Advertising in Primary Times North Yorkshire reaches **40,000 families 7 times a year!**

Advertising Rates

Enhanced Listing .. £40
Classified Box £50
Sixteenth Page £100
Eighth Page £185
Quarter Page £295
Half Page £515
Full Page £795

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
	10%	20%
1/16th	£90 ea	£80 ea
1/8th	£166.50 ea	£148 ea
1/4	£265.50 ea	£236 ea
1/2	£463.50 ea	£412 ea
Page	£715.50 ea	£636 ea

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

MasterCard Maestro VISA VISA ELECTRON SOLO JCB

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.

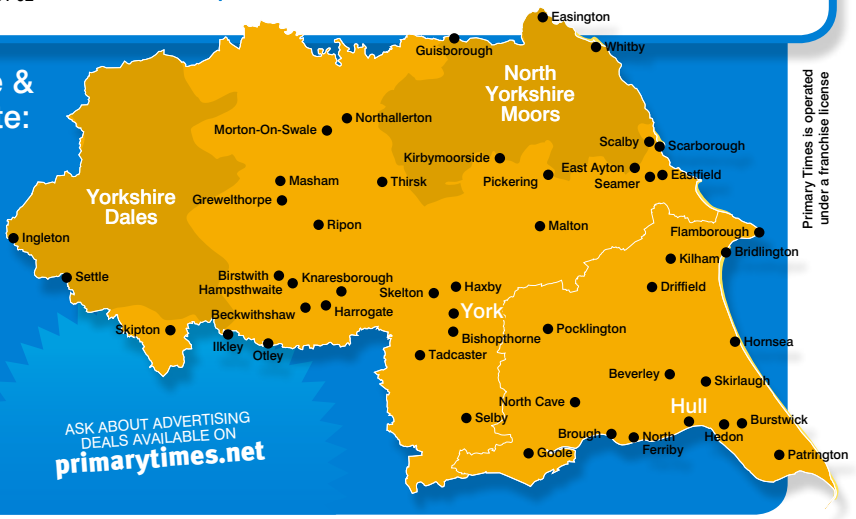
Classified Box: 30 x 43
Sixteenth: 66 x 43 or 30 x 90
Eighth: 66 x 90 or 135 x 43
Quarter: 135 x 90 or 66 x 184
Half: 135 x 184 or 273 x 90
Full Page within Type Area: 273 x 184
Full Page inc 5mm bleed: 307 x 220

Call Primary Times North Yorkshire & East Riding of Yorkshire at local rate:

0845 241 3874

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

email: sales@primarytimesnorthyorks.com
fax: 0845 450 6178
Primary Times North Yorkshire,
16 Sunnybank, Kenton, Devon EX6 8LQ



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