

Hampshire

primary times

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

Media Pack

Hampshire 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** – 48,000 copies to families through 196 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/hampshire and on our Facebook and Instagram pages: Primary Times Hampshire
- **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

Hampshire primary times

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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48,000 copies distributed to
196 schools, **7** times a year

Distribution areas in Hampshire:

| | |
|----------------|----------------|
| Aldershot | Hamble |
| Alresford | Havant |
| Alton | Hayling Island |
| Andover | Hook |
| Basingstoke | Horndean |
| Bordon | Liss |
| Brockenhurst | Lymington |
| Chandlers Ford | Petersfield |
| Eastleigh | Portsmouth |
| Emsworth | Romsey |
| Fareham | Southampton |
| Farnborough | Stockbridge |
| Farnham | Tidworth |
| Fleet | Waterlooville |
| Fordingbridge | Winchester |
| Gosport | Yateley |

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*

| | | 3 issues | 6/7 issues |
|--|-------|--------------------|--------------------|
| Eighth page W90mm x H66mm | £302 | £247 Per issue | £220 Per issue |
| Quarter page W90mm x H135mm | £550 | £495 Per issue | £440 Per issue |
| Half page W185mm x H135mm or W90mm x H275mm | £891 | £757 Per issue | £712 Per issue |
| Full page W216mm x H303mm (A4 plus 3mm bleed). Ensure logos and text are positioned at least 10mm from the edge. | £1595 | £1355 Per issue | £1276 Per issue |
| Classifieds | | Per issue | Per issue |
| Sixteenth page: W 43mm x H 66mm | £165 | £143 | £121 |
| Classified box: W 43mm x H 30mm | £83 | £72 | £61 |
| Front cover package Front cover image, 1/4 page advert + 200 word editorial | £1575 | £1338 Per issue | £1260 Per issue |
| Back cover (see full page spec) | £1650 | £1402 | £1320 |
| Inserts (per thousand) | £35 | | |

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.

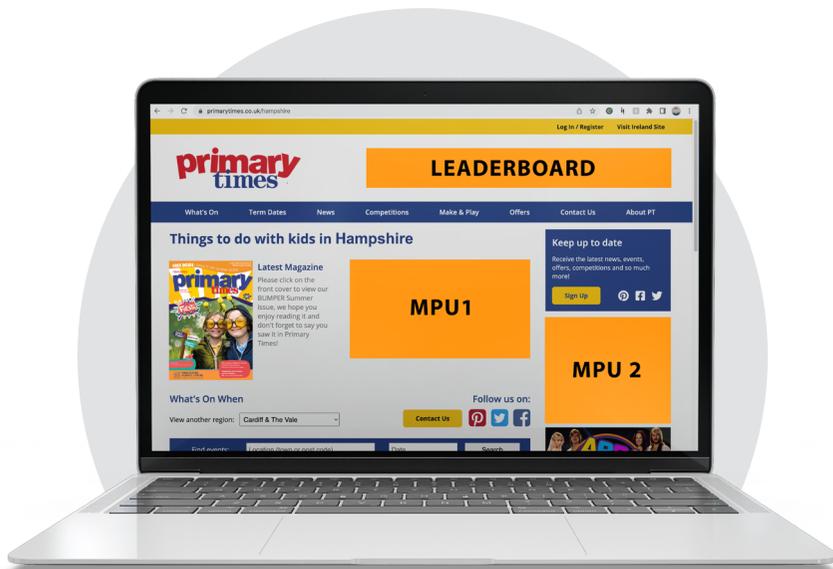
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We're more than a printed magazine!
Our website, Facebook and Instagram
pages keep parents in the know on the go!

www.primarytimes.co.uk/hampshire

  Primary Times Hampshire



Digital advertising rates

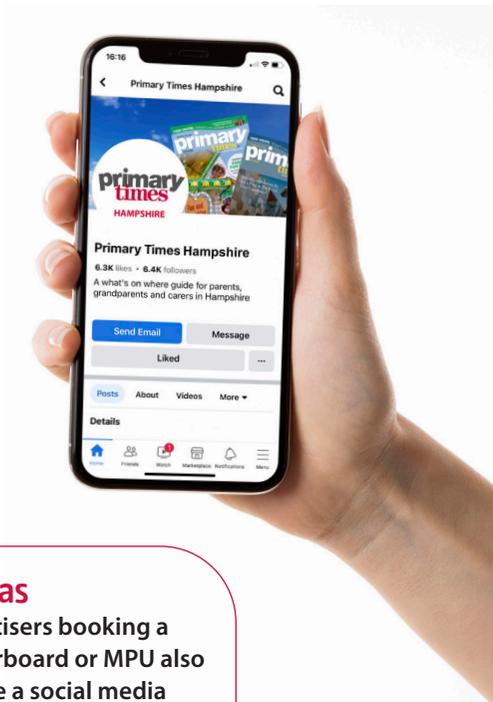
Leaderboard + extras* **£250**
W 728px x H 90px Per month
Leaderboard advertising (see image, left), plus a range of
extras – see right.

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/hampshire

Social media post/competition **£50**
100 words (max), plus an image Per post
Featured on our Facebook page:
Primary Times Hampshire



*Extras

Advertisers booking a
Leaderboard or MPU also
receive a social media
post on our Facebook
page (Primary Times
Hampshire) 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.

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