



primary times

for parents, teachers and children



“

Primary Times has been our number one choice for Cattle Country Adventure Park when advertising to schools. We have always had great success and when run redemption offers they always work.

”

Stuart Burnell
Cattle Country, Gloucestershire

“

Our regular adverts in Primary Times have been central to our marketing for over a year now. Quite simply, it's one of the best value local publications to advertise our School Holiday Climbing Clubs for kids. Parents use it as a helpful guide to avoid the dreaded school holiday boredom factor!

”

Jeremy Chapman
The Warehouse Climbing Centre, Gloucester

primary times WHY IT CAN WORK FOR YOU

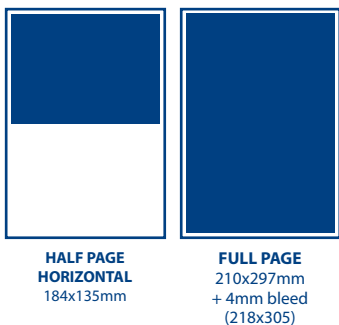
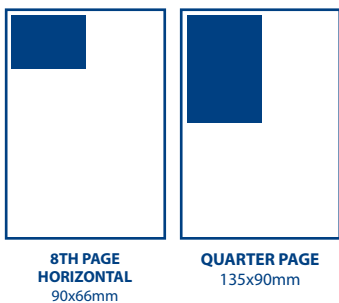
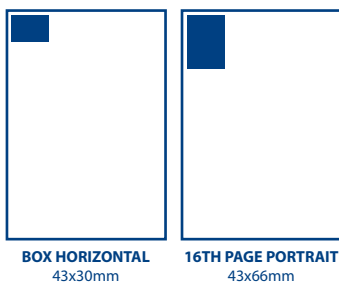
- Primary Times in Gloucestershire is a magazine for parents, pupils and teachers in the primary school sector across the county, including the Forest of Dean, the Cotswolds and the Severn Vale. It is primarily a 'what's on and where to go family guide', with editorial covering local and educational 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, 41,500 copies are distributed for free, giving a potential readership of 145,250, 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



DIMENSIONS



RATES

	1 ISSUE	3 ISSUES (15%) (price per issue)	6/7 ISSUES (20%) (price per issue)
Front Cover	£1200	£1020	£950
Outside Back	£1000	£850	£800
Inside Front	£900	£765	£720
Inside Back	£900	£765	£720
Full Page	£850	£720	£670
Half Page	£575	£485	£450
Quarter Page	£350	£295	£285
Eight Page	£205	£175	£165
Sixteenth Page	£120	£105	£95
Box	£55	£45	£40

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

DEADLINES

EDITION	ADVERTISING DEADLINE (MON)	DISTRIBUTION STARTS	PUBLISHING DATES
Feb half term 2012	Jan-16	Jan-30	Feb 10-Mar 30
Easter 2012	Mar-05	Mar-19	Mar 30-June 1
Whitsun half term 2012	May-07	May-21	June 1-July 19
Summer holiday 2012	Jun-25	Jul-09	July 19-Sept 3
Sept Back to school 2012	Aug-20	Sept-3	Sept 3-Oct 24
Autumn half term 2012	Oct-1	Oct-15	Oct 24-Dec 21
Xmas 2012	Nov-26	Dec-10	Dec 21-Feb 8

CONTACTS

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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 GLOUCESTER

