

Primary Times
Lincolnshire reaches
60,000 families
seven times a year!

primary
times

We're the UK's
most effective way to
reach parents of
4-11 year old children!

- The most comprehensive FREE what's on guide for parents and teachers
- Extensive listings of events, activities, shows in the magazine and online
- Local and national news that's relevant for parents
- Primary Times is the biggest parenting magazine in the country (NOP survey Christmas 2009) and is read by over 4 million people
- In Lincolnshire the magazine reaches 60,000 families and across the country over 2.4 million copies are regularly published
- Offers and promotions also go onto the regional pages of primarytimes.net which has 1000's of hits every month
- Competitions & promotions generate a huge response
- Parents, carers, teachers and children enjoy Primary Times



Primary Times is bringing us good trade for our kids parties and I think the consistency is re-enforcing our branding... a good proportion of our party bookings are now as a result of your magazine.

Janey Aldridge, **Tabby Road Studios**

Call Primary Times Lincolnshire at local rate:

tel: 0845 241 3874

fax: 0845 450 6178

email: sales@primarytimeslincs.com

web: primarytimes.net/lincolnshire

post: Primary Times Lincolnshire, 16 Sunnybank, Kenton, Devon EX6 8LQ

The UK's BIGGEST FREE

What's On magazine
for parents!

6 Reasons for advertising your business
within Primary Times Lincolnshire:

- Proven track record – over 70% of advertisers use us repeatedly
- No advertising wastage – all readers either have, or are involved with the education of primary school aged children
- Coffee-table life of at least 6 weeks
- Easy access to promotion throughout the whole UK
- Ensures advertising is current as magazine is distributed 7 times a year
- Efficient and effective distribution through the primary schools just before each holiday, plus free copies in the libraries so guaranteed to reach target market



We have used Primary Times for many years and although we have reduced our advertising this year, we have continued to use our local edition. Results have been tremendous and we shall certainly continue to use this efficient and effective form of promotion next year.

Kay Waring, **Rand Farm Park**

Matthew, **Frontline Activities**

Published 7 times a Year!

February Half Term Published: 30/01/12 Copy Req'd: 13/01/12

Easter Published: 10/03/12 Copy Req'd: 02/03/12

May Half Term Published: 21/05/12 Copy Req'd: 04/05/12

Summer Issue Published: 09/07/12 Copy Req'd: 22/06/12

Back to School Issue Published: 10/09/12 Copy Req'd: 24/08/12

October Half Term Published: 15/10/12 Copy Req'd: 28/09/12

Christmas Issue Published: 26/11/12 Copy Req'd: 09/11/12

at Cost Effective Prices

Enhanced Listing	£40
Classified Box	£60
Sixteenth Page	£99
Eighth Page	£168
Quarter Page	£305
Half Page	£540
Full Page	£850
Front Cover Package	£785

10% agency and pre-payment discount. All prices are per issue and subject to VAT. We accept payment with the following cards:



VAT registration number 794 4091 02

& Sizes to Suit!

We prefer cmyk 'press ready' PDF artwork.

Advert sizes quoted are depth x width in mm.

Classified Box: 30 x 43, Sixteenth: 66 x 43 or 30 x 90,

Eighth: 66 x 90 or 135 x 43, Quarter: 135 x 90 or 66 x 184, Half: 135 x 184 or 273 x 90, Full Page within Type Area: 273 x 184, Full Page inc 5mm bleed: 307 x 220

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