

**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 West Yorkshire the magazine reaches 30,000 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
West Yorkshire reaches

**30,000
families**
seven times a year!

Call Primary Times West Yorkshire on:

tel: 0114 279 9793

fax: 0114 279 9792

email: paul.primarytimes@btconnect.com

web: primarytimes.net

post: Primary Times West Yorkshire, The Old Bull's Head, Dun Street, Sheffield S3 8SL

The UK's BIGGEST FREE

What's On magazine
for parents!

6 Reasons for
advertising your
business within
Primary Times West
Yorkshire:

- 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

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I have worked with Primary Times over the last year and have found them a pleasure to deal with. No pushy sales, just honest advice. I have run a number of voucher offers in the magazine and each one has had a great result with high redemption rates. I look forward to working with them going forward and have already made my bookings for 2012.

Becky Leach, **The Deep**

Published 6 times a Year!

February Half Term Published: 06/02/12 Copy Req'd: 25/01/12

Easter Published: 19/03/12 Copy Req'd: 07/03/12

May Half Term Published: 21/05/12 Copy Req'd: 09/05/12

Summer Issue Published: 09/07/12 Copy Req'd: 25/06/12

Back to School Published: 10/09/12 Copy Req'd: 29/08/12

October Half Term Published: 15/10/12 Copy Req'd: 03/10/12

Christmas Issue Published: 26/11/12 Copy Req'd: 14/11/12

at Cost Effective Prices

Sixteenth Page	£127
Eighth Page	£198
Quarter Page	£325
Half Page	£600
Full Page	£1056
Front Cover Package	£1056
<small>(includes extra advertising space within magazine)</small>	
Inserts	Phone for a quote!

10% agency and pre-payment discount.

Prices are subject to VAT

Advert	Series Rates Discount		
	2 issues	4 issues	6 issues
	10%	15%	20%
1/16th	£114.30 <small>EACH EDITION</small>	£107.95 <small>EACH EDITION</small>	£101.60 <small>EACH EDITION</small>
1/8th	£178.20 <small>EACH EDITION</small>	£168.30 <small>EACH EDITION</small>	£158.40 <small>EACH EDITION</small>
1/4	£292.50 <small>EACH EDITION</small>	£276.25 <small>EACH EDITION</small>	£260 <small>EACH EDITION</small>
1/2	£540 <small>EACH EDITION</small>	£510 <small>EACH EDITION</small>	£480 <small>EACH EDITION</small>
Page	£950.40 <small>EACH EDITION</small>	£897.60 <small>EACH EDITION</small>	£844.80 <small>EACH EDITION</small>

& Sizes to Suit!

We prefer cmyk 'press ready' PDF artwork. Advert sizes quoted are depth x width in mm.
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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