

Swindon & Wiltshire

primary times



2024 Publication dates

EASTER 2024

Cover dates 25 Mar-Fri 24 May Editorial deadline Mon 26 Feb

MAY HALF TERM 2024

Cover dates 20 May-24 July Editorial deadline Mon 22 Apr

SUMMER 2024

Cover dates 20 Jul-1 Sep Editorial deadline Mon 10 Jun

BACK TO SCHOOL 2024

Cover dates 2 Sep-23 Oct Editorial deadline Fri 28 Jun*

WINTER 2024

Cover dates 21 Oct-28 Mar 2025 Editorial deadline Wed 11 Sep

Please contact Mike Gartside
07908 685916
mike.gartside@primarytimes.co.uk
For all advertising and editorial enquiries

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 and images must be 300dpi at the size required.

We are unable to use Word, Publisher or Powerpoint Files

Terms: New advertisers: Payment in advance for the first advert. Repeat advertisers: payment to be made within 14 days of publication. Cancellation must be notified in writing 21 days prior to the editorial deadline.

*Publication of this edition to be confirmed. Deadline reflects summer holidays.

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

Magazine Advertising

Reach thousands of local families when you advertise in Primary Times Wiltshire. With 30,000 printed copies PLUS website and social media support every issue...

Print advertising rates

	1 Issue	2 or 3 Issues	4+ Issues
Classified Box 60mm (w) x 30mm (h)	£85 Per issue	£72 Per issue	£60 Per issue
Sixteenth Page 45mm (w) x 65mm (h)	£110 Per issue	£100 Per issue	£90 Per issue
Eighth Page 90mm (w) x 65mm (h)	£205 Per issue	£185 Per issue	£155 Per issue
Sixth Page 90mm (w) x 88mm (h)	£295 Per issue	£265 Per issue	£230 Per issue
Quarter Page 90mm (w) x 135mm (h)	£350 Per issue	£315 Per issue	£295 Per issue
Third Page 184mm (w) x 88mm (h)	£485 Per issue	£437 Per issue	£395 Per issue
Half Page 184mm (w) x 135mm (h)	£675 Per issue	£608 Per issue	£548 Per issue
Full Page 184mm (w) x 271mm (h) (standard)	£1,180 Per issue	£1,062 Per issue	£956 Per issue
Inside Back/Front 216mm (w) x 303mm (h) (full bleed)	£1,200 Per issue	£1,080 Per issue	£972 Per issue
Outside Back (Standard or full bleed)	£1,250 Per issue	£1,125 Per issue	n/a n/a
Front cover Elements advised on booking	£1,300 Per issue	n/a n/a	n/a n/a
Inserts per 1,000 (full circulation)	£27		

Prices per advert. All rates exclude VAT. Online prices on enquiry