Hereford & Worcester times

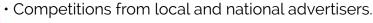


- Primary Times is a free 'what's on, where to go' magazine targeting the parents and teachers of primary school children (aged 4-11).
- Published 4 times a year prior to each school holiday plus a 'Back to School' issue in September, Primary Times is distributed to families via their child's school 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 Hereford and Worcester.
- Reader offers and news from local communities and schools.







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 29,459 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.



Hereford & Worcester

primariumes

Primary Times Distribution

Primary Times is distributed to primary schools and libraries in Hereford and Worcester in:













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 Hereford and Worcestershire advertisers include:

- Kumon
- NHS
- Perform Performing Arts
- The Children's Society
- Stagecoach
- ... and many more!

To find out more or to place your advert now call Jo on 07736 945701 or email jo.williams@primarytimes.co.uk

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







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

29,459 copies per issue

2025 Publication dates

Easter	
Copy by: 11 Mar	Publishes: 31 Mar
Summer	
Copy by: 17 June	Publishes: 7 July
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 Pag	e £125
	n or W90mm x 30mm
Eighth Page	£225
W90mm x H66mr	n or W43mm x H135mm
Quarter Page	£425
W90mm x H135n	nm or W184mm x H66mm
Half Page	£750
W184mm x H135r	mm or W90mm x H273mm
	£1,300 vert: W216mm x H303mm. a white border all the way the H273mm
Front Cover	£1,250
W194mm x H275r	nm
OB Cover	£1,350
For a full bleed ad	vert: W216mm x H303mm
Inserts	£35.00 per thousand

3 series rate 10% discount

10 /0	aisco aire
£113	
Per Iss	ue
£203	
Per Iss	ue
£383	
Per Iss	ue
£675	
Per Iss	ue
£1,1	70
Per Iss	ue
£1,12	25
Per Iss	ue
£1,2	15
Per Iss	ue

Place your advert now! Call Jo on 07736 945701 or email jo.williams@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.

