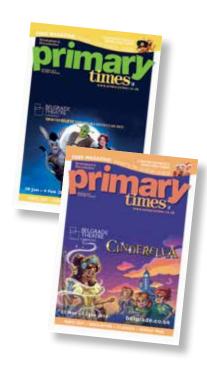




- Primary Times is a free what's on, where to go' magazine targeting the parents and teachers of primary school children (aged 4-11).
- Published 7 times a year prior to each school holiday plus a 'Back to School' issue in September, Primary Times is distributed to families via their child's school bag.
- 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 the Birmingham & Warwickshire.
- 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 56,010 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 the Birmingham & Warwickshire is distributed to primary schools, libraries and other outlets in the areas marked.





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
- · 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 the Birmingham & Warwickshire advertisers include:

- Birmingham Museums
- Coventry Culture
- The Midlands Arts Centre
- Leamington BID
- The NFC
- The Belgrade Theatre
- Discover Dudley

- · Warwick School
- The Belfry
- Shakespeare Birthplace Trust
- New Square Shopping Centre
- Hatton Country World
- ... and many more!

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





Birmingham, Warwickshire, Coventry, Wolverhampton, Stratford upon Avon and Leamington Spa

primary times



CIEO

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

56,010 copies per issue

2025 Publication dates

February Half Term		
Copy by: 7 Jan	Publishes: 27 Jan	
Easter		
Copy by: 11 Mar	Publishes: 31 Mar	
May Half Term		
Copy by: 22 Apr	Publishes: 12 May	
Summer		
Copy by: 17 June	Publishes: 7 July	
Back to School		
Copy by: 12 Aug	Publishes: 1 Sept	
October Half Term		
Copy by: 23 Sept	Publishes: 13 Oct	
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.

Civita anth Dage

Minimum 10,000

Sixteenth Pag	ge £150
W43mm x H66m	nm or W90mm x 30mm
Eighth Page	£299
W90mm x H66m	nm or W43mm x H135mm
Quarter Page	£511
W90mm x H135	mm or W184mm x H66mm
Half Page	£920
W184mm x H135	5mm or W90mm x H273mm
Full Page	£1,644
For a full bleed a	dvert: W216mm x H303mm.
For an advert wit	h a white border all the way
round: W184mm	x H273mm
Front Cover	£1,512
W194mm x H275	āmm
OB Cover	£1,771
For a full bleed a	dvert: 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 Per Issue	£435 Per Issue
£828	£782
Per Issue	Per Issue
£1,480	£1,398
Per Issue	Per Issue
£1,361 Per Issue	£1,286 Per Issue
£1,594	£1,506
Per Issue	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.