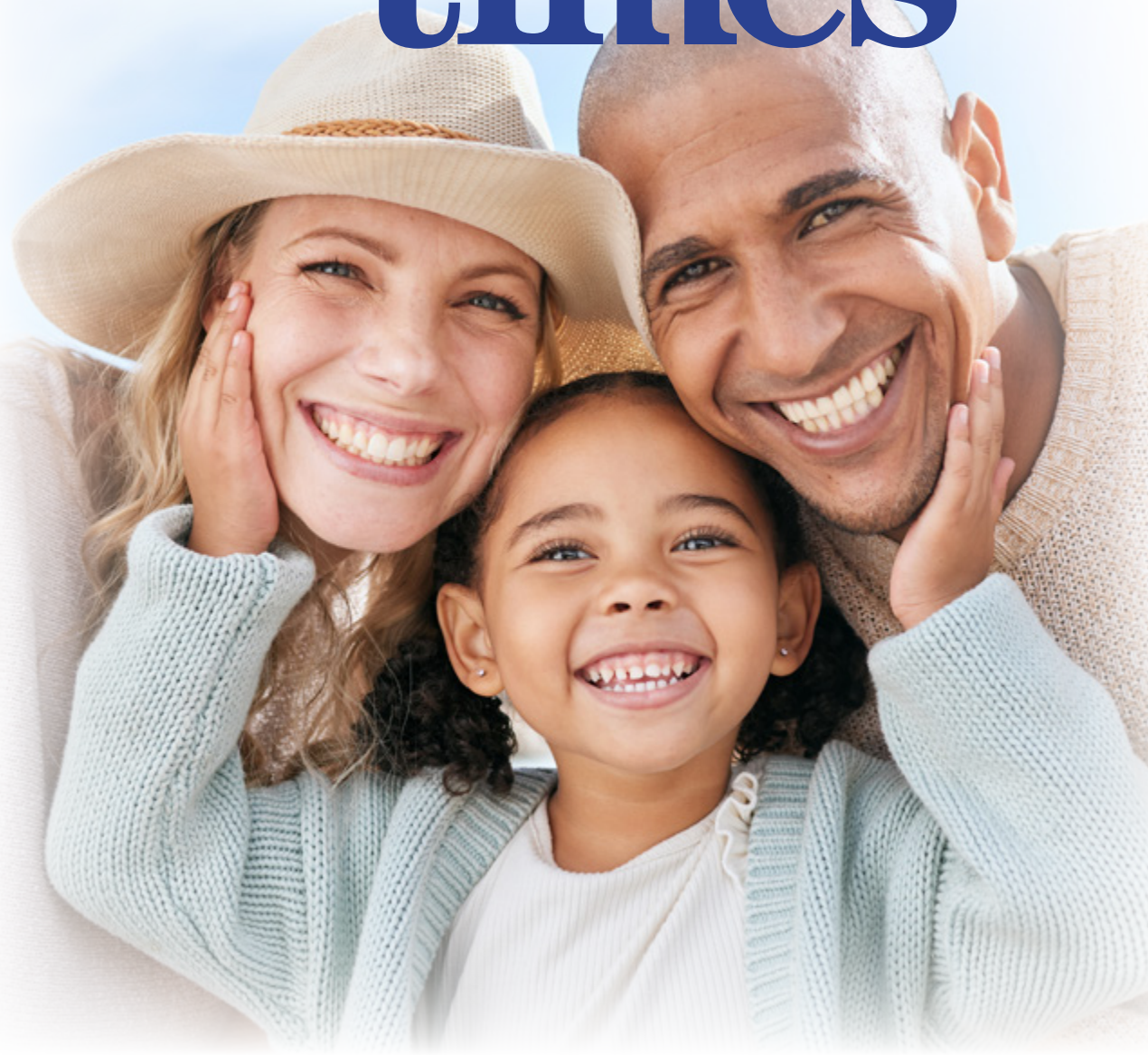


NORTH YORKSHIRE

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.



235 PRIMARY SCHOOLS DELIVERED
TO. THAT'S 70% OF THE PRIMARY
SCHOOLS IN NORTH YORKSHIRE

40,000 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 North Yorkshire & York
- Local and national information
- Reader offers and news from the local community and businesses
- Competitions

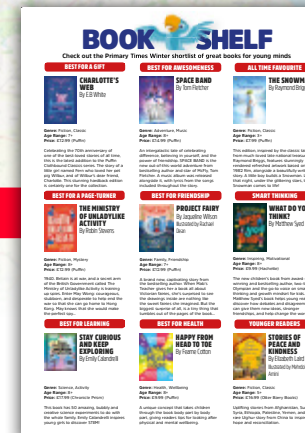


PRIMARY TIMES DISTRIBUTION

Our distribution ensures comprehensive coverage across North Yorkshire:

- Skipton
- Richmond
- Northallerton
- Bedale
- Leyburn
- Catterick Garrison
- Harrogate
- Ripon
- Knaresborough
- York
- Scarborough
- Malton
- Pickering
- Whitby
- Thirsk
- Selby

**40,000
COPIES OF
EACH ISSUE
DELIVERED**





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)