



# primary<sup>®</sup> times

**The essential FREE magazine  
for parents, teachers &  
children in Cumbria**

**Reaching 30,000 Cumbrian families seven times a year**

## Loose Inserts

We are happy to take bookings for loose inserts into our magazine Primary Times Cumbria, however, they are booked on a first come first served basis with a maximum of four bookings per edition.

## COST

The cost is dependent on the weight of your insert, see below;

Up to 10g	£35 +vat per `000 inserts
11g-20g	£50 +vat per `000 inserts

## DISTRIBUTION

Inserts can either be placed in all 30,000 of our magazines or the client may choose to select specific areas. Please see our distribution table overleaf.

## POINTS TO NOTE

The dimensions of the insert not greater than 273mm high and 184mm wide

A minimum of 10,000 inserts per booking

A wastage allowance of 2% in excess of the booked quantity is required

The client is responsible for printing their own inserts & ensuring timely delivery to Primary Times' printer

On confirmation of an insert booking the client will receive a full specification of how/when/where their inserts should be delivered. It is the responsibility of the client to ensure that these are adhered to.

We reserve the right to charge at the full rate agreed for the insert if materials fails to arrive at the agreed time, place or in suitable condition for insertion.

All standard terms and conditions apply a copy of which will be supplied on booking.

**For more information call Clare on 07856 902859**

# DISTRIBUTION TABLE

CA1	1671		LA5	75
CA2	2268		LA6	240
CA3	938		LA7	84
CA4	600		LA8	460
CA5	520		LA9	907
CA6	776		LA10	132
CA7	1534		LA11	536
CA8	611		LA12	1041
CA9	90		LA13	880
CA10	1116		LA14	2240
CA11	1322		LA15	645
CA12	645		LA17	60
CA13	1222		LA18	610
CA14	2635		LA19	60
CA15	1704		LA20	50
CA16	390		LA21	35
CA17	207		LA22	96
CA19	30		LA23	470
CA20	280			
CA21	100			
CA22	751			
CA23	60			
CA24	97			
CA25	440			
CA26	246			
CA27	180			
CA28	946			

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