

2012 Media Pack

primary times

East London



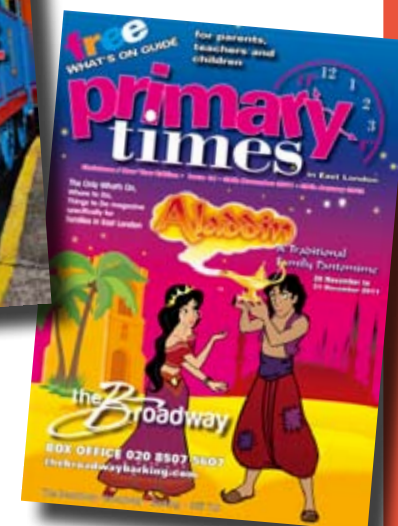
What is Primary Times?

- Primary Times is a free 'what's on, where to go' magazine targeting the parents of primary school children (aged 4-11).
- Published 7 times a year prior to each school holiday, Primary Times is distributed to families via their child's school book bag.
- The original What's On guide for families.
- Part of a network of 59 regional editions publishing 2.5 million copies nationally, Primary Times is supported and enhanced by www.primarytimes.net

What's in Primary Times?

- Complete listings for family shows at all major theatres.
- Comprehensive listings of what's on locally for a two month period.
- News and information of interest to parents, teachers and children.
- Competitions, book reviews and puzzle pages.

To advertise in Primary Times call 020 8318 0400
or email office@primarytimes.biz



**Distributed
to 45,000
families
across
East London**

more ➔



Over 70% of
our clients
are regular
advertisers



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Why advertise in Primary Times?

- Effective distribution - direct to 127,000+ local families
- Niche marketing - targets a specific market (ie families of 4-11 year olds) - No wastage!
- Reader confidence - Primary Times has been tried, tested and trusted for over 20 years.
- Retention value - comprehensive event listings ensure a coffee table life of at least 6 weeks.

Who advertises in Primary Times?

- Anna Fiorentini • Bank of England Museum • Barbican • Broadway Theatre Barking
- Centre of the Cell • Creative Biscuit • Discover • Docklands Light Railway
- English Heritage • First Class Learning • Funky Monkeys • Lakeside • Laser Mayhem
- London Borough of Tower Hamlets • Magical Frog French Club • Museum of Docklands
- Museum of London • National Trust • Queen's Theatre • Redbridge Cycling Centre
- Richmix • Romford YMCA • Rope Runners • Rush Croft Sports College
- Thameside Theatre • The Brewery Romford • Theatre Royal Stratford
- V&A Museum of Childhood

Primary Times have been a fantastic form of advertising for my Stagecoach Sutton Schools across the years and are always professional and organised with their bookings. They are always happy to help me with extra editorials regarding my students and they are organised with invoicing. I have been more than happy with the service Primary Times have given me and I will be continuing to advertise my schools with them on a regular basis.

Stagecoach Theatre Arts School

We were very pleased with the service provided by Primary Times. Staff were courteous and helpful at all times and aimed to give maximum customer satisfaction. We were very pleased with the quality of the adverts and will be using Primary Times regularly in future as a means of spreading information about our school.

Sedgehill School

Greenwich Theatre is a mid-scale theatre with a small-scale marketing budget, which means that no advertising decision can be taken lightly. However, whenever I need to promote a family show, Primary Times is always at the top of my list. The editorial is always engaging, ensuring that the magazine is not just skimmed through by readers, and placing an ad there always converts into ticket sales. If I wasn't so worried about competition from other theatres, I'd be telling them all to advertise with Primary Times!

Greenwich Theatre

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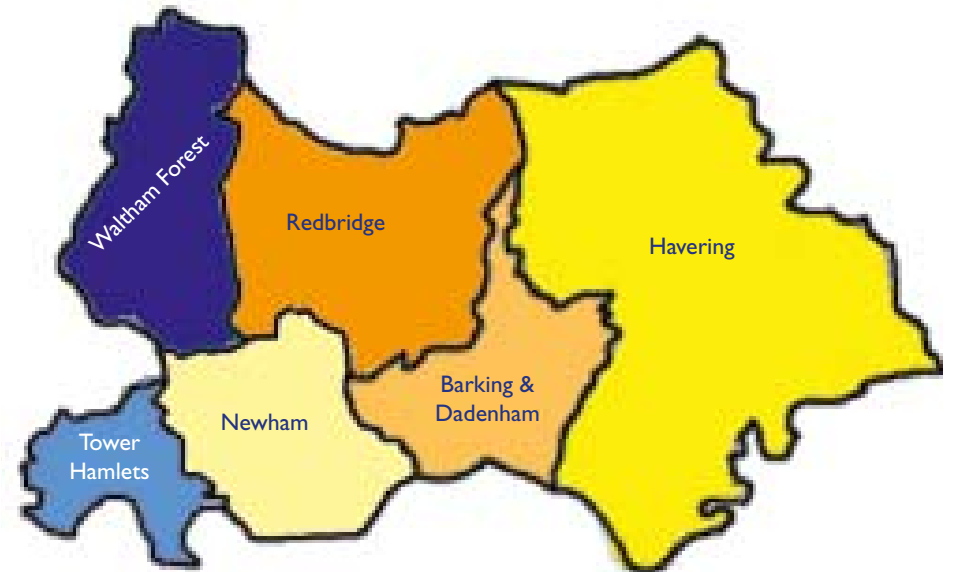
South London Region

Primary Times distribution

Primary Times in East London is distributed to primary schools, libraries and other outlets via one local issue

The **East London** magazine region covers the boroughs of Barking & Dagenham, Havering, Newham, Redbridge, Tower Hamlets and Waltham Forest and has a circulation of 45,000 copies.

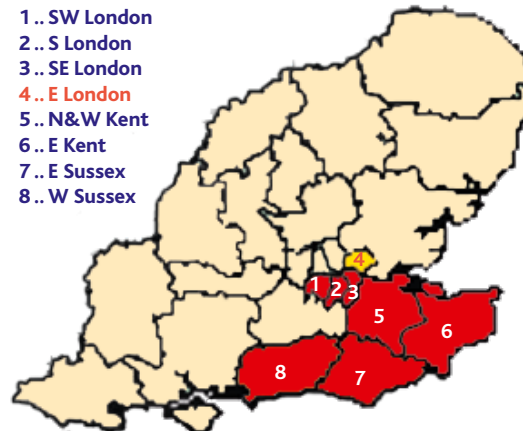
We can also help you promote your business across the whole of the South East and throughout the rest of the UK - please ask for details.



Primary Times South East

From this office we publish Primary Times magazines in eight different areas: South East London, South West London, South London, North & West Kent, East Kent, East Sussex, West Sussex plus East London. Please call us on 020 8318 0400 to find out more.

- 1.. SW London
- 2.. S London
- 3.. SE London
- 4.. E London
- 5.. N&W Kent
- 6.. E Kent
- 7.. E Sussex
- 8.. W Sussex



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Thank you all for a fantastic magazine that we have been using as our school holidays 'bible' for years. We've visited so many places featured in your magazine from Broadditch Farm and local country parks to the various National Trust properties (in fact we are now members!) and I know many other Mums that read it from cover to cover also.

The Robertson Family

primary times

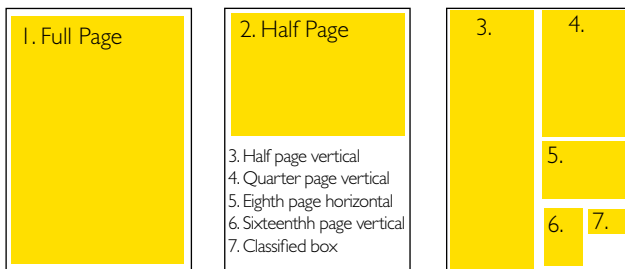
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Publication dates 2012

Issue	Publishes	Copy Deadline
February Half Term	30 January	13 January
Spring/Easter	19 March	2 March
May Half Term	21 May	4 May
Summer Holiday	2 July	15 June
Back to School	3 September	17 August
October Half Term	15 October	28 September
Christmas	26 November	9 November

Advertisement sizes

Advert size	Width x Height
Full page (see also type area)	210mm x 297mm (+3mm bleed)
Full page type area	190mm x 277mm
Half page horizontal	190mm x 135mm
Half page vertical	90mm x 277mm
Quarter page (vertical)	90mm x 135mm
Eighth page (horizontal)	90mm x 66mm
Sixteenth page (vertical)	43mm x 66mm
Classified box (horizontal)	43mm x 30mm



Advert Size Rate per single issue/per Region

Box (Classified)	£70.00
Sixteenth	£140.00
Eighth	£260.00
Quarter Page	£445.00
Half Page	£800.00
Full Page	£1,430.00
Double Page Spread	£2,750.00
Outside Back Cover	£1,540.00
Front Page Package from... (includes quarter page within magazine)	£1,315.00
Inserts	£37.50 per '000
Special Position Charges	+20%
Agency Discount	10%

Terms and conditions apply. Copy available on request

Copy requirements

We can accept artwork in the following formats: CMYK print quality PDF files with all fonts embedded • CMYK EPS files from illustrator/other illustration applications with all text converted to outlines and all images embedded • CMYK TIFF, JPEG or EPS files with a minimum image resolution of 300dpi. Advert sizes must adhere to the above table and be supplied at 100% of that size. Please supply contact details with your advert in case we experience any problems with your files. Artwork can be emailed to: alison@primarytimes.biz



Place your advert now! Call the Primary Times office on 020 8318 0400 or email office@primarytimes.biz