

The Number One FREE  
What's On & Where  
To Go Guide  
for parents  
in Tees Valley



# primary times

IN PRINT



ON LINE



ON FACEBOOK



ON APP



ON TWITTER



SERVING  
THE  
TEES VALLEY  
FOR  
15 YEARS!

## 68,500 Copies Perfectly Targeted

Did you know that every primary school in the five boroughs of Tees Valley takes a copy for each child in their school? This is **68,500 copies** and makes us unique, there is no other publication in the region that can deliver this difficult to reach category of potential customers in full.

## Perfect Timing

Our magazine (and your message) is delivered to parents, teachers and children just when you need it, before every school holiday.

## Our Readers have Confidence in us

Our must have magazine has been tried and tested since 2002. Primary Times is relevant, up to date, reliably distributed and read from cover to cover!

## Why advertise with us?

Because it works! And that is why over 70% of our advertisers use us repeatedly. Many of them have been advertising since we started in 2002 having never missed an issue! There's no advertising wastage. If you want to reach young families then you will with EVERY copy hitting your target readership. We are very proud to be celebrating our 100th issue of Primary Times in Tees Valley in May 2017.

## Retention Value

Our magazine carries the information, offers and discount vouchers our readers want and that means your message has a Coffee-table life of at least 6 weeks.

## Satisfied Advertisers

Don't just take our word for it — see what our readers and advertisers say on page 2.

Primary Publishing Teesside Limited  
PO Box 676  
Stockton on Tees  
TS19 7WT

Tel 01642 586214 & 01642 807698  
office@primarytimes.info  
www.primarytimes.net

Primary Times in Tees Valley is operated under a franchise licence





## “What Our Advertisers And Readers Have To Say About Our Unique Magazine”



**Derek Cooper, Forum Theatre, Billingham [www.forumtheatrebillingham.co.uk](http://www.forumtheatrebillingham.co.uk)  
Tel 01642 552663**

“We have used Primary Times on a regular basis for several years to promote our various family events and also to run regular competitions. The response and the service have always been excellent.”

**Max Kotecha, Experteez Learning, Stockton [www.experteez.co.uk](http://www.experteez.co.uk)  
Tel 01642 363333**

For many years, we have advertised regularly within the Primary Times, and it’s helped our business to thrive and grow to the point where we are at today. We’ve found it to be by far the most effective platform in reaching out and targeting our market. As a result, we have been able to attract families from such a wide area, stretching from Sedgefield to Marske, and from Hartlepool to Hutton Rudby.

Both Carole and Russel of the Primary Times provide a friendly, helpful and top-notch professional service on behalf of the magazine, and we would like to pay compliments by saying a big thank you – keep on keeping up the great work!

**Sharon Bailey, Stockton parent & reader**

“I really look forward to my little boy bringing Primary Times home from his school’s nursery. It’s full of great ideas for days out and activities in the school holidays. The vouchers really help to cut the cost of outings too!!”

**Tony Rice – Proprietor – Yarm Martial Arts. Tel: 01642 354937.  
[www.yarmmartialarts.co.uk](http://www.yarmmartialarts.co.uk)**

“I advertise Yarm Martial Arts Academy in every issue of Primary Times and I always get phone calls as a result of my advertisements. Primary Times reaches my target audience of families and it’s great that I have the flexibility to change my ads to reflect the needs of my business. I have also found Primary Times useful for promoting Tiny Tigers Foundation Classes for 2 – 5 year olds too! It’s also beneficial that in the 11 years I have been advertising in Primary Times that I get to speak to the same person – Carole! I always get an efficient, friendly service from Primary Times and feel that advertising in the magazine is always good value for money.”

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**Heather Taylor, Manager, First Class Learning Redcar  
[www.firstclasslearning.co.uk](http://www.firstclasslearning.co.uk)**

First Class Learning has advertised in virtually every issue of Primary Times since our first advertisement with them back in November 2005. Our business has grown, as has theirs, over this period and we feel that Primary Times has played a part in developing our highly regarded tuition service.

**Trudy Hindmarsh, Stagecoach Theatre Arts Schools Tel: 01325 337667 or  
01642 591168 [www.stagecoach.co.uk](http://www.stagecoach.co.uk)**

“PRIMARY TIMES has been an important part of our Marketing plans ever since it started. Russel gives you fair treatment, informed advice about making your budget spread as far as it can go and the adverts are always designed in an eye-catching way – with NO mistakes – so vital!! He is a kind and friendly voice on the other end of the phone. “

**Jo Laud, RAD Registered Teacher – Laud Ballet School. Tel: 07771 722289.  
Email: [jo@laudballet.co.uk](mailto:jo@laudballet.co.uk)**

“I advertise Ballet Classes for all ages regularly in Primary Times. As well as reaching my target audience of families with children aged 4-11 years, I also reach grandparents who read Primary Times and are interested in my Senior Swans classes. Advertising in Primary Times is cost effective and a good way to increase awareness of Laud Ballet School”

**Debby Watt, Water Babies [waterbabies.co.uk](http://waterbabies.co.uk)**

“We have been advertising in Primary Times since we began our business in 2007 and we have always found it brings us a steady stream of enquiries, the service the team provide is professional and friendly and the publication is a quality, interesting read which hits our target audience and works well for us.”



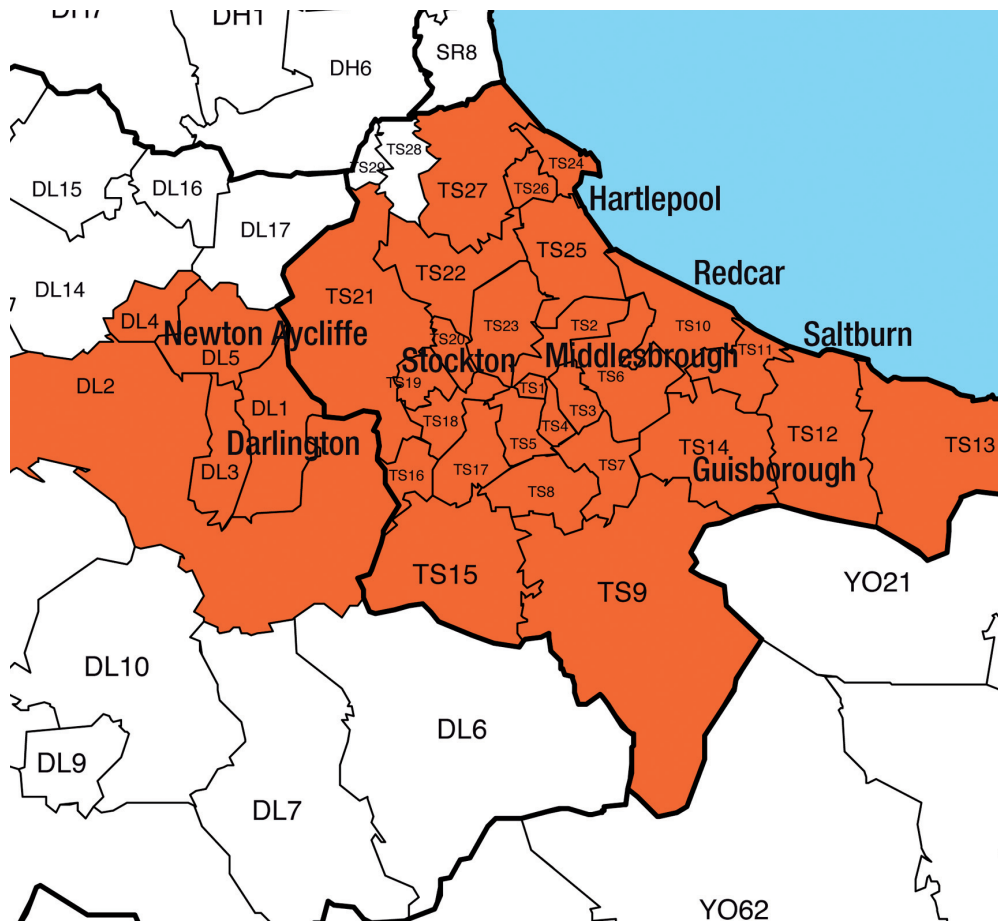




# Clients & Distribution



## Distribution by Post Code Area



## When you advertise in Primary Times in Tees Valley you are in good company – why not join them!

Acklam Grange School, Adventure Point, Adventure Toys, Air Climb, Air Trail, ARC, Arriva, Boots, Boro Soccer Schools, Bowes Museum, Castlegate Shopping Centre, Castlegate Quay Watersports Centre, Captain Cook Museum, Cleveland Centre Shopping Centre, Charles Clinkard, Crazy Corner, Darlington Borough Council, Darlington Civic Theatre, Head of Steam, Darlington, Dolphin Centre, Darlington, Dorman Museum, Durham High School, EDF Energy, English Heritage, Escape Zone, Everyone Active Leisure Centres, Experteez, Families Information Service, Favourite Things, First Class Learning, Football Dome, Forum Theatre Billingham, Fun Shack, Funky Monkeys, Graze, Hardwick Park, Hartlepool Borough Council, Hambleton District Council, Holiday Inn, Jump 360, Kellogg's, Kings Academy, Kip McGrath, Kirkleatham Museum, Kumon, Learn Direct, Lightwater Valley, Localmotion, Magic & Mayhem, Middlesbrough Borough Council, Middlesbrough Town Centre Management, Middlesbrough Theatre, Middlesbrough

Town Hall, mima, Mister Twisters, National Trust, NHS North East, North Shore Academy, North York Moors National Park, Northern Power Grid, Nunthorpe Academy, Nunthorpe Nurseries Group, Our Fun House, Pauline Quirk Academy, Peter English Flooring, Planet Leisure, Play Factory, Preston Park Museum, Prior Pursglove College, Raby Castle, Redcar & Cleveland Council, Redcar Town Centre, Red House School, RSPB Saltholme, Sedgefield Borough Council, Slimming World, Specsavers, Sporting Lodge Inns, Stagecoach Bus, Stagecoach Theatre Arts, Starters, Stockton Borough Council, Stockton Riverside College, Stokesley Golf, Sunderland Empire, Tees Active Limited, Teesside High School, Tees Valley Libraries, Tees Valley Museums, Tees Valley Tutors, Tesco, The Stottie Company, Thornaby Academy, University of Teesside, 20th Century Fox, Virgin Media, VUE Cinemas, Water Babies, Wellington Square Shopping Centre, Wilko, Woodland Trust, Wyevale Garden Centres, Yarm Martial Arts, Yarm School... and many more.

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# Rates & Technical Data



## Advertising Rates

Primary Times is the perfect medium for business and organisations offering services and products to families.

Our rate structure is highly competitive, give us a call or drop us an email if you would like a copy of our rate card.

## Other Services

**Leaflet Inserts**

**Front Cover Sponsorship**

**Sponsorship:**

**Roundabout – What’s On Guide** (per page) POA

**Puzzle Page** POA

**Advertorial** We offer advertorial space within the magazine and website – prices on request.

**Monthly invoicing** Flatten the cost of your advertising by paying in regular monthly instalments, ask for details.

**Web advertising** Stand alone advertisements on our website or packaged with the printed magazine.

**Typesetting and Design** Our prices include simple ad design and typesetting, and correction/alteration to the first proof. **Subsequent changes will be subject to a surcharge of 10%.**

## Publication Dates 2017

Issue	Publication Date	Copy Deadline
February Half Term	6th February	26th January
Easter Holiday	27th March	16th March
May Half Term	15th May	4th May
Summer Holiday	3rd July	22nd June
Back to School*	4th September	24th August
October Half Term	9th October	28th September
Christmas & New Year	20th November	9th November

\* Reduced distribution of 48,000 copies this issue only.

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## Mechanical Data

All sizes below are in mm and are **width x depth**

Printed web offset, full colour process

	Type Area	Trim Size	Bleed Size
Full Page	190 x 273	210 x 297	220 x 307
Half Page Horizontal	190 x 135	–	–
Half Page Vertical	90 x 273	–	–
Quarter Page Horizontal	190 x 66	–	–
Quarter Page Vertical	90 x 135	–	–
Eighth Page Horizontal	90 x 66	–	–
Eighth Page Vertical	43 x 135	–	–
Sixteenth Page Horizontal	90 x 30	–	–
Sixteenth Page Vertical	43 x 66	–	–
Classified Box	43 x 30	–	–
Extended Classified Box	43 x 45	–	–

## Guidelines for Supplying Copy

**Word and Publisher files are not acceptable as finished artwork and will have to be converted by our designer. In this case fonts will be matched as closely as possible.**

**We can accept artwork in the following formats:**

CMYK print quality PDF files with all fonts embedded

CMYK TIFFs, JPEGs or EPSs with a minimum image resolution of 300 dpi.

CMYK EPS files from Illustrator / Freehand / other illustration applications with all text converted to curves/outlines and all imagery embedded.

Advertisement artwork should be supplied at the correct size and orientation according to the above table.

