

primary times

Dublin & Leinster

What is Primary Times?

- Primary Times is a free 'what's on, where to go' magazine targeting the parents and teachers of primary school children (aged 0-11).
- Published 3 times a year in Spring, Summer and a 'Back to School' issue in September, Primary Times is distributed to families via their child's school bag and online Ebook.
- Primary Times in Dublin & Leinster distributes 69,000 copies to 250 participating Primary Schools and 50 Creches & Playschools regions across the Ireland.

What's in Primary Times?

- The most comprehensive what's on guide for families covering all Ireland
- Local and national information for parents and teachers including learning and party resources.
- Reader offers and news from local communities and schools.



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OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

Why advertise in Primary Times?

- NICHE MARKETING – Primary Times is targeted at a very specific market ie families with children. No wastage.
- EFFECTIVE DISTRIBUTION - 69,000 copies to 250 Primary schools and 50 Creches & Playschools and brought home in the children's school bags.
- GOOD TIMING - just before school holidays or back to school teachers and parents families receive fresh information just when they need it.
- RETENTION VALUE - the listings and money off vouchers ensure reference and retention for at least 6 weeks.
- ADDED VALUE - competitions, advertorials, coverage from www.primarytimes.ie and social media
- ADVERTISER SATISFACTION - over 70% of our advertisers use us repeatedly - because it works!
- COST EFFECTIVE - per 1000 pricing structure offers exceptional value.

We deliver to Primary Schools in Dublin and Leinster



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Primary Times Distribution

Primary Times Is Distributed FREE to 250 Primary Schools, 50 Creches & Playschools and Libraries all over Dublin, Nth Wicklow, Louth Meath & Kildare



Distributed
TO 69,000
Families
across
5 Counties

Great
Competitions

primary times

Dublin & Leinster

Celebrating
21
Years
in
Ireland

Advertising Rates

Eighth Page	€450 + VAT
Quarter Page	€795 + VAT
Half Page	€1300 + VAT
Full Page	€2200 +VAT
DPS	€3200 + VAT
Front Cover	€2000 + VAT

Advertising Specs

Eight Page	W90mm X H135mm or W43 mm X H135mm
Quarter Page	W90mm X H135mm or W184mm X H66mm
Half Page	W184mm X H135mm or W90mm X H273mm
Full Page	For a full bleed advert, please supply at W216mm X H303mm Otherwise W184mmX H 273 mm (which will be printed with a white border all the way round)
Front Cover	High Res JPEG or PDF W190mm X H190mm

Publishing Dates

Spring March 1st School Tours Special
Copy Deadline Feb 13th
Summer May 23rd
Summer Camps & Family Breaks
Copy Deadline May 9th
September 7th Back to School, After School and Open Days
Copy Deadline August 22nd

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www.primarytimes.ie

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www.primarytimes.ie features regional and national content including:

- What's on Listings • News • Competitions
 - Local information for parents and teachers, including learning resources and party guide
- Please ask us about our full range of digital advertising opportunities which include:

- Tailored E-shots
- Regional and National MPUs
- Banners or Buttons
- Videos
- Sponsorship and much more

To find out more or place your advert call

Marie 086 810 9539

e-mail: primarytimesdublin@gmail.com

web: www.primarytimes.ie

Visit our social
media pages
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