

Helping parents plan school holidays, weekends and 'after school' for the whole family!



What is Primary Times?

Primary Times in Cheshire is a free magazine targeting the parents of primary school children between the ages of 4 & 11

- Published **7 times a year** prior to each school holiday.
- Distributed to each child and taken home via their book bag.
- Part of a network of 55 separate regional editions publishing **2.4 million copies nationally**, every month
- **www.primarytimes.net** has extensive listings of what's on and where to go plus film reviews, competitions, free classified ads and lots more.

Why advertise in Primary Times?

At 35,000 copies, Primary Times in Cheshire has the largest guaranteed circulation of any free family magazine.

- ✓ Primary Times is used for a minimum of 6 weeks. Long coffee table life - 6 weeks or more.
- ✓ To reach a large geographical area in one go, rather than several editions of the regional press.
- ✓ Delivered only to local families. No advertising 'wastage'.



Tel: 0845 880 1777

The what's on guide for parents, teachers and children

Primary Times Cheshire is operated under a franchise licence

Publications

Advertising rates

Publication Dates 2009 / 2010

Back to School

Publication Date 7th Sept
Artwork Deadline 21st Aug

October

Publication Date 12th Oct
Artwork Deadline 25th Sept

Christmas & New Year

Publication Date 23rd Nov
Artwork Deadline 5th Nov

February Half Term

Publication Date 1st Feb
Artwork Deadline 15th Jan

Easter

Publication Date 22nd March
Artwork Deadline 5th March

May Half Term

Publication Date 17th May
Artwork Deadline 30th April

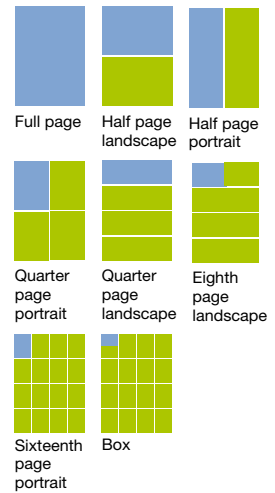
Summer

Publication Date 5th July
Artwork Deadline 18th June

Advertising Rates

Prices are for full colour advertising
and includes a free design service

Box	£70
Sixteenth Page	£125
Eighth Page	£225
Quarter Page	£450
Half Page	£750
Full Page	£1250
Double Page	£1900
Back Cover	£1375
Inserts	£35 per '000



Prices are subject to VAT

Series rates discount

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	Rate	3 editions	7 editions
		20%	30%
Sixteenth	£125	£100	£87.50
Eighth	£225	£180	£157.50
Quarter	£450	£360	£315.00
Half	£750	£600	£525.00
Page	£1250	£1000	£875.00

Advertising sizes

ADVERT SIZES

	W	H
Box	43mm	x 30mm
1/16 PAGE PORTRAIT	43mm	x 66mm
1/8 PAGE LANDSCAPE	90mm	x 66mm
1/4 PAGE PORTRAIT	90mm	x 135mm
1/4 PAGE LANDSCAPE	184mm	x 66mm
1/2 PAGE PORTRAIT	90mm	x 273mm
1/2 PAGE LANDSCAPE	184mm	x 135mm
FULL PAGE (with margin)	184mm	x 273mm
FULL PAGE (to edge) (please add 3mm bleed on each side and crop marks)	210mm	x 297mm
DOUBLE PAGE SPREAD (please add 3mm bleed on each side and crop marks)	420mm	x 297mm



Call the sales team on 0845 880 1777

Moonscape Media Ltd, 33 Wood Lane, Sonning Common, Berkshire, RG4 9SJ