

The UK's  
**BIGGEST**  
magazine for parents!  
Research from National Opinion Poll 2009



Advertising in  
Primary Times  
Lincolnshire reaches

**60,000**  
families  
7 times a year!

### Advertising Rates

- Enhanced Listing .. £25
- Classified Box ..... £55
- Sixteenth Page ..... £94
- Eighth Page ..... £160
- Quarter Page ..... £290
- Half Page ..... £515
- Full Page ..... £850

Front Cover Package  
(includes extra advertising space  
within magazine) ..... £750

Inserts ..... Phone for a quote!

**Prices held for 2011**

### Series Rates Discount

Advert	2 issues	3 or more issues
	<b>10%</b>	<b>20%</b>
1/16th	£84.60 ea	£75.20 ea
1/8th	£144 ea	£128 ea
1/4	£261 ea	£232 ea
1/2	£463.50 ea	£412 ea
Page	£765 ea	£680 ea

10% agency and pre-payment discount. All prices are per issue and subject to VAT. We accept payment with the following cards:



VAT registration number 794 4091 02

### Publication Dates

#### February Half Term

Publication Date ..... 7th February  
Copy Deadline ..... 21st January

#### Easter

Publication Date ..... 28th March  
Copy Deadline ..... 11th March

#### May Half Term

Publication Date ..... 16th May  
Copy Deadline ..... 29th April

#### Summer

Publication Date ..... 11th July  
Copy Deadline ..... 24th June

#### Back to School

Publication Date ..... 12th September  
Copy Deadline ..... 26th August

#### October Half Term

Publication Date ..... 10th October  
Copy Deadline ..... 23rd September

#### Christmas

Publication Date ..... 28th November  
Copy Deadline ..... 11th November

### Mechanical Data

We prefer cmyk 'press ready' PDF artwork. Advert sizes quoted are depth x width in mm.  
Classified Box: 30 x 43  
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



Call Primary Times Lincolnshire at local rate:

**0845 241 3874**

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

fax: 0845 450 6178 | email: sales@primarytimeslincs.com  
Primary Times Lincolnshire, 16 Sunnybank, Kenton, Devon EX6 8LQ

[sales@primarytimeslincs.com](mailto:sales@primarytimeslincs.com)

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