



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 2.2 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 and around Avon.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.







Why advertise in Primary Times?

- NICHE MARKETING Primary Times is highly targeted at a very specific market ie families with children. No wastage.
- EFFECTIVE DISTRIBUTION 58,189 copies to families through primary schools. One copy is allocated per family and taken home in the children's book bags.
- GOOD TIMING just before every school holiday families receive fresh information just when they need it.

- RETENTION VALUE the listings and money off vouchers ensure reference and retention for at least 6 weeks.
- ADDED VALUE competitions, advertorials, coverage and support from www.primarytimes.co.uk
- ADVERTISER SATISFACTION
 over 70% of our advertisers use
 us repeatedly because it works!
- COST EFFECTIVE per 1000 our pricing structure offers exceptional value.



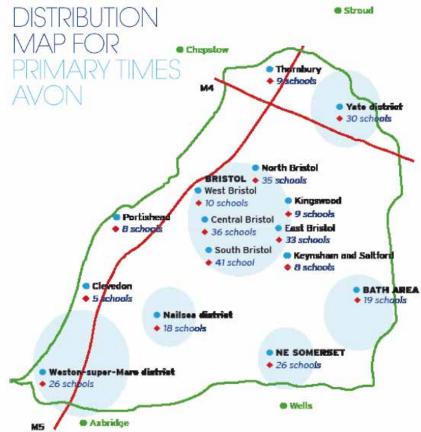


Primary Times Distribution

Primary Times in Avon is distributed to primary schools and libraries in the following districts:

- Bath
- NE Somerset
- Bristol
- Weston-super-Mare
- Nailsea
- Yate

DISTRIBUTED TO 58,189 AVON FAMILIES







26-28 DEC | STATE AND ADDRESS | STATE ADDRESS

primarytimes.co.uk

www.primarytimes.co.uk features regional and national content including:

- · What's on Listings · News · Competitions
- · Local information for families

Please ask us about our full range of digital advertising opportunities which include:

- Tailored E-shots
- · Regional and National MPUs
- Banners or Buttons
 Videos
- · Sponsorship and much more





Share in the success!

Reaching more than 2 in 3 families who have children attending primary school, it is not surprising that Primary Times in Avon advertisers include:

- Avon Valley Railway
- Bristol Aquarium
- Bristol Grammar School
- Bristol Zoo
- Cotswold Farm Park
- · Crealy Theme Park & Resort
- Kumon

- Longleat
- Mojo Active
- Slimbridge Wetland Centre
- Tobacco Factory
- Weymouth SEA LIFE Adventure Park
- ... and many more!



To find out more or to place your advert now call Victoria on 07736 945720 or email victoria.jelleyman@primarytimes.co.uk

Schools Publishing Limited. 6 Swan Court, Forder Way, Hampton, Peterborough, Cambridgeshire, PE7 8GX.



PAVON PAVON



£150

Digital
Advertising:
MPU
£POA per calendar month
Leader board
£POA per calendar month

58,231 copies per issue

Copy by: 4 Nov

2025 Publication dates

February Half Term		
Copy by: 14 Jan	Publishes: 3 Feb	
Easter		
Copy by: 4 Mar	Publishes: 24 Mar	
May Half Term		
Copy by: 22 Apr	Publishes: 12 May	
Summer		
Copy by: 10 June	Publishes: 30 June	
Back to School		
Copy by: 5 Aug	Publishes: 26 Aug	
October Half Term		
Copy by: 23 Sept	Publishes: 13 Oct	
Winter		

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.

Publishes: 24 Nov

Advertising Rates*

Sixteenth Dage

Sixteenth Page	£150
W43mm x H66mm or V	V90mm x 30mm
Eighth Page	£299
W90mm x H66mm or V	V43mm x H135mm
Quarter Page	£511
W90mm x H135mm oi	W184mm x H66mm
Half Page	£920
W184mm x H135mm o	r W90mm x H273mm
Full Page	£1,644
For a full bleed advert: \	W216mm x H303mm.
For an advert with a wh	ite border all the way
round: W184mm x H27	3mm
Front Cover	£1,512
W194mm x H275mm	
OB Cover	£1,771
For a full bleed advert: \	W216mm x H303mm
Inserts £35	.00 per thousand

3 series rate	4 series + rate
10% discount	15% discount
£135	£128
Per Issue	Per Issue
£270	£255
Per Issue	Per Issue
£460	£435
Per Issue	Per Issue
£828	£782
Per Issue	Per Issue
£1,480	£1,398
Per Issue	Per Issue
£1,361	£1,286
Per Issue	Per Issue
£1,594	£1,506
Per Issue	Per Issue

Place your advert now! Call Victoria 07736 945720 or email victoria.jelleyman@primarytimes.co.uk

Minimum 10,000

Terms & Conditions: New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days of publication. Cancellations: must be made not less than four weeks prior to the advised copy deadline date. Failure to comply will result in a charge being made for the full cost of the advertisement space booked. *Prices are per issue, and exclude VAT.