

# primary times

in Essex



## What is Primary Times?

- Primary Times is a free 'what's on, where to go' magazine targeting the parents of primary school children (aged 4-11).
- Published 6 times a year prior to each school holiday, Primary Times is distributed to families via their child's school book bag.
- Part of a national network of 59 regional editions distributing 2.5 million copies to primary schools.

## What's in Primary Times?

- The most comprehensive What's On guide for families in Essex.
- Complete listings for family shows at all major theatres.
- News and information of interest to parents, teachers and children.
- Competitions, book reviews and puzzle pages.

**DISTRIBUTED  
TO OVER  
84,000 ESSEX  
FAMILIES**

To advertise in Primary Times call the sales team  
on 01376 322120 or email [sales@ptpublishing.co.uk](mailto:sales@ptpublishing.co.uk)

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## Why advertise in Primary Times?

- Effective distribution - direct to over 84,000 local families
- Targeted marketing - distributed to a very specific market (ie families of 4-11 year olds) - No wastage!
- Reader confidence - Primary Times has been tried, tested and trusted for over 10 years.
- Retention value - comprehensive event listings ensure a coffee table life of at least 6 weeks.
- Added value - [www.primarytimes.net](http://www.primarytimes.net) has extensive listings of what's on and where to go plus competitions, film reviews, free classified ads and lots more.

## Who advertises in Primary Times?

- Colchester Zoo • Marsh Farm Country Park • Southend Adventure Island • Jimmy's Farm  
• Festival Leisure Park • English Heritage • Gosfield Lake Resort • Essex Children's Information Service  
• Diggerland • Lakeside • Clacton Pier • Stagecoach • Kumon . . . and many more!

*"We regularly use Primary Times in Essex for our advertising. As we track and monitor the results, we know that the readers come to visit us as a result of the advertisements and editorials we run in this magazine."*

**Marie Taylor, Colchester & Ipswich Museums**

*"We have just completed our most successful campaign ever, through Primary Times. Just knowing that all the local children have received information about our business, means that our name is now synonymous with our town. Primary Times is the only magazine we advertise with. Not only is it successful for us, but their staff are always cheerful, polite and always know who I am every time I call. A rare occurrence nowadays. Thank you Primary Times."*

**Jacky Rom, Scene II Theatre School, Gt. Dunmow**



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## Primary Times distribution

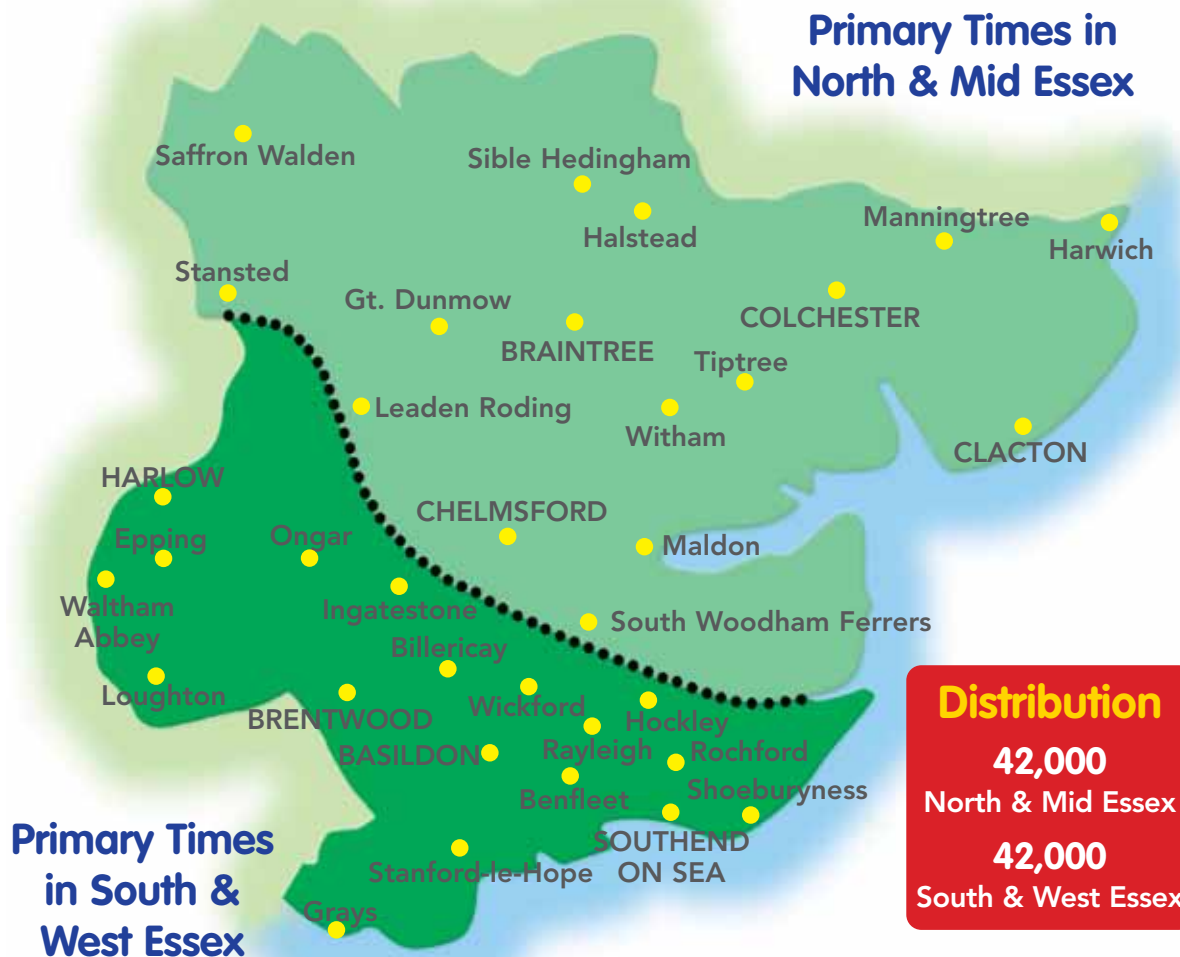
Primary Times in Essex is distributed to primary schools, libraries and other outlets across the county.



*"We have been advertising and running competitions in Primary Times for many years and always get an excellent response. It's a highly effective way to reach thousands of families in Essex and we always see a surge in wristband sales following our annual summer advertising campaign in the magazine."*

**Mike Presling, Adventure Island and Sea Life Adventure, Southend-on-Sea**

## Area covered by Primary Times in Essex



**We can also help you promote your business across London and throughout the rest of the UK. Please ask for details of other Primary Times regions.**

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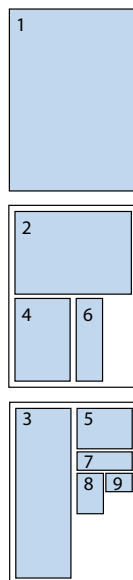


## Publication dates 2012

Issue	Publishing dates
February half term	30 January
Easter holiday	19 March
May half term	21 May
Summer holiday	2 July
October half term	15 October
Christmas holiday	26 November

## Advertisement sizes

Advert size	Width x Height
1 Full page (see also type area)	210mm x 297mm*
Full page type area	190mm x 277mm
2 Half page horizontal	190mm x 135mm
3 Half page vertical	90mm x 277mm
4 Quarter page (vertical)	90mm x 135mm
5 Eighth page horizontal	90mm x 66mm
6 Eighth page vertical	43mm x 135mm
7 Sixteenth page horizontal	90mm x 30mm
8 Sixteenth page vertical	43mm x 66mm
9 Box (horizontal only)	43mm x 30mm



\* Please note a full page advert will require 3mm bleed all the way around. Any type should be placed within type area as outlined above.

## Advertising rates (North & Mid Essex OR South & West Essex)

Display advertising	Rate	Series of 3 (per issue)	Series of 6 (per issue)
Full page	£1000	£850	£750
Half page	£600	£510	£450
Quarter page	£347	£295	£260
Eighth page	£194	£165	£146
Sixteenth page	£113	£96	£85
Box	£66	£56	£50

**Inserts** From £35 per 1000

**Web advertising** Speak to us about advertising deals available on our highly successful website - and the ability to link to your own site!

## Copy requirements

Please supply artwork as CMYK print quality PDF files with all fonts embedded. If this is not possible, we can also accept CMYK TIFF, JPEG or EPS files with a minimum image resolution of 300dpi. Artwork can be emailed to: [ads@ptpublishing.co.uk](mailto:ads@ptpublishing.co.uk)

If you have difficulties sending print-ready artwork, we offer a free design service. Please contact us for further information.

**GREAT DISCOUNTS FOR SERIES OF 3 OR MORE ISSUES!**

**Place your advert now! Call the sales team on 01376 322120 or email [sales@ptpublishing.co.uk](mailto:sales@ptpublishing.co.uk)**