

**free**  
What's on Guide

**primary**  
times

**Est.**  
**in**  
**1989**

for parents, teachers and children in **South West 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



## 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 South West London issue of Primary Times is the only family interest magazine to have 32,000 copies distributed to primary schools and libraries in the boroughs of Wandsworth, Merton, Sutton, Richmond upon Thames and Kingston upon Thames 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:

*"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](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 South London**

**Readership 96,000**

**Circulation 32,000**

From this office we also publish Primary Times in **South East London, South 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 West 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...<br>(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

Primary Times South London, Kent and Sussex

t: 020 8318 0400

e: [sales@primarytimes.biz](mailto:sales@primarytimes.biz)

2 Southbrook Mews, London, SE12 8LG