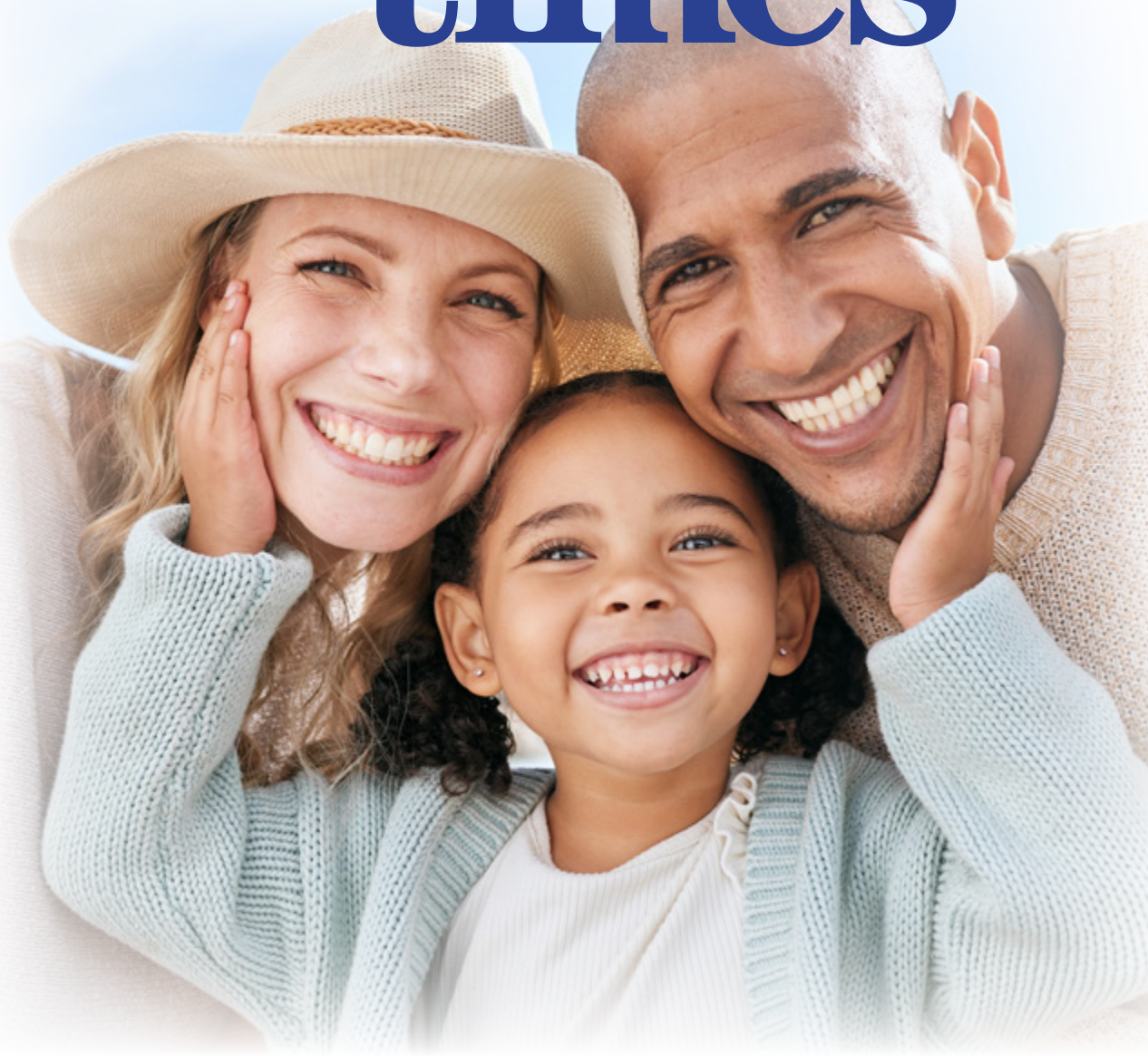


primary times



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 teams up with Jamie Oliver to bring delicious, easy, comforting and simple recipes from his latest cook book, ONE, to your family table this Winter.

Joining Jamie Oliver's team for the first time, we have selected some of his favourite recipes from his latest book, ONE, to bring you this Winter. These recipes are simple, easy, comforting and perfect for the whole family. Jamie Oliver's recipes are always simple, easy, comforting and perfect for the whole family. Jamie Oliver's recipes are always simple, easy, comforting and perfect for the whole family.

WOW

WOW! It's all about the winter season. We have a special section for you this month. We have a special section for you this month. We have a special section for you this month.

A Magical Christmas at Baby Castle and High Force Waterfall

Join us for a magical Christmas at Baby Castle and High Force Waterfall. We have a special section for you this month. We have a special section for you this month. We have a special section for you this month.

COMPETITIONS

Join us for a special competition. We have a special section for you this month. We have a special section for you this month. We have a special section for you this month.

Christmas at DLT

Join us for a special Christmas event. We have a special section for you this month. We have a special section for you this month. We have a special section for you this month.

Tees Active's your one-stop for birthday parties!

Join us for a special birthday party. We have a special section for you this month. We have a special section for you this month. We have a special section for you this month.

BOOK SHELF

Check out the Primary Times Winter Shortlist of books for young minds.

BEST FOR A GIFT
CHALLET'S WED
By E.B. White
Book: Puffin, 2015
Age: 7-10
Price: £12.99 (Pb)

BEST FOR DISCOVERIES
SPACE RANG
By Christopher Wren
Book: Puffin, 2015
Age: 7-10
Price: £12.99 (Pb)

ALL TIME FAVORITE
THE SNOWMAN
By Raymond Briggs
Book: Puffin, 2015
Age: 7-10
Price: £12.99 (Pb)

BEST FOR A GIFT
THE MINISTRY OF UNLAPTOP ACTIVITY
By Nicholas Brown
Book: Puffin, 2015
Age: 7-10
Price: £12.99 (Pb)

BEST FOR DISCOVERIES
PROJECT FURY
By Nicholas Brown
Book: Puffin, 2015
Age: 7-10
Price: £12.99 (Pb)

ALL TIME FAVORITE
WHAT DO YOU THINK?
By Nicholas Brown
Book: Puffin, 2015
Age: 7-10
Price: £12.99 (Pb)

BEST FOR A GIFT
STAY CURIOUS AND KEEP EXPLORING
By Nicholas Brown
Book: Puffin, 2015
Age: 7-10
Price: £12.99 (Pb)

BEST FOR DISCOVERIES
HAPPY FROM HEAD TO TOE
By Nicholas Brown
Book: Puffin, 2015
Age: 7-10
Price: £12.99 (Pb)

ALL TIME FAVORITE
STORIES OF PEACE AND KINDNESS
By Nicholas Brown
Book: Puffin, 2015
Age: 7-10
Price: £12.99 (Pb)

Beauty and the Beast

Princess Alexandra Auditorium
Tues 21st December 2023
Tues 27th January 2024

TUNED IN - REDCAR
Marske Road, Redcar, TS10 1LJ
Tues 21st December 2023
Tues 27th January 2024

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:
February Half Term	21 st Jan	10 th Feb
Easter 2025	11 th Mar	31 st Mar
May Half Term	22 nd Apr	12 th May
Summer 2025	24 th Jun	14 th Jul
Back to school	12 th Aug	1 st Sep
October Half Term	23 rd Sep	13 th Oct
Winter 2025	4 th Nov	24 th 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

(A)

(B)

**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

(C)

(D)

½ PAGE
(C) Horizontal:
184mm (w) x 135mm (h)
(D) Vertical:
90mm (w) x 273mm (h)

(E)

(G)

(F)

(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)