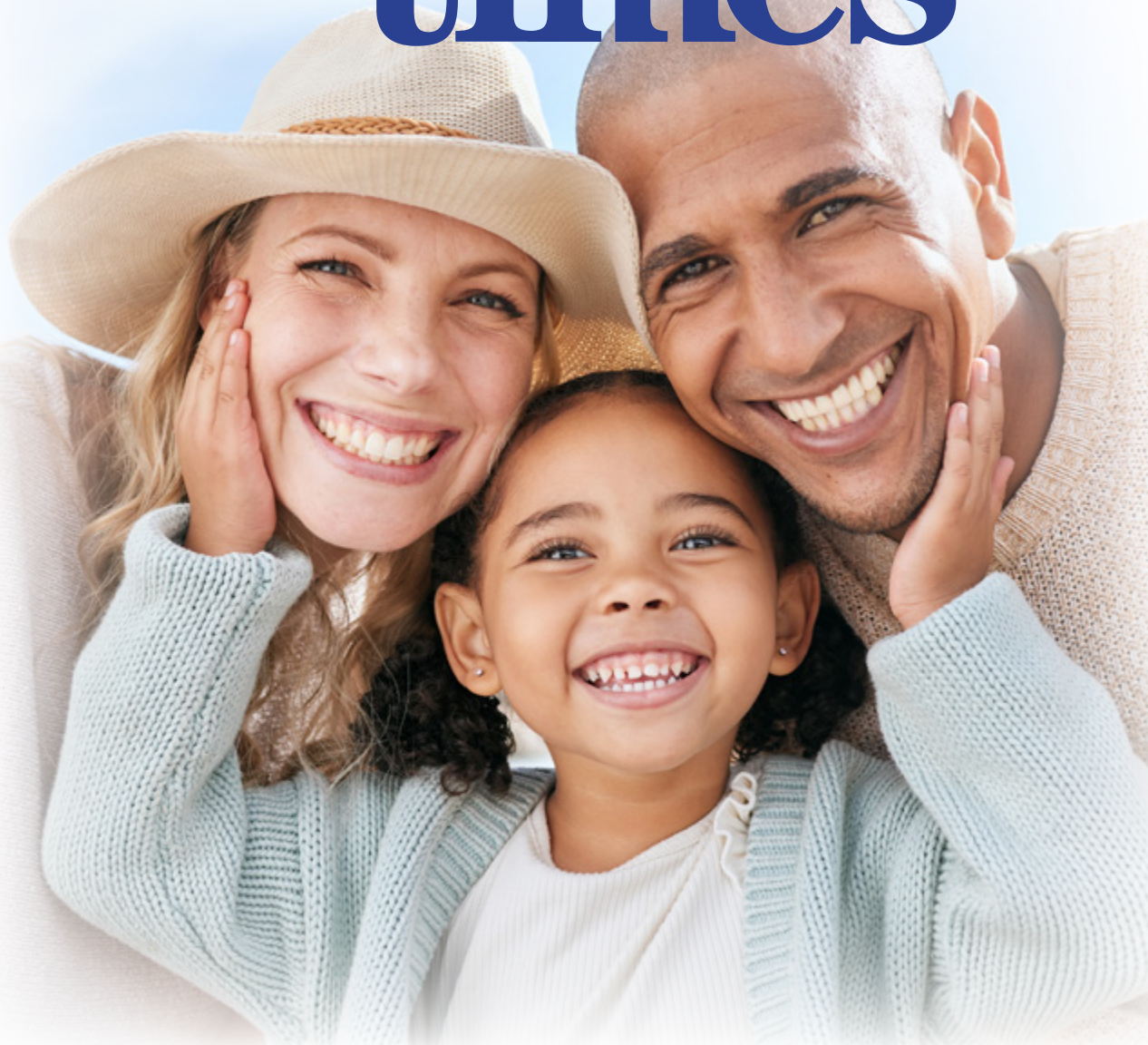


# primary times



## 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.



**214** SCHOOLS IN TEES VALLEY  
RECEIVE PRIMARY TIMES

**70,000** 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 Tees Valley
- Local and national information
- Reader offers and news from the local community and businesses
- Competitions

## PRIMARY TIMES DISTRIBUTION

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

- Middlesbrough
- Stockton-on-Tees
- Redcar
- Guisborough
- Marske
- Saltburn
- Skelton
- Billingham
- Norton
- Stokesley
- Darlington
- Great Ayton
- Hartlepool

**70,000 COPIES OF EACH ISSUE DELIVERED**

### Warming Winter Recipes from... JAMIE OLIVER

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

Warming soup is a must for December, and Jamie Oliver's recipe is a perfect one. It's simple, healthy and full of flavor. The recipe is available in the Primary Times magazine.

### WOW! What's On in Tees Valley

Discover what's on in Tees Valley with our comprehensive guide. From local events to national news, we've got you covered.

### A Magical Christmas at Baby Castle and High Five Warehouse!

Join us for a magical Christmas celebration at Baby Castle and High Five Warehouse. Enjoy festive food, drinks, and entertainment for the whole family.

### COMPETITIONS

Enter our exciting competitions and win fantastic prizes. From family fun to exciting challenges, there's something for everyone.

### CHRISTMAS AT DLT

Join us for a festive Christmas celebration at DLT. Enjoy live music, dancing, and a special Christmas dinner.

### COMPETITIONS

Enter our exciting competitions and win fantastic prizes. From family fun to exciting challenges, there's something for everyone.

### CHRISTMAS AT DLT

Join us for a festive Christmas celebration at DLT. Enjoy live music, dancing, and a special Christmas dinner.

### BOOK SHELF

Check out the Primary Times Winter Shortlist of great books for young readers. From classic tales to modern fiction, there's a book for every child.

<b>BEST FOR A GIFT</b> <b>CHARLOTTE'S WEB</b> by EB White	<b>BEST FOR DISCOVERING</b> <b>SPACE BAND</b> by Christopher	<b>ALL TIME FAVORITE</b> <b>THE SNOWMAN</b> by Raymond Briggs
<b>BEST FOR A GIFT</b> <b>THE MINISTRY OF UNEMPLOYMENT</b> by Roald Dahl	<b>BEST FOR DISCOVERING</b> <b>PROJECT FAIRY</b> by Nicola Lacey	<b>SMART TALKING</b> <b>WHAT DO YOU THINK?</b> by Matthew York
<b>BEST FOR LEARNING</b> <b>STAY CURIOUS AND BE EXPLORING</b> by Victoria	<b>BEST FOR HEALTH</b> <b>HAPPY FROM HEAD TO TOE</b> by Alison	<b>YOUNGER READERS</b> <b>STORIES OF PEACE AND KINDNESS</b> by Nicola

### Beauty and the Beast

Join us for a magical Christmas celebration at the Princess Alexandra Auditorium. Enjoy live music, dancing, and a special Christmas dinner.

Princess Alexandra Auditorium  
Tuned In - Redcar  
Marske Road, Marske, TS10 1LJ  
Tue 21st December 2023  
Tue 27th January 2024  
www.tunedinredcar.co.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:
<b>February Half Term</b>	21 <sup>st</sup> Jan	10 <sup>th</sup> Feb
<b>Easter 2025</b>	11 <sup>th</sup> Mar	31 <sup>st</sup> Mar
<b>May Half Term</b>	22 <sup>nd</sup> Apr	12 <sup>th</sup> May
<b>Summer 2025</b>	24 <sup>th</sup> Jun	14 <sup>th</sup> Jul
<b>Back to school</b>	12 <sup>th</sup> Aug	1 <sup>st</sup> Sep
<b>October Half Term</b>	23 <sup>rd</sup> Sep	13 <sup>th</sup> Oct
<b>Winter 2025</b>	4 <sup>th</sup> Nov	24 <sup>th</sup> 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)