

**free**  
What's on Guide

# primary times

Est.  
in  
1989

for parents, teachers and children in **East Kent**

## What is it?



Primary Times is the only **FREE** full colour 'What's On and Where to Go' magazine written for children (ages 4-11), their parents and teachers.

Published 7 times a year to coincide with the start of the school holidays, with a special 'Back to School' edition in September.

Primary Times is delivered direct to Primary Schools for insertion into the child's book bag, with the support of the school.

Fast becoming the largest free circulation magazine in the UK and Ireland, with a circulation of over 2,500,000 produced per issue via 58 local editions.

## What's in Primary Times?

The most comprehensive 'What's On' guide for primary age children, their parents and teachers featuring:

- Local Attractions and Days Out
- News
- Listings of local events and family entertainment
- Theatre
- Local information, services and advice
- Regular education and performing arts features
- Classified

Thank you all for a fantastic magazine that we have been using as our school holidays 'bible' for years. We've visited so many places featured in your magazine from Broadditch Farm and local

## Why advertise in it?

Primary Times offers a highly effective advertising medium to reach parents with young families not only on a local level, but also across the UK and Ireland via a respected network of publications with over 20 years of experience distributing to Primary Schools.

A coffee table life of 6 to 8 weeks with many features being kept for future reference

The East Kent issue of Primary Times is the only family interest magazine to have 34,000 copies distributed to primary schools and libraries in Kent and Medway helping parents plan school holidays, weekends and 'after school' activities for the whole family.

Primary Times has a proven track record - over 70% of advertisers use us repeatedly - because it works. Take a look at what our customers have to say:

*"Whenever business is quiet I can always rely on Primary Times; as soon as the magazine is released, the phone calls start flooding in. Advertising at its finest!"*

*Tuition for You, Northfleet*



*"All our Emergency Life Support, Infant & Child first aid courses have sold out for this year due to advertising in Primary Times. No other Kent parenting magazine has returned results for us like Primary Times" St John Ambulance Kent, West Malling*

country parks to the various National Trust properties (in fact we are now members!) and I know many other mums that read it from cover to cover also. *The Robinson Family, Kent*

**Call 020 8318 0400 or email [sales@primarytimes.biz](mailto:sales@primarytimes.biz)**

## Publication Dates for 2010

### February Half Term Issue

**1st February**

Deadline 15th January

### Spring/Easter Issue

**22nd March**

Deadline 6th March

### May Half Term Issue

**17th May**

Deadline 30th April

### Bumper Summer Holiday Issue

**5th July**

Deadline 18th June

### Back to School Issue

**6th September**

Deadline 20th August

### October Half Term Issue

**11th October**

Deadline 24th September

### Christmas Issue

**29th November**

Deadline 12th November

## Circulation & Distribution

**Primary Times East Kent**

**Readership 102,000**

**Circulation 34,000**

We also publish  
Primary Times in  
**North & West Kent,  
South East London,  
South London,  
South West London  
East Sussex and  
West Sussex.**



Primary Times is published in  
58 regions within the UK and Ireland.  
Please ask for details

## Mechanical Data

	Height & Width
Full (Bleed Area)	307 x 220
Full Page (Trim Area)	297 x 210
Full Page (Type Area)	277 x 190
Half Vertical	277 x 90
Quarter Horizontal	66 x 190
Quarter Vertical	135 x 90
Eighth Horizontal	66 x 90
Eighth Vertical	135 x 43
Sixteenth Horizontal	30 x 90
Sixteenth Vertical	66 x 43
Box (Classified)	30 x 43

## Rates - East Kent region

Box (Classified)	£65.00
Sixteenth	£135.00
Eighth	£250.00
Quarter Page	£425.00
Half Page	£765.00
Full Page	£1,360.00
Double Page Spread	£2,620.00
Outside Back Cover	£1,465.00
Front Page Package from... (includes quarter page within magazine)	£1,225.00
Loose Inserts	£35 per 1000
subject to size and weight	
Special Position Charges	+20%
Agency Discount	10%

*Terms and conditions apply. Copy available on request*

## Series Discounts

2 insertions	5%
3 insertions	10%
5 insertions	15%
7 insertions	20%

## Artwork

Artwork should be sent in the following formats: High resolution PDF, Indesign, Photoshop and Illustrator files with a colour hard copy, images saved as tiff, jpeg or eps at 300dpi, CMYK, all fonts embedded.

## Website Advertising

For information and to book advertising on the Primary Times website - [www.primarytimes.net](http://www.primarytimes.net) please contact our Sales Office - details below

## Contact Information

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