

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



primary times

IN PRINT



ON LINE



ON FACEBOOK



ON APP



ON TWITTER



SERVING
THE
TEES VALLEY
SINCE
2002

68,000 Copies Perfectly Targeted

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 **68,000 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!

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

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 readers and advertisers say on page 2.





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

Derek Cooper, Forum Theatre, Billingham 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.”

Trudy Hindmarsh, Stagecoach Theatre Arts Schools Tel: 01325 337667 or 01642 591168 www.stagecoach.co.uk

“PRIMARY TIMES has been an important part of our Marketing plans ever since it started. Russel gives you fair treatment, informed advice about making your budget spread as far as it can go and the adverts are always designed in an eye-catching way – with NO mistakes – so vital!! He is a kind and friendly voice on the other end of the phone.”

Lisa Soderman, the Dolphin Centre, Darlington. Tel: 01325 388410.
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.”

Tracy O’Leary, Middlesbrough parent, reader and competition winner.

“I really look forward to reading every issue of Primary Times. There are always great ideas about what to do and where to go in the school holidays and the magazine also has fantastic competitions, in fact my daughter Evie won first prize in the Northern Powergrid Vic Voltage Safety Poster Competition in the Summer 2015 issue and received a brilliant prize of a Tablet plus £30 Cineworld Voucher! I’m looking forward to reading Primary Times again throughout 2016”

Clare and Jo – Proprietors – Hartburn Dancewear.
Tel: 07930 433997 / 07966 844214. 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.”

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Tony Rice – Proprietor – Yarm Martial Arts. Tel: 01642 354937.
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 11 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.”

Heather Taylor, Manager, First Class Learning Redcar 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.

Debby Watt, Water Babies 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

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 2016.

Victoria Brown, Mum of 9 & 7 year-old girls.
www.victoria-brown.com

“I feel privileged to write for the Primary Times. One of the best things is being able to connect with other parents through different subjects. The magazine is full of local information that is great for parents and children. We love receiving our copy, so we can see what adventures we can get up to in the coming weeks.”





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, Air Climb, Air Trail, ARC, Arriva, Boots, 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, Dolphin Centre, Darlington, 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, Jump 360, Kellogg's, Kings Academy, Kip McGrath, Kirkleatham Museum, Kumon, Learn Direct, Lightwater Valley, Magic & Mayhem, Middlesbrough

Town Centre Management, Middlesbrough Borough Council, Middlesbrough Theatre, Middlesbrough Town Hall, mima, Mister Twisters, National Trust, NHS North East, North Shore Academy, North York Moors National Park, Northern Power Grid, Nunthorpe Academy, 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 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

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Rates & Technical Data



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

Sponsorship:

Roundabout – What’s On Guide (per page) POA

Puzzle Page POA

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 2016

Issue	Publication Date	Copy Deadline
February Half Term	1st February	21st January
Easter Holiday	14th March	3rd March
May Half Term	16th May	5th May
Summer Holiday	4th July	23rd June
Back to School*	5th September	25th August
October Half Term	10th October	29th September
Christmas & New Year	21st November	10th November

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

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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	190 x 273	210 x 297	220 x 307
Half Page Horizontal	190 x 135	–	–
Half Page Vertical	90 x 273	–	–
Quarter Page Horizontal	190 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.

