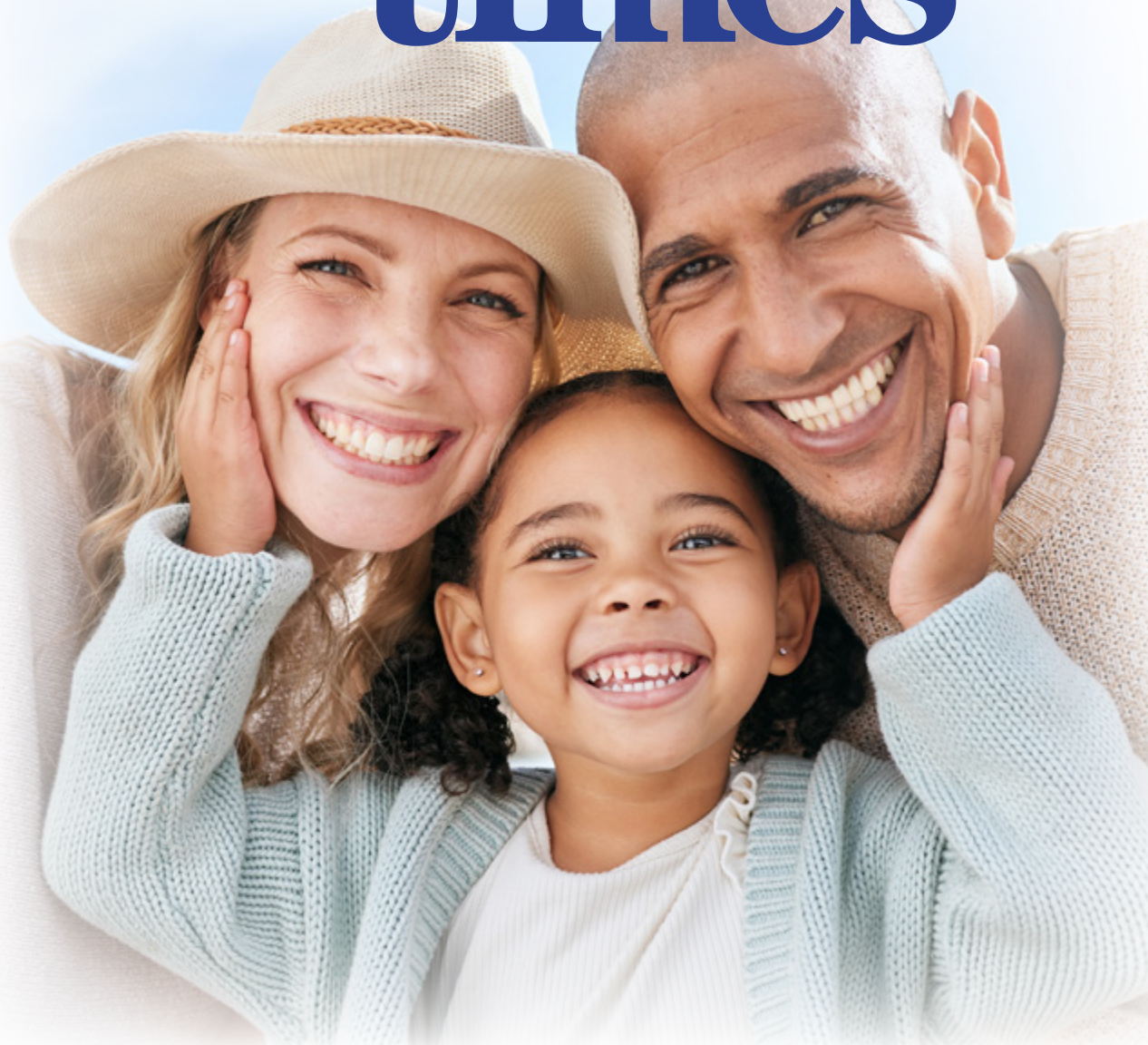


primary times



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.



253 SCHOOLS IN LINCOLNSHIRE
RECEIVE PRIMARY TIMES

52,000 COPIES OF EACH
ISSUE DELIVERED

70% OF OUR CLIENTS
ARE REGULAR
ADVERTISERS

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WHAT IS IN PRIMARY TIMES?

- A comprehensive 'what's on' guide for parents in Lincolnshire
- Local and national information
- Reader offers and news from the local community and businesses
- Competitions



PRIMARY TIMES DISTRIBUTION

Our distribution provides comprehensive coverage across Lincolnshire, specifically focusing on key towns such as:

- Scunthorpe
- Brigg
- Gainsborough
- Lincoln
- Louth
- Woodhall Spa
- Alford
- Market Rasen
- Grantham
- Sleaford
- Boston
- Spilsby
- Skegness

52,000 COPIES OF EACH ISSUE DELIVERED

Warming Winter Recipes from... JAMIE OLIVER

Primary Times team are with Jamie Oliver to bring delicious food, entertainment and simple recipes from his latest cook book, ONE to your family table this Winter.

Warming up your family for Christmas is all about the food. Jamie Oliver's new book, ONE, is packed with simple, delicious recipes that are perfect for the festive season. From hearty soups to comforting stews, there's something for everyone. Jamie's recipes are easy to follow and use simple ingredients, making them perfect for busy families. The book also includes tips on how to make the most of your kitchen and how to create a festive atmosphere. It's a must-have for anyone who loves to cook and entertain.

WOW WHAT'S ON WINTER
 For more information visit our website: www.primarytimes.co.uk/wowpage

COMPETITIONS

Check out the Primary Times Winter Competition of great books for primary schools. Contact details to competitions@primarytimes.co.uk by 10th Dec 2022.

Rapunzel - The Tangled Parrot at The Dill
 Rapunzel is a classic fairytale, but what if she had a parrot? This book tells the story of a young girl who is kidnapped by a witch and taken to a tower. She is rescued by a prince, but the witch is still out there. This book is a great read for children who love fairytales and adventure.

Little Live Pets - Nanna Surprise
 Little Live Pets are a fun and interactive way for children to learn about animals. Nanna Surprise is a new addition to the range, featuring a cute cat that can be played with and loved.

Metrol Police Dept Playset
 The Metrol Police Dept Playset is a fantastic way for children to learn about the police and what they do. It includes a police car, a uniform, and a badge, so children can role-play and learn about the police in a fun and engaging way.

Casson Joseph
 Casson Joseph is a new addition to the range of Little Live Pets. It's a cute and cuddly dog that can be played with and loved.

Orchard Toys Christmas Bundle
 The Orchard Toys Christmas Bundle is a great way to keep children entertained during the festive season. It includes a variety of board games and puzzles that are perfect for family time.

Stay Caring and Exploring
 Stay Caring and Exploring is a new addition to the range of Little Live Pets. It's a cute and cuddly dog that can be played with and loved.

BOOK SHELF

Check out the Primary Times Winter Competition of great books for primary schools. Contact details to competitions@primarytimes.co.uk by 10th Dec 2022.

Best of a Girl
 Best of a Girl is a new addition to the range of Little Live Pets. It's a cute and cuddly dog that can be played with and loved.

Space Band
 Space Band is a new addition to the range of Little Live Pets. It's a cute and cuddly dog that can be played with and loved.

Project Fairy
 Project Fairy is a new addition to the range of Little Live Pets. It's a cute and cuddly dog that can be played with and loved.

What Do You Think?
 What Do You Think? is a new addition to the range of Little Live Pets. It's a cute and cuddly dog that can be played with and loved.

Stay Caring and Exploring
 Stay Caring and Exploring is a new addition to the range of Little Live Pets. It's a cute and cuddly dog that can be played with and loved.

Stones of Peace
 Stones of Peace is a new addition to the range of Little Live Pets. It's a cute and cuddly dog that can be played with and loved.

Younger Readers
 Younger Readers is a new addition to the range of Little Live Pets. It's a cute and cuddly dog that can be played with and loved.

Happy from Head to Toe
 Happy from Head to Toe is a new addition to the range of Little Live Pets. It's a cute and cuddly dog that can be played with and loved.

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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



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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	21 st Jan	10 th Feb
Easter 2025	11 th Mar	31 st Mar
May Half Term	22 nd Apr	12 th May
Summer 2025	24 th Jun	14 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

1/2 PAGE (C) Horizontal:
 184mm (w) x 135mm (h)

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

1/4 PAGE (E) Vertical:
 90mm (w) x 135mm (h)

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

1/8 PAGE (G) Horizontal:
 90mm (w) x 66mm (h)

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