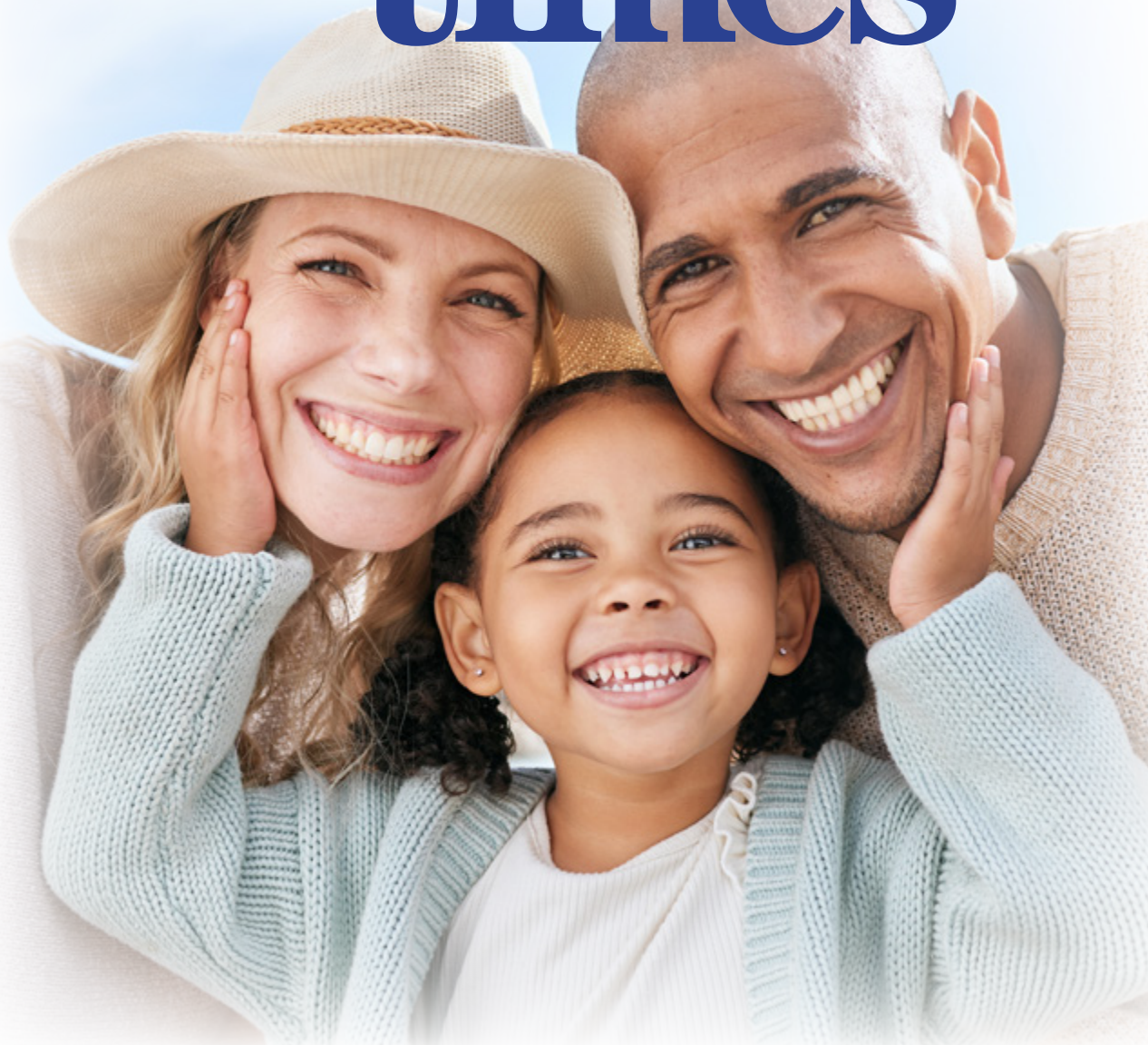


# primary times



## 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

# primary times

## 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 website**  
 For more information visit our website: [www.primarytimes.co.uk/wowpage](http://www.primarytimes.co.uk/wowpage)

### COMPETITIONS

Check out the Primary Times Market (shortlist of great books for primary schools) contact email: [Primarytimes@primarytimes.co.uk](mailto:Primarytimes@primarytimes.co.uk) or by 01509 20222

**RAJAZZ - The Tangled Parrot at The Drill**  
 The Parrot is a...  
 \* £10.00 (1000) 1000 copies for your school...  
 \* £10.00 (1000) 1000 copies for your school...  
 \* £10.00 (1000) 1000 copies for your school...

**Santa and his elves will be returning to the Waterside this Christmas**  
 The Santa and his elves will be returning to the Waterside this Christmas...  
 \* £10.00 (1000) 1000 copies for your school...  
 \* £10.00 (1000) 1000 copies for your school...  
 \* £10.00 (1000) 1000 copies for your school...

**KIDS GO FREE ON BOXING DAY**  
 Kids go free on Boxing Day...  
 \* £10.00 (1000) 1000 copies for your school...  
 \* £10.00 (1000) 1000 copies for your school...  
 \* £10.00 (1000) 1000 copies for your school...

### BOOK SHELF

Check out the Primary Times Market (shortlist of great books for primary schools) contact email: [Primarytimes@primarytimes.co.uk](mailto:Primarytimes@primarytimes.co.uk) or by 01509 20222

**BEST OF A GIFT**  
 Book: The Gift of Christmas  
 Price: £10.00 (1000) 1000 copies for your school

**BEST FOR BUSHMEN'S**  
 Book: The Bushmen's Christmas  
 Price: £10.00 (1000) 1000 copies for your school

**ALL THE FAVOURITE**  
 Book: The Christmas Book  
 Price: £10.00 (1000) 1000 copies for your school

**SPACE BAND**  
 Book: The Space Band  
 Price: £10.00 (1000) 1000 copies for your school

**THE SHOWNAN**  
 Book: The Shownan  
 Price: £10.00 (1000) 1000 copies for your school

**BEST FOR PIANO-TOES**  
 Book: The Piano-Toes  
 Price: £10.00 (1000) 1000 copies for your school

**THE MINISTRY OF UNLAPSE**  
 Book: The Ministry of Unlapse  
 Price: £10.00 (1000) 1000 copies for your school

**BEST FOR FOOTSTEPS**  
 Book: The Footsteps  
 Price: £10.00 (1000) 1000 copies for your school

**SMART TALKING**  
 Book: Smart Talking  
 Price: £10.00 (1000) 1000 copies for your school

**WHAT DO YOU THINK?**  
 Book: What Do You Think?  
 Price: £10.00 (1000) 1000 copies for your school

**BEST FOR LEADERS**  
 Book: The Leaders  
 Price: £10.00 (1000) 1000 copies for your school

**STAY CALM AND EXPLORE**  
 Book: Stay Calm and Explore  
 Price: £10.00 (1000) 1000 copies for your school

**BEST FOR HEALTH**  
 Book: The Health  
 Price: £10.00 (1000) 1000 copies for your school

**HAPPY FROM HEAD TO TOE**  
 Book: Happy from Head to Toe  
 Price: £10.00 (1000) 1000 copies for your school

**YOUNGER READERS**  
 Book: Younger Readers  
 Price: £10.00 (1000) 1000 copies for your school

**STORIES OF PEACE AND KINDNESS**  
 Book: Stories of Peace and Kindness  
 Price: £10.00 (1000) 1000 copies for your school

**ORCHARD TOYS CHRISTMAS BUNDLE**  
 Book: Orchard Toys Christmas Bundle  
 Price: £10.00 (1000) 1000 copies for your school

# 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

**½ PAGE (C) Horizontal:**  
 184mm (w) x 135mm (h)

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

**¼ PAGE (E) Vertical:**  
 90mm (w) x 135mm (h)

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

**⅛ PAGE (G) Horizontal:**  
 90mm (w) x 66mm (h)

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