

primary times

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What is Primary Times?

PRIMARY TIMES NORTH WEST is a FREE distribution magazine targeting the PARENTS (25-45 yrs) and TEACHERS of primary school children (under 11). Primary Times North West is produced four times a year, prior to school holidays plus a 'back to school' issue. Each of the quarterly issues are packed full of fun local events, advice, information and support for families. 30,000 copies are distributed with the support of primary schools across L'derry, Limavady, Coleraine, Strabane, Omagh, Enniskillen & Donegal and taken home by the children to parents and carers. FREE copies are also available at libraries. Primary Times has a friendly, accessible editorial style that makes it a popular guide for families.

What's in Primary Times?

- The most comprehensive What's On Guide for parents of young children in North West.
- Education & Parenting News & Reviews
- Special features and competitions.
- Puzzles & Competitions for our junior readers

Ask us about
Primary Times
in Belfast, Dublin, Leinster,
West of Ireland &
South of Ireland

Why advertise in it?

Reach the niche family market with NO WASTAGE - it's easy to target your advertising geographically. Our valuable reader demographic is predominantly parents, carers, teachers in the 25-45 age groups with children under 11.

Enjoy repeated exposure - each issue is referred to time and again with a 'coffee-table life' of 12 weeks, due to the high volume of quality family listings and events.

With regular articles and news on parenting, education, health, childcare, news and seasonal features guaranteed to appeal to advertisers and readers alike, Primary Times has it all.

Share In The Success

Advertisers use us repeatedly because it works: Arts Classes/Workshops, Childcare Providers, Education Providers, School tour venues, Entertainment Venues, Government Awareness Campaigns, Leisure/Activity Centres, Retail Outlets, Visitor Attractions, Travel/Holiday Companies & many more – all use PRIMARY TIMES NORTH WEST!

2009 Publication Dates

Issue	Copy Deadline	Publication Date
Spring	2nd March	18th March
Summer	18th May	2nd June
Autumn	31st August	15th September
Winter	9th November	23rd November

The Essential **FREE** Magazine For Parents,
Teachers & Children In **North West**

Reaching over **30,000** Families In **North West**

CO. LONDONDERRY, DERRY CITY: Eglinton,
Ballykelly, Limavady, Magilligan, Castlerock,
Coleraine, Portstewart, Garvagh, Kilrea,
Dungiven, Feeney, Park, Claudy

CO. TYRONE: Strabane, Donemana,
Artigarvan, Clady, Sion Mills Castleterg,
Drumquin, Plumbridge, Newtonstewart,
Omagh, Fintona, Trillick, Beragh, Carrickmore

CO. FERMANAGH: Ennislillen, Dromore, Irvinestown

CO. DONEGAL: Bridgend, Burnfoot, Buncrana, Illies, Clonmany,
Ballyliffin, Carndonagh, Malin Head, Culdaff, Gleeneely, Greencastle,
Moville, Muff, Newtoncunningham, Mannorcunningham, St Johnston,
Raphoe, Convey, Lifford, Letterkenny, Ballybofey, Strananlor,
Donegal Town, Killygordon, Castlefin



**Primary Times
distribution
also includes:**
Childcare centres
& childminders
Tourist Information
Offices

Advertising Sizes & Prices

Full Page £950

272mm x 190mm (Trim) 303mm x 216 (To Bleed)

Half Page £550

135mm x 190mm (Horizontal) 272mm x 90mm (Vertical)

Quarter Page £325

66mm x 190mm (Horizontal) 135mm x 90mm (Vertical)

Eighth Page £200

66mm x 90mm (Horizontal) 135mm x 43mm (Vertical)

Sixteenth Page £100

30mm x 90mm (Horizontal) 66mm x 43mm (Vertical)

Classified Box £60

30mm x 43mm

Premium Positions

Front Cover and Outside Back Cover
Price on application

Serious Series Savings

Get increased response for decreased cost!
Book on a series of 2 or more and receive up to 20% discount.
Agency discount dependent on booking

Inserts

Rates for inserts in Primary Times are dependent on number, weight & size. We carry loose or stitched-in inserts - please ring for a quote

Special Rates

- Advertorials
- Features sponsorships
- Competitions
- Website campaigns

Terms & Conditions

- STRICTLY 10 days from publication
- Cancellation 18 days prior to publication.
- ALL PRICES are per issue, EXCLUDING VAT

www.primarytimes.net

Speak to us about advertising deals available on our highly successful website - and the ability to link to your own site!

Telephone **Mary** on **02871 860900** for details
or email **primarytimesnw@btconnect.com**