

Cambridgeshire & South Kesteven 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.
- Primary Times in Cambridgeshire & South Kesteven distributes 37,223 copies seven times a year and is part of national networking distributing more than 2.2 million copies in 59 regions across the UK and Ireland. **BPA Audited.**

What's in Primary Times?

- The most comprehensive whats on guide for families in the region.
- Local and national information for parents and teachers in Cambridgeshire & South Kesteven including learning and party resources.
- Reader offers and news from local communities and schools.

PRIMARY
TIMES IS ALSO
AVAILABLE IN
THE APP
STORE

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Cambridgeshire & South Kesteven primary times

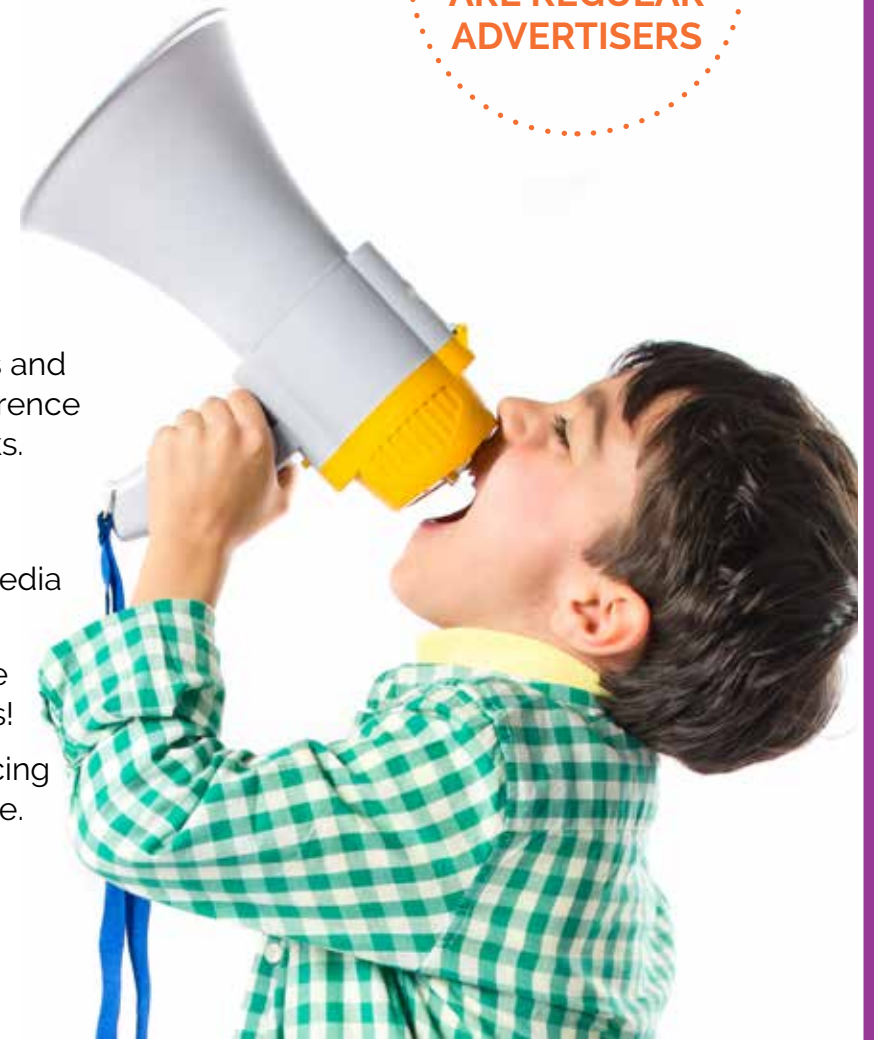
OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 37,223 copies to families through primary schools 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 from primarytimes.co.uk and social media
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 pricing structure offers exceptional value.

Who advertises with us?

- The Perse School • Safari Play • Linton Zoo • The Cresset • Razzamataz
- One Leisure • KD Theatre • Cambridge Junction • Nene Valley Railway
- Queensgate • The William Scott Abbot Trust... and many more!



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Cambridgeshire & South Kesteven

primary times

DISTRIBUTED
TO 37,223
Local Families

Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Cambridgeshire & South Kesteven



[click for more ▶](#)

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primarytimes.co.uk

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

- What's on Listings • News • Competitions
- Local information for parents and teachers, including learning resources and party guide

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

To find out more or to place your advert now call 07719 050758 or email gareth.macfarlane@primarytimes.co.uk

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Hampton, Peterborough, Cambridgeshire, PE7 8GX

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37,223
copies per issue

2025 Publication dates

Easter

Copy by: 4 Mar Publishes: 24 Mar

Summer

Copy by: 10 June Publishes: 30 June

Winter

Copy by: 4 Nov Publishes: 24 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.

Advertising Rates*

Sixteenth Page £140

W43mm x H66mm or W90mm x 30mm

Eighth Page £260

W90mm x H66mm or W43mm x H135mm

Quarter Page £445

W90mm x H135mm or W184mm x H66mm

Half Page £800

W184mm x H135mm or W90mm x H273mm

Full Page £1,430

For a full bleed advert: W216mm x H303mm.
For an advert with a white border all the way round: W184mm x H273mm

Front Cover £1,315

W194mm x H275mm

OB Cover £1,540

For a full bleed advert: W216mm x H303mm

Inserts £35.00 per thousand

Minimum 10,000

Digital Advertising:

MPU
£POA per calendar month

Leader board
£POA per calendar month



3 series rate 10% discount

£126

Per Issue

£234

Per Issue

£401

Per Issue

£720

Per Issue

£1,287

Per Issue

£1,184

Per Issue

£1,386

Per Issue

Place your advert now! Call Gareth on 07719 050758 or email gareth.macfarlane@primarytimes.co.uk

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.