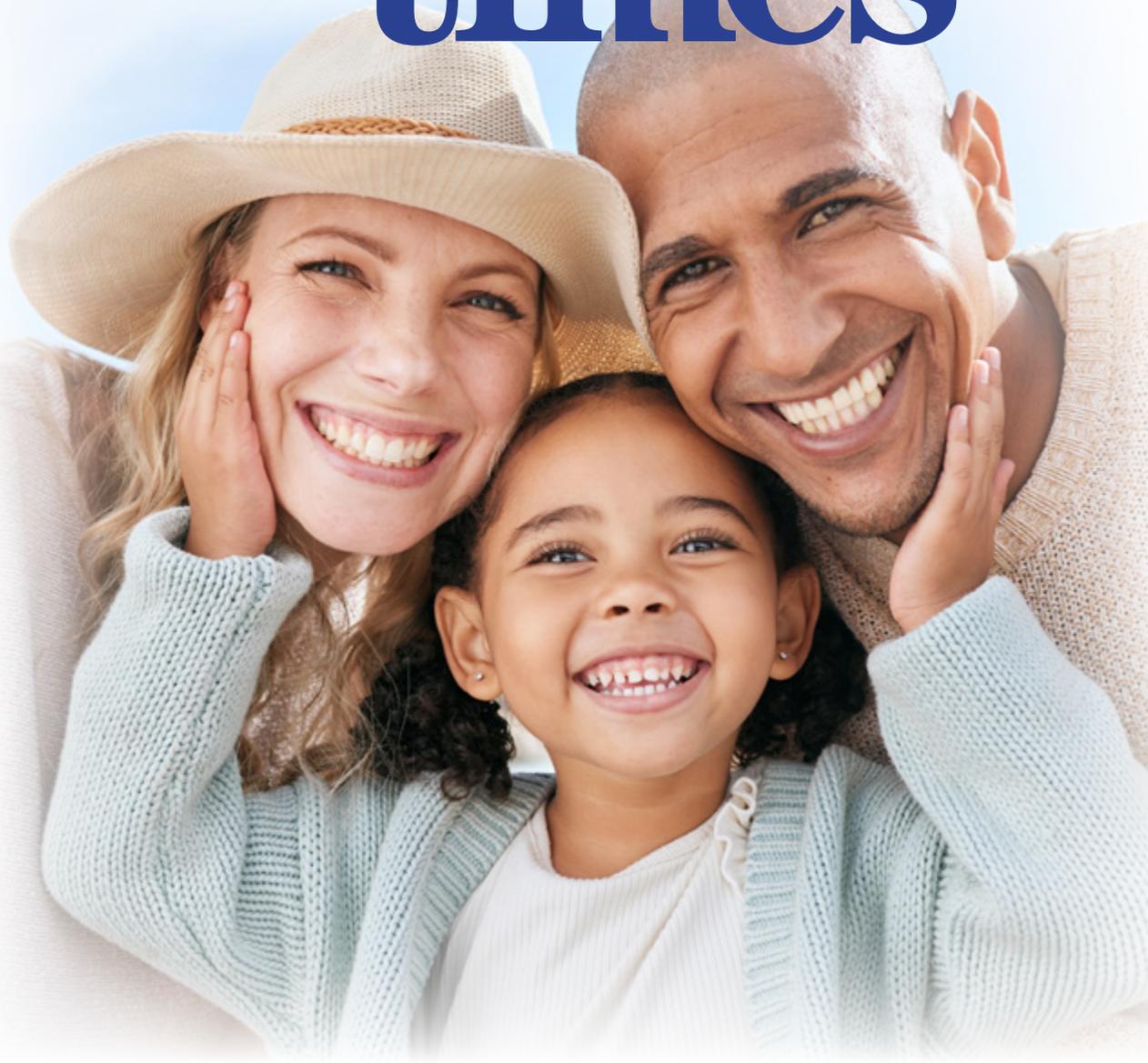


EAST RIDING OF YORKSHIRE

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 2.7 million copies to primary schools, Primary Times has been tried, tested, and trusted since 1989.



REACHING EVERY PRIMARY SCHOOL IN THE REGION

49,000 COPIES OF EACH ISSUE DELIVERED

70% OF OUR CLIENTS ARE REGULAR ADVERTISERS

primary times

WHAT IS IN PRIMARY TIMES?

- A comprehensive 'what's on' guide for parents in East Riding of Yorkshire & Hull
- Local and national information
- Reader offers and news from the local community and businesses
- Competitions

PRIMARY TIMES DISTRIBUTION

Our distribution ensures comprehensive coverage across Hull and East Yorkshire:

- Goole
- Hull
- Brough
- Cottingham
- Beverley
- Bridlington
- Driffield
- Lockington
- Pocklington
- Market Weighton
- Burton Agnes

49,000 COPIES OF EACH ISSUE DELIVERED



primary NEWS
LOCAL NEWS FROM THE EAST RIDING OF YORKSHIRE AREA

The Borrowers
Book review: The Borrowers by Joan Aiken. A classic children's book about tiny creatures living in a house.

Winter Wonderland at Sewerby Hall and Gardens
A festive event featuring ice skating, snow machines, and winter-themed activities.

SEWERBY HALL AND GARDENS

GREAT VALUE THEME PARK FUN!
HIMATOCK BATH & ROTHER VALLEY

EXCLUSIVE OFFER
5 FOR THE PRICE OF 2 AT ALL GULLIVER'S THEME PARKS

DISCOVER RIDES & ATTRACTIONS FOR CHILDREN AGED 2-12 YEARS

Yorkshire's Winter Wonderland
A festive event featuring ice skating, snow machines, and winter-themed activities.

A Christmas Carol at Hull Truck Theatre
A theatrical production of Charles Dickens' 'A Christmas Carol'.

Winter Fun at Harrogate Ice Rink
Ice skating and winter-themed activities at Harrogate Ice Rink.

COMPETITIONS

LITTLE LIVE PETS - NAMA SURPRISE
A competition where children can win a pet hamster.

METRO POLICE DEPT PLAYSET
A competition where children can win a playset for their toy police car.

CASDON JOSEPH
A competition where children can win a Casdon Joseph toy.

ORCHARD TOYS CHRISTMAS BUNDLE
A competition where children can win a bundle of Orchard Toys.

BOOK SHELF

BEST FANTASY
Charlotte's Web by EB White

BEST NON-FICTION
Space Band by Ian Straker

BEST FANTASY
The Ministry of Silly Business by Nathan Bryner

BEST FANTASY
Project Fairy by Rebecca Latham

BEST FANTASY
Happy from Nerves to You by Victoria Craig

Set in more than 220 acres of beautiful North Yorkshire countryside

Welcoming day students from 3 months to 19 years and boarders from Year 3

Chapter House Preparatory School

"I can't help but be impressed by the sheer ambition of Q&P. Facilities are spectacular, staff committed and clearly able, students delightful."

The Good Schools Guide

"To be the best that I can, with the efforts that I have."

www.qandp.org.uk

primary times

YOUR CUSTOMER JOURNEY

Primary Times plays a vital role in your marketing strategy



1. AWARENESS

Families read Primary Times and gain awareness of your business



2. CONSIDERATION

Customers log onto your website and social media channels boosting your visitor numbers while gaining more information



3. PURCHASING

Customers make bookings generating new revenue for your business



4. LOYALTY

Happy customers take out a membership, leave great reviews and refer friends, spreading positive word of mouth



primary times

WHY ADVERTISE WITH US?

- **TARGETED MARKETING** - Primary Times is specifically targeted at families with children.
- **GREAT TIMING** - Published just before every school holiday, ensuring families receive fresh information just when they need it.
- **ADVERTISER SATISFACTION** - Over 70% of our advertisers use us repeatedly - because it works!

SERIES BOOKING DISCOUNTS!
15% OFF FOR 3 ISSUES
20% OFF FOR 7 ISSUES

2025 PUBLICATION DATES

	Copy by:	Publishes:
February Half Term	14 th Jan	3 rd Feb
Easter 2025	4 th Mar	24 th Mar
May Half Term	22 nd Apr	12 th May
Summer 2025	17 th Jun	7 th Jul
Back to school	12 th Aug	1 st Sep
October Half Term	23 rd Sep	13 th Oct
Winter 2025	4 th Nov	24 th 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.

DIGITAL PACKAGES

We offer a range of digital opportunities, including digital display advertising and solus email marketing. We can tailor a bespoke package to your needs and budget.

FOR MORE INFORMATION AND TO BOOK YOUR ADVERTISEMENT CONTACT:

MAUREEN MCCARTHY

07394 296453

Maureen@McCarthyPublishing.co.uk



FULL PAGE OPTION (A)
Trim: 210mm (w) x 297mm (h)
Bleed: 216mm (w) x 303mm (h)
Type: 190mm (w) x 277mm (h)

OPTION (B)
 184mm (w) x 273mm (h) with white border all around

FRONT COVER EPOA

½ PAGE (C) Horizontal:
 184mm (w) x 135mm (h)

(D) Vertical:
 90mm (w) x 273mm (h)

¼ PAGE (E) Vertical:
 90mm (w) x 135mm (h)

(F) Horizontal:
 184mm (w) x 66mm (h)

⅛ PAGE (G) Horizontal:
 90mm (w) x 66mm (h)

(H) Vertical:
 43mm (w) x 135mm (h)