

Cardiff & The Vale

# primary times



## 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 4-11).
- Published six times a year prior to each school holiday, Primary Times is distributed directly to families via their child's school bag.
- Part of a national network of 59 regional editions distributing 2.7 million copies to primary schools, Primary Times has been tried, tested and trusted since 1989.

## What's in Primary Times?

- The most comprehensive what's on guide for parents of children (4-11 years) in the region.
- Local and national information specifically for parents in Cardiff and the Vale.
- Reader offers and news from local communities and schools.



**NOP confirms  
Primary Times  
is the UK's most  
read listings  
and information  
publication for  
parents.**

[click for more ▶](#)

Cardiff & The Vale

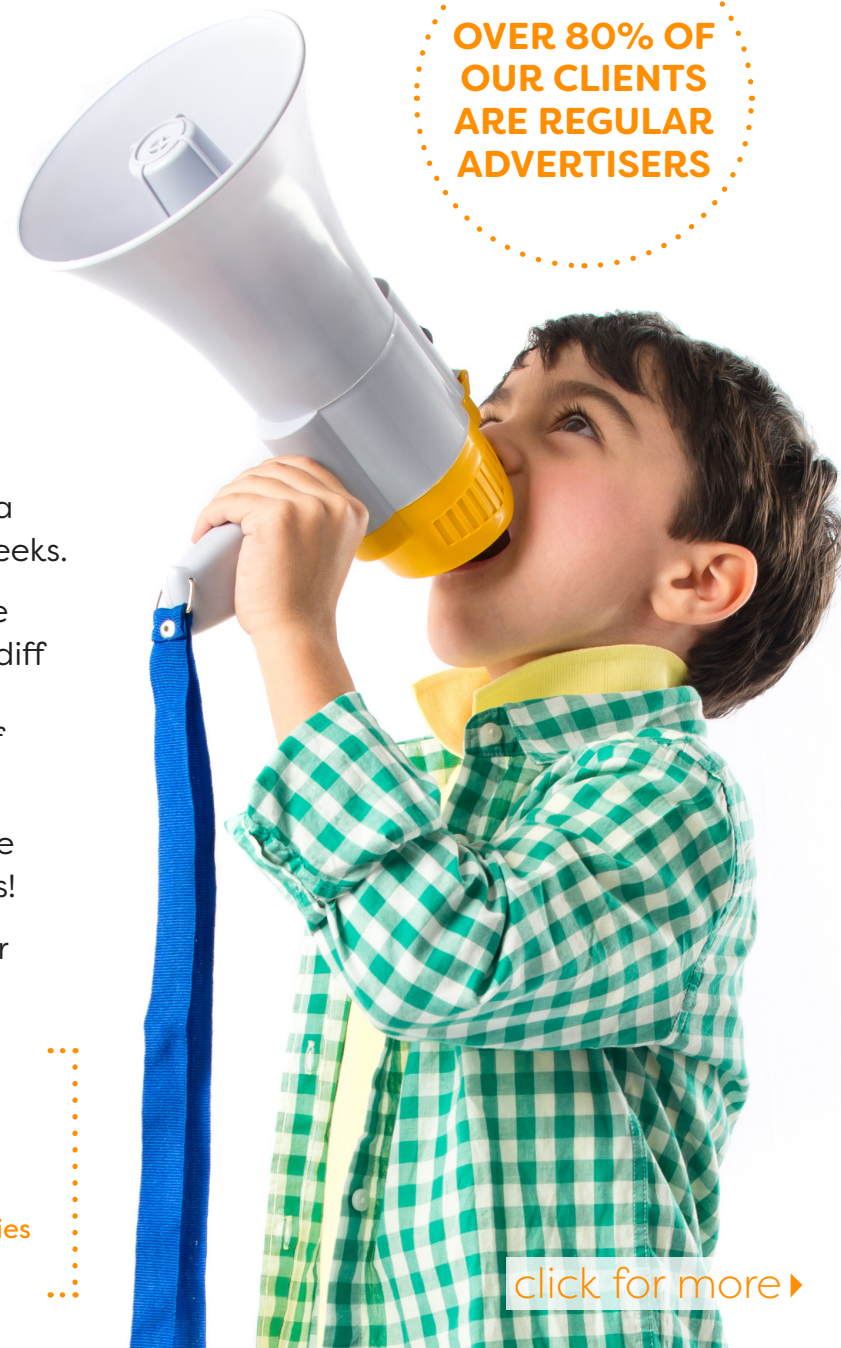
# primary times

OVER 80% OF  
OUR CLIENTS  
ARE REGULAR  
ADVERTISERS

## Why advertise in Primary Times?

- **NICHE & TARGETED MARKETING** - Primary Times is highly targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 45,000 copies to families through 142 primary schools. One copy is allocated per family and taken home in the children's book bags.
- **GREAT TIMING** - just before every school holiday families receive fresh information just when they need it.
- **RETENTION VALUE** - useful information and listings ensure a 'coffee table life' of at least 6 weeks.
- **ADDED VALUE** - coverage online at [www.primarytimes.co.uk/cardiff](http://www.primarytimes.co.uk/cardiff) and on our Facebook page: [f @Primary Times Club Cardiff](https://www.facebook.com/PrimaryTimesClubCardiff)
- **ADVERTISER SATISFACTION** - over 80% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000, our pricing offers exceptional value.

"National Museum Wales has been advertising in every issue of Primary Times for many years as we find it the most effective way to reach our family audience. Primary Times always comes high in our research into the most popular ways for families to find out about events and activities taking place at our Museums. e hundreds of copies available to pick up at the Museums disappear very quickly too, so we know that families love the magazine." Kathryn Jenkins, Marketing Officer Amgueddfa Cymru National Museum Wales



[click for more](#) ▶

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“Primary Times Cardiff has been a brilliant resource for our attraction. The magazine delivers our stories directly to our target audience; many of our guests over the February Half Term booked a ticket with us after seeing our front page on Primary Times Cardiff. We’re grateful for the professionalism and support from Sam and the team who are always helpful, reliable, and collaborative.”

**Becky McVicar, Marketing and Events Assistant, The Royal Mint Experience**

## Primary Times Distribution

**Distribution areas in Cardiff:** Birchgrove, Canton, Cardiff Central, Cardiff Bay, Creigiau, Coryton, Cyncoed, Danescourt, Ely, Fairwater, Grangetown, Gwaelod y Garth, Heath, Lakeside, Lisvane, Llandaff, Llanedeyrn, Llanishen, Llanrumney, Pentwyn, Pentyrch, Radyr, Rhiwbina, Roath, Rumney, Splott, St. Mellons, Taffs Well, Tremorfa, Trowbridge, Victoria Park, Whitchurch.

### **Distribution areas in the Vale of Glamorgan:**

Barry, Colwinston, Cowbridge, Dinas Powys, Llancarfan, Llandough, Llanfair, Llangan, Llantwit Major, Nottage, Penarth, Pendoylan, Peterston Super Ely, Rhoose, St Athan, St Brides Major, St Nicholas, Sully, Wenvoe, Wick.



**DISTRIBUTED  
TO 45,000  
FAMILIES IN  
CARDIFF &  
THE VALE**

[click for more ▶](#)



Cardiff &amp; The Vale

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Reach thousands of local families when you advertise in Primary Times Cardiff & The Vale. With 45,000 printed copies PLUS an online magazine every issue...



The most effective way to reach parents & carers of 4-11 year olds

## 2024/25 publication dates

### Summer Holiday

Publishes: 8 July Copy deadline: 21 June

### Back to School

Publishes: 2 September Copy deadline: 9 Aug

### Oct Half Term

Publishes: 14 October Copy deadline: 27 Sept

### Winter

Publishes: 25 November Copy deadline: 8 Nov

### February Half Term

Publishes: 10 February Copy deadline: 24 Jan

### Easter

Publishes: 31 March Copy deadline: 14 March

### May Half Term

Publishes: 12 May Copy deadline: 25 April

**File Formats:** We prefer high resolution PDFs with all colours set to CMYK and all fonts embedded. We can also use JPEG files. All files must be 300dpi at the size required.

**We can't use Word, Publisher or Powerpoint files.**

**Terms:** New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days of publication. Cancellation must be notified in writing 14 days prior to the copy deadline. \*Prices are per issue and exclude VAT.

## Print advertising rates\*

### Eighth page

W90mm x H66mm

£302

### Quarter page

W90mm x H135mm

£550

### Half page

W185mm x H135mm or W90mm x H275mm

£770

### Full page

W216mm x H303mm (A4 plus 3mm bleed). Ensure logos and text are positioned at least 10mm from the edge.

£1430

### Classifieds

Sixteenth page: W 43mm x H 66mm  
Classified box: W 43mm x H 30mm

£165

£83

### Front cover package

Front cover image, 1/4 page advert + 200 word editorial

£1500

### Back cover (see full page spec)

£1600

### Inserts (per thousand)

£30

## Series discounts!\*



£247

Per issue

£220

Per issue

£495

Per issue

£440

Per issue

£660

Per issue

£605

Per issue

£1265

Per issue

£1100

Per issue

Per issue

£143

£72

Per issue

£121

£61

£1275

Per issue

£1200

Per issue

£1360

£1280

[click for more ▶](#)

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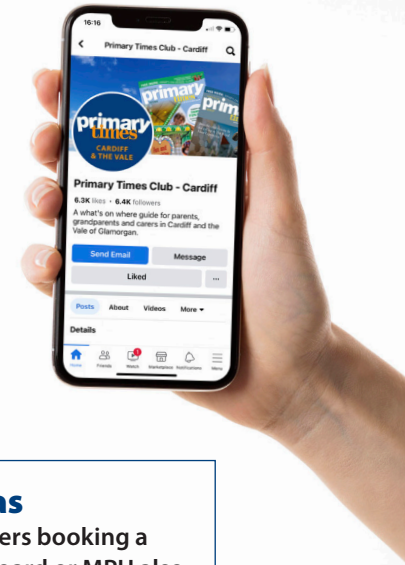
# primary times

We're more than a printed magazine!  
Our website and Facebook page  
keep parents in the know on the go!

[www.primarytimes.co.uk/cardiff](http://www.primarytimes.co.uk/cardiff)

 @Primary Times Club Cardiff

## Digital Advertising



The most effective way to reach parents & carers of 4-11 year olds online – You will find our latest digital version of the magazine on our home page, fantastic competitions and up to date listings and local information.



### Digital advertising rates

**Leaderboard + extras\*** **£250**  
W 728px x H 90px Per month  
Leaderboard advertising (see image, left), plus a range of extras – see right.

**MPU 1 + extras\*** **£250**  
W 435px x 245px (see image, left) Per month  
Large Mid Page Unit advertising (see image, left), plus a range of extras – see right.

**MPU 2 + extras\*** **£225**  
W 300px x 250px (see image, left) Per month  
Medium Mid Page Unit advertising (see image, left), plus a range of extras – see right.

**Enhanced online listing** **£50**  
75 words (max), plus an image Per month  
Featured online at [primarytimes.co.uk/cardiff](http://primarytimes.co.uk/cardiff)

**Social media post/competition** **£50**  
100 words (max), plus an image Per post  
Featured on our Facebook page:  
@Primary Times Club Cardiff

#### \*Extras

Advertisers booking a Leaderboard or MPU also receive a social media post on our Facebook page (Primary Times Club Cardiff) along with an enhanced listing

#### File sizes and formats:

Leaderboards and MPUs: See left for pixel sizes. Please supply JPEG or GIF files and exact URL required for hyperlink. Online listing and social media post/competition images must be JPEG format, under 3MB.

**Terms:** New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days. Cancellation must be notified in writing 14 days prior to the upload. \*Prices are per month and exclude VAT.

Place your advert now! Call Sam on 0754 5584392 or email [sam.jackson@primarytimes.co.uk](mailto:sam.jackson@primarytimes.co.uk)