

Advertising in **Primary Times Nottinghamshire** reaches **46,500 families, 7 times each year!**



primary times



Get Increased Response for Decreased Cost!

Advertisers book on series not only because it works, but because it is cheaper too! Book more than one edition and get up to 25% discount. Please ring for a quote.

Publication Dates 2012

February Half Term	Publication Date:	30th January
	Copy Deadline:	13th January
Easter	Publication Date:	19th March
	Copy Deadline:	2nd March
May Half Term	Publication Date:	21st May
	Copy Deadline:	4th May
Summer	Publication Date:	9th July
	Copy Deadline:	22nd June
Back to School	Publication Date:	3rd September
	Copy Deadline:	17th August
October Half Term	Publication Date:	8th October
	Copy Deadline:	21st September
Christmas	Publication Date:	26th November
	Copy Deadline:	9th November

Advertising Rates

Sixteenth Page	£105
Eighth Page	£200
Quarter Page	£380
Half Page	£590
Full Page	£980
Front Cover Package from	£900
Back Cover	£1045
Inserts	Phone for a quote!
Web Advertising	Phone for a quote!

Prices Held for 2012

Mechanical Data

We prefer CMYK press-ready PDF artwork. Artwork sizes are depth x width in mm.

Sixteenth Page	66 x 43
Eighth Page	66 x 90
Quarter Page	135 x 90 or 66 x 184
Half Page	135 x 184 or 273 x 90
Full Page within Type Area	273 x 184
Full Page inc. 3mm Bleed	303 x 216

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

01491 411848

Fax: 01491 411416 Email: ptnotts@schoolspublishing.co.uk www.primarytimes.net

Primary Times in Nottinghamshire is published by Schools Publishing Limited, St James's House, 118 Greys Road, Henley On Thames, Oxon RG9 1QW.



The *must have* **FREE** magazine for parents, teachers & children in Nottinghamshire.

What is Primary Times?

- Primary Times in Nottinghamshire is a FREE distribution magazine with over 46,500 copies targeting the PARENTS and TEACHERS of primary school children (aged 4–11).
- Published 7 times a year, prior to each school holiday – readership 125,000.
- Distributed to each child through primary schools in Nottinghamshire and taken home to parents or carers with the support of the school.
- Free copies are available at children's libraries.
- Primary Times Nottinghamshire is part of a national network distributing over 2.6 million copies in 59 regions across the UK and Ireland.

What's in Primary Times?

- The most comprehensive countywide 'What's On Guide' for families.
- Extensive listings for events, theatres, cinemas and shows. Listings are also posted onto our national website www.primarytimes.net under the Nottinghamshire region.
- News on important local & national education topics.
- Regular features, competitions, party section, book reviews.

Why advertise in Primary Times?

- Proven track record – over 70% of advertisers use us repeatedly.
- No advertising wastage. All readers either have been or are involved with the education of primary school aged children.
- Coffee table life of at least 7 weeks.
- Easy access to the whole Primary Times network of over 2.6 million copies nationally.

What Makes Primary Times Unique?

It has a long life

'What's On Guide' listings ensures it stays in the home for a minimum of 7 weeks.

Targeted

To families and teachers of 4–11 year olds.

Relevant

The editorial covers issues of interest to both parents and their children – it's local and relevant.

It's Interactive

Competitions for children and families to enter regularly attract hundred of entries.

Who Advertises in Primary Times?

Reaching more than 2 in 3 families who have children attending primary school, it is not surprising that **Primary Times Nottinghamshire** advertisers include:

Kumon • Notts County Council • Mansfield Palace Theatre • Stagecoach • Kip McGrath • Savoy Cinema
Label Traders • Chatsworth House • Wheelgate • Twinlakes • White Post Farm • Little Drivers... and many more

