#### 2025 Media Pack

## Kent CINCS

#### 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 Kent.
- Reader offers and news from local communities and schools.
- · Competitions from local and national advertisers.



#### click for more

## Kent Contended to the second s

#### 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 62,850 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. **OVER 70% OF** 

OUR CLIENTS ARE REGULAR ADVERTISERS

or more

- 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 is distributed to primary schools and libraries in Kent:

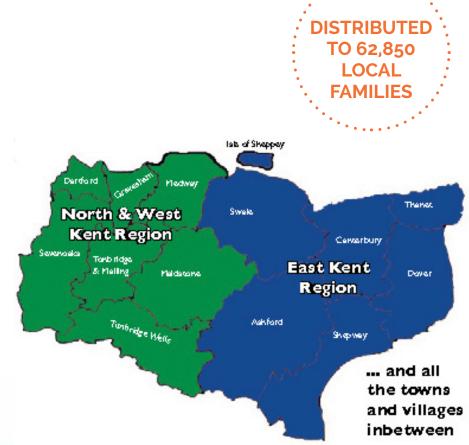
- Ashford
- Canterbury
- Dartford
- Dover
- Gravesham

Isle of Sheppey

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- Maidstone
- Medway
- Sevenoaks
- Shepway

- Swale
- Thanet
  - Tonbridge & Malling
  - Tunbridge Wells





#### click for more



#### 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





# Kent

#### 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 Kent advertisers include:

Kumon

The Children's Society

- NHS
- Perform Performing Arts
- Stagecoach
- ... 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.



# Kent **Providence School Schoo**

JPEG files (CMYK, 300dpi). We can't accept Word, Publisher or Powerpoint files.



Digital Advertising: MPU £POA per calendar month



Leader board £POA per calendar month

2025 Publication dates February Half Term		Advertising Rates*Sixteenth Page£150W43mm x H66mm or W90mm x 30mm		3 series rate 10% discount £135	4 series + rate <u>15% discount</u> £128 Per locue
Easter		Eighth Page	£299	£270	£255
Copy by: 11 Mar	Publishes: 31 Mar	W90mm x H66mm or W43mm x H135mm		Per Issue	Per Issue
May Half Term		Quarter Page	£511	£460	£435
Copy by: 22 Apr	Publishes: 12 May	W90mm x H135mm or W184mm x H66mm		Per Issue	Per Issue
Summer		- Half Page	£920	£828	£782
	Dublish ee. 7 Juli	W184mm x H135mm or W	90mm x H273mm	Per Issue	Per Issue
Copy by: 17 June	Publishes: 7 July	- Full Page	£1,644	£1,480	£1,398
<b>Back to School</b>		For a full bleed advert: W21		Per Issue	Per Issue
Copy by: 12 Aug	Publishes: 1 Sept	For an advert with a white border all the way			
<b>October Half Te</b>	ſm	round: W184mm x H273mi	n		
Copy by: 16 Sept	Publishes: 6 Oct	Front Cover	£1,512	£1,361	£1,286
Winter		W194mm x H275mm		Per Issue	Per Issue
Copy by: 4 Nov	Publishes: 24 Nov	OB Cover	£1,771	£1,594	£1,506
File formates We profer high recolution		For a full bleed advert: W216mm x H303mm		Per Issue	Per Issue
<b>File formats:</b> We prefer high resolution PDFs with all colours set to CMYK and all fonts embedded. We can also use TIFF and		Inserts £35.00 Minimum 10,000	per thousand		

#### Place your advert now! Call 07736 945720 or email victoria.jelleyman@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.