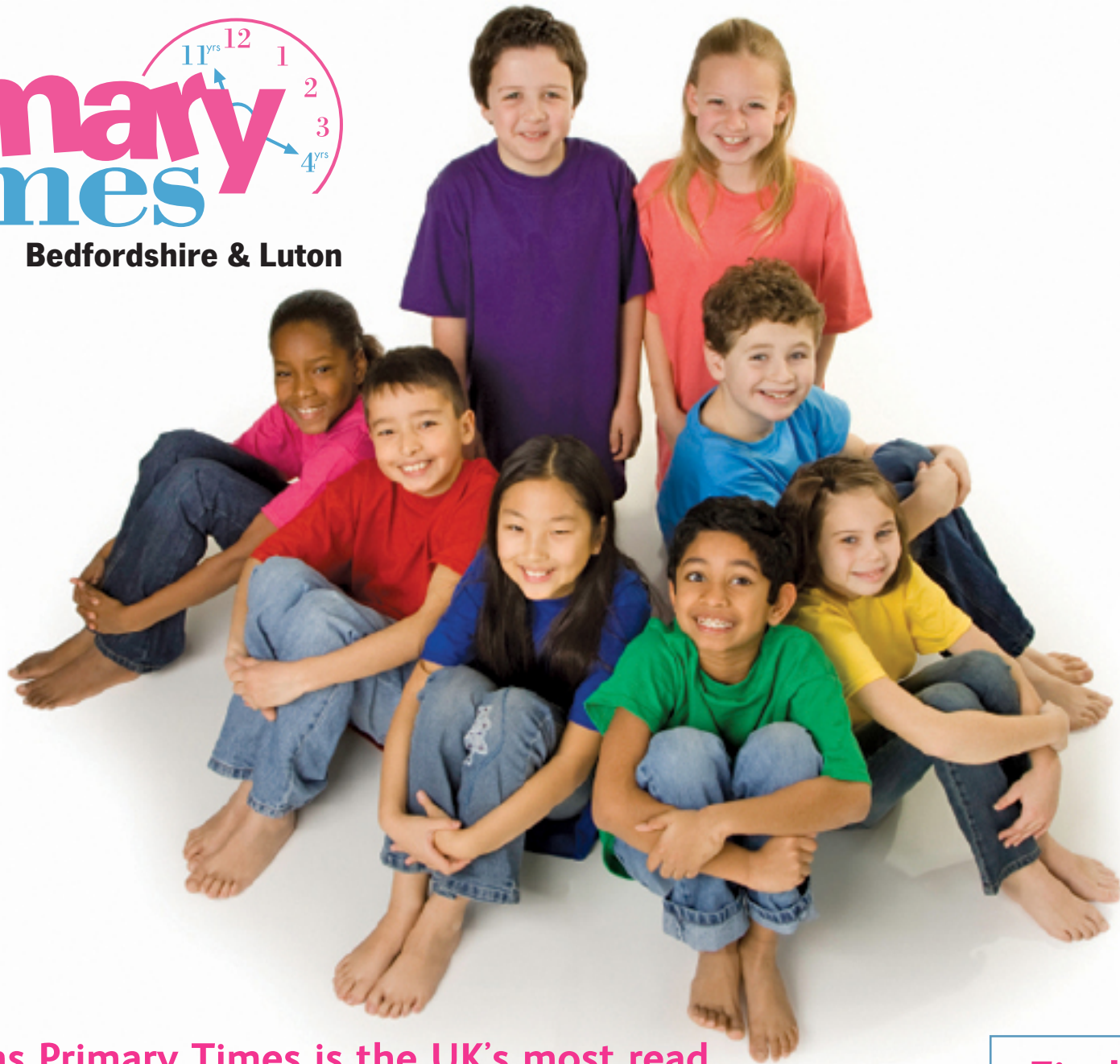


primary
times

Bedfordshire & Luton



NOP confirms Primary Times is the UK's most read listings & information publication for parents

Find out more...

What is Primary Times?

- Primary Times is a free 'what's on, where to go' magazine targeting the parents and teachers of primary school children (aged 4-11).
- Published 7 times a year prior to each school holiday, Primary Times is distributed to families via their child's school book bag.
- Part of a national network of 58 regional editions distributing 2.6 million copies to primary schools.
- NOP confirms Primary Times is the UK's most read listings and information publication for parents.
- Tried, tested and trusted since 1989.

What's in Primary Times?

...the county's best what's on and where to go guide for parents

- Local and national information specifically for parents in Bedfordshire & Luton.
- The most comprehensive what's on guide for parents of children (4-11 years) in the county.
- Reader offers for parents.
- News from local communities and schools.



Reaches
over 42,000
family members -
distributed through
Bedfordshire &
Luton's primary
schools

Place your advert now! Call the sales team on 01480 495707
or email ptimes@btinternet.com

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Why advertise in Primary Times?

...the sheer volume of our circulation sets us apart from our competitors, including the regional newspapers

- **EFFECTIVE DISTRIBUTION** – 42,000 copies to families through primary schools, libraries and Tourist Information Centres. One copy is allocated per family and taken home in the children's book bag.
- **COST EFFECTIVE** – per 1000 our pricing structure offers exceptional value.
- **GOOD TIMING** – just before every school holiday families receive fresh information just when they need it.
- **RETENTION VALUE** – the listings and money off vouchers ensure reference and retention for at least 6 weeks.
- **NICHE MARKETING** – Primary Times is highly targeted at a very specific market ie families with children. No wastage!
- **ONE STOP SHOP** – You can reach the whole of Bedfordshire & Luton in one magazine.
- **ADDED VALUE** – competitions, advertorials, coverage and support from www.primarytimes.net



The
Essential
FREE Magazine for
parents, teachers
& children in
Bedfordshire
& Luton

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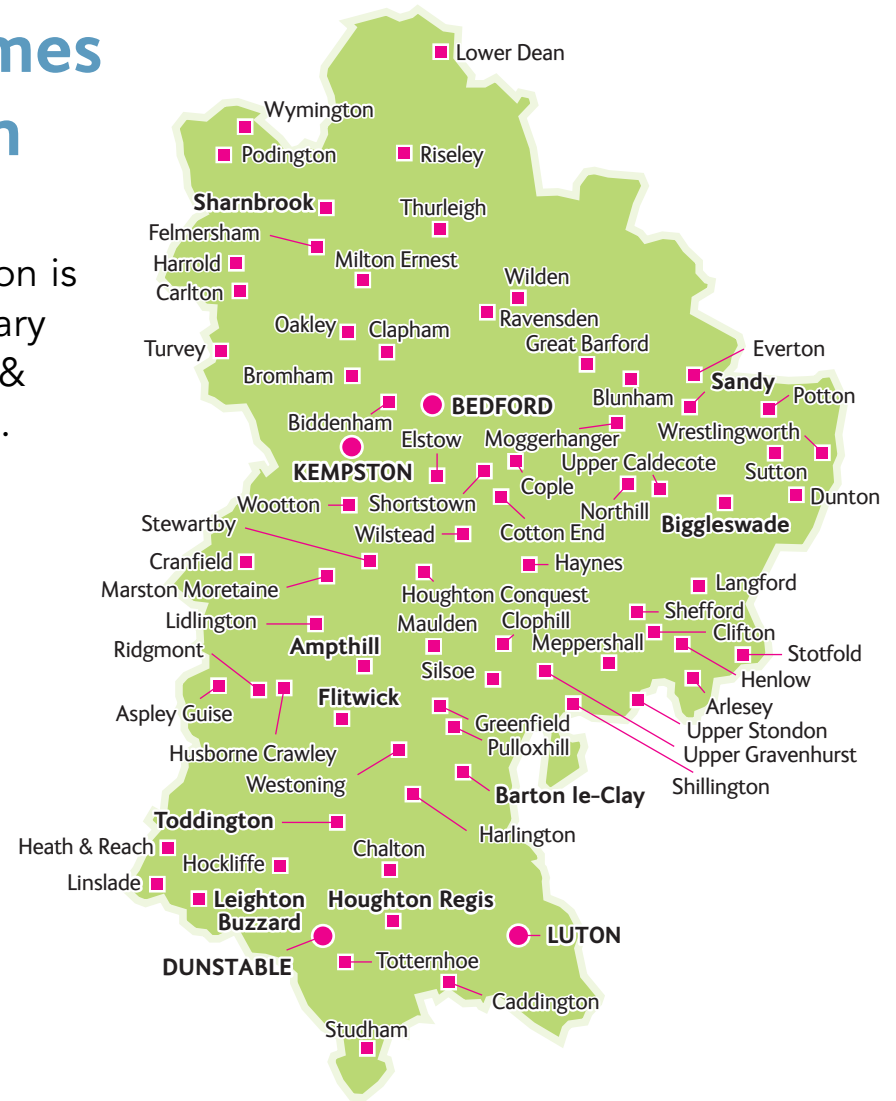
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Primary Times distribution

Primary Times in Bedfordshire & Luton is distributed to primary schools and towns & villages in between.

Let the best magazine for parents & children in your area work for you!



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Share in the success!

What our advertisers say:

Whenever one of our events is in Primary Times we get a great response. At our Woodworks Festival the Primary Times is mentioned as one of the main places where people heard about the event. It is a colourful and engaging publication. Primary Times is the best way to get families of all ages at your events.

Alexis Pym - Senior Ranger at Millennium Country Park

Bedford Oasis Beach Pool... conducted a voucher scheme. They placed the same voucher in the local press and Primary Times Bedfordshire & Luton. 391 Primary Times vouchers were returned and less than 50 from the local press advert. Consequently, Oasis regularly books series advertising.

Regular advertisers include:

Woburn Safari Park • Dunstable Grove Theatre
English Heritage • Active Luton • Bedford Oasis
Beds and Luton Children's Information Services
First Capital Connect • Luton Museums Services
Mead Open Farm • Luton Visitor Centre
Whipsnade Wild Animal Park • HomeStart
Stagecoach Theatre Schools • Kumon Education
Bedford Corn Exchange • Beds Fostering Services

**Our
advertisers
use us
repeatedly
because it
works!**



**Place your advert now!
Call the sales team on 01480 495707
or email ptimes@btinternet.com**

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7 editions per year – 2011

Issue	Publishes	Copy Deadline
February Half Term	7 February	15 January
Easter	28 March	12 March
May Half Term	16 May	29 April
Bumper Summer	11 July	25 June
Back To School	5 September	28 August
October Half Term	10 October	28 September
Christmas/New Year	28 November	16 November

Advertisement sizes

Advert size	Width x Height
1 Full page (see also type area)	210mm x 297mm*
Full page type area	190mm x 277mm
2 Half page horizontal	184mm x 135mm
3 Half page vertical	90mm x 277mm
4 Quarter page vertical	90mm x 135mm
5 Quarter page horizontal	184mm x 66mm
6 Eighth page horizontal	90mm x 66mm
7 Eighth page vertical	43mm x 135mm
8 Sixteenth page horizontal	30mm x 90mm
9 Sixteenth page vertical	43mm x 66mm
10 Box (horizontal only)	43mm x 30mm

* Please note a full page advert will require 3mm bleed all the way around. Any type should be placed within type area as outlined above.



Advertising rates

Display advertising	Rate	Series of 3 (per issue)	Series of 4-7 (per issue)
Front cover package	£840		
Back cover	£1150	£977.50	£920
Full page	£1040	£884	£832
Half page	£570	£484.50	£456
Quarter page	£340	£289	£272
Eighth page	£190	£161.50	£152
Sixteenth page	£105	£89.25	£84
Box	£55	£46.75	£44

Inserts from £22 per 1000

Web advertising

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

Terms & Conditions

Payment in advance for first time advertisers. Settlement STRICTLY 10 days from publication. Cancellation 21 days prior to publication. Debit & credit card facilities available. ALL PRICES quoted per issue, EXCLUDING VAT.

Copy requirements

Please supply artwork as CMYK print quality PDF files with all fonts embedded. If this is not possible, we can also accept CMYK TIFF, JPEG or EPS files with a minimum image resolution of 300dpi.



Place your advert now! Call the sales team on 01480 495707 or email ptimes@btinternet.com

To exit this interactive media pack please press ESCAPE

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Bedfordshire & Luton

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