

The No.1
FREE What's On Guide
 SINCE 2001



Advertising in
 Primary Times South
 Yorkshire reaches
30,000
families
 6 times a year!

Advertising Rates

Sixteenth Page £127
 Eighth Page £198
 Quarter Page £325
 Half Page £600
 Full Page £1056
 Back Cover £1056

Front Cover Package
 (includes extra advertising space
 within magazine) £1056

Inserts Phone for a quote!

Series Rates Discount

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

10% agency and pre-payment discount
 Prices are subject to VAT

Mechanical Data

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 3mm bleed: 303 x 216

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

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

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



Call Mandy Mellor on:
0114 279 9793
 The region's best way to reach
 parents of 4-11 year olds

fax: 0114 279 9792 | email: mandymellor@btconnect.com | Primary Times South Yorkshire, The Old Bull's Head, Dun Street, Sheffield S3 8SL
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