

primary times



Primary Times North London is the only free what's on, where to go guide for parents, children and teachers.

Primary Times North London is the best way to promote your business direct to 42,000 local families at minimal cost!

Advertisers enjoy targeted and repeated exposure through:

- Circulation of 40,000 family households
- Coffee table life of at least 6 weeks
- Distributed directly to each family via Primary Schools

Primary Times is an acknowledged reference point for:

- Local Events and outings
- Services of interest to parents, children and teachers
- Information and advice to parent, children and teachers

Established in 1989, Primary Times was the first magazine in the UK to target this audience in the most direct way possible - primary schools.

Primary Times has a national circulation of over two million copies. Children aged 4 - 11 receive a copy two weeks before the end of each term and half term. Children take a copy home which is then used as a reference for holiday activities, clubs and classes. It also has a great classified section for local services.

Every issue has a 'Roundabout' section, which is an events diary, along with local theatre listings.

Primary Times delivers to state schools, private schools and libraries in the following boroughs:

ISLINGTON, CAMDEN, HACKNEY, HARINGEY,
ENFIELD AND BARNET

MECHANICAL DATA (depth x width in millimetres)

	bleed area	trim area	type area
Double page spread	307 x 430	297 x 420	277 x 400
Full page	307 x 220	297 x 210	277 x 190
Half page horizontal			135 x 190
Half page vertical			277 x 92
Quarter page vertical only			135 x 92
Eighth page horizontal only			65 x 92
Sixteenth page			65 x 45
Classified box			30 x 45

RATES (mono and colour)

Front cover package (includes quarter page on page three)	£1800
Back cover (full page)	£1500
Full page	£1300
Half page	£750
Quarter page	£375
Eighth page	£200
Sixteenth page	£150
Classified box	£100
Inserts - per 1000 (minimum 10,000)	£35

We offer discounts for series bookings, charities and agencies. Editorial and competitons can also be discussed.

ARTWORK

Artwork should be sent in the following formats: High res PDF, Quark, Photoshop and Illustrator files with a colour hard copy, images saved as tiff, jpeg or eps at 300dpi CMYK. We cannot accept responsibility if you do not meet the above technical requirements, although we will do our best to produce your advert to your satisfaction.

All artwork should be sent to:

J Bourne, 26 Ravenswood Avenue, Tolworth, Surrey KT6 7NP
 E-mail: primarytimes_ads@blueyonder.co.uk
 Telephone: 020 8408 4343

PUBLICATION DATES FOR 2008/2009

FEBRUARY HALF TERM 2009
 2 February **Copy deadline 21 January**

EASTER
 23 March **Copy deadline 11 March**

MAY HALF TERM
 11 May **Copy deadline 29 April**

BUMPER SUMMER
 6 July **Copy deadline 24 June**

OCTOBER HALF TERM
 12 October **Copy deadline 30 September**

CHRISTMAS
 30 November **Copy deadline 18 November**

