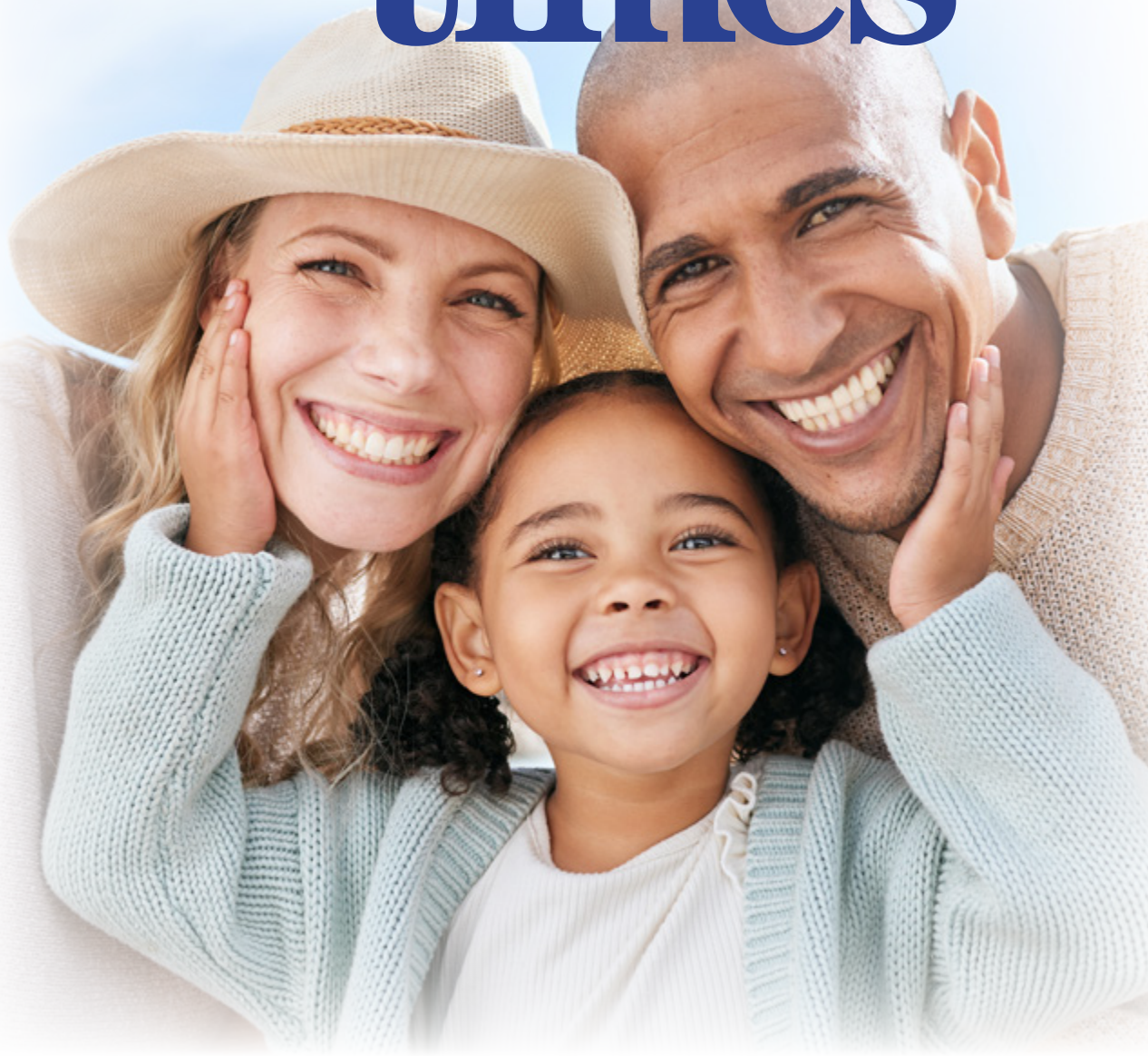


NORTH YORKSHIRE

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.



235 PRIMARY SCHOOLS DELIVERED TO. THAT'S 70% OF THE PRIMARY SCHOOLS IN NORTH YORKSHIRE

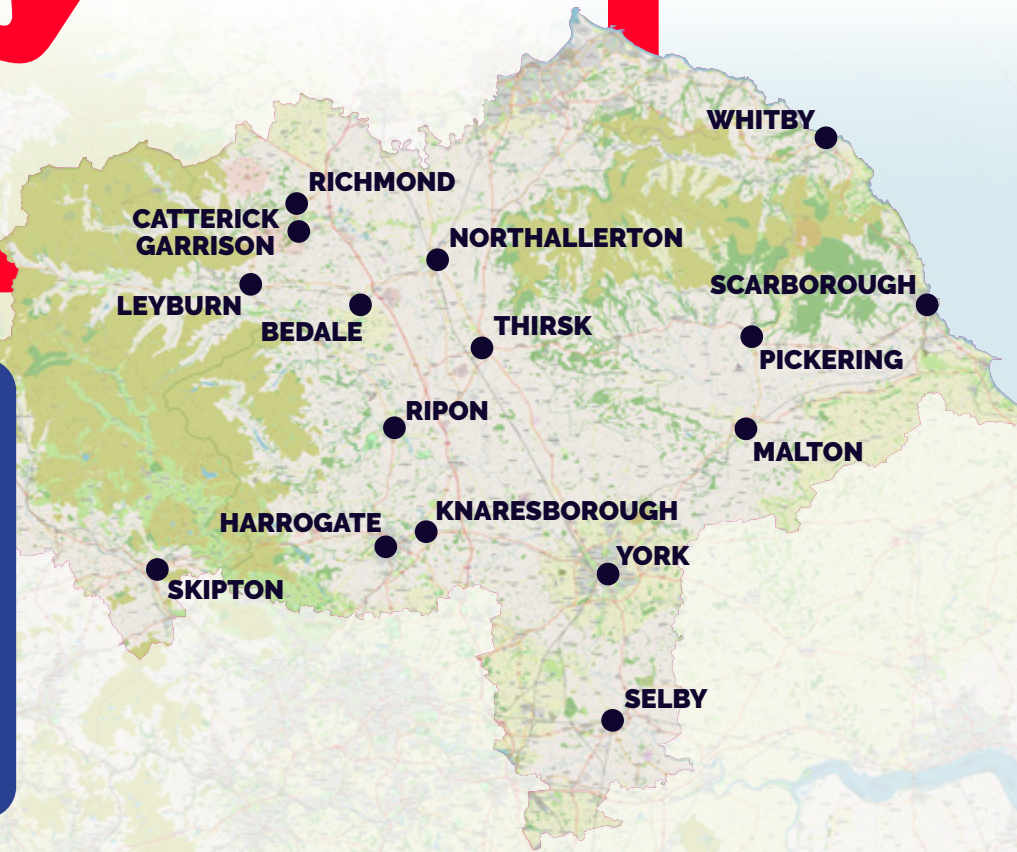
40,000 COPIES OF EACH ISSUE DELIVERED

70% OF OUR CLIENTS ARE REGULAR ADVERTISERS

primary times

WHAT IS IN PRIMARY TIMES?

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



PRIMARY TIMES DISTRIBUTION

Our distribution ensures comprehensive coverage across North Yorkshire:

- Skipton
- Richmond
- Northallerton
- Bedale
- Leyburn
- Catterick Garrison
- Harrogate
- Ripon
- Knaresborough
- York
- Scarborough
- Malton
- Pickering
- Thirsk
- Selby

primary NEWS
LOCAL NEWS FROM THE NORTH YORKSHIRE AREA

Europe's biggest maze helps The Gruffalo celebrate 25 years!

SEWERY HALL AND GARDENS

RHS
Great Garden Adventure
Shaun the Sheep

Sat 20 Jul - Sun 1 Sep

Join the sheep and friends as they explore the garden and discover the secrets of the garden.

Yorkshire's Winter Wonderland

A Christmas Carol at Hull Truck Theatre

Winter Fun at Harrogate Ice Rink

COMPETITIONS

LITTLE LIVE PETS - NAMA SURPRISE

METRO POLICE DEPT PLAYSET

CASDON JOSEPH JOSEPH EXTEND

ORCHARD TOYS CHRISTMAS BUNDLE

BOOK SHELF

Check out the Primary Times' Winter Wonderland of great books for primary schools!

BEST FANTASY GIFT: CHARLOTTE'S WEB

BEST FANTASY HEROES: SPACE BAND

BEST FANTASY HEROES: THE SNOWMAN

BEST FANTASY HEROES: THE MINISTRY OF UNLAPSE ACTIVITY

BEST FANTASY HEROES: PROBEY FAIRY

BEST FANTASY HEROES: WHAT DO YOU THINK?

BEST FANTASY HEROES: STAY CURIOUS

BEST FANTASY HEROES: HAPPY FROM HERE

BEST FANTASY HEROES: STAY CURIOUS

BEST FANTASY HEROES: HAPPY FROM HERE

BEST FANTASY HEROES: STAY CURIOUS

BEST FANTASY HEROES: HAPPY FROM HERE

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

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

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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

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

WHY ADVERTISE WITH US?

- **TARGETED MARKETING** - Primary Times is specifically targeted at families with children.
- **EFFECTIVE, AUDITED DISTRIBUTION** - 40,000 (BPA Audited) copies are distributed to primary schools and taken home in the children's book bags - No wastage!
- **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!

2024 PUBLICATION DATES

	Copy by:	Publishes:
February Half Term	15th Jan	5th Feb
Easter 2024	26th Feb	11th Mar
May Half Term	29th Apr	13th May
Summer 2024	24th Jun	8th Jul
Back to school	22 th Aug	3 rd Sep
October Half Term	30 th Sep	14 th Oct
Winter 2024	4 th Nov	25 th 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
£1,375

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)

All prices are per issue and exclude VAT. Full terms and conditions are available on request.