

free
What's on Guide

primary
times

Est.
in
1989

for parents, teachers and children in **South London**

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



"Greenwich Theatre is a mid-scale theatre with a small-scale marketing budget, which means that no advertising decision can be taken lightly. However, whenever I need to promote a family show, Primary Times is always at the top of my list. The editorial is always engaging, ensuring that the magazine is not just skimmed through by readers, and placing an ad there always converts into ticket sales. If I wasn't so worried about competition from other theatres, I'd be telling them all to advertise with Primary Times!"
Greenwich Theatre

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

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

Call 020 8318 0400 or email 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

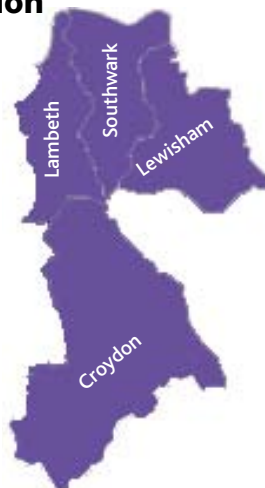
Primary Times South London

Readership 96,000

Circulation 32,000

We also publish
Primary Times in
**South East London,
South West London
North & West Kent,
East Kent, 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 (mm)
Full (Bleed Area)	307 x 220
Full Page (Trim Area)	297 x 210
Full Page (Type Area)	277 x 190
Half Horizontal	135 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-South London 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 subject to size and weight	£35 per 1000
Special Position Charges	+20%
Agency Discount	10%
<i>Terms and conditions apply. Copy available on request</i>	

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 please contact our Sales Office - details below

Contact Information

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