

primary times®

The FREE glossy A4 magazine targeting parents and teachers of 4–11 year old children in West Yorkshire...

Primary Times is operated under a franchise license.



Officially the UK's **biggest** audited magazine circulation



30 YEARS of happy times
PUBLISHED SINCE 1989

Published 6 times a year, each issue is full of news, features, money off vouchers and competitions. This niche publication has been given out at schools in the West Yorkshire region since 1997! Primary Times works harder to promote your business whether it be through your advert in the magazine or through social media.

Efficient and effective distribution through primary schools just before each holiday, so guaranteed to reach your target market – 33k copies in children's school bags 6 times a year!



Tel 07384 226669 Primary Times West Yorkshire, Unit 211
paul.primarytimes@btconnect.com JC Albyn Complex, Burton Road, Sheffield S3 8BZ

MEDIA INFO

primary times®

The FREE glossy A4 magazine targeting parents and teachers of 4–11 year old children in West Yorkshire...



Primary Times is operated under a franchise license.

UP TO 20% OFF
when you book on series!



	Two Issues 10%	Four Issues 15%	Six Issues 20%
Sixteenth Page £145	£130	£123	£116
43mm wide x 66mm high or 90mm wide x 30mm high	Each Edition	Each Edition	Each Edition

Eighth Page £220	£198	£187	£176
90mm wide x 66mm high or 43mm wide x 135mm high	Each Edition	Each Edition	Each Edition

Quarter Page £360	£324	£306	£288
90mm wide x 135mm high or 184mm wide x 66mm high	Each Edition	Each Edition	Each Edition

Half Page £665	£598	£565	£532
184mm wide x 135mm high or 90mm wide x 273mm high	Each Edition	Each Edition	Each Edition

Full Page £1115	£1004	£948	£892
Our magazine is A4, so if your design supports full bleed then resulting size would be 220mm wide x 307mm high otherwise 184mm wide x 273mm high	Each Edition	Each Edition	Each Edition

Front Cover Deal £1175
Front cover + 1/4 page advert - early booking essential!

Terms & Conditions Payment in advance for first time advertisers. Cancellation 21 days prior to publication. All prices quoted are per issue and exclusive of VAT. 10% agency and pre-payment discount.

Officially the UK's **biggest** audited magazine circulation



30 YEARS
of happy times
PUBLISHED SINCE 1989

Prices held for 2023

Feb Half Term

Copy Req'd: 23rd January 2023
Published: 6th February 2023

Easter

Copy Req'd: 6th March 2023
Published: 20th March 2023

May Half Term

Copy Req'd: 1st May 2023
Published: 15th May 2023

Summer

Copy Req'd: 26th June 2023
Published: 10th July 2023

Oct Half Term

Copy Req'd: 2nd October 2023
Published: 16th October 2023

Christmas

Copy Req'd: 6th November 2023
Published: 20th November 2023

Tel 07384 226669
paul.primarytimes@btconnect.com

Primary Times West Yorkshire,
Unit 211 JC Albyn Complex,
Burton Road, Sheffield S3 8BZ