

termtime

MEDIA PACK



MEDIA KIT 26

Hello from

termtime

Dear Readers,

Welcome to this edition of Term Time - your local guide to making the most of family life with little ones. Whether you're planning summer activities, after school fun or just looking for ways to keep your kids happy and active, we've packed this issue with local events, clubs, and helpful tips just for you. We know how busy family life can be so our goal is simple: to make it easier, more exciting, and full of moments to remember. Thank you for letting us be part of your family's journey this term.

Best Wishes

Amy Roberts

Editor - Primary Stars



what's inside

- | | |
|-----------------------------|-------------------------------|
| 3 Content Page | 12 Parenting Tips |
| 4 Seasonal Feature | 14 Educational Feature |
| 6 Online Safety | 16 Wellbeing Help |
| 8 Kids Coding | 18 Family Law |
| 10 Child Development | 20 Panto Guide |

Plus 12 'jam packed' pages of local family clubs, classes and activities.

termtime

Term Time is a digital family guide connecting local businesses with families across 12 boroughs.

Each quarter, QR posters are distributed to 400+ schools, cafes, health centres, etc, directing 100,000+ parents straight to their area's online issue.

Accessible on mobile and hosted on our website, Term Time gives businesses direct, ongoing visibility in front of families actively searching for local services.



Distribution & Rates

SEFTON

CROSBY
WATERLOO
SEAFORTH
BOOTLE
LITHERLAND
FORMBY
SOUTHPORT

SOUTH LIVERPOOL

ALLERTON
WAVERTREE
TOXTETH
AIGBURTH

NORTH LIVERPOOL

KENSINGTON
EVERTON
ANFIELD
WALTON

KNOWSLEY

HUYTON
PRESCOT
KIRKBY
HALEWOOD

WIRRAL

WEST KIRKBY
HOYLAKE
HESWELL
BIRKENHEAD

ST. HELENS

ST. HELENS
RAINHILL
NEWTON-LE-WILLOWS

PLUS MORE



FULL PAGE £250

1/2 PAGE £120

1/4 PAGE £60

For special placements such as the front, back or inside cover 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 advertising info@termtimemagazine.co.uk for more information.

QRCode

Adds that Scan For More

Local Businesses



the supply specialists

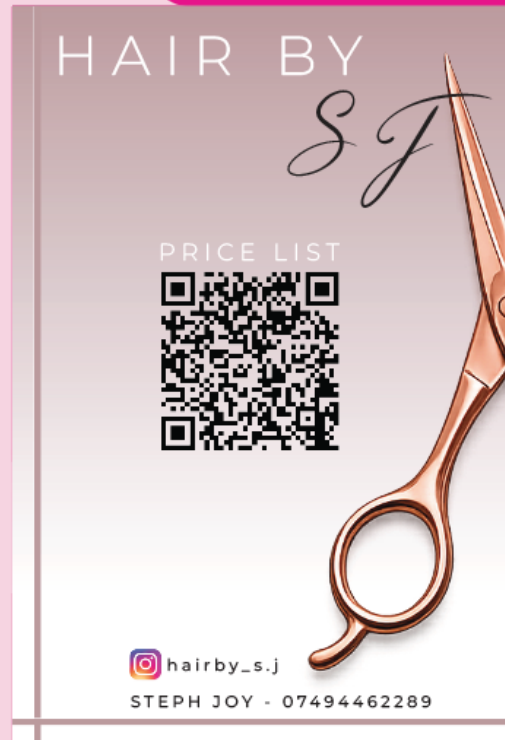
STUDENT COVER SUPERVISORS WANTED!

LIVERPOOL STUDENTS — EARN WHILE GAINING REAL CLASSROOM EXPERIENCE AROUND YOUR DEGREE

- Up to £132 per day
- Flexible work (8:30am–3pm)
- 1 day a week or more
- No previous school experience needed
- Free training & ongoing support
- Ideal for Sports Science, Psychology & English students
- Boost your CV with paid, professional experience



DBS required (or willing to apply).

SCAN FOR MORE INFORMATION & APPLY



HAIR BY SJ

PRICE LIST



hairby_s.j

STEPH JOY - 07494462289


Topaz Dancentre
Garston
L19 2LY




TOPAZ
Dancentre

BALLET
TAP
ACRO
STREET
LYRICAL
MODERN
DRAMA
MUSICAL THEATRE
BALLROOM & LATIN
GENTLE EXERCISE

SCAN TO DANCE



YOUR
ADVERT
SPACE



Advertising Investment

Quarter Page Feature – £60 per Issue

We keep our advertising structure simple, transparent and effective.

Our quarter page feature is £60 per issue and includes a professionally designed advert tailored to your brand.

Each feature includes:

- **Custom advert design**
- **A unique QR code linking directly to your website or Instagram**
- **Placement within your postcodes dedicated digital issue**
- **Ongoing visibility via the Term Time website**
- **Exposure through QR posters read by 100,000 + parents & distributed to 400 + schools in addition to local cafes, health centres, play centres, activity centres etc. across Merseyside.**

Parents simply scan and read on their phones — making it instant, accessible and clutter-free.

For businesses looking for a stronger presence, larger placements and premium positioning options are available on request.

We believe in clear pricing and flexible options — no hidden extras, just meaningful visibility in front of local families.

THANKS FOR READING

ChildDevelopment

The power of play in childhood Development:

Play is far more than fun and games

Play is the foundation of how children learn about themselves, others, and the world around them. Whether your child is building a tower of blocks, creating an imaginary cafe, or racing around the garden, every playful moment helps develop essential skills that last a lifetime.

At its core, play encourages **curiosity, confidence, and problem-solving**. When children experiment with toys, shapes, and materials, they are practising early maths and science without even realising it. A simple activity like stacking cups teaches balance, prediction, and cause and effect.

Play also plays a crucial role in **speech and social development**. Dressing up, role-play, and pretend scenarios encourage children to take turns, express ideas, and negotiate with others. These early social skills are the foundations for communication and healthy relationships later in life.

Physical play is just as important. Running, climbing, hopping, and dancing help children build strength, coordination, and spatial awareness. These activities contribute to overall wellbeing and support concentration and behaviour - something parents often notice immediately.

Most importantly, play helps children understand their emotions. Through imaginary worlds and creative expression, children explore feelings, build resilience, and learn how to cope with challenges. This emotional practice is essential in developing self-esteem and confidence.

As parents, you don't need expensive toys or complicated setups. Everyday items like wooden spoons, cardboard boxes, cushions, and LEGO bricks can spark creativity and provide a safe, open space for them to explore.

As parents, you don't need expensive toys or complicated setups. Everyday items like wooden spoons, cardboard boxes, cushions, and LEGO bricks can spark creativity and provide a safe, open space for them to explore

Play isn't a break from learning - it is learning. When children have the freedom to explore, create, and imagine, they develop the skills they need to thrive at school and beyond.

