

primary times

The Number One FREE What's On & Where To Go Guide for Families in North London



43,000 LOCAL FAMILIES READ PRIMARY TIMES!

PRIMARY TIMES OFFERS:

Effective Distribution

40,000 copies are delivered to Primary Schools
2,000 copies are snapped up from other outlets
1,000 copies are sent direct to subscribers

Niche Marketing

Primary Times is targeted at a specific market, ie local families with children. No wastage!

Good Timing

Families receive fresh information just when they need it - before every school holiday.

Reader Confidence

Primary Times has been tried, tested and trusted for 10 years. It is relevant, reliable and read from cover to cover.

Retention Value

Comprehensive listings ensure reference and retention for at least 6 weeks.

Advertiser Satisfaction

Just take a look at our client testimonials! ▶



WHAT OUR CLIENTS SAY . . .

"It was a pleasure to work with Primary Times. Everything was quick and efficient. It was also reassuring to know that details of our health programme, which was on the front cover along with an advert and an article, went to almost every family in Islington!"

Claire Bennett, NHS Islington

"The articles and adverts Primary Times have created for me have always been eye-catching and professional. I am never disappointed."

Katie Kraiss, Education Consultant -
Surviving School Transfer

"Primary Times has always been a key player in our marketing strategy. - No other publication reaches our demographic in the same way."

Sam Menezes, Marketing Director,
That Place On The Corner



Call Liz on: 020 7748 2214
or email: ptnl@btinternet.com



Magazine advertising rates

Size	Rate	Diagram	
Front cover package*	£1315		
Back cover	£1540		
Full page	£1430		
Half page	£800		
Quarter page	£445		
Eighth page	£260		
Sixteenth page	£140		
Classified box	£80		
Inserts (per 1000)	£35		
			3. Half page vertical
			4. Quarter page
		5. Eighth page	
		6. Sixteenth page	
		7. Classified box	

*Front cover package includes quarter page advert

We offer discounts on series bookings and to charities.



Online advertising

Unique Monthly Users: 65,000
Monthly Page Impressions: 873,000

Advertising Rates on National Pages

(Run of Home, Magazine, Competitions, Parents, Kids and Teacher Times, Reviews, Forums, About Us, and regional pages where no regional ads are running)

Banners	Size in pixels	Price (per thousand impressions)
Leaderboards (top of page)	728 x 90	£12
MPUs (box adverts)	336 x 280	£16
MPUs (box adverts)	300 x 250	£14
Skyscrapers	120 x 600	£12
Buttons	120 x 60	£8
Newsletters (per thousand emails)		£25

All prices quoted are subject to VAT at the standard rate (15%).

Advertising Rates on Local Pages

Banners	Size in pixels	Price (per month)
Leaderboards (top of page)	728 x 90	£200
MPUs (box adverts)	336 x 280	£250
MPUs (box adverts)	300 x 250	£225
Skyscrapers	120 x 600	£200
Buttons	120 x 60	£100
Newsletters (per thousand emails)		£25

All prices quoted are subject to VAT at the standard rate (15%).

Technical Data

JPEG or GIF – Exact address/URL required for hyperlink.
We charge for creation of graphics/adverts on your behalf at a minimum charge of £10 for a simple graphic image. The creation of banners and more complex work is charged at £25 per hour.

Distribution

We distribute 43,000 copies each issue across the following boroughs: ISLINGTON, CAMDEN, HACKNEY, HARINGEY, ENFIELD AND BARNET.

We can also help you promote your business further afield, by advertising with one of our neighbouring magazines - please ask for full details.



Publication dates 2012

Issue	Publication Date	Copy Deadline
February half term	30 January	13 January
Easter holiday	19 March	2 March
May half term	21 May	4 May
Summer holiday	9 July	22 June
Back to school		
Secondary Guide	10 September	24 August
October half term	15 October	28 September
Christmas holiday	26 November	9 November

Mechanical data

Advertisement sizes in mm	Width	Height
Full page (includes 3mm bleed)	216	x 303
Half page horizontal	190	x 135
Half page vertical	92	x 277
Quarter page vertical only	92	x 135
Eighth page horizontal only	92	x 65
Sixteenth page vertical only	44	x 65
Box advertisement horizontal only	44	x 30

Guidelines for supplying copy

We can accept artwork in the following formats:

- CMYK Print quality PDF files with all fonts embedded.
- CMYK EPS files from Illustrator/Freehand/other illustration applications with all text converted to curves/outlines and all images embedded.
- CMYK TIFF, JPEG or EPS, minimum resolution 300 dpi.

Advert sizes must adhere to the above table and be supplied at 100% of that size. We DO NOT accept Publisher files. Please supply contact details with your advert in case we experience any problems with your files. Artwork/copy should be emailed to: ptnl@btinternet.com or primarytimes@blueyonder.co.uk

Place your advert today!
Call Liz on: 020 7748 2214
or email: ptnl@btinternet.com