

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 2.2 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 East and West Sussex.
- Reader offers and news from local communities and schools.
- $\boldsymbol{\cdot}$ Competitions from local and national advertisers.







OVER 70% OF OUR CLIENTS ARE REGULAR 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 76,890 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.

Testimonial

"Amberley Museum is proud to work with Primary Times magazine, as it provides an ideal platform to connect with families and schools across the region. By placing an ad in each of the seven issues throughout the year, we ensure our programs and events reach thousands of local parents and teachers who value educational and engaging experiences. This partnership has significantly boosted our visibility, allowing us to share our unique heritage offering with audiences who may otherwise not have discovered us. Primary Times continues to be a valuable resource in helping us inspire a new generation to explore and appreciate the South's Working Past."

Joe, Amberley Museum





Primary Times Distribution

Primary Times is distributed to primary schools and libraries in East and West Sussex in:

West Sussex: • Petworth • Chichester • Bognor Regis

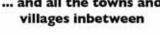
- · Arundel · Pulborough · Worthing · Horsham · Littlehampton
- · Crawley · East Grinstead · Haywards Heath · Burgess Hill
- · Shoreham by Sea

East Sussex: • Forest Row • Uckfield • Lewes • Brighton and Hove • Newhaven • Eastbourne • Hailsham • Battle

Bexhill on Sea · Hastings · Rye













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 and around East and West Sussex advertisers include:

- 1st choice Inflatables.
- British Airways i360
- · Bluebell Railway
- Paradise Park

- Wildfowl and Wetlands Trust
- National Trust
- ... and many more!

To find out more or to place your advert now call Catherine on 07719 050762 or email catherine.dillon@primarytimes.co.uk

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





East & West Sussex

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East Sussex 37,230 copies per issue

West Sussex 39,660 copies per issue



Digital
Advertising:

MPU £POA per calendar month

3 series rate

Per Issue



Leader board £POA per calendar month

4 series + rate

2025 Publication dates

February Half Term		
Copy by: 7 Jan	Publishes: 27 Jan	
Easter		
Copy by: 25 Feb	Publishes: 17 Mar	
May Half Term		
Copy by: 15 Apr	Publishes: 6 May	
Summer		
Copy by: 10 June	Publishes: 30 June	
Back to School		
Copy by: 5 Aug	Publishes: 26 Aug	
October Half Term		
Copy by: 16 Sept	Publishes: 6 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: 17 Nov

Copy by: 28 Oct

Advertising Rates*

Sixteenth Pag	ge £140
W43mm x H66m	m or W90mm x 30mm
Eighth Page	£260
W90mm x H66m	m or W43mm x H135mm
Quarter Page	£445
W90mm x H135	mm or W184mm x H66mm
Half Page	£800
_	mm or W90mm x H273mm
Full Page	£1,430
For a full bleed ac	dvert: W216mm x H303mm.
For an advert wit	h a white border all the way
round: W184mm	x H273mm
Front Cover	£1,315
W194mm x H275	mm
OB Cover	£1,540
For a full bleed ac	dvert: W216mm x H303mm
Inserts	£35.00 per thousand
Minimum 10,000	•

10% discount	15% discount
£126 Per Issue	£119 Per Issue
£234	£221
Per Issue	Per Issue
£401	£379
Per Issue	Per Issue
£720	£680
Per Issue	Per Issue
£1,287	£1,216
Per Issue	Per Issue
£1,184	£1,118
Per Issue	Per Issue
£1,386	£1,309

Per Issue

Place your advert now! Call Catherine on 07719 050762 or email catherine.dillon@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.