07966 844214. [www.hartburndancewear.co.uk](http://www.hartburndancewear.co.uk)**

“Thanks to regular advertising in Primary Times, Hartburn Dancewear is reaching people across the Tees Valley area, increasing our customer base and enabling us to make direct connections with our target clients. Primary Times also regularly uses social network to promote Hartburn Dancewear, for which we are extremely grateful. The staff are very approachable and nothing is too much trouble.”

### **Derek Cooper, Forum Theatre, Billingham [www.forumtheatrebillingham.co.uk](http://www.forumtheatrebillingham.co.uk) Tel 01642 552663**

“We have used Primary Times on a regular basis for several years to promote our various family

events and also to run regular competitions. The response and the service have always been excellent.”

### **Jo Laud, Principal, Laud Ballet School. Tel: 07771 722289. Email: [jo@laudballet.co.uk](mailto:jo@laudballet.co.uk)**

“I am a ballet teacher with over 10 years experience and have recently started my own ballet school. Easier said than done – for a school you need students! As part of my efforts to publicise my classes I place advertisements in Primary Times. It is the perfect publication to reach families, as it is distributed regularly to all children at primary schools in the area. I have classes for children of all ages from 2½ upwards (and for adults too!), so this is a match made in heaven! The flexibility to change ad size, contents and in which issue they appear is a real bonus. Being able to speak to Carole (Sanderson), a real person, the same person each time I call is a huge help. I am able to talk through all my options with no pressure or hard sell. Carole's Tweets have even brought me the odd enquiry! As a new business the personal touch is important, as is getting results from your investment. With Primary Times I get both and in my opinion at quite a reasonable rate.”

### **Mel Stevens, Wobbly Wot-Notz Bouncy Castle Hire and Donut & Ice Cream Stalls Tel: 01287 642929.**

Wobbly Wot-Notz has been a regular advertiser in Primary Times since 2003. Mel says: “I advertise in Primary Times confident in the knowledge that every primary school pupil takes the magazine home for their parents to read. It is a great way to reach families in Tees Valley. I also find the magazine and Primary Times' Facebook Page useful to source forthcoming events that I can attend with my Donut & Ice Cream stall. I look forward to continuing to advertise in Primary Times in the future”.

### **Debby Watt, Water Babies [waterbabies.co.uk](http://waterbabies.co.uk)**

“We have been advertising in Primary Times since we began our business in 2007 and we have always found it brings us a steady stream of enquiries, the service the team provide is professional and friendly and the publication is a quality, interesting read which hits our target audience and works well for us.”

### **Kerry Lewis, My Little Beauty. [www.mylittlebeauty.co.uk](http://www.mylittlebeauty.co.uk)**

My Little Beauty has been advertising its iconic Airstream Trailer beauty business since it launched in 2008. Proprietor Kerry Lewis says she has never regretted choosing Primary Times as one of the main ways to promote her business and she always gets a lift in enquiries and bookings each time the magazine comes out. She plans to continue using Primary Times throughout 2015.



Primary Publishing Teesside Limited  
PO Box 676  
Stockton on Tees  
TS19 7WT

Tel 01642 586214 & 01642 807698  
[office@primarytimes.info](mailto:office@primarytimes.info)  
[www.primarytimes.net](http://www.primarytimes.net)

Primary Times in Tees Valley is operated under a franchise licence





# Clients & Distribution



**When you advertise in Primary Times in Tees Valley you are in good company – why not join them!**

Acklam Grange School, Adventure Point, Adventure Toys, ARC, Arriva, BBC, Boro Soccer Schools, Bowes Museum, Castlegate Shopping Centre, Castlegate Quay Watersports Centre, Captain Cook Museum, Cleveland Centre Shopping Centre, Charles Clinkard, Crazy Corner, Darlington Borough Council, Darlington Civic Theatre, Head of Steam, Darlington, David Lloyd Leisure Clubs, Dolphin Centre, Darlington, Distinct Darlington Limited, Dorman Museum, Dundas Shopping Centre, Durham School, Durham High School, EDF Energy, English Heritage, Escape Zone,

Everyone Active Leisure Centres, Expertees, Families Information Service, Favourite Things, First Class Learning, Football Dome, Forum Theatre Billingham, Fun City, Fun Shack, Funky Monkeys, Girl Guides, Grand Central Trains, Graze, Hardwick Park, Hartlepool's Maritime Experience, Museum of Hartlepool, Hartlepool Borough Council, Hambleton District Council, Internet Matters, Kellogg's, Kings Academy, Kip McGrath, Kirkleatham Museum, Kumon, Learn Direct, Lightwater Valley, Middlesbrough Town Centre Management, Middlesbrough

Borough Council, Middlesbrough Football Club, Middlesbrough Theatre, Middlesbrough Town Hall, mima, Mister Twisters, National Trust, NHS North East, North York Moors National Park, Northern Power Grid, Nunthorpe Nurseries Group, Our Fun House, Pauline Quirk Academy, Planet Leisure, Play Factory, Prior Pursglove College, Raby Castle, Redcar & Cleveland Council, Redcar Town Centre, Red House School, RSPB Saltholme, Scotch/3M, Sedgfield Borough Council, Slimming World, Sporting Lodge Inns, Stagecoach Bus, Stagecoach Theatre Arts, Starters,

Stockton Borough Council, Stockton Riverside College, Stokesley Golf, Sunderland Empire, Tees Active Limited, Teesside High School, Teesside Karting, Tees Valley Libraries, Tees Valley Museums, Tees Valley Tutors, Tesco, Thornaby Academy, University of Teesside, 20th Century Fox, Virgin Holidays, Virgin Media, VUE Cinemas, Water Babies, Wellington Square Shopping Centre, Wyevale Garden Centres, Yarm Martial Arts, Yarm School... and many more.

## Distribution by Post Code Area

**TS1** – Middlesbrough – Centre **TS2** – Middlesbrough – Port Clarence, Riverside  
**TS3** – Middlesbrough – Berwick Hills, Brambles Farm, Cargo Fleet, North Ormesby, Ormesby, Overfields, Pallister Park, Park End, Priestfields, Thorntree  
**TS4** – Middlesbrough – Beechwood, Easterside, Grove Hill, Longlands  
**TS5** – Middlesbrough – Acklam, Ayresome, Linthorpe, Whinney Banks  
**TS6** – Middlesbrough – Eston, Lazenby, Grangetown, Normanby, South Bank  
**TS7** – Middlesbrough – Marton, Nunthorpe, Ormesby **TS8** – Middlesbrough – Coulby Newham, Hemlington **TS9** – Middlesbrough – Great Ayton, Great Broughton, Stokesley **TS10** – Redcar, Kirkleatham, Dormanstown **TS11** – Marske, New Marske **TS12** – Boosebeck, Brotton, Lingdale, Moorsholm, Saltburn, Skelton **TS13** – Loftus

**TS14** – Carlin How, Guisborough, Wilton **TS15** – Hutton Rudby, Kirklevington, Yarm  
**TS16** – Stockton – Eaglescliffe, Egglescliffe **TS17** – Stockton – Ingleby Barwick, Thornaby **TS18** – Stockton – Centre, Oxbridge, Tilery **TS19** – Stockton – Fairfield, Grangefield, Hartburn, Hardwick, Whitehouse Farm **TS20** – Norton **TS21** – Stockton – Bishopton, Long Newton, Redmarshall, Stillington **TS22** – Billingham, Wolviston **TS23** – Billingham **TS24** – Hartlepool – Centre, Headland **TS25** – Hartlepool – Owton, Rift House, Seaton Carew **TS26** – Hartlepool – Eldon, West Park **TS27** – Hartlepool – Elwick, Hart Village **DL1** – Darlington – Centre **DL2** – Darlington – Centre, Croft, High Conniscliffe, Hurworth, Middleton St George **DL3** – Darlington – Centre **DL4** – Bishop Auckland, Shildon **DL5** – Newton Aycliffe

Primary Publishing Teesside Limited  
 PO Box 676  
 Stockton on Tees  
 TS19 7WT

**Tel 01642 586214 & 01642 807698**  
**office@primarytimes.info**  
**www.primarytimes.net**

Primary Times in Tees Valley is operated under a franchise licence



## Advertising Rates

Primary Times is the perfect medium for business and organisations offering services and products to families.

Our rate structure is highly competitive, give us a call or drop us an email if you would like a copy of our rate card.

## Other Services

### Leaflet Inserts

### Front Cover Sponsorship

**Advertorial** We offer advertorial space within the magazine and website – prices on request.

**Monthly invoicing** Flatten the cost of your advertising by paying in regular monthly instalments, ask for details.

**Web advertising** Stand alone advertisements on our website or packaged with the printed magazine.

**Typesetting and Design** Our prices include simple ad design and typesetting, and correction/alteration to the first proof. **Subsequent changes will be subject to a surcharge of 10%.**

## Publication Dates 2015

| Issue                | Publication Date | Copy Deadline |
|----------------------|------------------|---------------|
| February Half Term   | 2nd February     | 22nd January  |
| Easter Holiday       | 16th March       | 5th March     |
| May Half Term        | 11th May         | 30th April    |
| Summer Holiday       | 6th July         | 25th June     |
| Back to School*      | 7th September    | 27th August   |
| October Half Term    | 12th October     | 1st October   |
| Christmas & New Year | 23rd November    | 12th November |

\* Reduced distribution of 48,000 copies this issue only.

Primary Publishing Teesside Limited  
PO Box 676  
Stockton on Tees  
TS19 7WT

**Tel 01642 586214 & 01642 807698**  
**office@primarytimes.info**  
**www.primarytimes.net**

Primary Times in Tees Valley is operated under a franchise licence

## Mechanical Data

All sizes below are in mm and are **width x depth**

Printed web offset, full colour process

|                           | Type Area | Trim Size | Bleed Size |
|---------------------------|-----------|-----------|------------|
| Full Page                 | 184 x 273 | 210 x 297 | 220 x 307  |
| Half Page Horizontal      | 184 x 135 | –         | –          |
| Half Page Vertical        | 90 x 273  | –         | –          |
| Quarter Page Horizontal   | 184 x 66  | –         | –          |
| Quarter Page Vertical     | 90 x 135  | –         | –          |
| Eighth Page Horizontal    | 90 x 66   | –         | –          |
| Eighth Page Vertical      | 43 x 135  | –         | –          |
| Sixteenth Page Horizontal | 90 x 30   | –         | –          |
| Sixteenth Page Vertical   | 43 x 66   | –         | –          |
| Classified Box            | 43 x 30   | –         | –          |
| Extended Classified Box   | 43 x 45   | –         | –          |

## Guidelines for Supplying Copy

**Word and Publisher files are not acceptable as finished artwork and will have to be converted by our designer. In this case fonts will be matched as closely as possible.**

**We can accept artwork in the following formats:**

CMYK print quality PDF files with all fonts embedded

CMYK TIFFs, JPEGs or EPSs with a minimum image resolution of 300 dpi.

CMYK EPS files from Illustrator / Freehand / other illustration applications with all text converted to curves/outlines and all imagery embedded.

Advertisement artwork should be supplied at the correct size and orientation according to the above table.

