

FREE MAGAZINE: DISCOVER FAMILY FUN & LOCAL ACTIVITIES

**MAXIMUM EXPOSURE:**  
YOUR BRAND DELIVERED TO EVERY PRIMARY  
SCHOOL IN THE NORTH WEST, SERVING OVER  
647,000 PUPILS AND THEIR FAMILIES

# termtime



MERSEYSIDE | CHESHIRE | MANCHESTER | LANCASHIRE | CUMBRIA

## WHAT IS TERM TIME

Term Time: Essential free magazine in the north-west exclusively for families of primary school children, delivering engaging content, local information, and a free What's On guide for activities tailored for children aged 5 to 11, distributed quarterly during major school holidays, seamlessly integrating child-friendly businesses and relevant editorial.

### WHY ADVERTISE IN TERM TIME

Advertise in Term Time Magazine for a digital-first approach, ensuring your brand reaches parents actively seeking enriching activities for their children. Benefit from a fully interactive and responsive platform, allowing seamless redirection to your website and fostering direct engagement on smart devices, making it convenient for parents on the move.



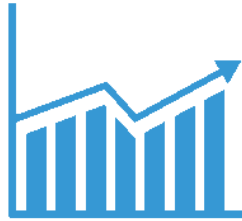
### OPTIMAL DISTRIBUTION

Term Time Magazine circulates over 15,000 copies directly to schools creating a tangible connection with educators, parents and students. This strategic alignment maximises engagement and provides a valuable resource for families and educators seeking insightful content for children aged 5 to 11.



## CIRCULATION & DEMOGRAPHICS

Term Time Magazine, reaching more schools than any other publication in the north-west, is circulated free to all primary schools with a potential readership of over 640,000 children. The diverse demographic ensures that your brand connects with families from various backgrounds and interests.



## LOCAL ENGAGEMENT

Term Time Magazine is a premier platform for local advertising, uniquely connecting businesses with parents, educators, and families in the north-west. With a focus on family activities, it provides a targeted space to reach a specific and engaged audience, becoming a trusted resource for personalised recommendations and information tailored to the local community.



## PRINTED COPIES IN SCHOOLS

Term Time Magazine offers the convenience of print copies for schools, providing tangible resources that can be included in children's school book bags, ensuring direct access to our enriching content for young minds. For print copy request, contact us at [info@term-time.co.uk](mailto:info@term-time.co.uk)



## ADVERTISE WITH US

### NORTH-WEST

<b>Full Page Ad</b>	£250
<b>Half Page Ad</b>	£150
<b>Quarter Page Ad</b>	£120

### PRESTIGE POSITIONS

<b>Double Page</b>	£950
<b>Front Cover</b>	£750
<b>Back Cover</b>	£550

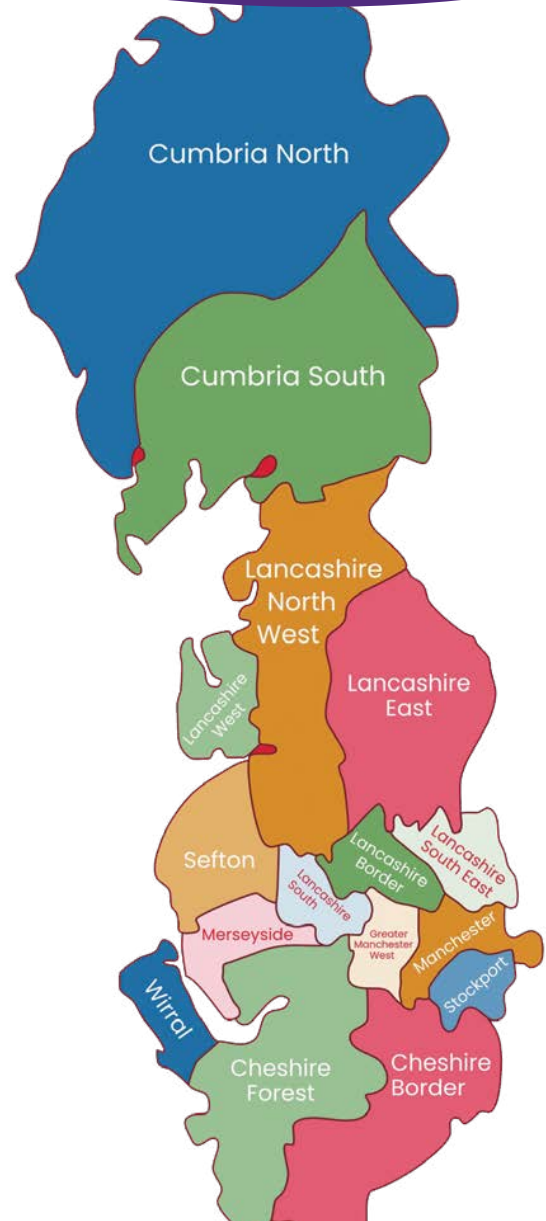
### PREMIUM POSITIONS

<b>Inside Front</b>	£450
<b>Inside Back</b>	£350

*Prices are subject to change, based on the demand for each quarterly issue.*

For special placements such as the front, back or inside covers, or social media and web advertising, please contact us for further details.

Secure your space today and become a prominent part of the Term Time Magazine experience. Reach out to us at [info@term-time.co.uk](mailto:info@term-time.co.uk) for more information.





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**Connect with the family audience through the widespread influence of primary schools in the North West**