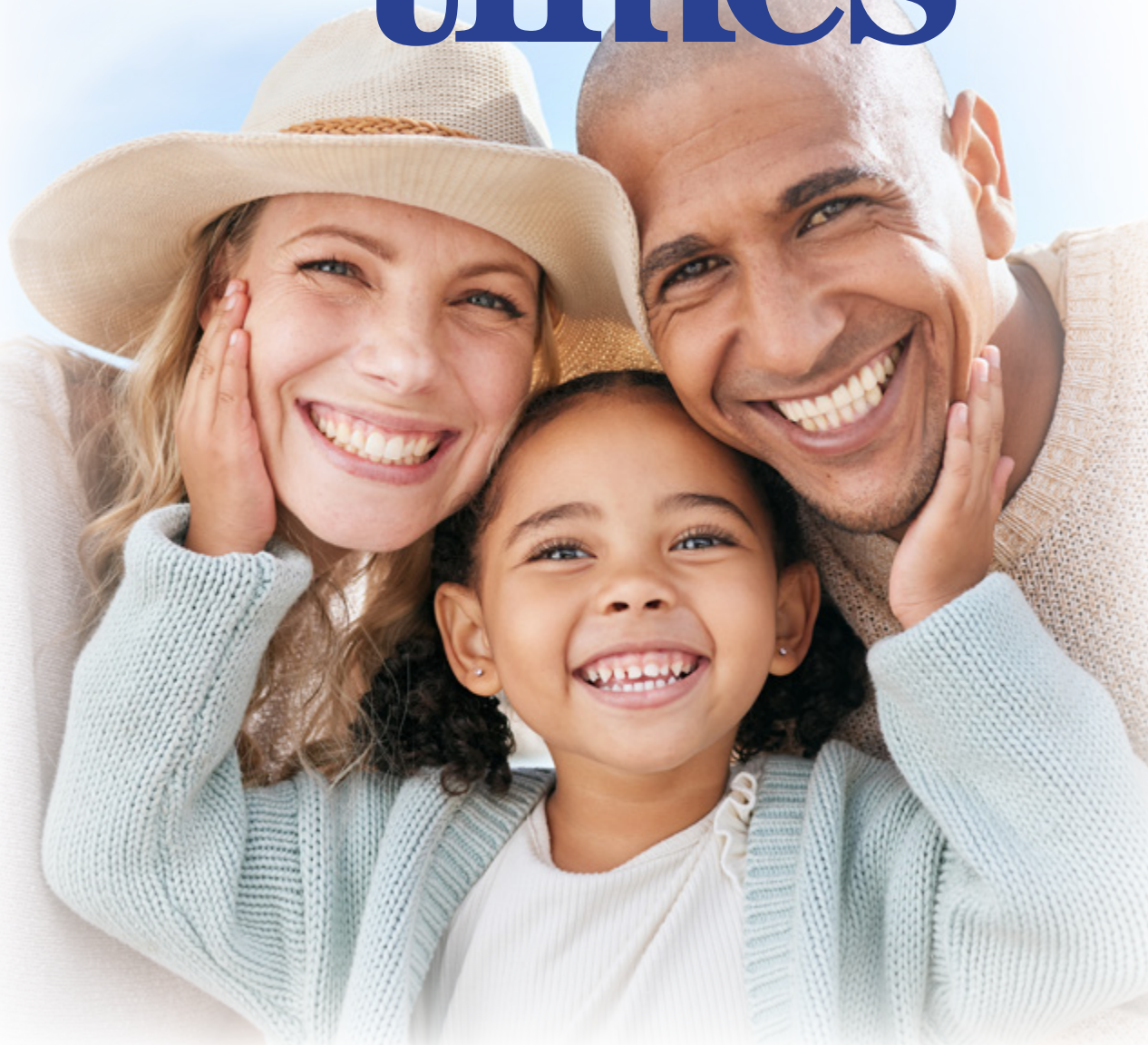


**EAST RIDING OF YORKSHIRE**

# 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 7 times a year prior to each school holiday plus a 'Back to School' issue in September, Primary Times is distributed 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.



**REACHING EVERY PRIMARY SCHOOL IN THE REGION**

**49,000** COPIES OF EACH ISSUE DELIVERED

**70%** OF OUR CLIENTS ARE REGULAR ADVERTISERS



# primary times

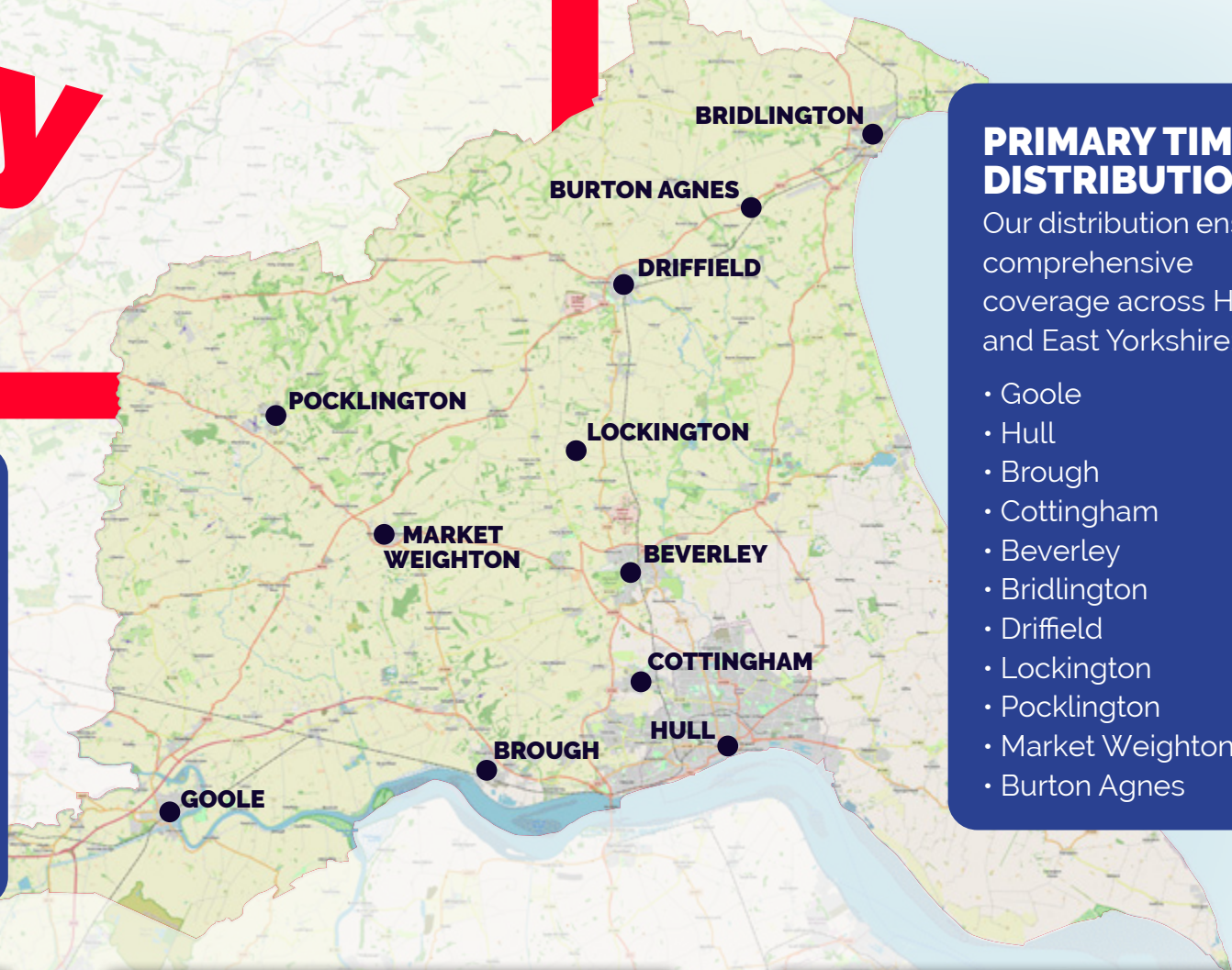
## WHAT IS IN PRIMARY TIMES?

- A comprehensive 'what's on' guide for parents in East Riding of Yorkshire & Hull
- Local and national information
- Reader offers and news from the local community and businesses
- Competitions

## PRIMARY TIMES DISTRIBUTION

Our distribution ensures comprehensive coverage across Hull and East Yorkshire:

- Goole
- Hull
- Brough
- Cottingham
- Beverley
- Bridlington
- Driffield
- Lockington
- Pocklington
- Market Weighton
- Burton Agnes



**primary NEWS**  
LOCAL NEWS FROM THE EAST RIDING OF YORKSHIRE AREA

**The Borrowers**  
Book review: The Borrowers by Joan Aiken. A classic children's book about tiny creatures living in a house.

**Winter Wonderland at Sewerby Hall and Gardens**  
A festive event featuring ice skating, snow machines, and winter-themed activities.

**SEWERBY HALL AND GARDENS**

**GREAT VALUE THEME PARK FUN!**  
HIMATOCK BATH & ROTHER VALLEY

**EXCLUSIVE OFFER**  
5 FOR THE PRICE OF 2 AT ALL GULLIVER'S THEME PARKS

**DISCOVER RIDES & ATTRACTIONS FOR CHILDREN AGED 2-12 YEARS**

**Yorkshire's Winter Wonderland**  
A festive event featuring ice skating, snow machines, and winter-themed activities.

**A Christmas Carol at Hull Truck Theatre**  
A theatrical production of Charles Dickens' classic story.

**Winter Fun at Harrogate Ice Rink**  
Ice skating and winter-themed activities in Harrogate.

**COMPETITIONS**

**LITTLE LIVE PETS - NAMA SURPRISE**  
A competition to win a pet hamster.

**METRO POLICE DEPT PLAYSET**  
A competition to win a playset for a child's room.

**CASDON JOSEPH**  
A competition to win a Casdon Joseph toy.

**ORCHARD TOYS CHRISTMAS BUNDLE**  
A competition to win a bundle of Orchard Toys.

**BOOK SHELF**

**BEST FANTASY**  
Charlotte's Web by EB White

**BEST FANTASY**  
The Snowman by Raymond Briggs

**BEST FANTASY**  
The Snowman by Raymond Briggs

**BEST FANTASY**  
The Snowman by Raymond Briggs

**Set in more than 220 acres of beautiful North Yorkshire countryside**

**Welcoming day students from 3 months to 19 years and boarders from Year 3**

**Chapter House Preparatory School**

*"I can't help but be impressed by the sheer ambition of Q&P. Facilities are spectacular, staff committed and clearly able, students delightful."*

**The Good Schools Guide**

*"To be the best that I can, with the efforts that I have."*

www.qandp.org | 01423 35330 | 01482 35330



# primary times

## YOUR CUSTOMER JOURNEY

Primary Times plays a vital role in your marketing strategy



### 1. AWARENESS

Families read Primary Times and gain awareness of your business



### 2. CONSIDERATION

Customers log onto your website and social media channels boosting your visitor numbers while gaining more information



### 3. PURCHASING

Customers make bookings generating new revenue for your business



### 4. LOYALTY

Happy customers take out a membership, leave great reviews and refer friends, spreading positive word of mouth



# primary times

## WHY ADVERTISE WITH US?

- **TARGETED MARKETING** - Primary Times is specifically targeted at families with children.
- **GREAT TIMING** - Published just before every school holiday, ensuring families receive fresh information just when they need it.
- **ADVERTISER SATISFACTION** - Over 70% of our advertisers use us repeatedly - because it works!

**SERIES BOOKING DISCOUNTS!**  
**15% OFF FOR 3 ISSUES**  
**20% OFF FOR 7 ISSUES**

## 2024 PUBLICATION DATES

	Copy by:	Publishes:
<del>February Half Term</del>	<del>15<sup>th</sup> Jan</del>	<del>5<sup>th</sup> Feb</del>
<del>Easter 2024</del>	<del>26<sup>th</sup> Feb</del>	<del>11<sup>th</sup> Mar</del>
<del>May Half Term</del>	<del>29<sup>th</sup> Apr</del>	<del>13<sup>th</sup> May</del>
<del>Summer 2024</del>	<del>24<sup>th</sup> Jun</del>	<del>8<sup>th</sup> Jul</del>
Back to school	22 <sup>th</sup> Aug	3 <sup>rd</sup> Sep
October Half Term	30 <sup>th</sup> Sep	14 <sup>th</sup> Oct
Winter 2024	4 <sup>th</sup> Nov	25 <sup>th</sup> Nov

## FILE FORMATS

We prefer high resolution PDFs with all colours set to CMYK and all fonts embedded. We can also use TIFF and JPEG files (CMYK, 300dpi). We can't accept Word, Publisher or Powerpoint files.

## DIGITAL PACKAGES

We offer a range of digital opportunities, including digital display advertising and solus email marketing. We can tailor a bespoke package to your needs and budget.

FOR MORE INFORMATION AND TO BOOK YOUR ADVERTISEMENT CONTACT:

**MAUREEN MCCARTHY**

**07394 296453**

**Maureen@McCarthyPublishing.co.uk**



**FULL PAGE £1,375**  
**OPTION (A)**  
**Trim:** 210mm (w) x 297mm (h)  
**Bleed:** 216mm (w) x 303mm (h)  
**Type:** 190mm (w) x 277mm (h)

**OPTION (B)**  
 184mm (w) x 273mm (h)  
 with white border all around

**FRONT COVER**  
**£1375**

**½ PAGE £715**  
**(C) Horizontal:**  
 184mm (w) x 135mm (h)  
**(D) Vertical:**  
 90mm (w) x 273mm (h)

**¼ PAGE £385**  
**(E) Vertical:**  
 90mm (w) x 135mm (h)  
**(F) Horizontal:**  
 184mm (w) x 66mm (h)

**⅛ PAGE £220**  
**(G) Horizontal:**  
 90mm (w) x 66mm (h)  
**(H) Vertical:**  
 43mm (w) x 135mm (h)