

primary times

in West London



What is Primary Times?

- Primary Times is a free 'what's on, where to go' magazine targeting the parents of primary school children (aged 4-11).
- Published 7 times a year prior to each school holiday, Primary Times is distributed to families via their child's school book bag.
- Part of a network of 59 regional editions publishing 2.5 million copies nationally, Primary Times is supported and enhanced by www.primarytimes.net

What's in Primary Times?

- The original What's On guide for families in West London.
- Complete listings for family shows at all major theatres.
- News and information of interest to parents, teachers and children.
- Competitions, book reviews and puzzle pages.

**DELIVERED TO
OVER 42,000
WEST LONDON
FAMILIES**

To advertise in Primary Times call 01844 214965
or email sheila.goggs@ibpublishing.co.uk

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Why advertise in Primary Times?

- Effective distribution - direct to over 42,000 local families
- Niche marketing - targets a specific market (ie families of 4-11 year olds) - No wastage!
- Reader confidence - Primary Times has been tried, tested and trusted for over 20 years.
- Retention value - comprehensive event listings ensure a coffee table life of at least 6 weeks.

Who advertises in Primary Times?

- Artsed Saturday School • Bank of England Museum • BBC Worldwide
- BBC Proms • Brent Council • English National Ballet • Hammersmith Apollo
- Hammersmith & Fulham Council • HSBC • John Lewis • Kip McGrath
- Kumon • Lyric Theatre • The National Gallery • The National Trust
- Odds Farm Park • Royal Parks • The Science Museum • Somerset House
- Stagecoach • St John Ambulance • Super Camps • Transport for London
- Walt Disney Theatrical Productions

**OVER 90% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS**

"I'm delighted with the response to our children's event after advertising with Primary Times. Our production of 'The Wind In The Willows' completely sold out! In fact I'm so pleased, I'm going into every issue in 2010!"

Susie Hunt, Waterperry Gardens

"I would like to thank you for your very supportive and professional help in dealing with our TACT advertisement for foster carers in Primary Times. We have had a number of responses to the advert which we are following up, some are looking very positive indeed."

Angie, TACT Foster Care

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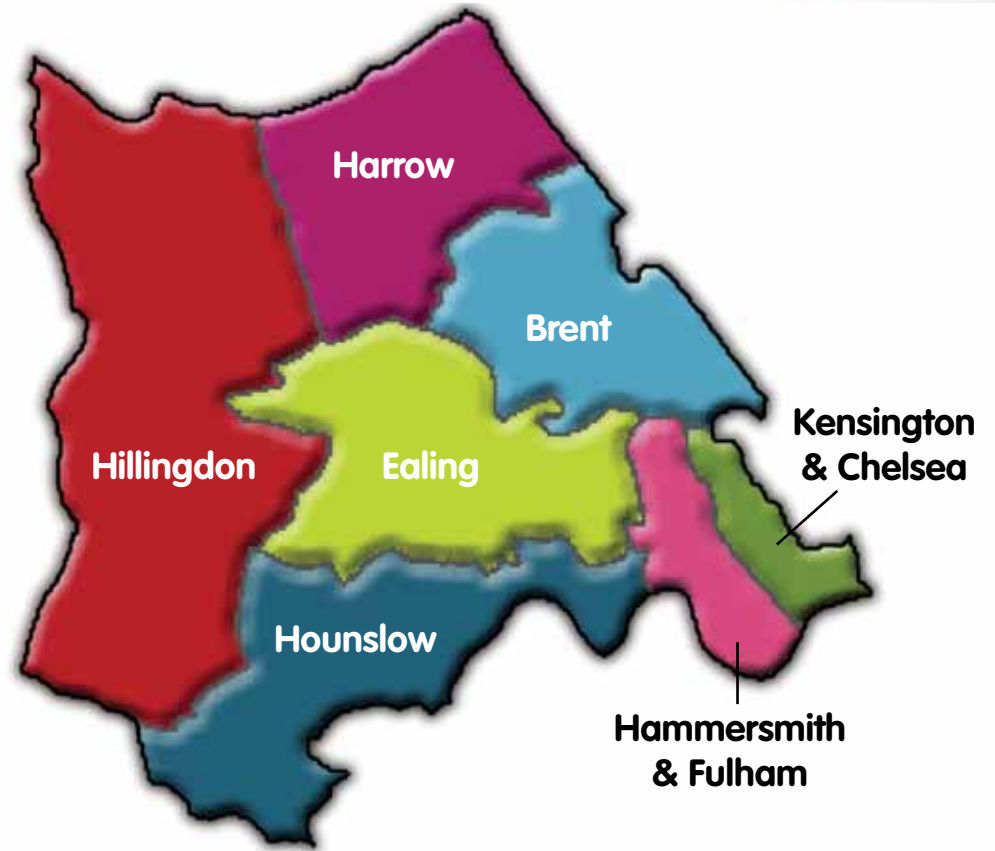


Primary Times distribution

Primary Times in West London is distributed to primary schools, libraries and other outlets in the following boroughs:

| | |
|----------|----------------------|
| Brent | City of Westminster |
| Ealing | Hammersmith & Fulham |
| Harrow | Hillingdon |
| Hounslow | Kensington & Chelsea |

We can also help you promote your business across the whole of London and throughout the rest of the UK. Please ask for details of our associate franchises.



“Over the last year Primary Times has been a great source for attracting excellent calibre Educational Professionals to Pure Education Teaching Agency. Many thanks to all the Primary Times staff for their continued professionalism, commitment and support and we look forward to continuing this working relationship.”

Monica Silva, Pure Education Teaching Agency

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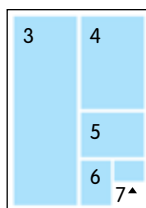
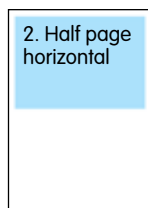
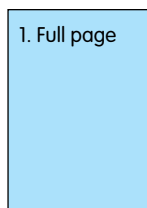
in West London

Publication dates 2010

| Issue | Publishes | Copy Deadline |
|--------------------|--------------|---------------|
| February half term | 8 February | 20 January |
| Easter holiday | 22 March | 5 March |
| May half term | 17 May | 30 April |
| Summer holiday | 5 July | 18 June |
| Back to school | 13 September | 27 August |
| October half term | 11 October | 24 September |
| Christmas holiday | 22 November | 5 November |

Advertisement sizes

| Advert size | Width x Height |
|--------------------------------|----------------------------|
| Full page (see also type area) | 210mm x 297mm (+3mm bleed) |
| Full page type area | 190mm x 277mm |
| Half page horizontal | 190mm x 135mm |
| Half page vertical | 90mm x 277mm |
| Quarter page (vertical) | 90mm x 135mm |
| Eighth page (horizontal) | 90mm x 66mm |
| Sixteenth page (vertical) | 43mm x 66mm |
| Classified box (horizontal) | 43mm x 30mm |



3. Half page vertical
4. Quarter page
5. Eighth page
6. Sixteenth page
7. Classified box



Advertising rates

| Display advertising | Rate | Series of 3 (per issue) | Series of 7 (per issue) |
|------------------------|-------|-------------------------|-------------------------|
| Full page | £1200 | £1020 | £960 |
| Half page | £700 | £595 | £560 |
| Quarter page | £400 | £340 | £280 |
| Eighth page | £250 | £205 | £190 |
| Sixteenth page | £140 | £120 | £110 |
| Classified advertising | Rate | Series of 3 (per issue) | Series of 7 (per issue) |
| Box | £80 | £60 | £50 |

Inserts £35 per 1000

Copy requirements

We can accept artwork in the following formats: CMYK print quality PDF files with all fonts embedded • CMYK EPS files from illustrator/other illustration applications with all text converted to outlines and all images embedded • CMYK TIFF, JPEG or EPS files with a minimum image resolution of 300dpi. Advert sizes must adhere to the above table and be supplied at 100% of that size. Please supply contact details with your advert in case we experience any problems with your files. Artwork can be emailed to: sheila.goggs@ibpublishing.co.uk

Place your advert now! Call Sheila on 01844 214965 or email sheila.goggs@ibpublishing.co.uk

