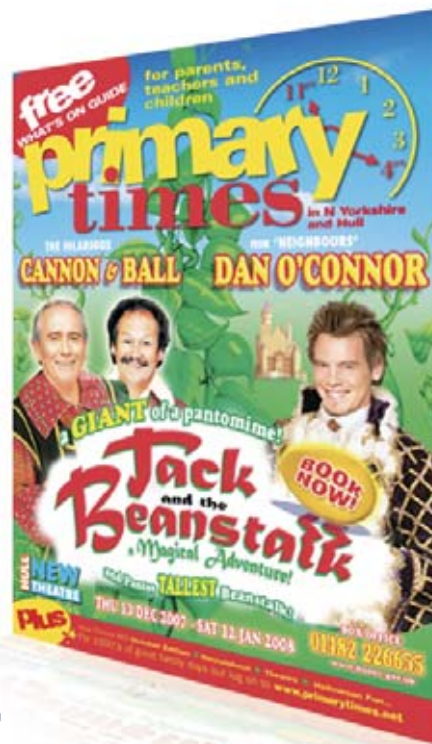


# primary times

magazine

**Tel: 0845 450 6178**

sales@primarytimesnorthyorks.com www.primarytimes.net



The **FREE** What's On Guide for parents, teachers and children in North Yorkshire

## What is Primary Times?

Primary Times is a What's On, Where to Go, What to Do Guide for parents and teachers of primary school children. It is published 7 times a year at the beginning of each school holiday plus a 'Back to School' issue. 35,000 magazines are delivered to school secretaries who ensure that each child takes the magazine home at the appropriate time.

Now in its 19th successful year, Primary Times publishes 56 separate magazines across the UK and Ireland with a combined distribution of 2.4 million copies per issue.

## What's in Primary Times?

The most comprehensive What's On Guide for parents, primary school children & teachers in and around North Yorkshire.

Extensive listings for family days out, theatre shows and special events.

Regular special features and competitions.

Money Off/Discount Vouchers.

## Why advertise with us?

Published in full colour on glossy stock, advertising in Primary Times has a proven track record, reaching right into your market of 35,000+ families throughout North Yorkshire.

Coffee table life of at least 6 weeks.

Easy access to the whole Primary Times network – currently distributing over 2.4 million copies across the UK and Ireland.

**35,000**

Magazines distributed throughout North Yorkshire

## Publishing Dates

### ISSUE 15

#### February Half Term

Published 4th February 2008  
Copy deadline 21st January 2008

### ISSUE 16

#### Easter Edition

Published 10th March 2008  
Copy deadline 22nd February 2008

### ISSUE 17

#### May Half Term

Published 12th May 2008  
Copy deadline 25th April 2008

### ISSUE 18

#### Bumper Summer Edition

Published 30th June 2008  
Copy deadline 13th June 2008

### ISSUE 19

#### Back to School

Published 8th September 2008  
Copy deadline 22nd August 2008

### ISSUE 20

#### October Half Term

Published 6th October 2008  
Copy deadline 19th September 2008

### ISSUE 21

#### Christmas & New Year

Published 24th November 2008  
Copy deadline 7th November 2008

The region's best way to reach parents of 4-11 year olds

# Mechanical Data

All sizes below are in mm and are width x depth  
Printed web offset, full colour process onto 60gsm Leipa Recycled

	Type Area	Trim Size	Bleed Size	1 Issue
<b>Full Page</b>	184 x 273	210 x 297	220 x 307	£795
<b>Half Page Horizontal</b>	184 x 135	–	–	£470
<b>Half Page Vertical</b>	90 x 273	–	–	£470
<b>Quarter Page Horizontal</b>	184 x 66	–	–	£295
<b>Quarter Page Vertical</b>	90 x 135	–	–	£295
<b>Eighth Page Horizontal</b>	90 x 66	–	–	£185
<b>Eighth Page Vertical</b>	43 x 135	–	–	£185
<b>Sixteenth Page Horizontal</b>	90 x 30	–	–	£100
<b>Sixteenth Page Vertical</b>	43 x 66	–	–	£100
<b>Classified Box</b>	43 x 30	–	–	£50

We prefer CMYK 'press ready' PDFs when supplying artwork – please phone us if you need to discuss other options!

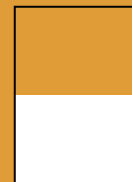
**'Premium' Position:**  
**Front Cover Package**  
includes 1/4 page advert  
£900

**'Premium' Position:**  
**Back Cover**  
£900

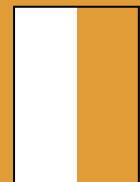
**Inserts** Price dependent on number, weight & size.  
We carry loose or stitched inserts – please ring for a quote



Full Page



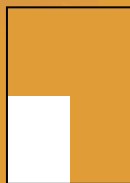
1/2 Page Horizontal



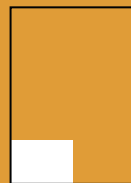
1/2 Page Vertical



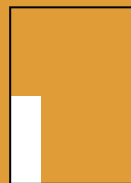
1/4 Horizontal



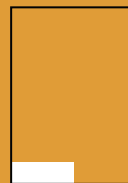
1/4 Vertical



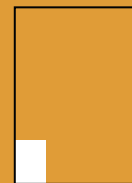
1/8 Horizontal



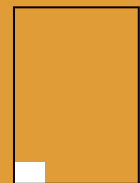
1/8 Vertical



1/16th Horizontal



1/16th Vertical



Classified Box



[www.primarytimes.net](http://www.primarytimes.net)

Speak to us about advertising deals available on our highly successful website – over 30k monthly visitors and the ability to link to your own site!

## Serious Series Savings!

Book on a series of 3 or more and receive up to

**20% Discount**

For further information phone **0845 450 6178**

Email: [sales@primarytimesnorthyorks.com](mailto:sales@primarytimesnorthyorks.com)

Primary Times North Yorkshire, 10 Meadow Park, Dawlish, Devon EX7 9BS

Agency & pre-payment discount dependent on booking



### VAT Registration Number 794 4091 02.

Primary Times is operated under a franchise license.  
Payment Terms - STRICTLY 14 days from publication. Cancellation 18 days prior to publication. All prices per issue, excluding VAT. All prices apply to complete artwork.

We accept payment with the following cards.

