



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 West Sussex.
- Reader offers and news from local communities and schools.
- · 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 39,660 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

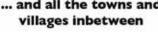
Primary Times is distributed to primary schools and libraries in West Sussex in:

- Petworth
- Chichester
- Bognor Regis
- Arundel
- Pulborough
- Worthing

- Littlehampton
- Crawley
- East Grinstead
- Haywards Heath
- Burgess Hill
- Shoreham by Sea













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 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.





West Sussex Contact Contact



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

37,230 copies per issue

2025 Publication dates

February Half Term		
Copy by: 7 Jan	Publishes: 27 Jan	
Easter		
Copy by: 4 Mar	Publishes: 24 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		
Copy by: 28 Oct	Publishes: 17 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 W90mm x H66mm or W43mm x H	£260 135mm
Quarter Page W90mm x H135mm or W184mm :	£445 x H66mm
Half Page W184mm x H135mm or W90mm x	£800 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 W194mm x H275mm	£1,315
OB Cover For a full bleed advert: W216mm x	£1,540 H303mm
Inserts £35.00 per th	ousand

3 series rate 10% discount	4 series + rate 15% discount
£126	£119
Per Issue	Per Issue
£234 Per Issue	£221 Per Issue
£401	£379
Per Issue	Per Issue
£720	£680
Per Issue	Per Issue
£1,287	£1,216
Per Issue	Per Issue
£1,184 Per Issue	£1,118 Per Issue
£1,386	£1,309
Per Issue	Per Issue

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