



primary times

for parents, teachers and children



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Primary Times has been and continues to be one of the few staples in our advertising budget. We always get a good response, and the PT team are very easy to work with.

We've been advertising in PT for years, and time and time again it's proven itself - it hits our target audience, and is very well established, unlike new rival magazines. Parents trust it, and it works.

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Heidi Hollis

Stagecoach Theatre Art schools, Bristol

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Primary Times is the perfect way for At-Bristol to communicate with our visitors! Being a charity it is important to know that we are really getting value for money and with Primary Times you definitely do. From the great Roundabout section which lets families know what's on, to Arty Barty competitions, there are plenty of fun and effective ways to engage with readers!

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Nicole Briggs

PR and Promotions Officer At-Bristol

primary times WHY IT CAN WORK FOR YOU

- Primary Times in Avon is a magazine for parents, pupils and teachers in the primary school sector across Bristol, Bath, South Glos, North Somerset and BANES. It is primarily a 'what's on and where to go family guide', with editorial covering local and educational issues.
- Published seven times a year at the start of each half- and full-term holiday, with a special 'Back To School' issue in September, it's delivered directly to 4-11 year olds, teachers and parents in 95% of state primary schools. In all, 66,000 copies are distributed

for free, giving a potential readership of 231,000, and copies remain in readers' homes for several weeks after publication. We get huge amounts of positive feedback from teachers, parents and children - who contribute paintings and jokes - and we've lost count of the number of parents who've said: 'Primary Times saved my life this holiday.'

- No other publication can offer advertisers repeated exposure to the family market at such competitive rates.



DIMENSIONS



BOX HORIZONTAL
43x30mm



16TH PAGE PORTRAIT
43x66mm



8TH PAGE HORIZONTAL
90x66mm



QUARTER PAGE
135x90mm



HALF PAGE HORIZONTAL
184x135mm



FULL PAGE
210x297mm
+ 4mm bleed
(218x305)

RATES

Front Cover
Outside Back
Inside Front
Inside Back
Full Page
Half Page
Quarter Page
Eight Page
Sixteenth Page
Box

1 ISSUE

£1800
£1650
£1550
£1550
£1500
£890
£495
£260
£135
£70

3 ISSUES (15%) (price per issue)

£1530
£1400
£1315
£1315
£1275
£755
£420
£220
£115
£60

6/7 ISSUES (20%) (price per issue)

£1450
£1320
£1240
£1240
£1200
£715
£395
£205
£100
£55

Leaflet distribution service available from **£35 per 1000** All rates are exclusive of VAT

DEADLINES

EDITION

Feb half term 2012
Easter 2012
Whitsun half term 2012
Summer holiday 2012
Sept Back to school 2012
Autumn half term 2012
Xmas 2012

ADVERTISING DEADLINE (MON)

Jan-16
Mar-05
May-07
Jun-25
Aug-20
Oct-1
Nov-26

DISTRIBUTION STARTS

Jan-30
Mar-19
May-21
Jul-09
Sept-3
Oct-15
Dec-10

PUBLISHING DATES

Feb 10-Mar 30
Mar 30-June 1
June 1-July 19
July 19-Sept 3
Sept 3-Oct 24
Oct 24-Dec 21
Dec 21-Feb 8

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**PRIMARY TIMES 4TH FLOOR
BRISTOL NEWS AND MEDIA
TEMPLE WAY/ BRISTOL / BS99 7HD**

Guaranteed position, ie; solus on a page or facing specific editorial, 10% extra.
For the same rate we can design your ad and scan any pictures supplied. Once an ad is set only ONE AMENDMENT can be made.
THERE WILL BE A CHARGE OF £10 FOR SUBSEQUENT AMENDMENTS. All rates exclude VAT. Please note: pre-payment is required for all new advertisers. Series discounts apply only on a receipt of signed contract. Patterns of insertion can be built to suit any specific campaign requirements. Failure to complete a series will result in a surcharge being imposed on the ads published
Cancellation date Only written cancellations are accepted with notice of 10 days prior to publication and 15 days for covers.
Our prices assume that camera ready copy will be supplied. Supplied artwork is required as either a high resolution PDF, jpeg or Tiff file. 300dpi for colour, 200dpi for mono. This includes images supplied for ads set by us. A hard copy proof is also required. We do not use the following applications and cannot open these types of document: Word, Excel, Powerpoint, Pagemaker and CorelDraw.
Responsibility cannot be accepted for copy taken by phone (see copy dates). If you require help with setting your ad please ask for details.



DISTRIBUTION MAP FOR PRIMARY TIMES AVON

