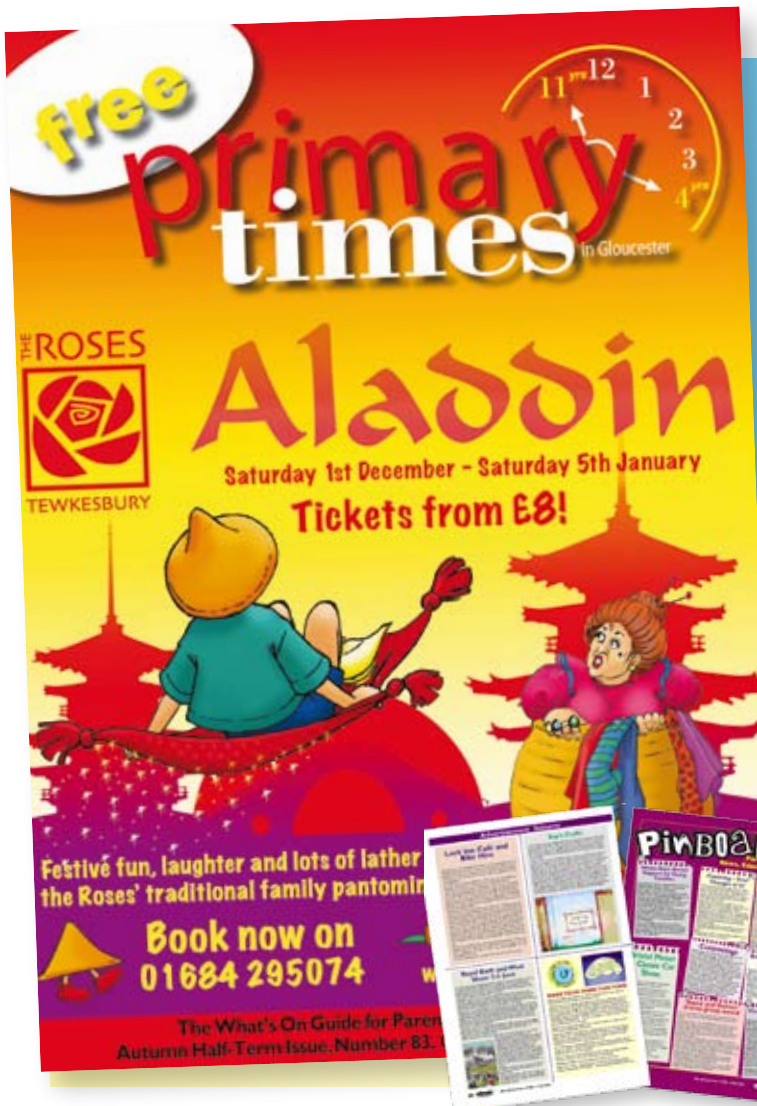


primary times

in Gloucestershire



“ We have been advertising in Primary Times on a regular basis for several years now. It reaches our target audience exceptionally well and we know it generates business for us. We would certainly recommend Primary Times.

David Cole
Avon Valley Railway

“ As a long-standing advertiser in Primary Times, I can recommend it as an affordable and worthwhile means of promoting a business. As a result of advertising with them, our work with Primary Schools in and around Bristol has grown consistently.”

Claire Allen
The Cookery School, Bordeaux Quay

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, 45,000 copies are distributed for free, giving a potential readership of 157,000, 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

	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
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)	PUBLISHING DATES	TERM STARTS / ENDS
Summer Holiday 2008	Jun 30	July 14 - Aug 31	ends July 25
Back to School 2008	Aug 18	Sept 1 - Oct 13	starts Sept 3
Autumn half term 2008	Sept 29	Oct 13 - Dec 8	ends Oct 24
Xmas 2008	Nov 24	Dec 8 - Feb 2	ends Dec 19
Feb half term 2009	Jan 19	Feb 2 - March 23	ends Feb 13
Easter 2009	Mar 09	March 23 - May 11	ends April 3
Whitsun half term 2009	Apr 27	May 11 - July 13	ends May 22
Summer holiday 2009	Jun 29	July 13 - Sept 1	ends July 24
Back to school 2009	Aug 17	Aug 31 - Oct 12	starts Sept 3
Autumn half term 2009	Sept 28	Oct 12 - Dec 7	ends Oct 23
Xmas 2009	Nov 23	Dec 7 - Feb 1	ends Dec 18

CONTACTS

SALES

Caroline Stretton	0117 934 3737	c.stretton@bep.co.uk
Nick Tarrant	0117 934 3730	n.tarrant@venue.co.uk

EDITORIAL

Harry Mottram	0117 934 3742	h.mottram@bep.co.uk
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PRIMARY TIMES 2ND 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.

