

2012 Media Pack

primary times

Sussex



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 89,000
Sussex
Families

more 



Over 70% of
our clients
are regular
advertisers

Why advertise in Primary Times?

- Effective distribution - direct to 89,000+ 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?

- Amberley Working Museum • Blackberry Farm • Brighton & Hove Transport
- Brighton & Hove Council • Buchan Country Park • Cats Protection • Chichester College
- Churchill Square Shopping Centre • Creation Station • East Sussex County Council
- Eastbourne Theatres • EC Brighton • English Heritage • Fishbourne Roman Palace • Go Kart Parties
- Haredown Mountain Boarding • Hastings Museum • Henry House Hydrotherapy
- Highdown Vineyard • Horsham District Council • Kip McGrath • Kumon • Lancing College
- Littlehampton Council • Marie Curie • Moira House School • MXT Swimming • National Trust
- Observatory Science Centre • Razzle Dazzle Cheerleading • RSPB Pulborough Brooks
- Rye Harbour • Science Wizards • South Downs Planetarium • St Bedes School
- St Wilfrids Hospice • The Capitol • Theatre Workshop • Tulleys Farm
- West Sussex Council Fostering • Worthing Theatres



more →

I would highly recommend advertising in the Primary Times as it is the one publication where we get a measureable and immediate Return on Investment. As a small business it is important that every single penny we spend on marketing is used as effectively as possible and our Account Manager Karen ensures that our adverts are suitably placed, look great and that we are aware of any features that may be running in an issue which may benefit us. The Primary Times is an interesting read, looks great, is widely available and most of all trusted by parents as a source of useful information. Time and time again, The Primary Times delivers!

Haredown Mountain Boarding

As an advertising purchaser, I would thoroughly recommend advertising in Primary Times, as Primary Times directly taps in to a market which is very difficult to break in to. Almost every child of primary school age receives a copy of the publication. I know this as my two children bring home copies for me every school holiday in their book bags. It is informative and gives full details of local attractions and what's on in your local area giving my family many ideas on great days out. I would also add that the advertising and editorial team work hand in hand, which allows a joined up approach when you are buying advertising space. The Primary Times team are excellent to work with and highly efficient and accommodating. I would suggest that if you are a local attraction that attracts young families and you are not taking the opportunity to advertise in the Primary Times then you are missing out on awareness to a very important market.

The Brighton Centre



Primary Times distribution

Primary Times in Sussex is distributed to primary schools, libraries and other outlets via two local issues - East Sussex and West Sussex

The **East Sussex** magazine region covers the local authority areas of East Sussex and Brighton and Hove and has a circulation of 45,750+ copies.

The **West Sussex** magazine region covers the local authority area of West Sussex and has a circulation of 43,500+ copies.

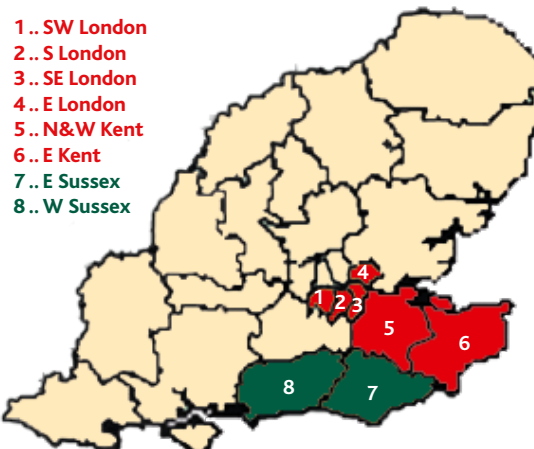
We can also help you promote your business across the whole of the South East and throughout the rest of the UK - please ask for details.



Primary Times South East

From this office we publish Primary Times magazines in eight different areas: South West London, South London, South East London, East London, East Kent, North & West Kent plus our two magazines covering Sussex.

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

[more ↗](#)

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

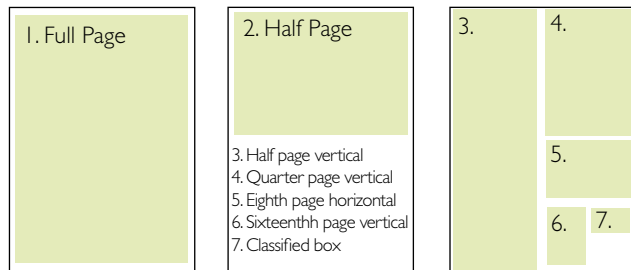
primary times Sussex

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

