

**Cardiff &  
The Vale**

# primary times

Officially the UK's most widely circulated primary school magazine.  
Trusted by families and delivered directly through local schools.

**Media Pack**

# Cardiff & The Vale 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 seven times a year – prior to each school holiday and at the beginning of the academic year, Primary Times is distributed directly to families via their child's school bag.

## Why advertise in Primary Times?

- **NICHE & TARGETED MARKETING** – Primary Times is highly targeted at a very specific market, i.e. families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** – 40,000 copies to families through 140 primary schools. One copy is allocated per family and taken home in the children's book bags.
- **GREAT TIMING** – just before every school holiday families receive fresh information just when they need it.
- **RETENTION VALUE** – useful information and listings ensure a 'coffee table life' of at least 6 weeks.
- **ADDED VALUE** – online coverage at [primarytimes.co.uk/cardiff](http://primarytimes.co.uk/cardiff) and on our Facebook and Instagram pages: Primary Times Cardiff
- **ADVERTISER SATISFACTION** – over 80% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** – per 1000, our pricing offers exceptional value.



Don't delay, book today! Call 07375 895 778 or email [stacey.fordhamgray@primarytimes.co.uk](mailto:stacey.fordhamgray@primarytimes.co.uk)

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## Our Audience

**Primary Times** offers unrivalled access to local families through a trusted publication delivered directly via primary schools.

As the UK's most widely circulated primary school magazine, it **connects businesses with parents of children aged 4–11** ahead of every school holiday and at the start of the academic year... Perfectly timed with the moment families are planning activities, days out, clubs and services.

**Delivered straight into school bags** and welcomed into homes, it provides advertisers with a uniquely direct and highly targeted route to the family audience.

When your brand appears in Primary Times, it becomes part of a **trusted guide** that parents actively use to discover new experiences, opportunities and services for their children and family life.

**Published before every school holiday and the beginning of the academic year:**

- February Half Term • Spring/Easter Break • May Half Term • Summer Holidays
- Back to School • October Half Term • Winter/Christmas Break



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**40,000** copies distributed to  
**140** schools, **7** times a year

## Distribution areas...

**In Cardiff:** Birchgrove, Canton, Cardiff Central, Cardiff Bay, Creigiau, Coryton, Cyncoed, Danescourt, Ely, Fairwater, Grangetown, Gwaelod y Garth, Heath, Lakeside, Lisvane, Llandaff, Llanedeyrn, Llanishen, Llanrumney, Pentwyn, Pentyrch, Radyr, Rhiwbina, Roath, Rumney, Splott, St. Mellons, Taffs Well, Tremorfa, Trowbridge, Victoria Park, Whitchurch.

**In the Vale of Glamorgan:** Barry, Colwinston, Cowbridge, Dinas Powys, Llancarfan, Llandough, Llanfair, Llangan, Llantwit Major, Nottage, Penarth, Pendoylan, Peterston Super Ely, Rhoose, St Athan, St Brides Major, St Nicholas, Sully, Wenvoe, Wick.



Our magazines  
are delivered  
via a tracked  
courier service

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## Spread The Cost...

We understand it's not always easy to pay for an advertisement outright so we can help spread the cost over a monthly or per-issue basis.

## Publication Dates 2026

### February Half Term (Covers 2 Feb – 15 March)

Publishes Mon 2 February

Deadline 16 Jan

### Spring/Easter Break (Covers 16 March – 10 May)

Publishes Mon 16 March

Deadline 27 Feb

### May Half Term (Covers 11 May – 5 July)

Publishes Mon 11 May

Deadline 24 April

### Summer Holiday (Covers 6 July – 1 Sept)

Publishes Mon 6 July

Deadline 19 June

### Back to School (Covers 2 Sept – 11 Oct)

Publishes Wed 2 September

Deadline 14 Aug

### October Half Term (Covers 12 Oct – 22 Nov)

Publishes Mon 12 October

Deadline 25 Sept

### Winter/Xmas Break (Covers 23 Nov – 31 Jan)

Publishes Mon 23 November

Deadline 6 Nov

**File Formats:** We prefer high resolution PDFs with all colours set to CMYK and all fonts embedded. We can also use JPEG files. All files must be 300dpi at the size required. **Please note: We can't use Word, Publisher or PowerPoint files.**

## Print Advertising Rates\*

### Eighth page **£302**

W90mm x H66mm

### Quarter page **£550**

W90mm x H135mm

### Half page **£770**

W185mm x H135mm or W90mm x H275mm

### Full page **£1430**

W216mm x H303mm (A4 plus 3mm bleed). Ensure logos and text are positioned at least 10mm from the edge.

### Classifieds

Sixteenth page: W 43mm x H 66mm **£165**

Classified box: W 43mm x H 30mm **£83**

### Front cover package **£1500**

Front cover image, 1/4 page advert + 200 word editorial

### Back cover (see full page spec) **£1600**

### Inserts (per thousand) **£35**

	<b>3 issues</b>	<b>6/7 issues</b>
<b>£247</b> Per issue	<b>£220</b> Per issue	
<b>£495</b> Per issue	<b>£440</b> Per issue	
<b>£660</b> Per issue	<b>£605</b> Per issue	
<b>£1265</b> Per issue	<b>£1100</b> Per issue	
Per issue	Per issue	
<b>£143</b>	<b>£121</b>	
<b>£72</b>	<b>£61</b>	
<b>£1275</b> Per issue	<b>£1200</b> Per issue	
<b>£1360</b>	<b>£1280</b>	

**Terms:** New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days of publication. Cancellation must be notified in writing 14 days prior to the copy deadline. \*Prices are per issue and exclude VAT.

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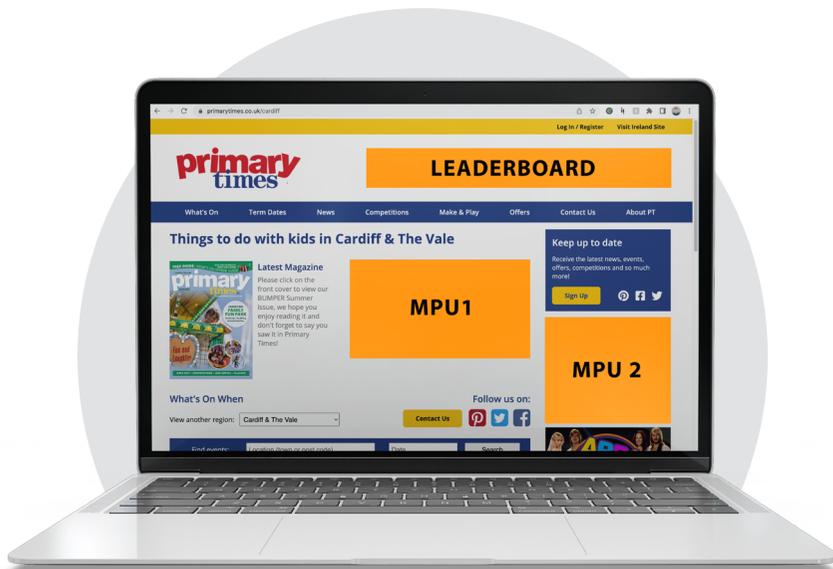
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We're more than a printed magazine!  
Our website, Facebook and Instagram pages keep parents in the know on the go!

[www.primarytimes.co.uk/cardiff](http://www.primarytimes.co.uk/cardiff)

  Primary Times Cardiff



## Digital advertising rates

**Leaderboard + extras\*** **£250**

W 728px x H 90px Per month  
Leaderboard advertising (see image, left), plus a range of extras – see right.

**MPU 1 + extras\*** **£250**

W 435px x 245px (see image, left) Per month  
Large Mid Page Unit advertising (see image, left), plus a range of extras – see right.

**MPU 2 + extras\*** **£225**

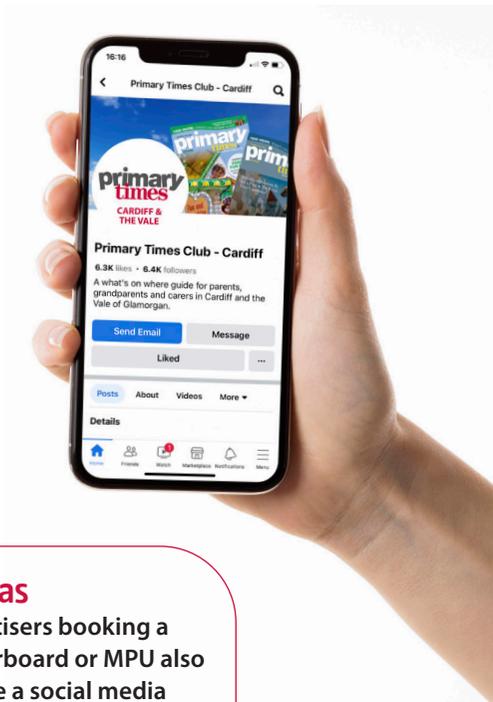
W 300px x 250px (see image, left) Per month  
Medium Mid Page Unit advertising (see image, left), plus a range of extras – see right.

**Enhanced online listing** **£50**

75 words (max), plus an image Per month  
Featured online at [primarytimes.co.uk/cardiff](http://primarytimes.co.uk/cardiff)

**Social media post/competition** **£50**

100 words (max), plus an image Per post  
Featured on our Facebook page:  
Primary Times Cardiff



**\*Extras**  
Advertisers booking a Leaderboard or MPU also receive a social media post on our Facebook page (Primary Times Cardiff) along with an enhanced listing

**File sizes and formats:**  
Leaderboards and MPUs: See left for pixel sizes. Please supply JPEG or GIF files and exact URL required for hyperlink. Online listing and social media post/competition images must be JPEG format, under 3MB.

**Terms:** New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days. Cancellation must be notified in writing 14 days prior to the upload. \*Prices are per month and exclude VAT.