

2025 Media Pack

DISTRIBUTED
TO 40,681
LOCAL
FAMILIES



Derbyshire & Staffordshire 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 6 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.
- Primary Times in Derbyshire and Staffordfordshire distributes 40,681 copies four times a year and is part of national networking distributing more than 2.2 million copies in 59 regions across the UK and Ireland.
BPA Audited.

What's in Primary Times?

- The most comprehensive whats on guide for families in the region.
- Local and national information for parents and teachers in Derbyshire and Staffordshire including learning and party resources.
- Reader offers and news from local communities and schools.

PRIMARY
TIMES IS ALSO
AVAILABLE IN
THE APP
STORE

[click for more ▶](#)

Derbyshire & Staffordshire primary times

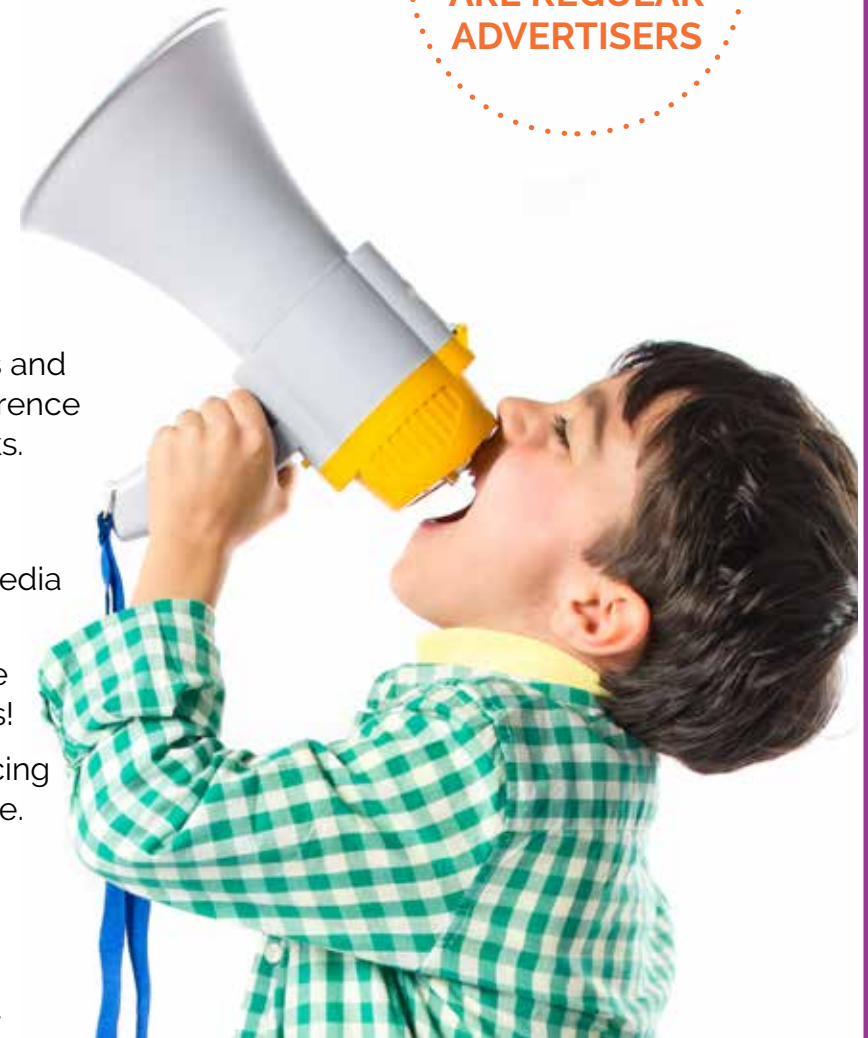
OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 40,681 copies to families through primary schools and taken home in the children's book bags.
- **GOOD TIMING** - just before every school holiday families receive fresh information just when they need it.
- **RETENTION VALUE** - the listings and money off vouchers ensure reference and retention for at least 6 weeks.
- **ADDED VALUE** - competitions, advertorials, coverage from primarytimes.co.uk and social media
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 pricing structure offers exceptional value.

Who advertises with us?

- Derbyshire County Council • National Memorial Arboretum • Drayton Manor
- Derby High School Trust • Buxton Crescent Heritage Trust • Derby Grammar School • Derby City Council • Derby Museums • National Adventure Farm • Staffordshire County Council • National Memorial Arboretum • St Giles Hospice • Lichfield Cathedral
- Drayton Manor • Stafford Grammar School • New Vic Theatre • Statfold Railway
- National Adventure Farm .. and many more!



[click for more ▶](#)

Derbyshire & Staffordshire primary times

Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Derbyshire and Staffordshire.

"Thank you all for a fantastic magazine that we have been using as our school holidays 'bible' for years. We've visited so many places featured in your magazine and I know many other Mums who read it from cover to cover also."

The Robertson Family



Derbyshire & Staffordshire

primary times

primarytimes.co.uk

www.primarytimes.co.uk features regional and national content including:

- What's on Listings • News • Competitions
- Local information for parents and teachers, including learning resources and party guide

Please ask us about our full range of digital advertising opportunities which include:

- Tailored E-shots • Regional and National MPUs
- Banners or Buttons • Videos
- Sponsorship and much more

To find out more or place your advert call Deborah Grace on 07736 945755 or email deborah.grace@primarytimes.co.uk

Schools Publishing Limited. 6 Swan Court, Forder Way, Hampton, Peterborough, Cambridgeshire, PE7 8GX



Derbyshire & Staffordshire primary times

40,681
copies per issue



Digital Advertising:

MPU
£POA per calendar month

Leader board
£POA per calendar month



2025 Publication dates

Easter

Copy by: 4 Mar Publishes: 24 Mar

Summer

Copy by: 17 June Publishes: 7 July

Back to School

Copy by: 12 Aug Publishes: 1 Sept

Winter

Copy by: 4 Nov Publishes: 24 Nov

Advertising Rates*

Sixteenth Page

£140

W43mm x H66mm or W90mm x 30mm

Eighth Page

£260

W90mm x H66mm or W43mm x H135mm

Quarter Page

£445

W90mm x H135mm or W184mm x H66mm

Half Page

£800

W184mm x H135mm or W90mm x H273mm

Full Page

£1,430

For a full bleed advert: W216mm x H303mm.
For an advert with a white border all the way round: W184mm x H273mm

Front Cover

£1,315

W194mm x H275mm

OB Cover

£1,540

For a full bleed advert: W216mm x H303mm

Inserts

£35.00 per thousand

Minimum 10,000

3 series rate 10% discount

£126

Per Issue

£234

Per Issue

£401

Per Issue

£720

Per Issue

£1,287

Per Issue

£1,184

Per Issue

£1,386

Per Issue

4 series + rate 15% discount

£119

Per Issue

£221

Per Issue

£379

Per Issue

£680

Per Issue

£1,216

Per Issue

£1,118

Per Issue

£1,309

Per Issue

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.

Place your advert now! Call Deborah Grace on 07736 945755 or email deborah.grace@primarytimes.co.uk

Terms & Conditions: New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days of publication. Cancellations: must be made not less than four weeks prior to the advised copy deadline date. Failure to comply will result in a charge being made for the full cost of the advertisement space booked. *Prices are per issue, and exclude VAT.